

**FOR IMMEDIATE RELEASE**

Contact: [MGCB-Media@michigan.gov](mailto:MGCB-Media@michigan.gov)



**Michigan Gaming Control Board, King Media earn 2023 Platinum MarCom Award for ‘Don’t Regret the Bet’ responsible gaming messaging campaign**

DETROIT, Oct. 23, 2023 — The Michigan Gaming Control Board’s [Don’t Regret the Bet integrated marketing campaign](#) developed in collaboration with King Media, a prominent East Lansing-based public relations firm, has been recognized with a 2023 Platinum MarCom Award.



One of the oldest, largest, and most-respected competitions, MarCom Awards recognize outstanding achievement by creative professionals involved in the concept, direction, design, and production of marketing and communication materials and programs. The 2023 international creative competition received more than 6,500 entries — from throughout the United States, Canada, and 43 other countries — that were submitted by corporate marketing and communication departments, advertising agencies, public relations firms, design shops, production companies, and freelancers.

“When you look at the creativity and innovation that *Don’t Regret the Bet* brings to the advertising and marketing landscape, coupled with its ability to break through the noise of gambling ads that are widely prevalent, it’s nothing short of remarkable,” MGCB Executive Director Henry Williams said. “This latest award recognition from MarCom just goes to show we have an effective campaign — and that’s good news for the citizens of Michigan because it demonstrates our commitment to promoting responsible gaming messaging that works and that people remember.”

This is the third platinum-level award earned in three months’ time; the MGCB and King Media previously earned a [Platinum dotCOMM Award in September](#) and a [Platinum Viddy Award in August](#).

Launched in March 2023, the *Don’t Regret the Bet* campaign serves 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.

“The Michigan Gaming Control Board has been an incredible champion for problem gambling prevention,” said Coleen King, president and founder of King Media. “*Don’t Regret the Bet* and its success reflect that commitment. It’s an honor to work alongside the MGCB team. It’s important work

and it's not just winning international acclaim — it's changing lives and improving communities. That's the biggest win of all.”

MarCom Award winners were selected from over 300 categories in print, web, video, and strategic communications. Their entries were judged by the Association of Marketing and Communication Professionals (AMCP), a 28-year-old international organization consisting of several thousand creative professionals.

MGCB's *Don't Regret the Bet* campaign was judged alongside work submitted by some major national and global brands, including Adobe, AARP, Amazon Business, the American Heart Association, Bloomberg, Caterpillar, Citi, Fidelity Investments, Fifth Third Bank, John Deere, Panasonic, Proctor & Gamble, Staples, Voya, Wells Fargo, and more. A complete list of Platinum and Gold Winners can be found on the MarCom Awards website at [www.marcomawards.com](http://www.marcomawards.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. 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, and [DontRegretTheBet.org](http://DontRegretTheBet.org) for additional tools to 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).*

###