

CMHPSM

Gambling Prevention Campaign

(Dates of Campaign: Oct. 2021 - Jan. 2022)



Prepared by MILO

Executive Summary

The Michigan Gambling Disorder Prevention Projects (MGDPPs) were established to provide and support effective problem gambling prevention, education, outreach, and treatment programs throughout the state.

CMHPSM engaged MILO to design and implement a regional creative and media campaign that is youth and parent focused and promotes education and awareness about problem gambling.

The two-phase campaign targeted youth ages 13-17 and their parents, delivering a resonant message communicating problem gambling prevention, education, outreach, and treatment programs throughout the state.

With a budget of \$75,000 and awareness goal of over 7 MM impressions among across targeted geography, the campaign goal was achieved for both audiences. Additionally, the CMHPSM reported a significant increase in traffic to the web page linked to campaign.

The following information breaks down the campaign specifics, and provides specific media recommendations for future campaign efforts.

GEOGRAPHY & CHANNELS

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GEOGRAPHY

Lenawee, Livingston, Monroe, Washtenaw Counties

CHANNELS

Streaming Audio

Streaming Video

Display

Paid Social

CALL TO ACTION URL:

<https://www.cmhpsm.org/gambling>

CMHPSM Gambling Prevention Media Plan



CMHPSM - Gambling Prevention Media Plan				
PLATFORM	MEDIA SPEND, %	MEDIA SPEND, \$	ESTIMATED IMPRESSIONS/REACH	CPM, \$
Lenawee	16.90%	\$11,830	1,242,770	\$9.52
Google Display	7.60%	\$5,320	760,000	\$7.00
Facebook Ad Network	5.05%	\$3,535	294,583	\$12.00
OTT	0.90%	\$630	7,778	\$81.00
Streaming Radio	1.00%	\$700	15,909	\$44.00
Snapchat Ads	1.45%	\$1,015	101,500	\$10.00
Tiktok Ads	0.90%	\$630	63,000	\$10.00
Livingston	27.30%	\$19,110	1,945,392	\$9.82
Google Display	11.50%	\$8,050	1,150,000	\$7.00
Facebook Ad Network	8.50%	\$5,950	495,833	\$12.00
OTT	2.30%	\$1,610	19,877	\$81.00
Streaming Radio	1.30%	\$910	20,682	\$44.00
Snapchat Ads	2.30%	\$1,610	161,000	\$10.00
Tiktok Ads	1.40%	\$980	98,000	\$10.00
Monroe	20.20%	\$14,140	1,463,613	\$9.66
Google Display	8.40%	\$5,880	840,000	\$7.00
Facebook Ad Network	6.40%	\$4,480	373,333	\$12.00
OTT	1.20%	\$840	10,370	\$81.00
Streaming Radio	1.00%	\$700	15,909	\$44.00
Snapchat Ads	2.00%	\$1,400	140,000	\$10.00
Tiktok Ads	1.20%	\$840	84,000	\$10.00
Washtenaw	35.60%	\$24,920	2,418,824	\$10.30
Google Display	13.50%	\$9,450	1,350,000	\$7.00
Facebook Ad Network	10.40%	\$7,280	606,667	\$12.00
OTT	3.70%	\$2,590	31,975	\$81.00
Streaming Radio	2.40%	\$1,680	38,182	\$44.00
Snapchat Ads	3.90%	\$2,730	273,000	\$10.00
Tiktok Ads	1.70%	\$1,190	119,000	\$10.00
Collateral		\$5,000		
Collateral Package for Locations		\$5,000		
TOTAL	100.00%	\$75,000.00	7,070,598	\$9.83



Campaign Highlights

MILO.agency



- Snapchat and TikTok are the best sources to interact with people under 18 years old.
- More than 90% of all people used mobile phones to visit the website.
- A concept when a character looks at you showed the highest engagement rate.
- Women were more interested in the program.
- Online TV / OTT (Over-the-Top) budget can be switched to Snapchat and TikTok.

