

# CASE STUDY: RG REBRAND

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## OVERVIEW

### BACKGROUND

As Crown moves towards an approach to place wellbeing of our guests at the centre, a change to the Responsible Gaming brand was required that represents Crown's broadened approach to prevention of gambling related harms.

### TASK

To create a new brand and identity that is more accessible and meaningful to all guests along a continuum of risk.

### APPROACH

A 3-phase research program was developed to identify and assess the new brand:

- Qualitative assessment with consultations conducted among staff and guests.
- Interviews to sense check the findings.
- Online survey to Crown Rewards members for validation.

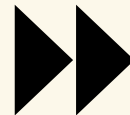
### OUTCOME



Crown PlaySafe emerged as the strongest identity to the new vision for Responsible Gambling



Launched in late 2023, Crown PlaySafe brand includes several actions and initiatives designed to maximise guest safety



Progressively transitioning from 'Responsible Gambling' to Crown PlaySafe brand.

## BACKGROUND

Current evidence suggests the term 'Responsible Gambling' carries stigma, and as Crown moves towards an approach that places the wellbeing of our guests at the centre, it was considered time to update the brand to reflect the new approach. Importantly, the change represents Crown's broadened approach to prevention of gambling related harms.

## TASK

To create a new brand and identity that is more accessible and meaningful to all guests along a continuum of risk.

## APPROACH

A robust 3 phase research program was completed to identify and assess a new brand name.

1. **Qualitative phase:** Assessment of three distinct approaches to determine the most effective for the Responsible Gaming (RG) Services rebrand; consultation conducted among Crown staff and guests.
2. **Community sense check:** In-depth interviews in English and other languages to sense check the findings from phase 1 among community audiences
3. **Quantitative baseline survey:** 20-minute online survey administered to Crown Rewards members to quantitatively validate the potential brand names.

## OUTCOME

**Crown PlaySafe** emerged as the strongest identity to represent the new vision for Responsible Gambling going forward for a number of reasons:

- The most well-liked name and considered more likely to grab attention.
- Appealed to guests across the spectrum of gambling risk.
- Viewed as effectively promoting safer gambling practices.
- Perceived as encouraging an openness to support.
- Worked across multiple languages and community groups.

Crown PlaySafe was announced in July 2023 and includes several actions and initiatives designed to maximise guest safety, including a commitment to act across four priority areas:

- **Building a safer gambling future, with a focus on prevention and safer play.** When we build and develop our gambling products and safety programs, we do so in a way that learns from successful prevention and harm reduction strategies.



- **Building a safer gambling culture, with care for the community.**

Working in partnership with government and our regulators, education providers, businesses and industry, and community-based organisations to create a more culturally relevant approach to preventing gambling harm.

- **Building a safer gambling environment, with expanded support for vulnerable or at-risk players.**

Combining technology and data to implement mandatory carded-play and pre-commitment systems, marketing guardrails, training improvements and other gambling safety features to identify early signs of gambling harm and educate guests to play safely.

- **Building a safer gambling system, to improve our understanding of player behaviour.**

Investing in research and data monitoring, testing new harm reduction concepts and ideas, sharing and collaborating with our guests, industry experts and critics to design positive and safe player experiences.

Crown continues to progressively move away from 'Responsible Gambling' to Crown PlaySafe and has to date rolled out a new website, logo, look and feel, language and purpose statement.

To learn more about Crown PlaySafe visit [www.crownresorts.com.au/our-contribution/crown-playsafe](http://www.crownresorts.com.au/our-contribution/crown-playsafe).

## **PROJECT TEAM**

For more information about our rebrand to Crown PlaySafe, please contact:

### **BHAVIA TAYLOR**

Group General Manager - Crown PlaySafe Strategy - Programs & Research  
bhavia.taylor@crownresorts.com.au

