

DIGILANTE

afao

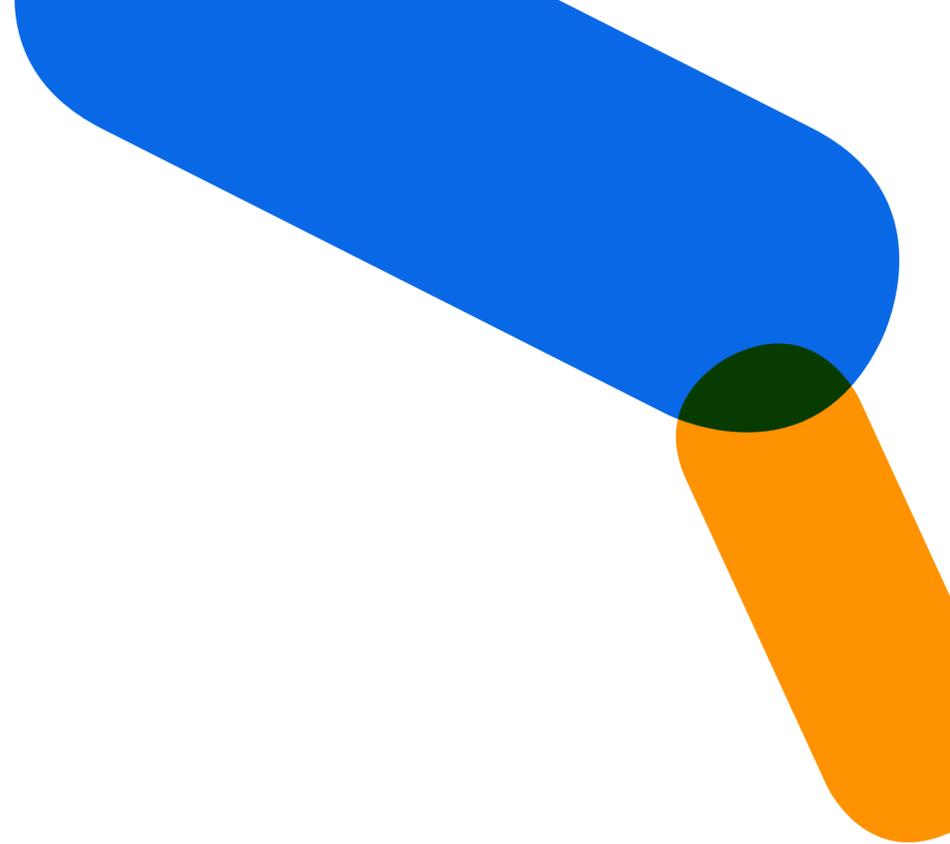
NATIONAL PrEP CAMPAIGN

AFAO | NOVEMBER 2018



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BRIEF RECAP

BRIEF RECAP

AFAO is seeking proposals from agencies for a national digital campaign to drive uptake of HIV pre-exposure prophylaxis (PrEP)
- a once a day pill to prevent HIV.

Main focus:

A national digital campaign targeting gay and other men who have sex with men (MSM), including specific targeting of various sub-populations within this group.

Secondary focus:

Materials for other populations (not gay and other MSM) that are not currently engaging with PrEP, but are at increased risk of acquiring HIV.

Campaign objectives:

- Highlight and promote PrEP as a novel, accessible and highly effective HIV prevention strategy for gay and other MSM at high and medium risk of HIV, including sub-populations
- Build awareness, knowledge and capacity of individuals to self-determine their eligibility for PrEP and to know how to access it, including other populations not currently engaging with PrEP



PrEP

OUR METHODOLOGY & APPROACH

OUR METHODOLOGY & APPROACH

Research phase

We propose a qualitative approach to deeply understand how our target audience see PrEP in the context of their everyday lives, what barriers there are around usage, what their awareness and attitudes to biomedical HIV prevention are, both socially and medically, and what the perceived advantages and disadvantages of taking PrEP are and additionally test out the resonance of campaign messaging.

We will lead a collaborative process which develops and shares knowledge with AFAO. We propose to build and develop on research and strategic work to date, giving new insights into community needs and opportunities, and clarifying current awareness and attitudes to deliver a fresh and insightful approach to the AFAO PrEP campaign.

