

Gaming machines make you rich! But not you! (2014)

Not even your lucky streak will help you!

In 2013, more than 800,000 people in Germany displayed problematic or addictive gambling behaviour. Playing on machines was one of the most addictive forms of gambling. Cognitive bias patterns provide an explanation for the initially surprising fact that regular gambling continues despite increasingly negative consequences.

This is because it is in human nature to wish to create a logical context for chance-related phenomena too. This is how the misconception arises that the result of gambling is predictable or even that it can be controlled through rituals and talismans.

These arguments are presumably negated or even suppressed by the potential target group. For this reason, the Prevention Project: Gambling [Präventionsprojekt Glücksspiel] decided to transform the slogan “Gaming machines make people rich! But not you! Not even your lucky streak will help” into a creative advertisement in order to attract the necessary interest. The successful advertisement gained a great deal of recognition.