

Template complaint to the ASA regarding adverts for 888casino

Instructions

1. Go to the ASA website to make a complaint: [Make a complaint - ASA | CAP](#)
2. Fill in the details in the online form, including where and when the ad was seen (this can be approximate, as long as it's Feb - March-April 2024).
3. Personalise the template complaint below, and paste it into the box where it says "Describe your complaint".
4. Add any images you have ([download ours here](#)) where the form asks for extra information.
5. Click submit. Thank you for taking action to call out harmful advertising. Contact us (hello@adfreecities.org.uk) if you'd like support in submitting a complaint.

Template complaint

Feel free to personalise this template with your own reasons for thinking these adverts are greenwashing, or why it matters to you (adding your personal views will likely have more impact.)

To the Advertising Standards Authority,

Re: Socially irresponsible ads for 888casino.

I am writing to complain about adverts for online casino 888casino [1] seen on a free-standing digital ad screen in Bristol and as a paper poster on a London Tube train on April 23, 2024.

The Bristol ad, located in the busy Broadmead shopping district, features the words "Your bus is now a casino" prominently whilst the London Tube ad reads "This carriage is now a casino" in similarly prominent letters.

You can find all images of the ads here:

<https://drive.google.com/drive/folders/19M5uZgFGH9TleDixXtRpejcYFxwc-Rja?usp=sharing>

I find these adverts to be socially irresponsible inasmuch as they promote gambling in public space. By the nature of outdoor advertising these ads will be seen by people of all demographics including those at heightened risk of harm, such as children or people who are already being harmed by gambling and people who are in recovery from gambling addiction.

888casino cannot control who sees these ads or the effect that seeing the ads will have on the viewer.

I am also concerned by the wording of the ads, which implies an urgency and an imperative to gamble *now*, even in locations not typically associated with online gambling (a bus or a train carriage). The effect is to encourage people to gamble more than they otherwise would and to prioritise gambling in daily situations.

I strongly urge the ASA to suspend, investigate and ban these adverts and take action to prevent 888casino from publishing socially irresponsible marketing communications in future.

Yours sincerely,

NAME