

With Its Newest Ad, Betway Wants to Center on ‘the Nuances of Fandom’ in Sports Betting

These days, the safest bet is that a sizable portion of the ads you’ll consume in the coming weeks will be from sports betting apps, especially with the Super Bowl just around the corner. And if you review just a sample of past campaigns from brands like BetMGM, WynnBet and TheScore, you can spot a number of trends. Big stars? Check. An emphasis on high stakes and big wins? Absolutely. Minimal gender diversity? That, too.



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