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**‘Don’t Regret the Bet’ earns top honors with Platinum dotCOMM Award**

DETROIT, Sept. 20, 2023 — On the heels of recently being recognized with a [2023 Platinum Viddy Award last month](#), the Michigan Gaming Control Board’s *Don’t Regret the Bet* integrated marketing campaign has earned more international recognition. This time, the MGCB and the King Media public relations firm have earned a Platinum dotCOMM Award.



Established in 1944, dotCOMM Awards is an international competition that honors excellence in web creativity and digital communication. This year, more than 2,500 entries were submitted from throughout the U.S., Canada, and 32 other countries, of which approximately only 17% won Platinum honors.

“We knew from the beginning of our partnership with King Media that we would be able to develop an effective, recognizable, and impactful responsible gaming messaging campaign,” MGCB Executive Director Henry Williams said. “Winning two platinum-level international awards now, back-to-back within two months’ time, proves that ‘Don’t Regret the Bet’ is just the beginning of our climb and a shining example of what a successful integrated marketing campaign looks like. The MGCB staff is most appreciative of Coleen King and her talented staff for rolling up their sleeves and working alongside us on this endeavor to prevent Michiganders from developing a problem with gambling.”

Launched in March 2023, the goal of the [Don’t Regret the Bet](#) integrated marketing campaign is to prevent gambling problems before they start and reduce the number of people in Michigan who develop a serious gambling addiction. The MGCB and King Media have collaborated on developing ads about responsible gaming that are reaching Michiganders across the state on various platforms — including broadcast TV and radio advertising, point-of-sale video ads at gas stations, digital billboards, and social media, as well as streaming services and podcasts.

“We’ve enjoyed the spirit, energy and collaboration that’s gone into this important work for the MGCB. Our partnership has been about preventing problem gambling before it starts through education and awareness,” said Coleen King, president and founder of King Media. “When we’re able to lend our collective talents to do good in the world, great things happen. The work is getting attention — and more importantly, it is getting results. We are grateful for the opportunity to be creators of change in partnership with the MGCB’s Responsible Gaming Division.”

dotCOMM awards are administered and judged by the Association of Marketing and Communication Professionals — who evaluate entries based on quality, creativity, and resourcefulness — and highlight the roles of creatives whose work is deemed among the best in the industry. Entries encompass a broad range of marketing and communication producers, from corporate communication departments and public relation firms to advertising agencies and freelancers, and are submitted by designers, developers, content producers, digital artists, video professionals, account supervisors, creative directors, and corporate executives.

Winners are selected from 241 categories for websites, videos, social media, paid media, owned media, earned media, and digital marketing and communication programs. The winner database of 2023 Platinum and Gold dotCOMM Award winners is listed on the dotCOMM website at [www.dotcommawards.com](http://www.dotcommawards.com).

*Gambling in any form is for entertainment purposes only. If someone has a gambling problem, please call the state's 24-hour, toll-free helpline at 1-800-270-7117 or the MGCB's responsible gaming section at 1-888-223-3044. You also may visit the [Responsible Gaming page of the MGCB website](#) for information on self-exclusion programs including the Disassociated Persons List and the Internet Gaming and Sports Betting Responsible Gaming Database. Also, visit [DontRegretTheBet.org](http://DontRegretTheBet.org) for additional tools to help citizens game responsibly.*

*The Michigan Gaming Control Board shall ensure the conduct of fair and honest gaming to protect the interests of the citizens of the state of Michigan. Learn more at [Michigan.gov/MGCB](http://Michigan.gov/MGCB).*

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