



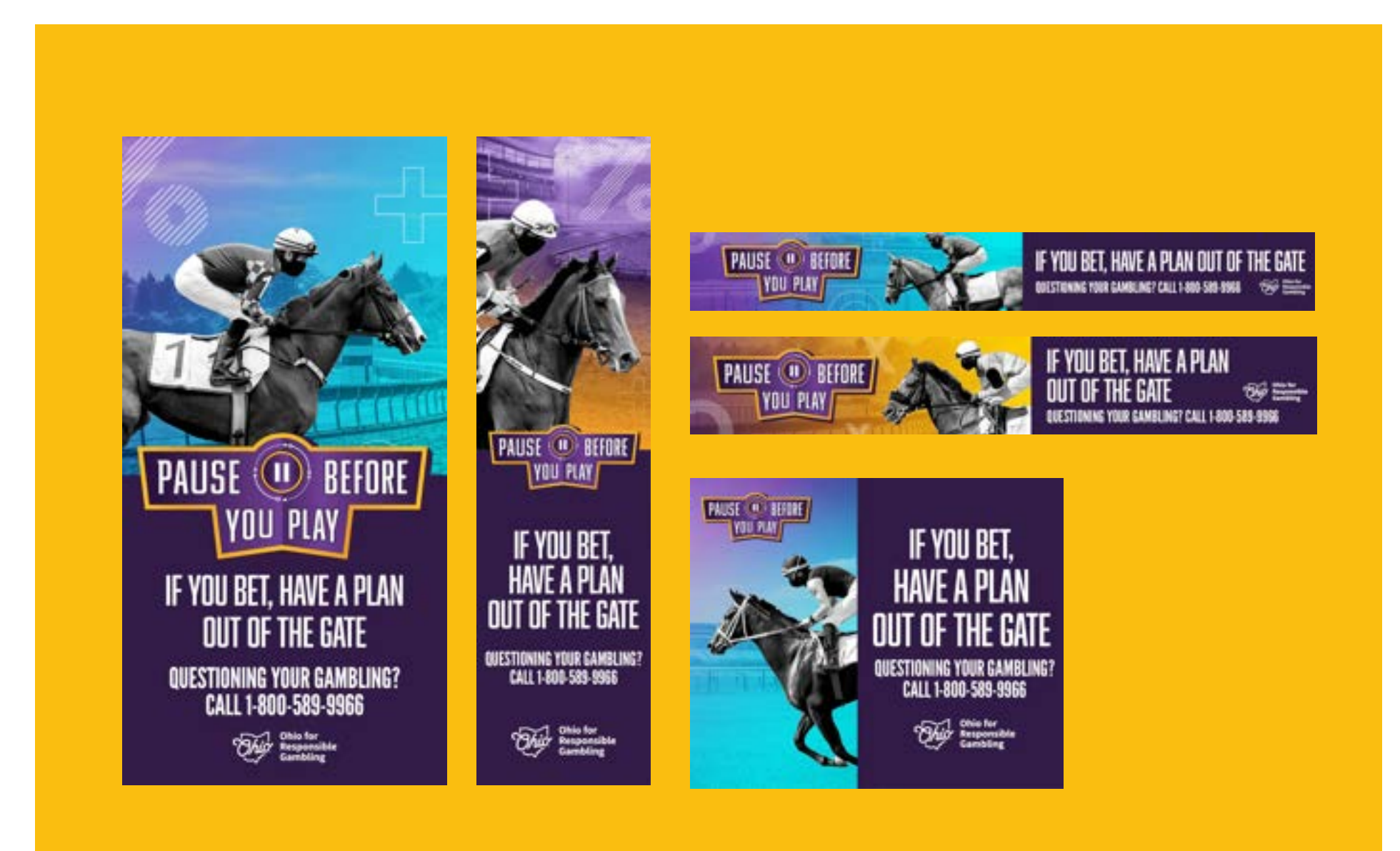
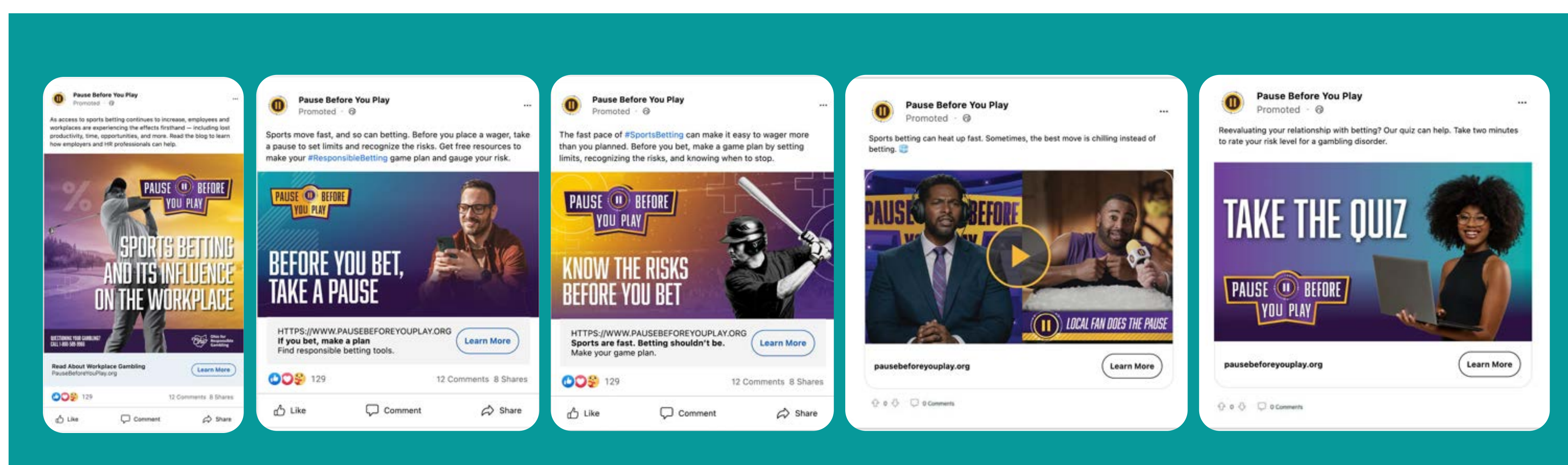
PAUSE BEFORE YOU PLAY OUTREACH AND ADVERTISING: IDEAS FOR MODERATE BUDGETS (\$1,000 - \$4,000)