This approach assumes that research participants and geo-location are sourced and secured on behalf of Digilante.



OUR METHODOLOGY & APPROACH

Audience consultations

Audience consultations will be with the core target audience (gay and other MSM). Additional sub-populations of Aboriginal and Torres Strait Islander gay and other MSM, gay and other MSM from culturally and linguistically diverse backgrounds, trans gay and other MSM, gay and other MSM in non-urban (rural and regional) settings and non-gay identifying men will be problematic to research due to time and cost restraints, so it is wise to focus on our core target audience only.

We would organise these groups according to target segments of the audience (e.g. single men, men in relationships, gay men who are highly community connected). Ideally, the audience consultations would be run individually due to highly personal nature of the research by two Digilante research facilitators.

Initial topics Digilante has identified as key research themes are:

- Awareness and attitudes towards PrEP
- Perceived advantages and disadvantages of PrEP
- Understanding the social stigmas and psychological barriers around usage and uptake of PrEP
- Opinions of the effectiveness of existing communications around PrEP (both AU and global communications)
- Key findings from our audience consultations will have significant influence over the core messaging to be used in the AFAO PrEP campaign



OUR METHODOLOGY & APPROACH

Focus groups

Focus groups will be with the core target audience (gay and other MSM) defined in our audience consultations to further understand why and how our target audience make decisions, what type of digital communications they are most respondent to and when and where they are online most frequently.

Our primary and secondary focus of the groups will be to test out our creative messaging and concepts in real-world contexts to understand how effectively our core campaign approach is translated to potential communication recipients, and test both their emotional and rational response.

We would again organise these groups according to target segments of the audience (e.g. single men, men in relationships, gay men who are highly community connected) in order to keep consistency in our research approach and to test responses amongst our core target audience. We would suggest a minimum of three groups and a maximum of eight as a guideline, with two Digilante research facilitators.



VIDEO CONTENT APPROACH

Our video content will focus on education by showcasing interviews with gay men who share insights about their lifestyle choices, the risks and realities of their actions, their experiences with PrEP and the impact it has had on their life.

Interviews will be open, honest and personal, exploring education themes around social stigmas, fear and anxiety, psychological barriers and lifestyle choices. The interview narrative will be supported by the research and will address the key topics and areas of discussion that are most relevant to the gay and MSM community.

Alongside the individual stories, we would also propose a hero AFAO 'brand' video that features a combined edit of different stories and creates awareness about the broader PrEP education message and benefits.

Production approach:

- Personal, one-to-one interviews with individuals
- Simple, cost effective set-up to maximise variety of stories
- Use of the pill graphic device and motion graphics highlight pictures, words or ideas
- Modern, upbeat and edgy. Sharable content
- Short form, formats 2-3 minute story with snack-able social trailers of 5-10 secs
- Brand 'hero' story promoting key messages and education points. 1.00 and 30 secs with snack-able social trailers of 5-10 secs



OUR STRATEGY

CONTENT STRATEGY

Objectives	Build awareness of PrEP availability and access AU wide	Drive education around the social and medical benefits of PrEP and what to expect (side effects, long term research etc)	Changing existing conversation or perceptions around who PrEP is for and showcasing stories around our secondary audience	Extension of video campaign. Showcasing community stories about experiences on PrEP from both our primary and secondary audience
Measures	Website visitation. Visits to GP Finder. Social listening and engagement. Awareness (within category). Queries.	Website visitation. Visits to GP Finder. Social listening and engagement. Awareness (within category). Queries.	Website visitation. Visits to GP Finder. Social listening and engagement. Awareness (within category). Queries.	Website visitation. Visits to GP Finder. Social listening and engagement. Awareness (within category). Queries.

