



**PlaySmart – Facts. Tools. Advice.**

**On Screen Text:**

PlaySmart Presents:

**Voiceover:**

*PlaySmart presents:  
How Gambling really works.  
Have you ever wondered why you win?  
Or why you lose?  
You've probably had other questions too.  
Questions like:*

**On Screen Text:**

PlaySmart Presents:

**Video:**

Cuts to first player on screen asking the question voiced by the narrator, standing in front of a table of instant tickets with arrows pointing all over.

**Voiceover:**

*"Which instant ticket has better odds of winning a jackpot?"*

**On Screen Text:**

OR

**Video:**

Cuts to second player on screen asking the question voiced by the narrator, standing in front of a background of a BINGO card and flashing BINGO sign.

**Voiceover:**

*Or, "Do I have to yell Bingo to win?"*

**On Screen Text:**

OR

EVEN



**Video:**

Cuts back to the first player, standing in front of a bank of slot machines.

**Voiceover:**

*Or even,  
"Why did I burn through more credits on one slot versus another?"*

**On Screen Text:**

Then you're going to want to get to know  
PlaySmart

**Voiceover:**

*Then you're going to want to get to know PlaySmart.*

**On Screen Text:**

Who? What? Why? When? Where?  
What the heck?

**Voiceover:**

*The Who? What? Why? When? Where? And What the Heck? about gambling.  
We love answering questions about gambling. And we're really good at it.*

**On Screen Text:**

House Advantage  
Randomness  
Volatility

**Voiceover:**

*We know some gambling concepts aren't that easy to get – whether you're a newbie or if you've been  
playing for a really long time.  
Don't sweat it. We can break it down for you.*

**On Screen Text:**

Facts  
Tools  
Advice



**Voiceover:**

*We're passionate about delivering Facts, Tools and Advice about gambling.*

**On Screen Text:**

More passionate

**Voiceover:**

*And we're even more passionate about making them easy to understand.  
So if that means we have Fluffy playing a slot machine to demonstrate randomness, or set a slot machine on fire to debunk a myth, we'll do it.*

**On Screen Text:**

We'll do it

**Voiceover:**

*If we have to design a 28,633,528 sided die to show how odds work, we'll do it.*

**On Screen Text:**

Design a 28,633,528 sided die  
We'll do it

**Voiceover:**

*We'll even use a snack machine to help you understand this stuff.  
Or build a game, or a different game, or another different game.  
We even have cool PlaySmart Centres where you can drop by.  
Our staff training is world class. They know what they're talking about and they're always ready to help.*

**On Screen Text:**

I'm ready to help.

**Voiceover:**

*We team up with top experts to make sure we're there for our players.*

**Video:**

Shows the logos of Responsible Gambling Council, Credit Canada, Centre for Addiction and Mental Health, Ontario Problem Gambling Helpline and Gambling Research Exchange Ontario



**Voiceover:**

*And if gambling stops being fun, we can help with that too.*

**On Screen Text:**

We can help with that too.

**Voiceover:**

*Point is, we really, really want you to know how gambling works.  
After all, a little knowledge can go a long way.*

**On Screen Text:**

Long way  
Playing smart

**Voiceover:**

*And that can be the difference between playing and playing smart.*

**On Screen Text:**

Facts. Tools. Advice.  
PlaySmart  
Knowledge you can bet on.

To see how you could play smarter visit:

PlaySmart.ca