

## BERRETH AWARD SUBMISSION

From: Ohio Department of Mental Health & Addiction Services/Ohio for Responsible Gambling  
ATTN: National Public Health Information Coalition (NPHIC)  
Award: 2017 Berreth Awards for Excellence in Public Health Communication  
Title: Be the 95% Campaign  
Date: 4.28.17

### Background and Research

*Describe the background and need for the campaign. Include a description of any research conducted or social marketing techniques used. Also, describe the intended target audience(s).*

### THE CHALLENGE

Ohio experienced major gambling industry growth with 11 new casino-style destinations added in 2012-13. In response, the Ohio Department of Mental Health and Addiction Services Bureau of Problem Gambling worked with its partners – the behavioral health system and the Ohio Casino Control and Lottery Commissions – to ensure that quality prevention, treatment and recovery services for problem gambling were in place. Beginning in December 2014, system stakeholders came together to assess gaps. The theme of “lack of community readiness” grew from that event. A State System Review by outside researcher Jeff Marotta, PhD, also found a serious void where recognition of problem gambling as a public health issue should be, and a number of community-level needs assessments found the same concern: few Ohioans knew anything or cared about problem gambling.

#### Ohio's Problem Gambling Statistics

According to the 2012 Ohio Gambling Survey, a majority of Ohioans aged 18 and older gambled within the previous 12 months, and of those who gambled, most (about 95%) did not display any behaviors that put them at-risk for problem gambling. Ohioans who were at some level of risk for problem gambling totaled about 500,000 adults. Below are additional facts gleaned from the survey:

- An estimated 5.2 million Ohioans aged 18 and older participated in gambling before the casinos and racinos (race tracks with slot machines) opened in 2012.
- Nearly one in 10 of these gamblers were either at-risk to become problem gamblers or current problem gamblers.
- Rates of at-risk/problem gambling were reasonably similar across county area clusters, but the rates of problem gambling were 10 times higher in the Cincinnati-area county cluster (1.4%) compared to other county clusters (range 0.1%-0.2%).
- Men were almost twice as likely to be at-risk/problem gamblers as women, and they had the highest rates of at-risk/problem gambling when aged 18 to 24 and 65 and older.
- While rates of at-risk/problem gambling were not nearly as high for women, they were the highest between the ages of 18 and 44.
- Whites aged 18 to 25 years old were the most likely to be at-risk/problem gamblers.
- Followed by African-Americans ages 25-64.

For up to 95% of Ohioans, gambling can be a low-risk pastime that can be enjoyed as a form of entertainment. While approximately 5 percent of Ohioans are at-risk for problem gambling, the indirect effects can be widespread.



It is easy for someone with a gambling problem to lose sight of the things he/she used to value: loved ones, jobs, leisure activities like reading, fishing or playing sports. Family, friends, co-workers and many others are affected by the behaviors of a problem gambler. Lack of trust, loss of employment and even criminal charges are potential outcomes for a problem gambler in severe cases. Problem gamblers are at risk of suffering from co-occurring behavioral health issues such as substance abuse and addiction, personality disorder, anxiety and suicide. While there can be many adverse effects of problem gambling, it is important to remember that help is available – for the problem gambler and loved ones in crisis.

A process began with stakeholders in January 2015 to develop an awareness message and campaign that culminated with a launch event in August 2015. Finding common ground among prevention and public health professionals, clinicians, gambling regulators and gambling promoters was a challenge, but Ohio did – eventually – build that consensus message of responsible gambling and how to get help for those in need. “Be the 95%: If YOU gamble, be the 95% who gamble responsibly.” The campaign offers tips on responsible gambling, a “take the quiz” feature to assess level of risk, and tools and resources to promote community-level awareness and how to help one’s self, friends or family members.

The initial campaign ran from August, 2015 through August, 2016. A refresh for year two of the campaign was launched in September, 2016 and will run through June of 2017. Testing of messaging, graphics and a new interactive game module has been a foundation of all of the campaign’s development.