Content pillars	It's time to get PrEPed	Why cum PrEPared?	PrEP cum one, cum all	I'm PrEPared
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Audience and mindset	Primary: MSM and sub-populations secondary: non-gay and other MSM Aware of PrEP but have not chosen to trial, unaware of PrEP and lacking educational information
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Key channels	Social media, website, digital and traditional media, AI Chatbot, Blog, AFAO Thought Leadership	Social media, website, digital media, AI Chatbot, Blog, Video, AFAO Thought Leadership	Social media, website, digital media, AI Chatbot, Blog, Video, AFAO Thought Leadership	Social media, website, digital media, AI Chatbot, Blog, Video
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MEDIA STRATEGY



Content pillar
"It's time to get PrEPed"

Media approach:

Instagram - single image ads or carousel placements

FB - in-messenger placements and post boosting of AFAO thought pieces

Content pillar
"Why cum PrEPared?"
and "Cum one, cum all"

Media approach:

Instagram - single image ads or carousel placement

Instagram - influencer content (budget permitting)

Instagram - video placements

FB - FB lead generation forms

FB - in-messenger placements and post boosting of AFAO thought pieces

FB - AI Chatbot - sponsored promotion of bot

Content pillar
"I'm PrEPared"

Media approach:

Instagram - image carousel (CTA "Find your closest GP)

Instagram - video placements

FB - FB lead generation forms

FB - AI Chatbot - sponsored promotion of bot

SOCIAL LISTENING TO RUN ACROSS ALL THREE PHASES OF CAMPAIGN

A/B TESTING TO RUN ACROSS ALL PHASES TO ENSURE EFFICIENCY OF MESSAGING

NOTE: WE WOULD APPLY FOR A GOOGLE GRANT FOR AFAO. IF ELIGIBLE, AFAO WILL HAVE ACCESS TO \$10K PER MONTH OF GOOGLE SPEND.

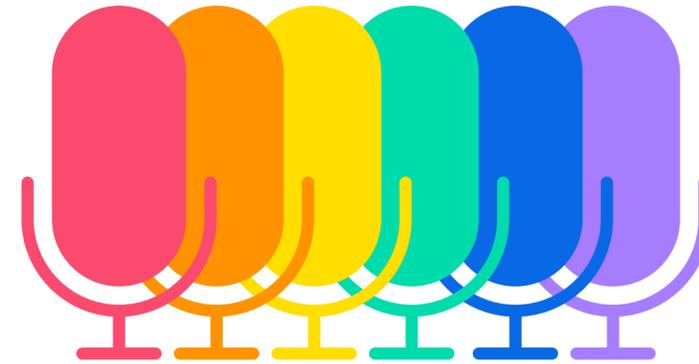
tone and tactical messaging



1. Brand voice (Formal)

As the Australian Federation of AIDS Organisations, our formal voice is more authoritative, with a tone that is both informative and educational.

In this capacity, our language needs to be **less colloquial and more refined.**



2. Community voice (Personal)

LGBTQI+ targeted community channels, online services and apps i.e. Grindr and other relevant forums.

Messaging can be more direct to stand out in these channels.

Edgier, contextually explicit.

STRATEGIC INSIGHT

Empowering

CHOICE

and a healthier sexual lifestyle.

PSYCHOLOGICAL

& social behaviours around taking PrEP.

**'What participants reported
having heard about PrEP?'**

42%

had heard gay and bisexual
men who take PrEP are being
responsible

28%

had heard it's an excuse
for gay and bisexual men
not to use condoms

SOCIAL STIGMAS

around taking PrEP.

"In my generation and in my culture it was different. You didn't talk about safer sex, or protection or anything, but now young guys are just being really risky. I think PrEP will increase this"

"I often wonder how people would judge me for taking PrEP"

"I read an article that said "PrEP Whore"... It must be because the pill lets you have sex without condoms with loads of guys"

"It wouldn't benefit me. I don't take many risks, not much more than guys on the scene. I suppose it's for someone high-risk"

CREATIVE CRITERIA

- PrEP Awareness and Education
- Needs to be simple and have cut-through
- Creative expression needs to be flexible enough to work across different media and formats
- Messaging needs to be direct and relevant

KEY COMMUNICATION POINTS

- One PrEP pill a day to prevent against HIV infection
- Now available nationwide via PBS & Medicare
- Find out more info / Talk to your GP



AFAO STRATEGIC GOAL

**To end new HIV infections
in Australia by**

2020

**with a 50%
reduction by 2017**

BRAND PROPOSITION

LET'S GET TO

NO HIV

BRAND EXPRESSION

The brand design and expression needs to support the delivery of our messages in a simple and concise way. It is essential that the brand expression is flexible enough to promote our idea in multiple channels and a variety of different sizes and formats. Simplicity is key.

We represent PrEP in a pill shaped graphic that can be used consistently throughout all brand communications. The device works as a standalone graphic design with typography, or it can be used as a support design element with images of people, places or things.

