



February 28, 2016

Korab Zuka  
Director, Public Relations  
Gilead Sciences, Inc.  
333 Lakeside Drive  
Foster City, CA 94404

Dear Mr. Zuka,

On behalf of the entire AIDS Foundation Houston, Inc. (AFH) staff, we would like to thank Gilead Sciences for its partnership in implementing our Comprehensive PrEP Education Program (CPEP). We are pleased to submit an interim report detailing our progress, as well as our plans for the program throughout the remainder of this grant year. Below you will find a description of our ongoing program activities targeting Houston's at-risk heterosexual population as proposed in our grant application.

#### **Marketing Research and Campaign Design Overview**

AFH secured the services of the strategic communications firm The CKP Group, which has extensive experience with multi-channel marketing, as well as focus group facilitation to identify the most effective messaging tactics. With expertise in journalism, digital marketing, video production, public relations, advertising, and social media, the CKP team is poised to develop and execute an innovative and integrated digital marketing campaign.

To initiate the development of the creative concept, the CKP team attended a cross section of community forums to gain more insight from the various stakeholders (such as healthcare providers, community support agencies, and general consumers) on ideal positioning for the PrEP education message. The team performed a comparative analysis of other similar campaigns, and interviews were conducted with front-line healthcare and social workers to get individualized and anecdotal feedback.

CKP's initial findings were then included as part of the questionnaire facilitated by partnerships with local agencies (like the Salvation Army Young Adult Resource Center and The Women's Home) and executed by their research coordinator. Individuals meeting pre-screening requirements and subsequently identified as being at high risk for contracting HIV participated in one-on-one interviews utilized to test and solicit feedback regarding different creative concept theories and approaches. Based on this feedback, CKP's initial media plan, which focused heavily on mass media, social media, and more non-traditional advertising outlets (like dating sites and apps) is being adjusted. The revised strategy is limiting mass media and directing the bulk of advertising resources to social media (Facebook ads, as well as text and video ads in YouTube), as well as specific dating apps and sites (ex: Plenty of Fish). While CKP's preliminary strategy relied heavily on flat, digital advertising assets, focus group findings suggested collateral should be expanded to include not only digital assets (like digital display ads), but also short and long form video. Their research strongly indicated that connection through story telling would be the best approach for both flat and animated marketing content related to PrEP education. The introduction of video content poses the

challenge of delivering compelling animated (or video) content without compromising the advertising spend or overall project budget, and CKP is currently exploring economical solutions. Additionally, based on focus group participant behaviors, the revised media plan will incorporate community paper networks like the Greensheet.

The public campaign will last five months. Within two months, the CKP team anticipates having enough data for campaign refinement and narrowing of approach. The specific channels for deploying in-app advertising will be identified shortly following additional research and feedback from the target audiences.

### **Digital Marketing Channels and Billboards**

CKP's initial campaign plan included a broad spectrum of dating apps and sites —from OK Cupid to Plenty of Fish. After initial platform research, several popular and widely-used sites and apps were removed based on advertising restrictions based on type of advertiser and ad content. For example, certain sites in the *Match* network do not allow advertising related to pharmaceutical products. Furthermore, one of the most popular dating apps, Tinder, is currently hosting advertising in a beta phase for utilization by invitation-only advertisers. After accounting for these limitations, CKP has narrowed their scope to a select few, including OK Cupid, BlackPeopleMeet.com and POF (Plenty of Fish). (Plenty of Fish is currently closed to new advertisers while they perform a site/app upgrade, but CKP will be pursuing this option when the site relaunches.)

CKP is also in the midst of developing a plan to communicate PrEP awareness via billboards. The goal is to secure one billboard per month (to stay within budget constraints) around the city of Houston. These billboards will be branded to match the digital campaign, with similar messaging and visuals.

Both the digital ads in the dating sites and apps, as well as the billboard campaign will direct interested parties to the *WhyPrep?* microsite ([www.whyprep.org](http://www.whyprep.org)) described below.