## SOLUTION

To address this public health issue and to ensure that the state was taking preventive measures to educate communities on the importance of responsible gambling and advocating free resources for treatment, Governor John R. Kasich formed Ohio for Responsible Gambling (ORG). The mission of this organization was to bring together state agencies involved in the fields of gaming regulation and behavioral health, working together to bring quality services and messaging to Ohio communities to help reduce problem gambling and to build awareness of resources available for the prevention and treatment of gambling disorders. The statewide agencies involved are:

- Ohio Department of Mental Health and Addiction Services (OhioMHAS)
- The Ohio Casino Control Commission
- The Ohio Lottery Commission
- Drug Free Action Alliance

The coalition partnered with a local advertising agency, Origo Branding Company, to launch a 2-year awareness campaign to advocate responsible gambling practices across the state of Ohio. With the help of Drug Free Action Alliance, a nonprofit organization that works to prevent substance abuse and problem gambling in Ohio, the team set out to address the lack of awareness around the issues and consequences related to gambling by beginning the process of developing a new public health message that takes a positive approach to educating communities about responsible gambling practices.

## TARGET AUDIENCE

This campaign primarily focuses on key influencers of at-risk individuals of problem gambling, engaging those who can make a positive impact on their behaviors and life choices. All target audiences include:

- 1) **INFLUENCERS (Families & Spouses):** As the main influencers (and caregivers) on the decisions and actions of those at risk of problem gambling, our goal is to build awareness and engagement about simple ways they can address the prevention/treatment of those closest to them.
  - a. With such a wide range of demographics and socio-economical communities across the state, it was critical to create imagery, design, and messaging that spanned across populations, allowing the creative strategy to modify when speaking to different audiences and geographical areas. Furthermore, it was key to place media in areas that gained the greatest exposure and impressions across a broad range of populations – creating awareness amongst the general population (not just those at risk).
- 2) **At-Risk Individuals (specifically Males, Age 18-25):** While the campaign focuses on key influencers, this campaign also directly targets males and females who are at risk of problem gambling, driving our end goal of preventing/treating gambling addictions within the state of Ohio.
- 3) **Stakeholder Organizations:** While our initiative has a partnership of three strong groups, we can gain more awareness from other organizations and healthcare/treatment facilities that have access to the community and other networks of families, employers, and even at-risk individuals.

## Planning

*Explain the goals, objectives for the campaign, and describe the communication strategy/plan for reaching the identified target audience(s).*

### PROJECT OBJECTIVES

To address the issue of problem gambling in the state of Ohio, the leadership team outlined the following objectives when developing our responsible gambling awareness campaign:

- 1) Create a powerfully branded message and campaign to be implemented into an integrated marketing strategy, helping build awareness around tips for responsible gaming practices across a broad range of audiences and geographical areas.
- 2) Drive behavioral change by designing and developing a microsite that engages the community in an online assessment (or "Quiz"), gauging their risk of problem gambling, while connecting them with free resources to get help. This can be used for individuals who gamble or for influencers who may be concerned for a loved one.
- 3) Spread our message by developing motion graphics videos to be utilized in online tactics, such as social media campaigns and other ad placements, to demonstrate the dangers of problem gambling and how to prevent these risks.
- 4) Engage communities across the state by crafting and executing an approximately \$1 million annual media plan over two years, driving traffic to the microsite and online assessment through digital, environmental, event, and radio advertising. (campaign starts October 2015)

### CAMPAIGN MICROSITE & ONLINE QUIZ (<http://www.the95percent.org>)

With the goal to drive behavioral change, Origo designed and developed a microsite that engaged the community in an online assessment, gauging their risk of problem gambling, producing data and metrics around state demographics and behaviors. To date, 15,033 people have taken the quiz. This microsite connects users to free resources and education promoting responsible gambling with tips, warning signs of at-risk individuals, and other resources.

