

A woman with curly hair is shown in profile, smiling as she plays a slot machine in a casino. The scene is lit with warm, golden light, and the background is blurred, showing other slot machines and casino lights. The text is overlaid on the bottom left of the image.

#1 AT GETTING HELP

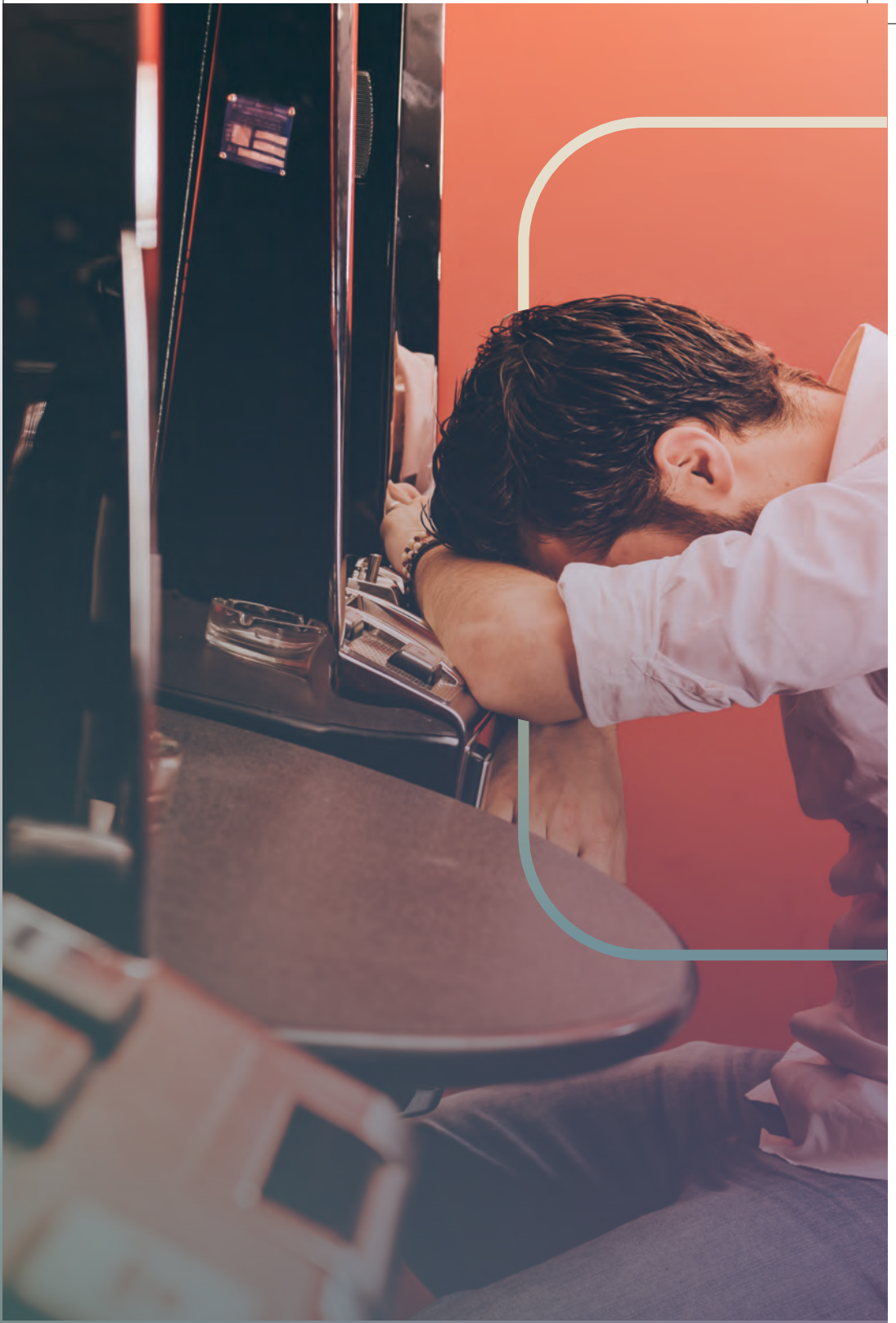
**FY21 YOUR LIFE IOWA
GAMBLING CAMPAIGN TOOLKIT**

BE #1 AT HELPING

Many people assume they know what someone with a gambling problem looks like, especially those who bet on sports. If they themselves don't fit the stereotype, that must mean they themselves don't have a problem — even when they do.

