

AIDS Healthcare Foundation

Problem

How does a public health organization increase awareness about testing and best practices?

Solution

Use OOH formats to target high-risk audiences.

Background

With STD rates rapidly increasing, how can AIDS Healthcare Foundation (AHF) effectively communicate safe sex/condom usage and getting tested for STDs?



Objective

The objective of the creative was to stand out from the crowd to educate the community on safe sex and advocate using condoms. What better way than to showcase a giant condom with the tag “Why Worry”? For the STD test initiative, the team used a renowned artist’s creative that catches the eye. The ads were placed in areas that are high risk.

Strategy

The planning team used hand-picked locations that would be able to effectively reach the audience. OOH was placed in specific zip codes and areas client considers high risk. In each market, the team selected media formats that would best target that demographic.

In Los Angeles, the bulletins selected were in high populated areas in WeHo, South LA (high density African American areas), and high density Hispanic areas. Bulletins were selected by riding the market and choosing the units with most visibility in the target areas. The team complemented the bulletins with benches located in the Hollywood/West Hollywood area. Benches allow for eye level targets and have recently undergone renovations, which make the benches more aesthetic.

In San Francisco, the team chose a poster that targets one of the AHF locations and happens to be in a high-risk area. Transit and benches were used in Oakland in order to target commuters. In this market, two-sheets, interior car cards, and benches were selected as the best cost-effective format that would target the audience.

In Miami/Ft Lauderdale, the team chose high TAB OOH Impressions bulletins on the I-95 & US1, complemented with benches and shelters to target the pedestrian/eye level audience.

Brooklyn, NY formats included bus shelters and urban panels. These formats targeted commuters in Brooklyn. Shelters and urban panels were located in close proximity to AHF’s location on Atlantic Ave.

Two right-read bulletins were selected in Jackson, MS, in the client’s requested zip codes, and Jacksonville had another RHR unit on the I-95.

Baton Rouge included surface streets and highway bulletins. Atlanta & Lithonia, GA included bulletins in target areas as well as a poster.

DC included Metrolights to target areas around the care centers, and used shelters are used to target decision makers in DC.

Bulletins, posters & benches were used in Columbus, OH.

AHF had to create an in-your-face message in order to get the audience's attention. They used two creatives: Why Worry & Friends With Benefits. For Use A Condom, they felt they needed to bring safer sex more to the forefront to de-stigmatize and de-sensationalize condoms and make them just like any other products. They used great, simple creative that had a link to useacondom.org. The creative for Friends with Benefits features work by renowned multimedia artist Bill Barminski. The creative utilized classic Barminski elements such as dramatic colors, a textured look and imagery evocative of 1950s advertisements. The creative includes a link to freeSTDcheck.org, AHF's resource for people seeking free screenings for HIV, Chlamydia, syphilis, and gonorrhea.

Plan Details

Markets: Los Angeles, San Francisco, Oakland, Miami, Ft Lauderdale, Brooklyn, Jackson, Jacksonville, Baton Rouge, Atlanta, Lithonia, DC, Dallas, Columbus

Flight Dates: May 17 - June 30, 2014

OOH Formats: Bulletins, Shelters, Interior Car Cards, 2-Sheets, Benches, Posters, Urban Panels

Estimated Impressions: 20 Million

Results

The client feels that OOH is the most effective way to get their message across. This campaign was a success because the planning team received press as well as calls from the public. The client welcomes all kinds of feedback as it gives them a chance to speak thoroughly to and educate those who call or email to provide feedback.

