

AIDS Healthcare Foundation DC

Problem

How do you bring a political issue to the forefront of the public consciousness?

Solution

Target pedestrians and lawmakers with street-level media that drives your message home.

Background

The Los Angeles-based AIDS Healthcare Foundation (AHF) is a global organization that has cared for thousands of people living with HIV/AIDS worldwide since its inception in 1987. Through its pharmacies, thrift stores, health care contracts, and other strategic partnerships, AHF generates funding to help provide medical and advocacy services to more than 100,000 people in 22 countries across the world.

As the nation's largest provider of HIV/AIDS medical care, AHF is an active advocate for increased government funding for AIDS research. However, at the time of this campaign, the Obama administration had allotted \$10 billion toward the Global AIDS Health Foundation. Meanwhile, the Bush administration had spent \$70 billion during President George W. Bush's tenure.

Objective

The campaign needed to show the huge discrepancy in the amount of money allotted to AIDS between the two presidencies and urge President Obama to push for a change in AIDS expenditure and increase funding for the global epidemic.

Strategy

The International AIDS Conference was being held at the White House in Washington, DC, and many high-profile leaders in the AIDS community would be attending, including AHF President Michael Weinstein, along with President Obama and his administration. To reach conference attendees with the message that the current government was not spending enough money on AIDS research and offer a call-to-action for Obama to increase AIDS funding, AHF turned to their planning agency.

Using insights derived from the agency's proprietary insights tool and syndicated research, the team found that the majority of Washington, DC, residents and workers rely on public transportation. With this data—and knowing the target area surrounding the White House had limited out of home media—the planning agency created an out of home campaign using 16 transit shelters on the highest indexing roads among the target audience. These locations were chosen to create maximum reach by targeting people traveling to and from the White House. Units were strategically placed in most cases across the street or within 0.5 miles of targeted landmarks.

Plan Details

Markets: Los Angeles, New York

Flighting Dates: July 12 - August 8, 2010

Out of Home Formats Used: Transit shelters

The campaign posted on 16 transit shelters on the morning of the AIDS conference on July 12 and ran through to August 8. Creative showed a composite of President Obama and President Bush's faces with the question "Who's better on AIDS?" The



campaign also featured a call-to-action leading consumers to visit the microsite changeAIDSObama.org.

Results

At the end of the posting period, the changeAIDSObama.org microsite logged 894 unique site visits and 1,157 page views. This was a staggering 3,092% increase in visits alone as compared to June 1 – July 11. The most-visited page was the website homepage and the second most-visited was the link on the website to www.obamafailsonaids.html, which is the direction that AHF hoped to send visitors to read more about the issue. Site visitors were also encouraged to take action through a link on the website that allowed people to send an e-letter to Obama regarding the issue. During the campaign, 59 people sent an e-letter to Obama.

After the agency secured transit locations for one period, AHF extended the buy for the remainder of 2010. AHF continued this campaign based on a number of factors they used to measure its success, including the impact on the White House, the number of website visits, interaction, and participation of visitors, the ability to get media outlets and use coverage for the campaign, any high-level meetings offered by stakeholders in Washington DC (which did happen during this campaign), as well as the amount of news coverage and PR received for the campaign.

“AHF contacted [the planning agency] after hours on a Thursday evening to request a proposal to start the following Tuesday. We wanted to run an advocacy campaign on transit shelters surrounding the White House for an AIDS Conference that was scheduled with President Obama. [The agency] secured 16 excellent locations, received the artwork, printed and shipped the materials and had them installed Tuesday morning prior to the conference. Their ability to contact the vendor and secure locations after hours on a Friday evening and coordinate the printing of the banners over the weekend for the materials to be shipped and installed on a Tuesday was an amazing feat. [The agency] is a true partner to AHF and they have always strived to go above and beyond for all of our campaigns.”

– Katherine Resto, Media Planner/Buyer, AHF Worldwide