CMHPSM - Gambling Prevention - Media Spend

County	Placement	Impressions	Clicks	CTR	CPM	CPC	Total Spend
Lenawee	Facebook Ad Network	296,488	203	0.07%	\$11.92	\$17.41	\$3,535
	Google Display	762,125	594	0.08%	\$6.98	\$8.96	\$5,320
	OTT	8,108	23	0.28%	\$77.70	\$27.39	\$630
	Snapchat Ads	103,622	872	0.84%	\$9.80	\$1.16	\$1,015
	Streaming Radio	16,614	28	0.17%	\$42.13	\$25	\$700
	Tiktok Ads	65,669	427	0.65%	\$9.59	\$1.48	\$630
	Total	1,252,626	2,147	0.17%	\$9.44	\$5.51	\$11,830
Livingston	Facebook Ad Network	497,656	320	0.06%	\$11.96	\$18.59	\$5,950
	Google Display	1,196,307	704	0.06%	\$6.73	\$11.43	\$8,050
	OTT	20,434	57	0.28%	\$78.79	\$28.25	\$1,610
	Snapchat Ads	166,467	1,508	0.91%	\$9.67	\$1.07	\$1,610
	Streaming Radio	21,475	45	0.21%	\$42.37	\$20.22	\$910
	Tiktok Ads	99,593	660	0.66%	\$9.84	\$1.48	\$980
	Total	2,001,932	3,294	0.16%	\$9.55	\$5.8	\$19,110
Monroe	Facebook Ad Network	377,753	293	0.08%	\$11.86	\$15.29	\$4,480
	Google Display	845,563	626	0.07%	\$6.95	\$9.39	\$5,880
	OTT	11,393	32	0.28%	\$73.73	\$26.25	\$840
	Snapchat Ads	142,920	1,107	0.77%	\$9.80	\$1.26	\$1,400
	Streaming Radio	16,101	43	0.27%	\$43.48	\$16.28	\$700
	Tiktok Ads	85,815	564	0.66%	\$9.79	\$1.49	\$840
	Total	1,479,545	2,665	0.18%	\$9.56	\$5.31	\$14,140
Washtenaw	Facebook Ad Network	609,892	364	0.06%	\$11.94	\$20	\$7,280
	Google Display	1,352,138	792	0.06%	\$6.99	\$11.93	\$9,450
	OTT	32,624	95	0.29%	\$79.39	\$27.26	\$2,590
	Snapchat Ads	275,994	2,405	0.87%	\$9.89	\$1.14	\$2,730
	Streaming Radio	40,617	65	0.16%	\$41.36	\$25.85	\$1,680
	Tiktok Ads	119,004	847	0.71%	\$10.00	\$1.4	\$1,190
	Total	2,430,269	4,568	0.19%	\$10.25	\$5.46	\$24,920
Collateral	Collateral Package for Locations	-	-	-	-	-	\$5,000
	Total	-	-	-	-	-	\$5,000
Grand total		7,164,372	12,674	0.18%	\$10.47	\$5.92	\$75,000

Estimated impression volume:
7,000,000.

Delivered impression volume:
7,164,000.

Impression volume goal met.

Snapchat, Tiktok and
Facebook are the best
sources to connect with
people under 18 years old.

