

CAMPAIGN

Austin Public Health World AIDS Day



45 people tested for HIV

CHALLENGE

Austin Public Health's HIV Prevention program sought to:

- *Promote World AIDS Day, which unites people in the fight against HIV, shows support for people living with the disease, and commemorates those who have died from an AIDS-related illness.*
- *Encourage people to know their status and get tested for HIV on World AIDS Day.*

SOLUTION

Designed a bi-lingual, multimedia campaign targeting Hispanic and African American gay men (ages 18-34) that included:

- *Endorsements from local, social influencers on radio and social media*
- *On-site remotes with social influencers encouraging listeners to join them at mobile testing units*
- *Digital advertising with a focus on LGBTQ dating apps that linked to two mobile landing pages with a click-to-map function.*

RESULT

- *45 people were tested for HIV in one evening, exceeding the client's goal of 20-30.*

SPONSORS



AUSTIN **HIV** 

MEDIA