Thank you for participating in Ohio for Responsible Gambling's campaign, titled *Pause Before You Play*. These moderate-budget strategies can help expand the reach and visibility of the *Pause Before You Play* campaign through targeted placements, enhanced materials, and community engagement.

DIGITAL ENGAGEMENT

Online outreach through social media and other digital tactics are cost effective tools for reaching certain audiences. See the [Guide to Advertising and Outreach](#) for more information about the following options and what best suits your audience.

- **Boosted social media posts** (paid ads) tied to specific campaigns or during Problem Gambling Awareness Month in March (or other key times of year).
 - Align messaging with sporting seasons, community events, holidays, or other timely trends that may create natural opportunities for engagement.
 - Stay aware of current sports and community conversations to identify relevant and appropriate opportunities for outreach.
 - Consider partnering with local colleges, athletic programs, organizations, or community groups when appropriate to help strengthen visibility and community connection.
 - Consider opportunities for ongoing awareness throughout the year as well.
- **Use geofencing ads** to target specific locations around casinos, events, campuses, or entertainment districts.
 - Geofencing ads establish a virtual boundary in a real location and are triggered when an individual enters the location and will be served your ad at a later time when they are more likely to take action.
 - Consider how large of an area you are targeting. Too large may reach people outside of your intended audience, while too small may limit who sees the message.
 - Consider timing your outreach around when people are most likely to be attending events or spending time in the area.





SWAG AND INCENTIVIZED ENGAGEMENT

A simple way to spread campaign messaging and increase engagement is through branded items that are fun and convenient for your audience.

- **Order personalized swag** or materials to distribute such as water bottles, coasters, fans, pens, totes, lunch bags, or printed materials such as cards and stickers.
 - Choose items people are likely to keep and use regularly rather than items that may be quickly discarded.
 - Consider where logos, messaging, or QR codes are placed so they remain easy to notice and use.
- **Incentivized campaigns** (i.e. Take a survey or scan a QR code and receive an incentive).
 - Select incentives that encourage participation without becoming the main reason individuals participate.
 - Consider how incentives will be distributed and tracked before implementation.





EXPANDED PAID PLACEMENT AND VISIBILITY

If you are looking for an efficient way to spread messaging, paid advertising is a great option. Pricing varies depending on the vendor and placement of each advertisement.