### **Microsite**

AFH's internal webmaster is modifying the preexisting multi-page microsite ([www.whyprep.org](http://www.whyprep.org)) originally designed for the "Get in Bed with PrEP" campaign to serve as an online resource for those interested in learning about PrEP. Similar to the "Get in Bed with PrEP" microsite (corresponding with the recent campaign targeting MSMs), the modified microsite will have a shared landing page, leading to information tailored to the heterosexual and MSM audiences. The additional microsite pages will be branded to match the PrEP hetero campaign and will link to relevant information including locations for PrEP providers, tips for appropriate PrEP usage, and information about PrEP costs and medication assistance programs. Other pages included PrEP FAQs, scientific studies about PrEP, myth busters and basic information about the prophylaxis. Content is both original and supplemented from existing resources, like *whatisprep.org* and the CDC. Graphics and messaging from the new campaign will be repurposed from the mobile app campaign for the microsite to create unified messaging.

### **Marketing Messages**

All focused digital marketing messages will be tailored to be relevant to the target audience of sexually active heterosexuals at risk for HIV, and final creative options are in the midst of being crafted. CKP has explored several different options, based on research from attending forums and by auditing campaigns with similar sentiments, but different products (from the 60s to present day). The most effective sentiments contain all follow four requirements:

- They must indicate (either directly or indirectly) a sense of urgency.
- They must indicate (either directly or indirectly) how easy PrEP is to use.
- They must indicate (either directly or indirectly) the importance of using PrEP.

- They must indicate (either directly or indirectly) the effectiveness of PrEP.

CKP's creative concept options are now in the final phase of development prior to presentation and agency review.

### **Budget**

Of the \$125,000 in awarded Gilead funds to underwrite this project, \$7,845 has currently been spent. The bulk of the budget (\$90,000+) is dedicated to design and advertising and will be spent in by the end of the grant period, starting with the conceptual design in March.

### **Timeline for remainder of the grant period:**

The remainder of the grant year is divided into three phases, and is detailed as followed:

#### ***Phase I – Creative Finalized and Media Buy Plan – End of February – End of March***

The research report presentation has occurred between CKP and the research coordinator, DDDMC (Dee Dee Dochen). Utilizing this report, CKP is solidifying creative concepts for presentation to AFH. Following this presentation, CKP will develop the visual components of AFH's preferred concepts. Finally, after the final concepts are fleshed out and finalized, AFH will approve the creative for the ad buys. AFH will then work with CKP to develop the ad buy plan based on the allotted budget to ensure its deliverables of at least 1 Million impressions and 3,500 individuals exposed to PrEP information through the microsite.

#### ***Phase II – Creative Production – End of March- Beginning of April***

The first and second rounds of creative production will be produced and reviewed by the AFH team. Then, the creative will be finalized and delivered for launch.

#### ***Phase III – Implementation – April – August***

The *WhyPrEP?* microsite modified to include the campaign targeting heterosexuals will be launched in the first week of April in conjunction with the placement and piloting of the digital ads. During this time, CKP and AFH will monitor performance of the media buys, budget and microsite visits, and adjust the strategy, as needed. The campaign will officially launch on April 1, 2016.

#### ***Phase IV– Analysis– August***


The last phase will be devoted to a final review of the outcomes and overall program effectiveness. The agency will use the outcomes to plan the next program year and establish goals.

### **Lessons Learned**

While some hypotheses were confirmed by the one-on-one research interviews with pre-screened individuals—like the amount of time spent using social media sites—there were some findings which surprised the CKP team. One of the pre-screening requirements was that participants identify as heterosexual, since that is the desired target audience for this marketing campaign). Through their interviews, the CKP team discovered that a large majority of participants identified as heterosexual, yet maintained relationships with same-sex partners. Many interviewed maintained relationships with both same-sex and opposite-sex partners simultaneously. Additionally, CKP's initial research underscored a hypothesis that marketing to individual *and* their support networks would be an effective approach. Their initial research suggested that "advice" from a support network (family or friends) would be received without hesitation. However, focus group interviews provided further insight into this approach, suggesting that these targeted support network must be "qualified" in the eyes of the individuals. (In other words, the person offering advice must be speaking from a place of experience or authority for the information to have value to the intended recipient.)

We are excited about sharing these outcomes with you and feel confident that our partnership will make an impression on individuals in need of these prevention services. Please accept this interim report and know that AFH remains vigilant in our efforts to be good stewards to your investment. Thank you once again for your investment in the Houston community through enabling AFH to improve the care we extend to our clients. We look forward to sharing the final outcomes of this important program with you in the coming months!

Getting to Zero,



Kelly Young  
Chief Executive Officer  
AIDS Foundation Houston