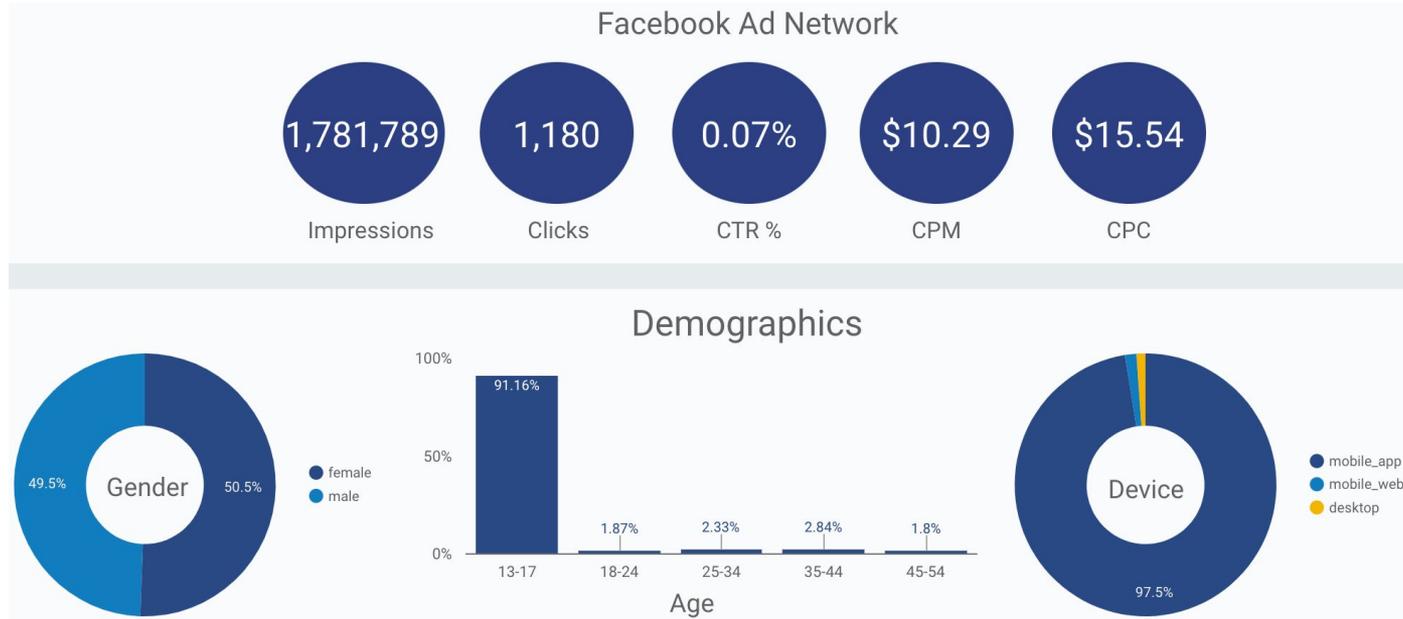


Facebook Ad Network

Facebook Ad Network

- Facebook Ad Network includes FB, IG, Facebook Messenger, Whatsapp, etc.
- Of all the people on the Internet, 83% of Women & 75% of men use Facebook.
- Around seven-in-ten U.S. adults (69%) use Facebook.
- 12% of online users of age 13-17+ are on Facebook.
- Facebook users spend 38 minutes per day using the platform.
- 74% of Facebook users visit the site daily.

KPIs & Campaign Highlights



- Engagement rate with the stories (CTR) is high (0.07%) while benchmark is 0.05%.
- 97.5% of all visitors use mobile devices to access the site from Facebook.
- 91% of all visitors were people under 18 years old.

Creative Summary

Lenawee

Image ^	Impr.	Clicks	CTR
	80,247	64	0.08%
	75,380	44	0.06%
	104,522	79	0.08%
Grand total	260,149	187	0.07%

Livingston

Image ^	Impr.	Clicks	CTR
	119,595	78	0.07%
	155,977	93	0.06%
	136,611	100	0.07%
Grand total	412,183	271	0.07%

Monroe

Image ^	Impr.	Clicks	CTR
	113,596	85	0.07%
	115,224	82	0.07%
	148,933	126	0.08%
Grand total	377,753	293	0.08%

Washtenaw

Image ^	Impr.	Clicks	CTR
	291,682	133	0.05%
	287,875	191	0.07%
	152,147	105	0.07%
Grand total	731,704	429	0.06%

- Across all counties ads with a character worked better.
- A concept when a character looks at you showed the highest engagement rate.
- Best creative:





Google Display

Google Display

- Google Display includes over 2 million websites, videos, and apps.
- Display sites reach over 90% of Internet users.
- With the Display Network, it is possible to show the message in particular contexts (like “online gaming” or “<https://goodgamestudios.com>”) where young people surf sites with online games and reviews, game patches and tricks.
- Direct targeting to people under 18 is impossible via Google.