- **Place gas station pump ads or local bus system ads** for high-frequency, everyday exposure.
 - Use community data and assessment efforts (ex: environmental scans, lottery vendor locations, community observations, traffic patterns) to help inform placement decisions.
 - Prioritize locations that align with intended audiences and consistent community traffic patterns.
 - Focus on a single memorable message since audiences may only engage for a short period of time.
- **Pay for digital billboards or rotating community signage** for short-term placements in high-traffic areas.
 - Digital placements often rotate quickly. Use attention-grabbing visuals or memorable phrases that can be recognized quickly.
 - Prioritize locations where audiences have opportunities to notice messaging rather than focusing only on traffic volume.
- **Purchase movie theater pre-roll ads**, including static slides or full video pre-roll.
 - Consider whether movie selections, showtimes, and audiences align with intended outreach goals. *Pause Before You Play* materials are intended for adult populations and should be placed with audience appropriateness in mind.
 - Consider using relatable scenarios or memorable messaging that encourages audience connection and recall.
 - Keep in mind that local community theaters may offer lower-cost options for advertising. Large chain theaters are effective at reaching larger audiences but may be more costly.
- **Utilize streaming audio ads**, such as Spotify, Pandora, and iHeartRadio local targeting.
 - Consider additional audio opportunities such as podcasts or local content creators that already have established audiences and regular engagement.
 - Audio placements may provide opportunities to increase exposure to *Pause Before You Play* messaging in spaces where individuals may already be hearing gaming, sports, or gambling-related content.
 - Use memorable wording or calls-to-action since audiences may not have visuals available.
 - Consider audience interests and community trends when targeting efforts.





EXPANDED PAID PLACEMENT AND VISIBILITY (CONT.)

- **Run small-scale digital ad campaigns** targeting local demographics.
 - Focus on intended audiences rather than broad reach.
 - Align outreach with sporting seasons, holidays, community events, or other periods that may create natural opportunities for engagement.
 - *Pause Before You Play* efforts do not need to be limited to Problem Gambling Awareness Month or March-related activities.
 - Test different visuals or messages when possible to track engagement trends.
- **Sponsor local newsletters or community radio spots.**
 - Consider whether audiences receiving the message align with intended outreach goals.
 - Keep messaging connected to campaign priorities and audience relevance.

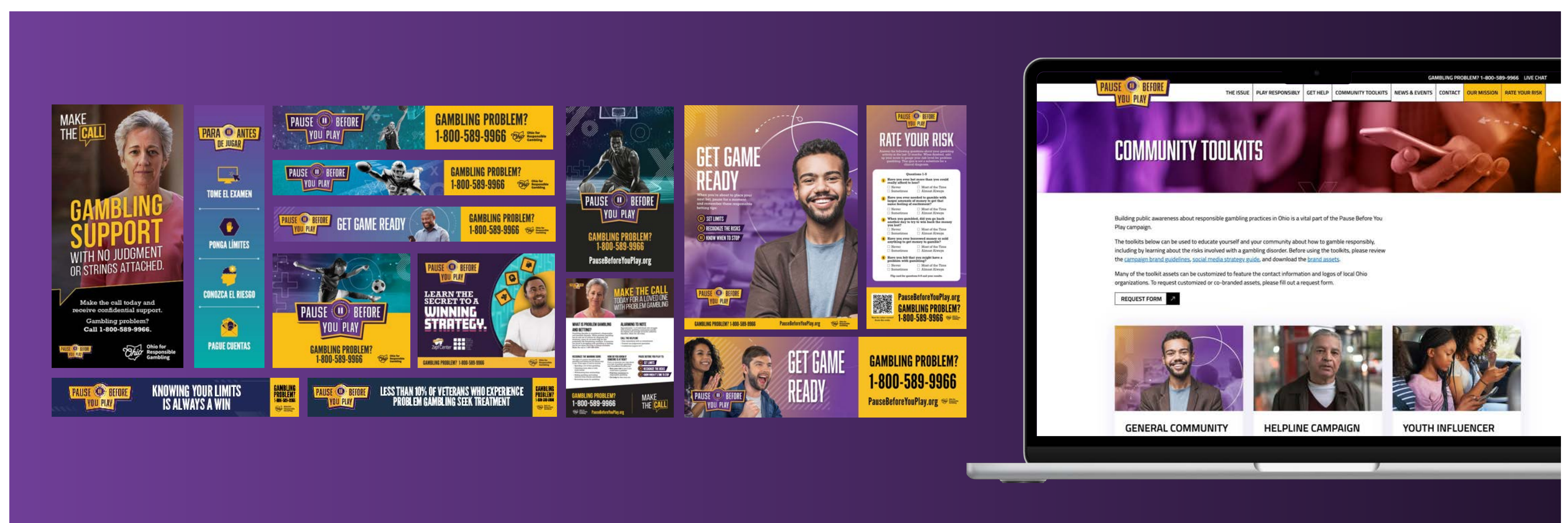
STARTING OUTREACH AND ADVERTISING

Once you have selected how you would like to begin campaign advertising and outreach, look through the *Pause Before You Play* [community toolkits](#) and select the assets that work best for your goals.