### MEDIA BUYING AND PLANNING

Helping to engage communities across Ohio, Origo launched the campaign in a major press conference in August 2015, as well as executing an approximately \$1 million media plan with a diverse set of media outlets in October 2015, driving traffic to the microsite and online quiz as the main call-to-action.

### LOCATION & REACH

As a statewide campaign, markets for this strategy's media plan included Columbus, Cleveland, Cincinnati, Youngstown, Lima, Toledo, Dayton, and Akron. Radio purchasing via networks allowed for a further statewide reach.

### MEDIA TACTICS

- ENVIRONMENTAL: Outdoor billboards allowed for rapid accumulation of impressions against a mass audiences.
  - Billboards were modified based on their geographic location and placed in proximity of casinos, capturing individuals traveling to and from each gaming location.
  - The primary benefit of outdoor billboards is their ability to create frequency within the confines of a straightforward message.
  - Digital outdoor networks were leveraged throughout the Columbus and Cleveland metro areas, allowing for a rotation of design and messaging of advertisements, accommodating multiple target audiences.
- RADIO ADVERTISING: Radio was a recommended form of communication, as it yields a high return on investment when reaching a wide demographic of communities across Ohio. We targeted larger metropolitan areas with a powerful reach outside their region, specifically identifying the following formats:
  - **Sports:** When reaching any demographic in Ohio, it doesn't take much to understand sports should be a part of that media buy. In addition to that, sports listeners index above the market average for going to casinos, buying lottery tickets, going to Las Vegas, playing fantasy sports, and gaming online.
  - **Country:** No other genre of music has an audience that's so committed to listening. There are more country music radio stations in the U.S. than any other radio format in the nation, with over 2,093 (over 700 more than the second most popular news/talk format). Country reaches more listeners in the U.S. every week than any other radio format.

- **Top 40:** This genre of music will likely target more A18-34 demo, but this radio format is so highly listened to because it features some of the hottest performers of the current time. This is where you'll hear the current and popular hits from the last 6-12 months.
- **DIGITAL ADVERTISING:** The digital objective is to target adults in Ohio, ages 25-54, with a special focus on men 18-25, who are at risk for gambling behaviors. The primary target audiences are those we consider the "influencers" of the male demo and they can be found anywhere. They're friends, family, counselors, spouses, acquaintances, etc.
  - **Google AdWords (PPC) Campaign:** In this PPC Google AdWords campaign, we can target users who are actively pursuing gambling activities or having gaming as top-of-mind, as we place our link to the microsite at the top of their search list when searching gambling related topics. Keywords could include "fantasy football," "poker tips," "trips to Las Vegas," etc.
  - **Targeted Display Ads:** In this tactic, digital banner ads can be seen on thousands of websites throughout a display network, seen by those seeking information about gambling. As this campaign gained momentum (and the website retargeting pool grows), we retargeted users by distributing behaviorally targeted impressions to those who have already visited the microsite as well.