KPIs & Campaign Highlights

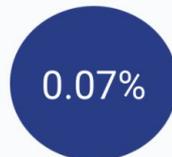
Google Display



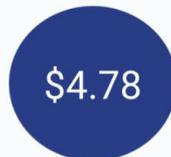
Impressions



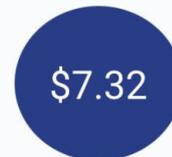
Clicks



CTR %

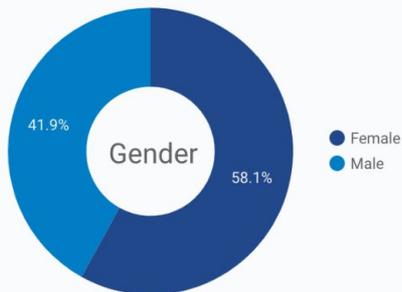


CPM

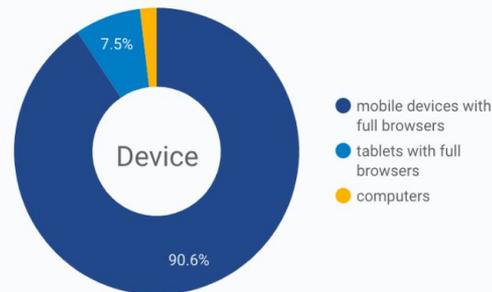
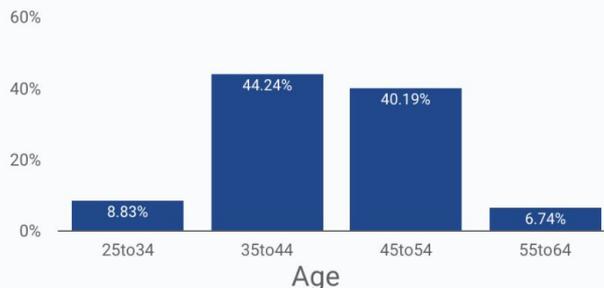


CPC

Demographics



● Female
● Male



● mobile devices with full browsers
● tablets with full browsers
● computers

- Engagement rate with the stories (CTR) is high (0.07%) while benchmark is 0.02%.
- 91% of all visitors use mobile devices to access the site.
- While it is impossible to target people under 18 via Google, online gaming sites were our placements to target: addictinggames.com, progameguides.com, etc.

Creative Summary

Lenawee

Image ^	Impr.	Clicks	CTR
	194,827	115	0.06%
	296,620	236	0.08%
	270,678	243	0.09%
Grand total	762,125	594	0.08%

Livingston

Image ^	Impr.	Clicks	CTR
	351,990	187	0.05%
	402,173	238	0.06%
	442,144	279	0.06%
Grand total	1,196,307	704	0.06%

Monroe

Image ^	Impr.	Clicks	CTR
	356,481	292	0.08%
	288,624	236	0.08%
	200,458	98	0.05%
Grand total	845,563	626	0.07%

Washtenaw

Image ^	Impr.	Clicks	CTR
	541,404	342	0.06%
	280,818	92	0.03%
	529,916	358	0.07%
Grand total	1,352,138	792	0.06%

→ In Google Display, creative performance varied from county to county but generally across all counties image with a character worked better in 75%.

→ A concept when a character looks at you showed the highest engagement rate.

→ Best creative:





Online TV / OTT (Over-the-Top)

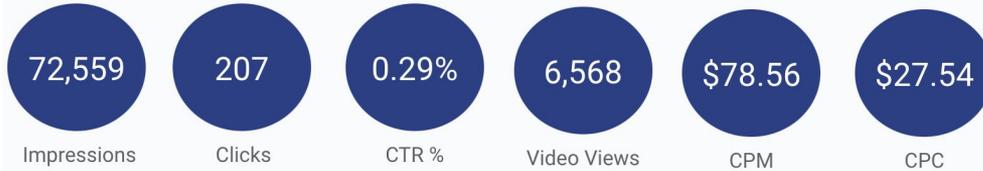


Online TV / OTT (Over-the-Top)

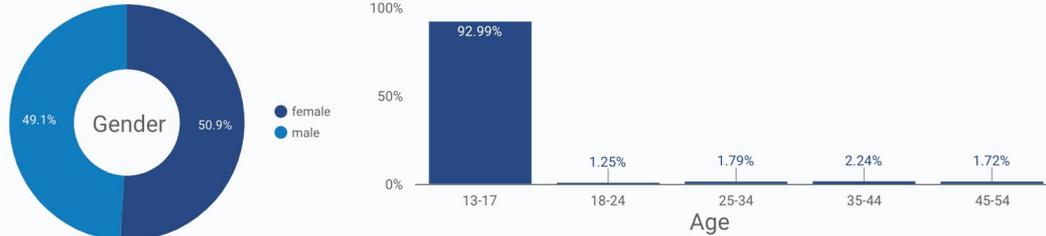
- Online TV advertising is served over-the-top (OTT), thus, not through the traditional television signal or cable/satellite distribution: Hulu, Pluto, HBO Max, and Peacock.
- As consumers “cut the cable,” they consume content (and ads) via a combination of streaming devices—Roku, Fire, gaming systems, smart TVs—and multiple applications, which effectively have become the new “channels” on our screens.
- OTT enables any advertiser to get their brand’s message on that coveted flat-screen on the wall while the consumer is tuned in to the most relevant content.

