



1-800-BETS OFF: Be #1 at Getting Help

Event Topic

[Gambling](#)

Date / Time

Wed, Feb 24, 2021

10:00 - 11:30am

Location

Virtual

This session will take participants through the qualitative research used to create the current 1-800-BETS OFF campaign, and how to best use the materials to assist prevention, treatment, and responsible gaming efforts.

Objectives:

- Learn about the steps in the qualitative research process
- Learn how the research impacted campaign design
- Understand how to utilize and leverage key messaging.

No recording available for this webinar.

[Register](#)

Presenter(s)

Scott Samoleski

Scott Samoleski leads the Vera Causa Research & Marketing Strategy consulting group based out of Calgary, Alberta, Canada, and has over 20 years of experience working in the marketing industry.

His brand consultancy client experience includes many prominent North American brands that cover a diverse number of business sectors in both the private and public sectors. These include major brands such as Caterpillar, Bobcat, Finning, Iowa State University, Pfizer, Syngenta, Merck, Wellmark BCBS, Rabobank, and Bayer.

He has worked extensively within all facets of consumer research including product development and innovation, brand positioning, brand audits (equity benchmarking), creative testing, and brand ID development

(naming, logo, packaging etc.).

Customer Strategy Lead

Attachments

[1-800-BETS OFF_Be No 1 at Getting Help \(2021 02 24\).pdf](#)(5.5 MB)

[PG Webinar Series March 2021.pdf](#)(295.03 KB)

For more information about this YLI Calendar Event, please email yli@hhs.iowa.gov