

Poker – the cards are random! (2015)

Poker has become much more popular in recent years. As a result of its increasing popularity – and also as a consequence of high-profile public advertisements by celebrities – players are generally not characterised as gamblers. An individual’s personal opportunities and abilities to influence the poker game are therefore often overestimated.

But poker has a clearly defined gambling aspect. The entire game is set up in such a way that the cards are distributed at random. The player therefore does not know which cards their opponents have received or which cards are still uncovered. When it comes down to it, the cards are allocated by chance.

In order to visualise this, the chess and poker world champions from 2000 to 2014 are compared with one another on the reverse side of a postcard. This table clearly illustrates that, in the long term, chance defines the outcome of the game. Whilst some chess world champions have used their skills to successfully defend their title for many years, there is a new poker world champion every year.

The objective of the campaign is to raise awareness of unrealistic expectations and cognitive bias patterns. Following the very successful sports betting campaign, the prevention project is once again working with the comic book illustrator, Helge Vogt, to talk about gambling-related risks and to provide information on responsible gambling.

In 2015, over 44,000 German-language postcards were distributed in 150 locations around the Berlin districts of Kreuzberg, Neukölln and Mitte over a period of 14 days.

In 2016, the postcards were published in Arabic and Turkish as well as German and can be requested via the ordering portal.