

Havas Worldwide Johannesburg raises awareness for gambling addiction

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To bring life to the potential negative effects of severe gambling addiction, the Havas WW Johannesburg team created stunning art pieces out of dice. These pieces are aimed at illustrating the way life can be for those living with this addiction.

Each individual art piece comprised of 6048 dice, each individually stuck down by hand. "This idea was proactively generated by our team and then created in cooperation with the National Responsible Gambling Programme (NRGP)," explains Eoin Welsh, executive creative director at Havas WW Johannesburg.

The total size of the art pieces spans 1,1m high and 1,5m wide. "This was an absolutely massive undertaking, involving painstaking building of these images one dice at a time," says Welsh, adding that only two people could work on the pieces at one time. He explains that this is an important project for the agency because so many people are unaware of how serious an addiction to gambling is. "Addictions to drugs and alcohol always seem to be put under the spotlight. Gambling is a very serious problem in its own right, and the repercussions of this move far beyond the money one might lose. This addiction puts ones family and whole life at risk, and we are proud to be able to use this project to create some much needed awareness and talkability around this subject."



These outdoor installations are being showcased at an array of public places, including popular shopping malls. Last week, the pieces were on display at the Bryanston Shopping Centre, where they drew much interest from the public.

The full team who worked on this project comprises:

Eoin Welsh - ECD
Fiona O'Connor - Creative Director
Jonathan Wolberg - Senior Art Director
Paul Frade - Copywriter
Thandi Zondo - Production
Annie Lazarevski - Business Unit Director

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