

OLG MARKETING AND ADVERTISING STANDARD

Responsible Gambling and
Social Responsibility Content

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SCOPE

- This standard applies to all advertising and marketing activities undertaken by, or on behalf of, OLG, Resort Casinos and Service Providers including all advertising and promotions initiatives, materials and related communications for every media and channel.
- This standard reflects current OLG requirements and incorporates the requirements of:
 - Sections 2.1, 2.2, 2.3 (4) and 2.7 of Alcohol and Gaming Commission of Ontario's (AGCO) Registrar's Standards for Gaming, iGaming, and cGaming (December 2014) and Alcohol and Gaming Commission of Ontario's (AGCO) Registrar's Standards for Gaming: Lottery Sector (July 2015).
 - Television Bureau of Canada's Telecaster Canada's Gambling Advertising Guidelines
 - the Advertising and Promotions Standard for RG Check – Gaming Venues and RG Check – Internet Gambling.
- All advertising and marketing activities undertaken by, or on behalf of, OLG, Resort Casinos and Service Providers will comply with all applicable federal, provincial, and local laws and regulations regarding marketing and advertising. In cases where laws or regulations conflict with this standard, the laws and regulations will supersede the Standard.





MINORS AND SELF-EXCLUDED INDIVIDUALS

AGCO STANDARD 2.1

1 Advertising and marketing materials and communications shall not target underage¹ or self-excluded persons to participate in lottery schemes².

1.i. Advertising and marketing materials and communications shall not include underage individuals³.

Gaming,
iGaming and
cGaming only

At a minimum, materials and communications shall not:

- a) be based on themes, or use language, intended to appeal primarily to minors
- b) appear on billboards or other outdoor displays that are directly adjacent to schools or other primarily youth-oriented locations
- c) contain cartoon figures, symbols, role models, and/or celebrity/entertainer endorsers whose primary appeal is to minors
- d) use individuals who are, or appear to be, minors to promote gambling
- e) appear in media and venues directed primarily to minors, or where most of the audience is reasonably expected to be minors

f) Persons depicted as lottery purchasers or players in lottery advertising should not be, nor appear to be, minors.

Lottery only

¹“Minors” or underage individuals are defined as under the age of 19 for Gaming and iGaming, 18 for Lottery and cGaming.

²“Lottery scheme” is inclusive of all lines of business and refers to any scheme that has the following three components: a prize; a chance (to win the prize); and consideration or a fee.

³ Direction for Lottery is in clause (f)

RESPONSIBLE GAMBLING BEHAVIOUR

- 1 Advertising and marketing materials and communications shall not be misleading.
At a minimum, materials and communications shall not:

AGCO STANDARD 2.2

a.i) imply that playing a lottery scheme is required for social acceptance, personal success, financial success or resolving economic, social or personal problems

Gaming,
iGaming and
cGaming only

a.ii) imply that playing a lottery scheme is required in order to fulfill family or social obligations or solve personal problems

a.iii) promote playing a lottery scheme as an alternative to employment, as a financial investment, or as a requirement for financial security

Lottery only

b) contain endorsements by well-known personalities that suggest that playing lottery schemes has contributed to their success

c) encourage play as a means of recovering past gambling or other financial losses

d.i) be designed so as to make false promises or present winning as the probable outcome

Lottery only

d.ii) present winning as the most probable outcome, or misrepresent a person's chances of winning a prize

Gaming,
iGaming and
cGaming only

e) imply that chances of winning increase:

- the longer one plays
- the more one spends, or
- suggest that skill can influence the outcome
(for games where skill is not a factor)

RESPONSIBLE GAMBLING BEHAVIOUR CONTINUED

- 1 Advertising and marketing materials and communications shall not be misleading.
At a minimum, materials and communications shall not:

OLG REQUIREMENTS

- f) imply urgency (i.e. quickly make a decision to gamble to avoid disappointment)
- g) depict, condone, or encourage problem gambling behaviours (e.g. excessive participation in gambling, preoccupation with gambling or betting, individuals with impaired personal control, the separation of gaming or betting from reality, irresponsible play, or playing beyond one's means)
- h) depict gambling as indispensable or as taking priority in life, (i.e. over family, friends or professional or educational commitments)
- i) suggest peer pressure to gamble or disparage abstention from gambling and betting

AGCO STANDARD (4) 2.3

- 4.2 All marketing and advertising materials shall, where effective, contain a responsible gambling message.

SELF-EXCLUDED INDIVIDUALS AND MARKETING

AGCO STANDARD 2.7

- 1 Individuals who have decided to voluntarily self-exclude shall be removed from mailing lists and shall not receive incentives or promotions for any products and services during the period of self-exclusion.



Sometimes you just want to stop gambling. That's why if you've asked us to exclude you from gambling at all of Ontario's Slots & Casinos, you'll be excluded from OLG internet gambling too. We've also provided support and resources for people who have concerns about their gambling.



SOCIAL RESPONSIBILITY

OLG REQUIREMENTS

Marketing and advertising materials should account for social responsibility considerations. These may include, but are not limited to:

1 **Gender Portrayal and Sexual Content**

- a) Marketing and advertising materials should respect the principle of equality of men and women.
- b) Marketing and advertising materials should not contain nudity, overt sexual activity, promiscuity or sexually lewd or indecent images or language.

2 **Humour**

- a) Humour and satire are natural and accepted features of the relationship between individuals and groups within the community. Humorous and satirical treatment of people and groups of people is acceptable provided that, taking into account generally prevailing community standards, the portrayal is not likely to cause widespread offence, hostility, contempt, abuse or ridicule.

3 **Alcohol or Drugs**

- a) Association of alcohol and gambling should be avoided.
- b) Marketing and advertising materials should not include images that depict or suggest that players consume alcohol while they are gambling.
- c) Marketing and advertising materials containing any reference to alcohol must not be designed to promote the general consumption of alcoholic beverages. As such, alcohol should not be shown in bottles, only in full glasses.
- d) Advertising campaigns should consider material and/or perceived risk related to co-addictions in the depiction and presentation of alcohol.
- e) Language or imagery in marketing and advertising materials should not contain reference to drug culture or illegal drugs.

4 **Violence**

- a) Marketing and advertising materials should not portray or suggest violence and should not trivialize problems associated with violence.

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