KPIs & Campaign Highlights

OTT Summary



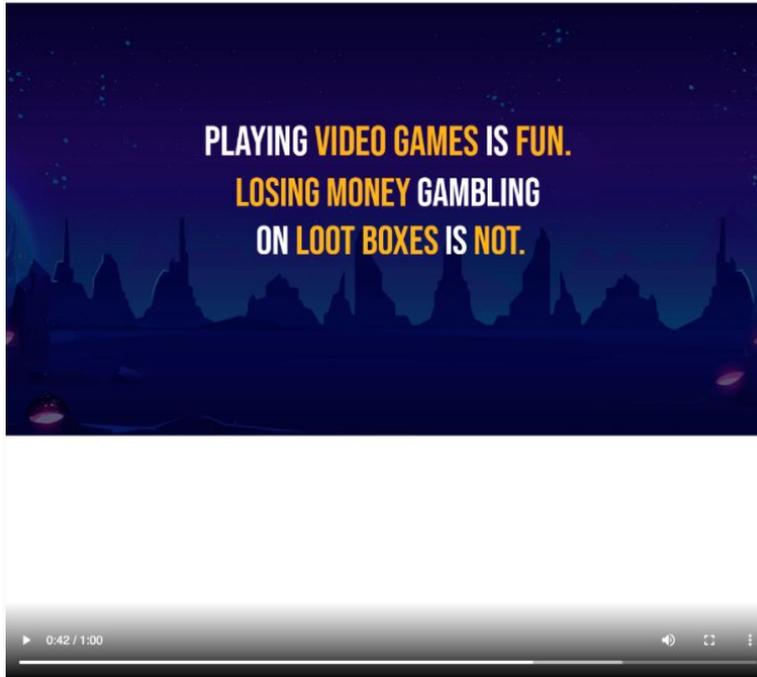
Demographics



- OTT is an expensive point of contact with a limited number of targeting options to segment younger audience.
- All counties responded with the same rate of engagement, around 0.29%. It is considered to be a benchmark dimension.

