

- **Because you're worth it...**
- **...the best a man can get**
- **Totally tropical taste...**
- **Every little helps**

Can you guess the brands from the famous advertising slogans?

What about these:

- **It could be you...**
- **Someone's knocking at the door, somebody's ringing the bell...**

Advertising is a powerful tool used by companies to reach consumers all over the world, and gambling companies are no different to other organisations, exploring many different avenues to reach the masses.

Despite a ban on direct advertising to young people, they are still often exposed to gambling marketing messages. Gambling companies sponsor daytime TV shows and are heavily involved in sport, through competition sponsorship and team shirt sponsorship. Ten of the 20 clubs in the Premier League and 17 of the 24 teams in the Championship carry a gambling shirt sponsor, and whilst those gambling logos are not permitted on junior shirts, 75% of 8-16 year olds think betting is a normal part of sport.

Lots of adverts feature bright colours, friendly characters (think Foxy Bingo), celebrity endorsement and catchy songs and slogans, leading to many young people believing gambling is a quick and exciting way to make money.

An issue is, when someone sees an advert they are one click away from placing a bet such is the ease of apps on mobile devices so if they see an advert which appeals or triggers the need to play they can do so very quickly and will not take the time to think rationally. Add in how young people are led by rewards rather than logic and it becomes an easy sell.



We cannot lock them away from advertising, it is all around us, but we can have discussions with our child/ren. Try these conversation starters:

Use these other questions:

- **How are you aware of these companies?**
- **Do you think the advertising is relevant to you?**
- **What do they think of the messages being given?**
- **What are your views on gambling?**

Explore this subject further by visiting the conversation ideas in our activity section