That is why we developed this campaign to help bust this myth — and get people to realize that anyone can be affected. Fathers. Grandmothers. Community leaders. Business professionals. PhDs. Blue collar. White collar. It doesn't matter who you are. It only matters that you get help.

Your role is crucial in assisting in getting this campaign message out in your service area and beyond.





HOW TO ACCESS MATERIALS

This toolkit contains campaign materials that have been specifically developed to help you be #1 at helping. The easiest way to access these materials is to visit <https://yourlifeiowa.org/prevention/media-center>.

There you'll find all of the elements of the #1 at getting help campaign along with previous campaign materials you can download.

If you'd like more information, would like to add your logo to the campaign or order additional campaign materials (posters, brochures, magnets), please send a request to yli@idph.iowa.gov.

TELEVISION/VIDEO

:30



POSTER

8.5x11 / 11x17in

STOP. LISTEN. UNDERSTAND. GET YOUR LIVES BACK.

When you contact 1-800-BETS OFF, you'll talk to a compassionate professional who understands what you're going through. So you can make every game... just a game.

NO JUDGEMENT. JUST HELP.

I-800-BETS OFF

1-800-352-3437

IF YOUR SPORTS BETTING IS GETTING OUT OF CONTROL, WE'RE ON YOUR TEAM.

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BILLBOARD

10x22 / 14x48ft

BE #1 AT GETTING HELP.

I-800-BETS OFF

YOUR IOWA GAMBLING

YOUR IOWA GAMBLING
IOWA DEPARTMENT OF PUBLIC HEALTH

**SPORTS BETTING PROBLEM?
NO JUDGMENT. JUST HELP.**

I-800-BETS OFF

YOUR IOWA GAMBLING

YOUR IOWA GAMBLING
IOWA DEPARTMENT OF PUBLIC HEALTH

THEATER BOARD

1920x1080 px

BE #1 AT GETTING HELP.

I-800-BETS OFF

YOUR IOWA GAMBLING
IOWA DEPARTMENT OF PUBLIC HEALTH

CHAT YOURIOWAGAMBLING TEXT 800-888-6888
NO JUDGMENT. JUST HELP.

ONE TEAM HELPS YOU BEAT YOUR SPORTS BETTING PROBLEM.

I-800-BETS OFF

NO JUDGMENT. JUST HELP.
CHAT YOURIOWAGAMBLING TEXT 800-888-6888
YOUR IOWA GAMBLING
IOWA DEPARTMENT OF PUBLIC HEALTH

BANNER ADS (ANIMATED AND STATIC)

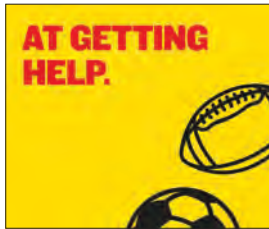
Standard: 300x250 / 300x600 / 160x600 / 728x90,
Mobile: 300x50 / 320x50 / 300x250



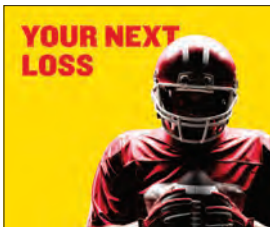
You're Not Alone



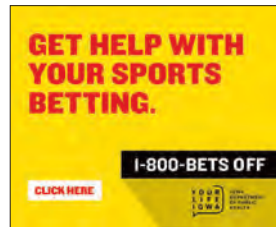
Be #1 at Getting Help



One Team



Your Big Win



RADIO

FINAL SCRIPT: “#1 AT GETTING HELP” :30

ANNCR: You never know who might be hiding a problem with sports betting – because it can affect anyone.

Dads, moms. Teachers, lawyers.
Blue collar, white collar.

PhDs, community heroes.

But there’s one thing we want you to know.
It doesn’t matter who you are – what does matter is getting help.

Contact 1-800-BETS OFF. No judgment. Just help.

Be #1 at getting help.
Brought to you by the Iowa Department of Public Health.

DJ SCRIPT: “NO JUDGMENT. JUST HELP.” :30

DJ: This is <DJ name>. I want to get serious and talk about those who may have a problem with sports betting. You can spot them a mile away, right? Well, this may be a surprise . . . ANYONE can have a problem. You, me, a friend, a neighbor or people you admire. People you love.

It doesn’t matter who you are. What does matter is getting help. Contact 1-800-BETS OFF. No judgment. Just help. Brought to you by the Iowa Department of Public Health.

HOW TO USE AND PLACE MEDIA

WHAT IS MEDIA?

