

Full title of law or regulation

Guide to the Advertising Code

Title of relevant section

All; note that the visuals below are artificial 'motifs' that have never appeared but are created to illustrate the point being made.

Introduction

The scope of this advertising guidance is cross-media and applies to all forms of commercial communication - online and offline. Included is advertising, for example, on television, on billboards, in newspapers, magazines, on the radio, in the cinema, as well as Internet / mobile advertising, advertising on social networks, sponsorship campaigns or advertising at the point of sale.

In order to provide advertising companies and agencies with a guideline when the industry itself establishes the boundaries in the content and design of advertising, Deutsche Werberat has published this guide to the key provisions of the various codes of conduct.

The complete guide is available at: www.werberat.de/werbekodex

Gambling Rules – responsible approach to consumers

Advertising for gambling must live up to its social responsibility: the guidelines of the German Advertising Council ensure a responsible approach to consumers and so protect those addicted to gambling and those at risk of addiction.

Any word from minors is generally prohibited.



Gambling advertising can refer to viewers' affinity to personal favourite athletes or a sports team. However, it must not suggest that being close to a team provides an advantage when gambling. Positive crowd reaction at sporting events may be used in advertising.

(Text in the shot reads 'Support your team. Just sign up at www. etc. and support your team')



Gambling advertising should not suggest that further gambling could recoup earlier losses.

(The text in the shot translates as 'Bad luck if you lose one. Gains can be made. Do not give up. Be a winner.')



Advertising for gambling may not include the impression that by participating in games of chance current financial problems could be resolved. (The text in the lower part of the shot reads *Worried? Problems? No money? That's over now. Get yourself this year up to 1 mil Euros. They get rich with etc.*)

Social behaviour



Advertising may not convey the impression that people who don't gamble are somehow devalued, or present them as social outcasts (Text in the shot reads *those who do not support their team are not part of the 'fan club'*)



The (successful) participation in a game of chance may not be presented as the reason for social success. (The (very subtle) text in the shot reads: *'Bet. Won. Not just in the game'*)
