

Problem Gambling Awareness Campaign Advisory Committee on Problem Gambling Meeting

February 20, 2020

*Problem Gambling Awareness Marketing Campaign – Project Update
from KPS3*

KPS3 was selected to develop an awareness campaign for the Department of Health and Human Services' Problem Gambling Services program. KPS3 will create a new brand, website, and strategic communications plan.

Project Updates:

- Research and Discovery
- Campaign Logo and Identity
- Strategic Communications Plan to align with Problem Gambling Awareness Month (March 2020)
 - Public Relations and Social Media Efforts
- Online Landing Page for Resources and Interactive Assessment