Paid media refers to external marketing efforts that involve a paid placement to reach the desired audience. Media encompasses broadcast TV, cable TV, out-of-home, radio, print and sponsorships.

PAID MEDIA GLOSSARY

DIGITAL SPECIFIC

CLICK User clicks on an ad and is directed to the advertiser's website

CTR Click through rate
(clicks divided by impressions)

CPC Cost per click
(cost divided by clicks)

CPV Cost per view (cost divided by views) – A view is when a consumer views a video ad online for at least 5 seconds

GENERAL

REACH Total percent of different people in the target population exposed to the message one or more times

FREQUENCY Average number of times people within your target population are reached

IMPRESSION Any exposure to an advertising message or content, regardless of duplication

GRP/TRP Gross rating point/Target rating point: GRP is used to signify total households; TRP is used to define the rating against a specific demo target, ex. Adults 25–54

CPM Cost per thousand (cost divided by impressions multiplied by 1,000)

STRENGTHS AND WEAKNESSES BY MEDIUM

Detailed below are each of the mediums with their role, strengths and weaknesses. Media plans combine a mix of mediums to reach the target audience effectively and efficiently.

MEDIUM	ROLE	STRENGTHS	WEAKNESSES
BROADCAST TV	Mass reach, site/sound/motion, impact, awareness	Broad reach and frequency, high profile	Limited inventory, less efficient, clutter, expensive
CABLE TV	Highly targeted reach, site/sound/motion	Efficiency and frequency	Fragmentation, can be expensive on a local level
RADIO	Awareness and recall, local efforts	Flexible, local coverage or national network, high frequency	Limited tagging capabilities, station competition, no visual
PRINT	Delineation of niche target groups within right environment, consistent presence	Interest specific, ability for detailed information, engaged reader	Industry circulation declines, slow-build audience reach
DIGITAL	Branding, engagement and/or call to action	Targeting ability, contextual, viral, social, actionable placements, drive to brand conversion, measurable	Declining direct consumer actions taken
OUT-OF-HOME	Consistent presence, targeted local efforts, impact	Frequency, impactful, multiple creative offers and executions	Limited availability in some markets, can be expensive to produce, limited message

LOW-COST MEDIA OPTIONS

YOUTUBE

According to Sprout Social, the average U.S. consumer spends 40 minutes per day on YouTube.

YouTube works by placing a paid video before, during or after a user's selected video. Ads can be targeted based on geography, demo, interest or keyword. A :6, :15 or :30 video can run on YouTube.

Videos are purchased on a CPV (cost per view) basis. The average CPV on YouTube is \$0.04.

A budget of \$1,000 would result in an estimated 25,000 YouTube views.

PROGRAMMATIC BANNERS

In a recent article published by eMarketer, programmatic banner advertising will make up 81% of the U.S. display advertising by 2021.

Programmatic advertising works by using a mix of tactics to reach the target audience when they are browsing websites.

Banners can be targeted by geography, demo, contextual relevancy of a website, online and offline behaviors or conversations on social platforms. Standard (300x250, 728x90, 160x600 and 300x600) and mobile (320x50 and 300x50) banners ads are needed to run programmatic campaigns.

Banners are purchased by CPM (cost per thousand) impressions.

The average CPM for programmatic banners is \$8.

A budget of \$1,000 would result in an estimated 125,000 programmatic banner impressions.

FACEBOOK/INSTAGRAM

Zephoria states 51% of Facebook users access the platform multiple times per day.

Facebook Business Manager allows advertisers to run across Instagram and Facebook. Ads can be targeted by demo, geography, interest or email. Video, carousel or single image ads can run on the platforms.

Facebook/Instagram is purchased by CPC (cost per click). The average CPC for Facebook is \$0.65 to \$1.00.

Instagram is \$1.86. A budget of \$1,000 would result in an estimated 470 Facebook/Instagram clicks.

OUTDOOR BILLBOARDS

Outdoor billboards provide high profile placements with strong reach across Iowa. Boards are purchased in four-week increments. Outdoor billboards can be digital, poster or bulletin sized.

An outdoor board in a smaller market can average between \$400 to \$600 per location. Production would be approximately \$125 per board.

A budget of \$1,000 would allow for an estimated one to two boards depending on the location.



**AT
GETTING
HELP**

YOUR
LIFE
IOWA

IOWA
DEPARTMENT
OF PUBLIC
HEALTH

I-800-BETS OFF

11/2020

