



PAUSE BEFORE YOU PLAY OUTREACH AND ADVERTISING: IDEAS FOR **LARGER BUDGETS** (\$4,000+)

Thank you for participating in Ohio for Responsible Gambling's campaign, titled *Pause Before You Play*. Consider the following high-budget strategies to drive widespread awareness and embed *Pause Before You Play* messaging across systems, media, and communities.

EXPANDED MEDIA AND HIGH-VISIBILITY BUYS

These options are extremely effective at increasing audience awareness and engagement. Think about your audience and what option may work best for them. See the [Communications Worksheet](#) for information about audiences.

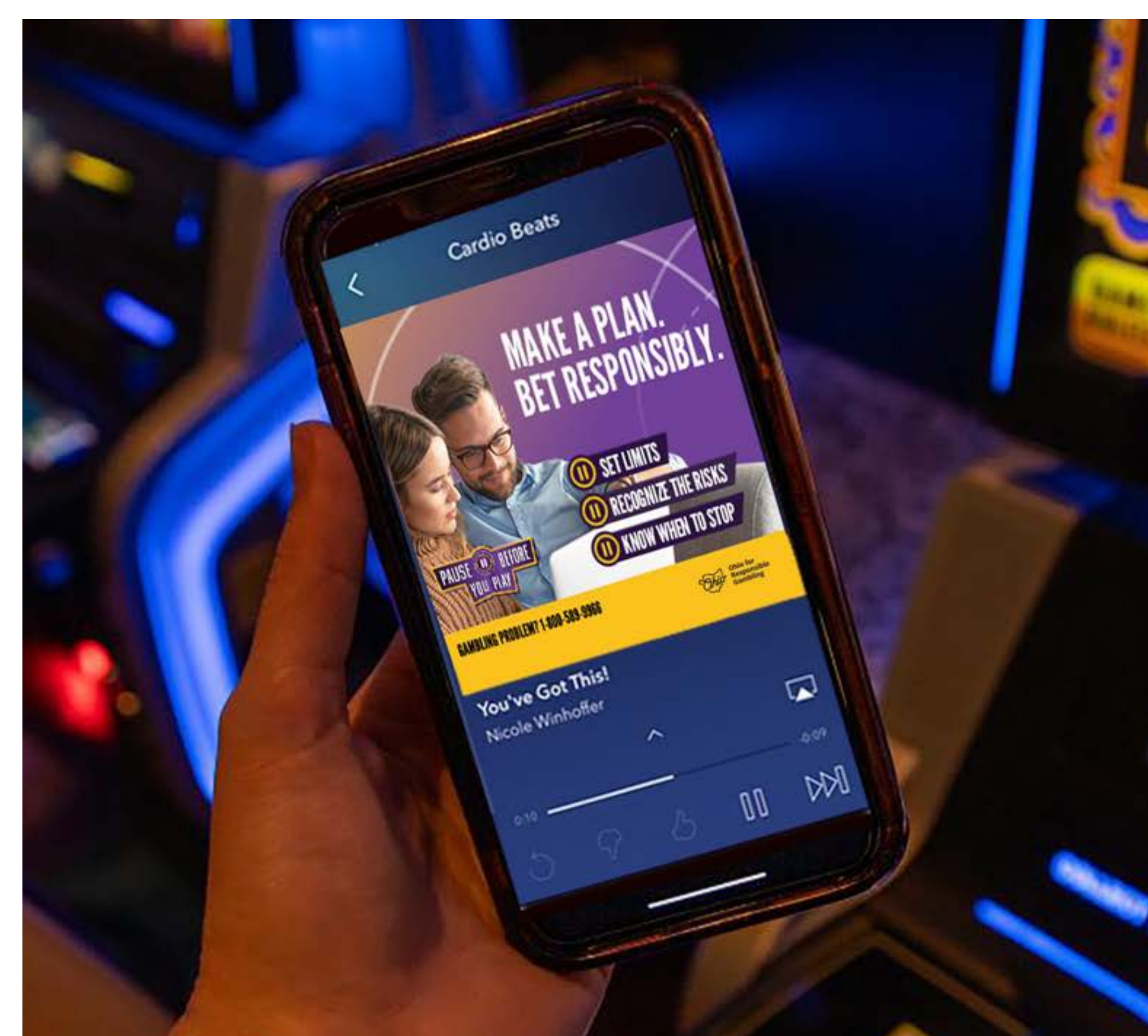
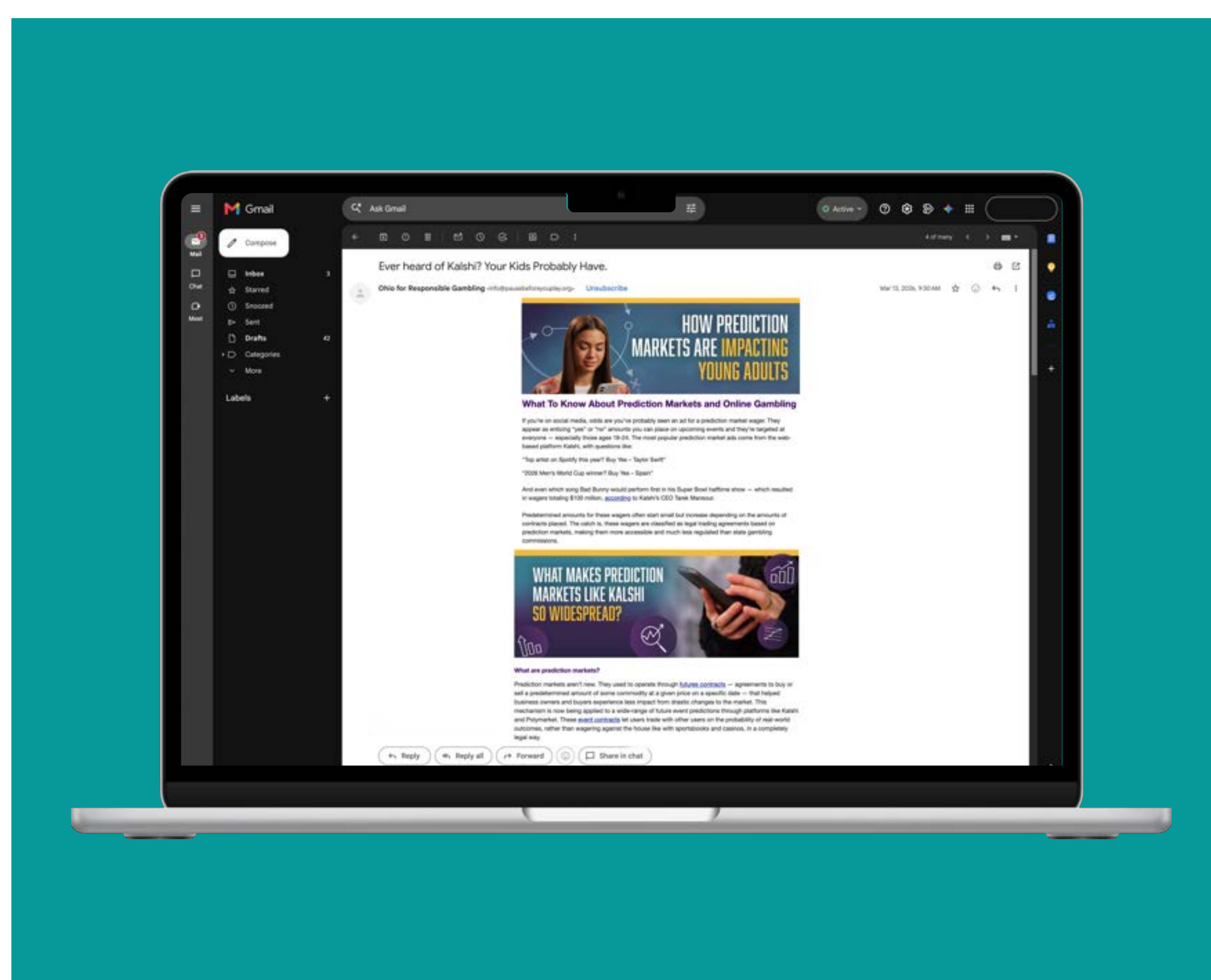
- **Rent billboard or bus ad space** in higher-traffic areas.
 - Prioritize placement where audiences have time and opportunity to notice messaging (high visibility, slower traffic patterns, waiting areas, transit routes).
 - Avoid QR codes on billboards or other placements where individuals are actively driving. Consider safer calls-to-action such as a simple website, keyword, or memorable message.
 - Digital billboards often rotate quickly. Keep messaging brief, clear, and visually simple.
 - Consider whether reusable or adaptable materials may provide longer-term value for future campaign efforts.
- **Pay for local stadium, race tracks, restaurant or grocery store advertising** (such as digital boards, concourses, restrooms, etc.).
 - Match placement to where audiences naturally pause and engage rather than locations where messaging may be quickly passed by.
 - Keep messages concise and aligned with campaign goals and audience needs.
- **Launch large geo-targeted digital, radio, TV, and streaming ad campaigns.**
 - Use audience data and community knowledge to align messaging with the populations you want to reach.
 - Avoid assuming broad reach automatically equals stronger impact.
- **Sponsor larger local/statewide events or initiatives.**
 - Build opportunities for meaningful interaction with *Pause Before You Play* materials rather than relying only on logo visibility.
- **Fund community-wide mailings with campaign materials.**
 - Tailor messaging and materials to intended audiences whenever possible to improve relevance and engagement.



DIRECT OUTREACH STRATEGIES

Sharing materials directly with your audience is an effective strategy for increasing audience engagement. *Pause Before You Play* offers resources for the following options that can be customized at no cost.

- **Targeted direct mail campaigns** using refined audience segmentation.
- **Geofencing + retargeting campaigns** that follow users across platforms after engagement.
- **Text or app-based engagement campaigns** (opt-in reminders, resource sharing).



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 [Smaller Budget](#) and [Moderate Budget](#) documents to get additional ideas!