- **Mobile Geo-Fencing:** Geo-fencing is a feature in a software program that uses the GPS or radio frequency identification (RFID) to define geographical boundaries. A geofence is a virtual barrier. With this portion of the campaign, we would target and place ads on mobile devices that fall within a 1-3 mile radii of casinos, stadiums, and racinos around Ohio. This allows us to capture demographics of individuals who are in the vicinity of gambling and may be traveling to/from a gaming location.
- **Facebook:** We created a Facebook page for *Be the 95%* and also launched both sidebar ads and boosted posts to help drive traffic to the Facebook page and microsite. Targeting specific groups, we were able to engage users on both desktop and mobile devices, providing responsible gambling tips, in addition to inspirational messaging that aligns with the brand philosophy of living a healthy and positive lifestyle. Facebook ads are highly effective, as we can choose the location, gender, age, and interests of our target audience, allowing us to deliver our message to the ideal demographic.
- **TV CAMPAIGNS:** In this segment of the campaign, we geotargeted audiences statewide through cable television advertising with programming in Cincinnati, Columbus, and Cleveland on statewide networks, such as the Cooking Channel, DIY, and Golf, in addition to a Sports Bundle that runs commercials on networks like ESPN, TNT, and TBS. Cable TV offers us a great platform to reach people all over Ohio for a great value and with a compelling message through our Get Set Before You Bet slogan.
- **TV EVERYWHERE:** With cable television a piece of the media spend, we leverage the new product of TV Everywhere, which deepens our reach on premium live cable programming, as this allows us to serve ads to anyone watching TV on a mobile device through an app like ESPN, HGTV or CNN. This was extremely useful in March, when many people watch tournament basketball on ESPN, TBS or TruTV, which is identified as a time for high frequency gambling.
- **RADIO SPONSORSHIP:** Partnering with 92.3 The Fan, we were able to sponsor Adam the Bull, the only FM sports talk station in Cleveland. This popular talk show host not only helped spread the word about *Be the 95%* and encouraged people to take the online quiz, but also shared his own story as a recovering gambling addict to help relate to fans and problem gamblers alike. His alignment to our mission was a huge success and gained great exposure and awareness.

- **SPORTS SPONSORSHIPS:** For two years, *Be the 95%* sponsored the Ohio State University Spring Game, which is a scrimmage for the state's most beloved college sports teams. With more affordable tickets, this game brings in families of all different demographics from around the state, packing Ohio Stadium with over 100,000 fans. With radio play and in-stadium advertisements, this placement gave great exposure to new audiences that align with sports audiences who come from all over the state.
  - To align with our sports sponsorship strategies, we also partnered with the Men's and Women's Basketball programs at the Ohio State University, Xavier University, which aligned well with our focus on Problem Gambling Month in March, which is during College Basketball's main tournament, March Madness - a time where there is an increase in gambling among different populations. In the fall we worked with University of Toledo and Bowling Green State University on football promotions.

### **ONLINE TOOLKIT & LOCAL PARTNERSHIPS**

To create strong partners and champions for our campaign, an online toolkit was developed, providing template advertisements for statewide partners to use in their local markets, helping to promote our message throughout their community utilizing their own media dollars. Tools include social media posts and graphics, digital ads, brochures, print ads, billboards, videos, and radio ads, all of which creative agency Origo Branding Company helped to co-brand for the organization to promote their mission.

- Through this tactic, partners were able to save on creative fees and utilize their budget on media, helping us to better reach rural markets around Ohio through different tactics around environmental advertising, radio spots, and pre-roll ads in movie theaters.
- From this initiative, an additional \$400k of media placements were generated from statewide partners in the first 16 months of the campaign, adding to the impact and awareness of the campaign.
- Visit the toolkit [here](#) (password: '95percent').

### **Execution**

*Identify key messages developed for the campaign and describe how they were communicated to target audiences. Highlight any creative or innovative aspects of the campaign.*

### **THE PROCESS**

To best serve our integrated marketing strategy, we developed a powerfully branded public health message that could be branded into an entire campaign.

- To begin the process, Origo began by reviewing studies and research within the field, gaining a better understanding of the motivations and fears of the audiences, helping to guide the development of different conceptual directions for the branded campaign before applying it to the different marketing touch points.
- Each direction was then tested among stakeholder groups around the state to not only validate the impact of specific messages, but to also gain champions for the new campaign once it was launched, encouraging them to utilize the tools to generate awareness for the mission.
- Utilizing philosophies of social norming, it was critical to not shame problem gamblers, but rather to advocate a more proactive and positive approach to gambling.

