



BeGambleAware.org

CHRIS PALMER

Gorgeous

THE IDEA

To discourage bettors from making ill-considered bets.



EXECUTION

When a guy places an ill-considered bet he's transported to the actual sporting event he placed his bet on, where his motives are questioned.

THOUGHTS

There are a couple of critical factors.

The place where the guy makes his bet will work best if it looks like the real world, not a commercial.

And the sporting situation he's transported to has to be the real thing.

Not a recreation with actors playing the parts of TV pundits and experts.

Otherwise the bettor's imagining he's in an imaginary place, which gets a bit confusing.



HOW SHOULD IT LOOK?

Starting with the Sporting settings, if the idea is for them to look real and authentic, they should look exactly as they do on your TV.

In the TV studio, use the same camera and lights as they use on the TV show.

And the same with the outside broadcasts: use the same cameras and lights they use for the real thing.

If it's shot for real, it will look real.



THE TIME OF DAY

The time of day when the guy places his bet dictates the time of day in Sporting scene he's transported to.

If he places his bet in bed late at night and appears with the racing pundits mid-afternoon it will be confusing.

For the idea to work best the time should be the same in both scenes.

The latest Premier League or English cup games start no later than 8.00pm. and end around 9.45ish.

UK Horse Racing usually take place during daylight.

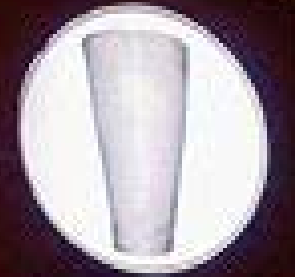
And South American Football takes place late at night UK time.

Again the bedroom scene may be confusing if he places his bet late at night but is transported to a UK sporting scene, because he will have time travelled.



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CASTING

Not those smooth, cool 'lads' featured in betting ads, who've been styled, put through hair and make up, to enhance their easy and unreal charm.

Because you're dealing with a very real problem that affects real people the guys in the commercial should look real.

They can have flaws and blemishes, an unspectacular dress sense; look ungroomed and maybe be a bit out of shape.

The kind of people you see everyday in the real world.

And the sporting commentator and pundits have to be the real thing (with the exception of the Panamanian TV show?).





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THE TRANSITION

It will work best if the guy's body position is similar, if not identical, in both worlds.

If he's standing in his world, he's best standing in the sports world.

If he's sitting in one he's best sitting in the other.

Keep it simple and straightforward so no one gets confused or asks questions.

So it's worth reconsidering the guy lying in bed (unless he's lying down in the sports scene).



THE BEST COMBINATIONS AND SETTINGS

The time the guy places his bet has to be exactly the same time in the sporting scene.

He's transported instantly.

And doesn't travel back in time or forward in time.

If he Time Travels the idea will get really confusing.

The Sporting Scene dictates the time of day the guy places his bet.

Here are some suggested combinations. The first two are straightforward. The 'Chasing Losses' set up is the slightly tricky one.

Bored Betting

Horse Racing usually takes place in the afternoon, so the guy on the loo will also be having a punt mid-afternoon.

Drunk Betting

It will be late at night in the UK when football in Panama kicks off. So the guy with a dirty kebab will be placing his bet after closing time.

Chasing Losses

There are a couple of options for this scene:

Either the Bettor is transported to pitch-side where the presenter and pundits are usually talking pre-match at an evening kick off and then there'll be a crowd gathering, usually at a big stadium.

Or another option is the Bettor is transported to the gantry alongside the Commentator and Ex-Pro wearing headphones and talking into microphones.

The Post Match discussion won't work because the viewer will know the game is over and there is no betting possible



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PERFORMANCE

The Presenters and pundits should just be themselves.

They could probably subtly express a glimmer of pity, or possibly sympathy at the Bettor's predicament.

It shouldn't be too demanding for the sports presenter to do the grilling because it's what he does for a living.

The guys should be natural up front. Maybe there's a hint of desperation as they place yet another bet.

When they return to their real life from the sporting scene they should express a massive sense of regret.

The regret of making yet another bet they know they shouldn't have made.

The 'why did I do that' moment.

A pang of self-reproach for being an idiot who's made the same mistake again.

The feeling of letting yourself down.

In a way that real Bettors will understand and respond to.

SUMMARY

Keep it simple.

Make sure the bet is made at the right time of day.

Cover the Bored Bettor sitting on the toilet as well as sitting on a chair in his sporting scene.

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