Creative Example

Creative Example





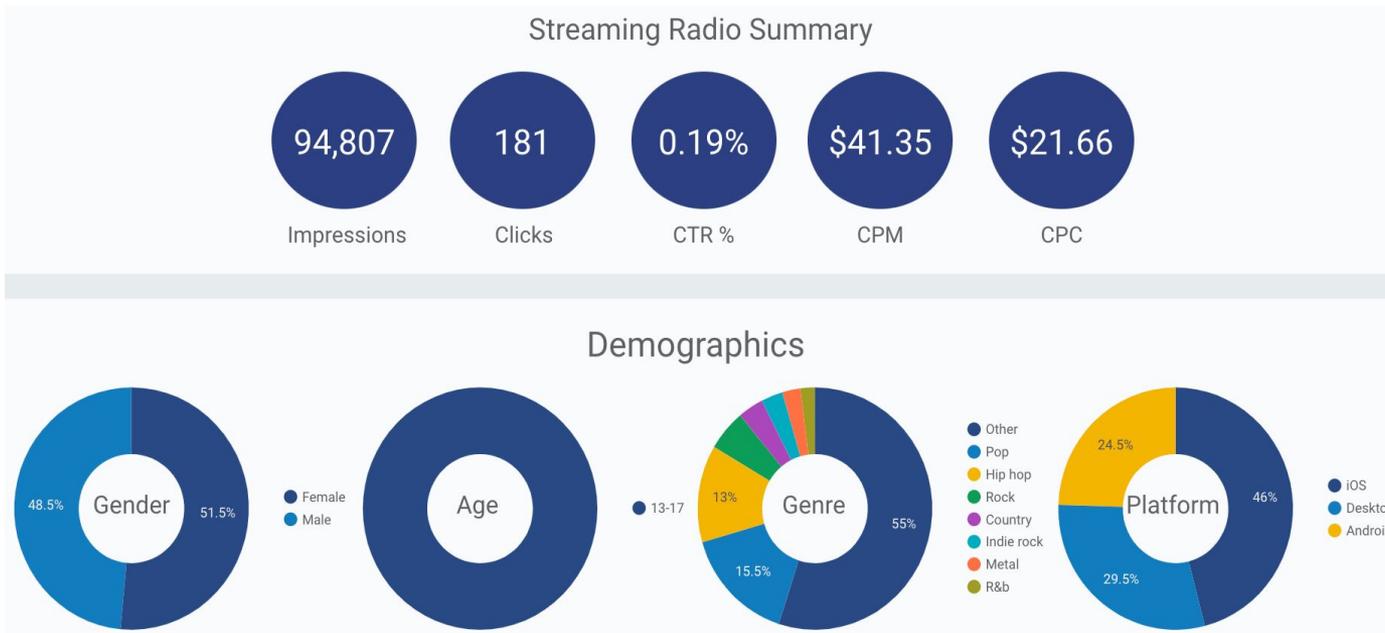
Streaming Radio



Streaming Radio

- More than 406 million people use Spotify every month to stream the music and podcasts.
- Six percent of U.S. online audience are willing to pay to access streaming online radio services. Users are more aware that they will be receiving ads in exchange for free streaming, so the ads come as less of a surprise.
- In traditional over-the-air radio, marketers can only roll out blanket campaigns that cannot target specific demographics. Streaming radio can solve this problem.

KPIs & Campaign Highlights



- Around 70% of all visitors use mobile devices to access the site.
- Pop and Hip hop are the most popular genres of music among the young audience who clicked the creatives.

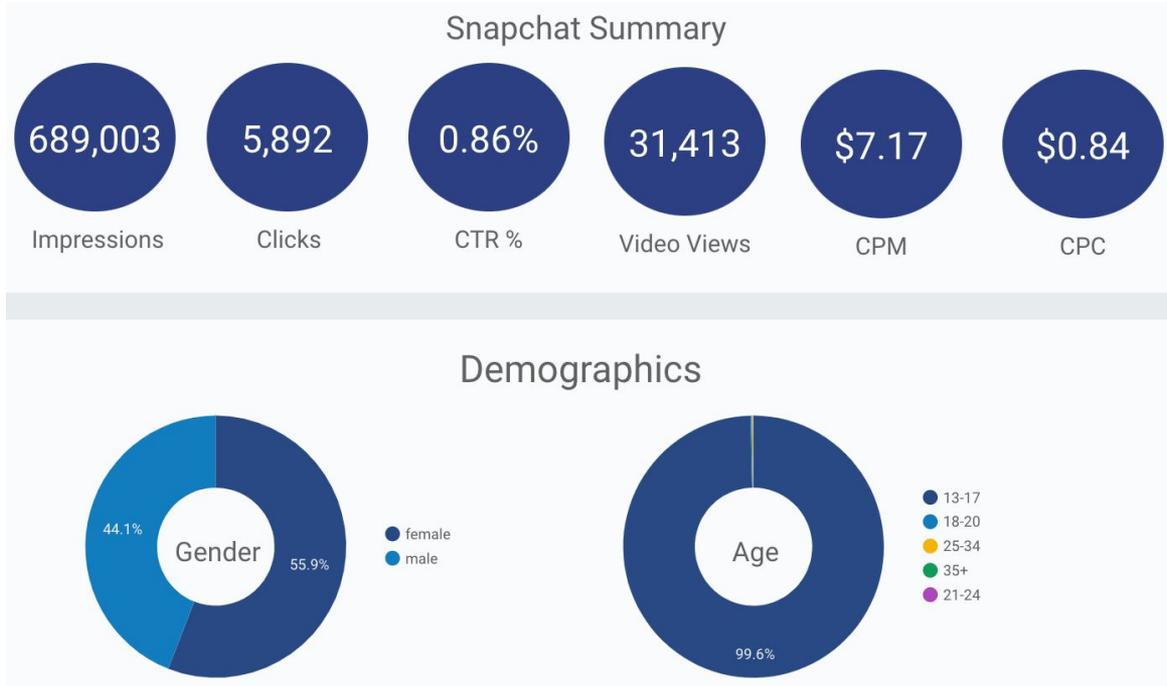


Snapchat Ads

Snapchat Ads

- Snapchat is the most popular social media platform among young people in the US.
- It boasts 293 million daily active users on average in the world.
- People open the app 30 times a day on average, over 75 percent of 13 to 34-year-olds in the U.S. use the app.