### **CREATIVE GOALS**

When developing the final campaign approach, the team knew it had to have the following attributes:

- 1) Building awareness around tips for responsible gambling practices to help prevent individuals from experience the consequences of problem gambling.
- 2) Educating communities about the warning signs of problem gambling, helping individuals to recognize loved ones who may need help or treatment.
- 3) Advocating free resources that are available to assist the community with education around preventing and treating problem gambling.
- 4) Developing a tool that engages individuals in dialogue that brings awareness to the issue of problem gambling to the greater community.

## BRAND ESSENCE

As a major part of the campaign strategy, a creative approach was needed that was engaging and sharable within the community. It was also essential to take a positive and public health-oriented approach. Therefore, we conducted a photo shoot to capture true Ohio environments and individuals, showcasing the diversity of individuals and geographic areas within our state, as it was essential to illustrate that gambling can be a risk for individuals of all ages, ethnicities, and backgrounds.

## KEY MESSAGING STRATEGIES

### MAIN MESSAGE

- "If You Gamble, Be the 95%" – As the main logo lockup, this is placed on all marketing materials, as it states exactly what we want our audience to do.

### SECONDARY MESSAGING

- "Responsible Gambling Starts Here" – A secondary message to position the campaign and microsite as a leading hub for information regarding responsible gambling.
- "Get Set Before You Bet." – A secondary campaign message that prompted audiences to take the quiz in preparation for any type of gambling activity.

### CALL-TO-ACTION

- "Are You In The 95%? Take Our Quiz at The95Percent.org" – A call-to-action that asks audiences to assess their risk level of problem gambling by accessing the online quiz.

### TIPS FOR RESPONSIBLE GAMBLING

- A goal of the campaign was to advocate the following tips in new and engaging tactics, such as recognizable infographics, advertisements, and animations on the microsite:
  - "Below are some healthy tips to help people gamble responsibly:"
    - "Set limits on how much you bet"
    - "Keep gambling a social activity"
    - "Pay your bills before gambling"
    - "Have other hobbies outside of gambling"
    - "Know the risks before you bet"
    - "Put family & friends before gambling"

### WARNING SIGNS OF PROBLEM GAMBLING

- Another goal of the campaign was to educate influencers on the warning signs of a problem gambler, helping them identify individuals who may be at risk of having a gambling disorder.
  - "Are you or someone you know in the 5% of people who struggle with problem gambling?"
    - "Borrowing for gambling"
    - "Lying about how much time or money is spent on gambling"
    - "Hiding time spent gambling, or hiding bills and unpaid debts"
    - "Restless or irritable when not gambling"
    - "Spending a lot of time gambling, thinking about or planning to gamble"
    - "Exaggerating wins and minimizing losses"

### SUB-CAMPAIGN MESSAGING

- To address different demographics, we created sub-campaigns and toolkits for state partners to use that spoke to different audiences that may be at risk of problem gambling, modifying our message to reach each group:
  - SPORTS TOOLKIT: "STEP 1: TAKE GAMBLING QUIZ. STEP 2: FILL OUT BRACKET" (for March Madness)
  - YOUTH TOOLKIT: "Underage? Live responsibly. Do not gamble." (to address the under 18 audience)
  - SENIOR TOOLKIT: "Fun is better with a friend." (to avoid the isolation that seniors try to address through gambling, prompting them to not gamble alone)
  - SPANISH TOOLKIT:
    - "El Juego De Apuestas Responsable Comienza Aquí"
    - "Forme Parte Del 95 % De Las Personas Que Se Divierten Con El Juego De Apuestas Sin Correr Grandes Riesgos."
    - "Pertenezca Al 95%"

## SUB-CAMPAIGN STRATEGIES

In Ohio, there are many demographics and backgrounds, from individuals who live in cities and suburbs, as well as rural counties. To address differing needs and cultural styles, we created new campaign imagery and messaging that would identify with different audiences when placing advertisements within a specific region or environment. For example:

