

Be careful around Jack Pott! (2015)

In 2013, more than 800,000 people in Germany displayed problematic or addictive gambling behaviour. More than 75% of players in outpatient addiction advice centres fell victim to slot machines.

Gamblers generally act based on hope and it is difficult to reach them using rational messages. For this reason, the campaign's aim is to plant the message emotionally.

The idea is to show gamblers that a false expectation is being conveyed to them at the very instant when they are playing on slot machines. Lots of image-based expressions can be found for these circumstances, which are used to appeal for caution in short humorous advertisements with the radio DJs, John and Rasheed, from JamFM.