Not sure what materials to use? View the [Guide to Advertising and Outreach](#) to help you get started and the [Best Practices Guide](#) for tips on effective advertising.

NEED PRINTED MATERIALS?

Request no-cost printed materials from the Department of Behavioral Health and co-brand your organization's logo and contact info on labels from an office supply store. For customized materials, email info@pausebeforeyouplay.org and print directly from an office printer.



GENERAL PLANNING CONSIDERATIONS

See the [Communications Plan](#) worksheet for a step-by-step guide to help you start spreading *Pause Before You Play* campaign messaging.

- Consider how the strategy supports long-term awareness rather than one-time exposure.
- Consider whether activities can be sustained, reused, or adapted over time.
- Think beyond visibility: awareness is important, but engagement and connection to resources also matter.

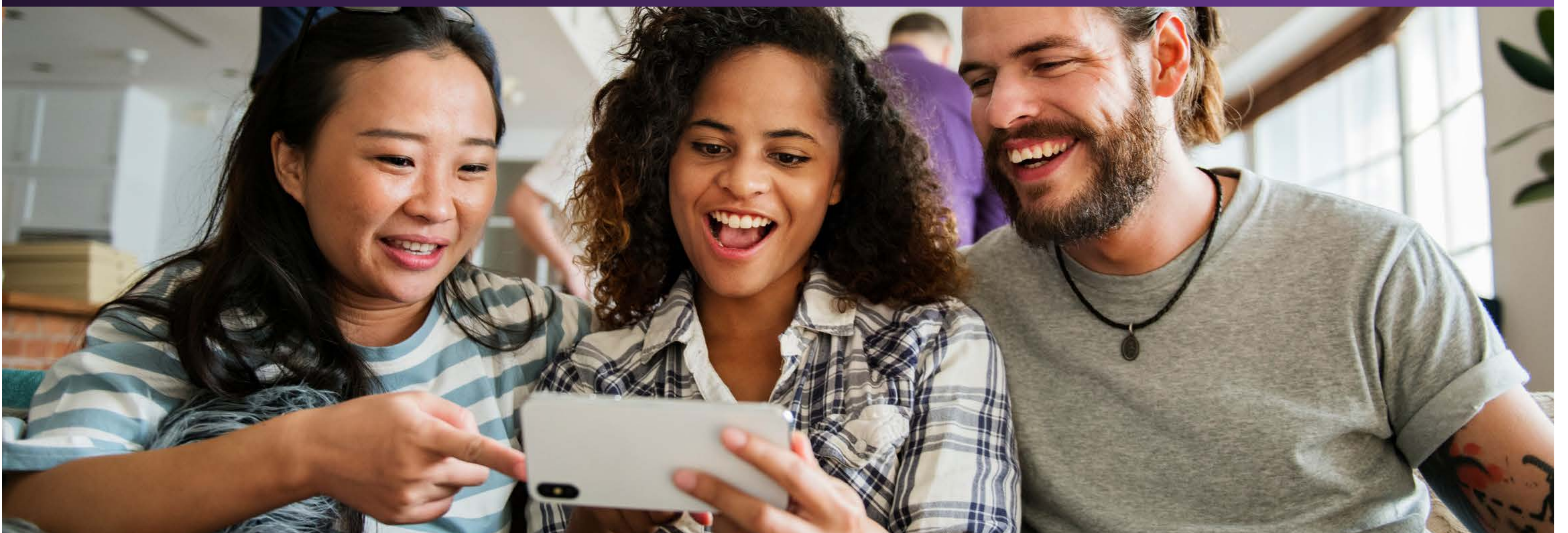


CONSIDER:

- Plan for evaluation early. Ask individuals how they heard about your organization (ex: "*How did you hear about us?*") to help identify which outreach strategies are increasing awareness and engagement.
- Use available data points (referrals, website activity, calls, event participation, and feedback related to specific outreach efforts such as billboards, digital ads, or events) to better understand which investments are creating meaningful reach and engagement.

NEEDING ADDITIONAL SUPPORT?

Email info@pausebeforeyouplay.org with questions or request a no-cost consultation to discuss your goals, budget, and campaign needs.



Check out our [Small Budget](#) and [Larger Budget](#) documents to get additional ideas!