- SENIOR CAMPAIGN: Because the senior population sometimes uses gambling as a form of socialization, the gambling entities target seniors with promotions. To address this, a senior toolkit was created with educational advertisements and print collateral that spoke to this audience, reflecting relevant imagery and messaging.
- YOUTH CAMPAIGN: With fantasy sports and online poker on the rise, gambling is becoming a younger activity, entering further into the under-18 population. To address this, advertising and educational tools were created that spoke to this group – driving them to the website to learn more about the risks of gambling.
- SPANISH TOOLKIT: Our population is becoming more diverse, specifically with the rise of the Latino population. To help ensure this population is gambling responsibly, we translated educational advertisements and collateral brochures into Spanish, making sure that our information was accessible to this audience.

## Materials Used

*List the products/materials/resources that were used in connection with the campaign. Examples of these can be attached in the next section.*

### Campaign Microsite - <http://www.the95percent.org>

As the main call-to-action for the campaign and an online hub for information on responsible gambling, we designed and developed a campaign microsite with the goal to drive behavioral change within the community. On this microsite, a user can:

- Engage in an online assessment that gauges the risk of problem gambling.
- Connect to free resources and education, including:
  - Warning signs of a problem gambler
  - Tips on how to be a responsible gambler
  - Animated videos
- Access helpline information and other resources to prevent/treat problem gambling.

## Brand Videos

To help support the story, online PSAs and videos were created to build awareness around the issue and for use as sharable tools online. These were featured on the microsite and through digital and social media strategies. Video links are below:

- :30-Second TV Spot: <https://vimeo.com/189976490>
- Main Campaign Video (long version): <https://vimeo.com/136544386>
- Be The 95% - Influencer Video: <https://vimeo.com/159511700> (also ran as a TV spot)
- Be The 95% - March Basketball Video: <https://vimeo.com/155406647>

## Media Tactics

To accommodate the media plan set out in the “Planning” section of this document, we created tactics that would connect with different audiences around the state and engage them in the tools featured on the campaign microsite, specifically the online assessment. Media tactics that were executed include:

- Digital banner ads
- Facebook page, boosted posts and sidebar ads
- PPC Ad Campaign (Google AdWords) - see two months’ performance below:

Creative Recap	CTR Performance	Benchmark	Creative Recap	CTR Performance	Benchmark
160x600	.43	.05	160x600	.53	.05
728x90	.39	.04	728x90	.40	.04
300x250	.47	.07	300x250	.42	.07
320x50	.35	.16	320x50	.19	.16
300x50	.31	.09	300x50	.31	.09

- Geofencing Advertising (targeting 1-3 mile radius outside all casinos, stadiums, and racinos)
- Brochures and handouts
- Sports sponsorships
- Print advertisements
- Billboards and other environmental advertisements in main DMAs of Columbus, Cincinnati, and Cleveland
- TV advertising (:30 second media buys on cable television networks)
- Online videos
- Radio advertisements (on country, sports, and Top 40 stations)
- Social media posts – see below



### Interactive Module

To create a fresh approach to the campaign messaging, as well as find an engaging way to deliver our story to younger audiences, we created an online module (or simulation), giving users a peek into “The Life of a Responsible Gambler”.

- In this module, a user would be able to pick a character that enjoys a specific type of gambling.
- The user would then navigate this individual to different questions and life scenarios, making sure they are making responsible choices before being able to gamble, ensuring that they are in the 95 percent of individuals who can gamble responsibly.
- Throughout the module, the user would be delivered tips on responsible gambling, while also being given warning signs of an individual who is at risk of problem gambling.
- At the end, the user would be directed to the Online Quiz to see if they were in the 95% of individuals who can gamble responsibly, as well as other educational resources and helpline information.