KPIs & Campaign Highlights



- Females were more active and clicked the creatives more often than males, 56% vs 44%.
- Snapchat is a perfect source to interact with people under 18 years old.
- People from Livingston showed the highest engagement rate of 0.91%, while young people from Monroe gave the least attention to the creatives, 0.77%.

Creative Example





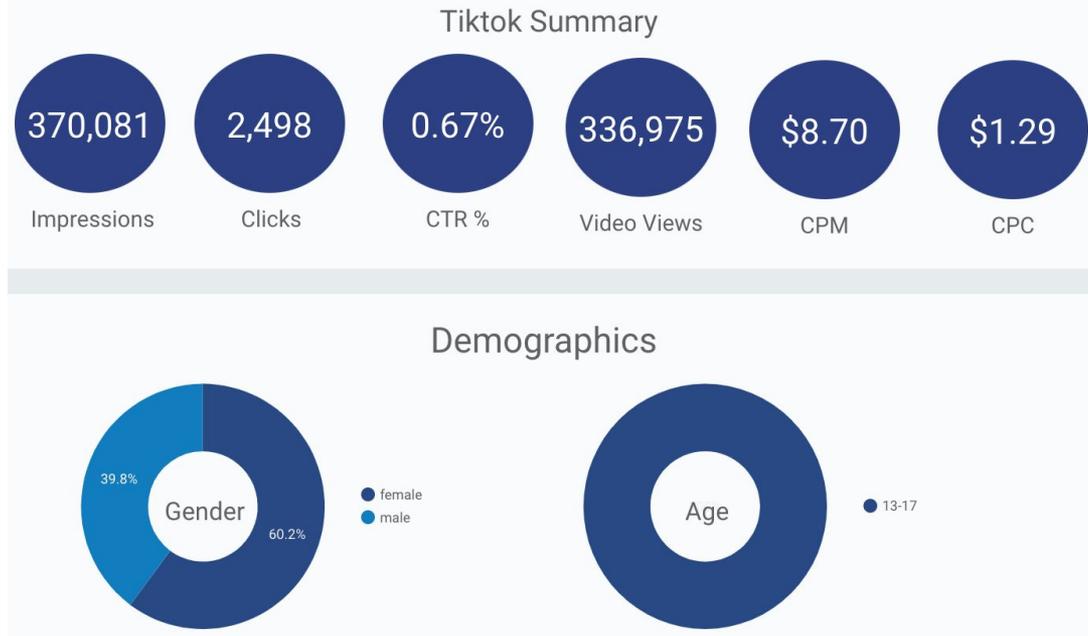
TikTok Ads



TikTok Ads

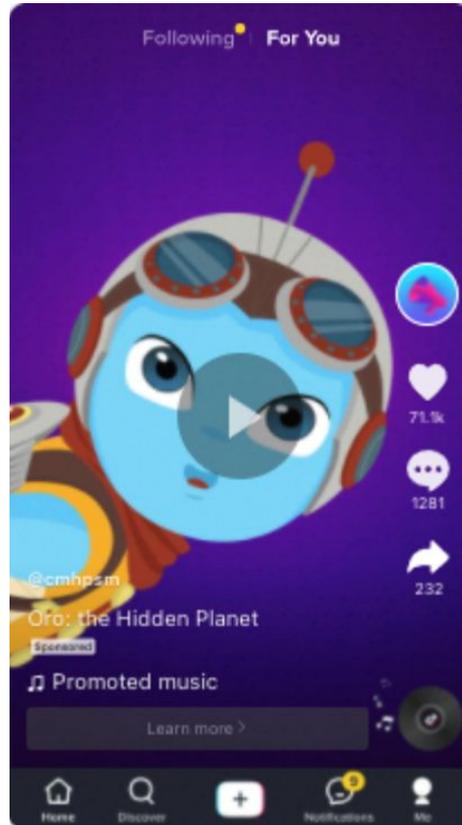
- TikTok is the second most popular social media platform among young people in the US.
- It boasts 79 million people in the US.
- 37.3 million of these users belong to Generation Z.

KPIs & Campaign Highlights



- Females were more active and clicked the creatives more often than males, 60% vs 40%.
- TikTok is the second best source after Snapchat to interact with people under 18 years old in the US.
- Washtenaw showed the highest interest in the message (0.71%) while Lenawee lagged behind (0.65%).

Creative Example





Thank you.