## Awards & Recognition

- The *Be the 95%* campaign and website won all three campaign award categories at the 2016 National Council on Problem Gambling (NCPG) conference, held July 13-16th in New York. The campaign earned the Public Awareness Award, Social Media Award, and Website Award, placing awareness for the campaign and state on a national level – helping engage more individuals in the campaign’s message and strategy.
- At the 2015 annual American Advertising Awards of Columbus, *Be the 95%* won a Silver ADDY award among a pool of more than 500 entries for the Responsive Design Web Category.

## Budget

*Include the total budget for your campaign, and describe how you used your available resources. If budget constraints were a factor, please describe.*

### CAMPAIGN DEVELOPMENT – YEAR #1

To kick off the 2-year awareness campaign, it was critical to conduct a thorough process for the development of the campaign strategy, conducting extensive research, and holding focus groups to test different campaign concepts amongst stakeholder organizations across the state to ensure the success of the upcoming campaign. In this phase, we included the development of:

- Campaign Strategy & Launch Materials
- PPT Presentation
- Social Media Plan
- Motion Graphics Video
- Social Media Videos
- Campaign Infographic
- Social Media Graphics & Messaging
- Email Series
- Digital Ads

#### Fees

CAMPAIGN DEVELOPMENT SUBTOTAL.....	\$49,575.00*
CAMPAIGN MICROSITE .....	\$18,000.00
<b>CAMPAIGN DEVELOPMENT TOTAL .....</b>	<b>\$67,575.00</b>

### CAMPAIGN MEDIA PLAN – Year #1

Once the campaign strategy and microsite was developed, it was key to begin pushing out media and advertising, generating greater awareness for our campaign message and driving individuals to the online quiz. For the first year, we outlined the following budget:

CAMPAIGN DEVELOPMENT (for the design and development of future advertising materials).....	\$60,255.00
DIGITAL ADVERTISING SUBTOTAL.....	\$300,000.00
PRINT ADVERTISING SUBTOTAL.....	\$80,000.00
OUTDOOR ADVERTISING MEDIA BUY SUBTOTAL.....	\$280,000.00
RADIO ADVERTISING MEDIA BUY SUBTOTAL .....	\$290,000.00
COMMUNITY TOOLKIT SUBTOTAL (generating tools for other stakeholder groups to utilize) .....	\$15,000.00
<b>YEAR #1 MEDIA STRATEGY TOTAL.....</b>	<b>\$1,025,255.00</b>

### CAMPAIGN MEDIA PLAN – Year #2

After Year #1 of the campaign, it was critical to keep some of the key elements of the campaign that were driving strong results to our site, such as digital and radio advertising. That said, we were able to shift some budget to accommodate new forms of

media, making sure that we were consistently reaching new audiences.

CAMPAIGN DEVELOPMENT (for the design and development of future advertising materials).....	\$65,000.00
OUTDOOR ADVERTISING (DIGITAL & TRADITIONAL) BUDGET ALLOCATION (PER YEAR) ...	\$150,000.00
RADIO ALLOCATION (PER YEAR) .....	\$200,000.00
DIGITAL PLACEMENT ALLOCATION .....	\$365,000.0
PRINT ADS BUDGET ALLOCATION (PER YEAR) .....	\$25,000.00
TELEVISION BUDGET ALLOCATION (PER YEAR).....	\$200,000.00
RASSROOTS BUDGET ALLOCATION (PER YEAR) .....	\$22,500.00
<b>YEAR #2 MEDIA STRATEGY TOTAL .....</b>	<b>\$1,027,500.00</b>

**CAMPAIGN TOTAL**

When reviewing the campaign totals, below is an outline of what was spent over the 2-year span of the Ohio for Responsible Gambling Awareness Campaign.

CAMPAIGN DEVELOPMENT TOTAL .....	\$67,575.00
YEAR #1 MEDIA STRATEGY TOTAL .....	\$1,025,255.00
YEAR #2 MEDIA STRATEGY TOTAL .....	\$1,027,500.00
<b>CAMPAIGN TOTAL (over 2 years) .....</b>	<b>\$2,120,330.00</b>