It's important to we have the ability to use both hero photography of people and or the pill design that can tell an engaging brand story in a variety of different ways.

We are using a bold and simple colour palette of blue and orange to represent both PrEP and the AFAO brand, with white as the support colour.



The PrEP pill graphic is unique and identifiable and can be used effectively in any media or design application.

BRAND EXPRESSION



Supporting you

Helping you to lead a healthier sexual lifestyle and breaking down the stigma and psychological social barriers around taking PrEP.

Empowering choice

Making PrEP more accessible and more affordable for more people across Australia with availability through the PBS and Medicare.

PrEP to be sure

By taking one pill a day, you can protect against HIV infection with 99% certainty.



CREATIVE CONCEPTS

afao

LET'S GET = NO HIV

Prevent HIV infection with **PrEP**

getpreped.com.au



afao

GET **PrEP** ANYWHERE.

Now available across Australia

getpreped.com.au



afao

PrEP TO END AN EPIDEMIC

One pill a day to prevent HIV

getpreped.com.au



afao

WITH

PrEP

NO WORRIES

One pill a day to prevent HIV

getpreped.com.au



afao

ARE YOU
PrEP READY?

Now subsidised via Medicare

[getpreped.com.au](https://www.getpreped.com.au)

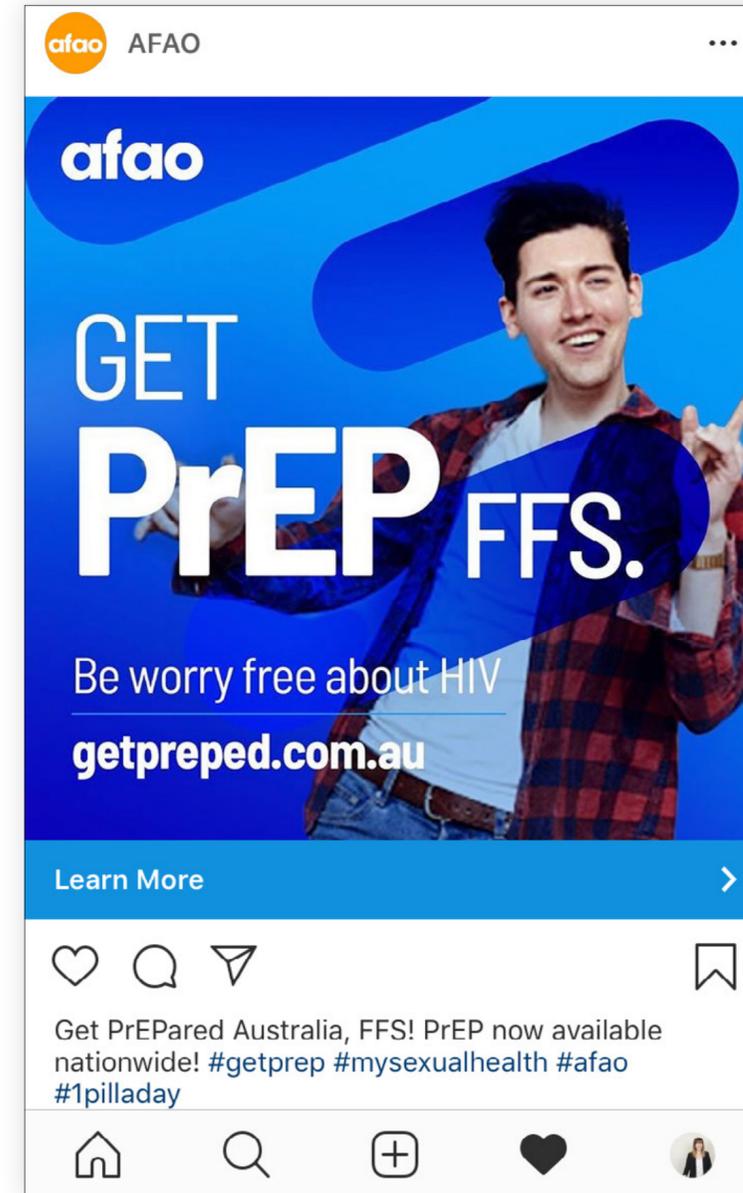


SOCIAL MOCKS



Formal voice

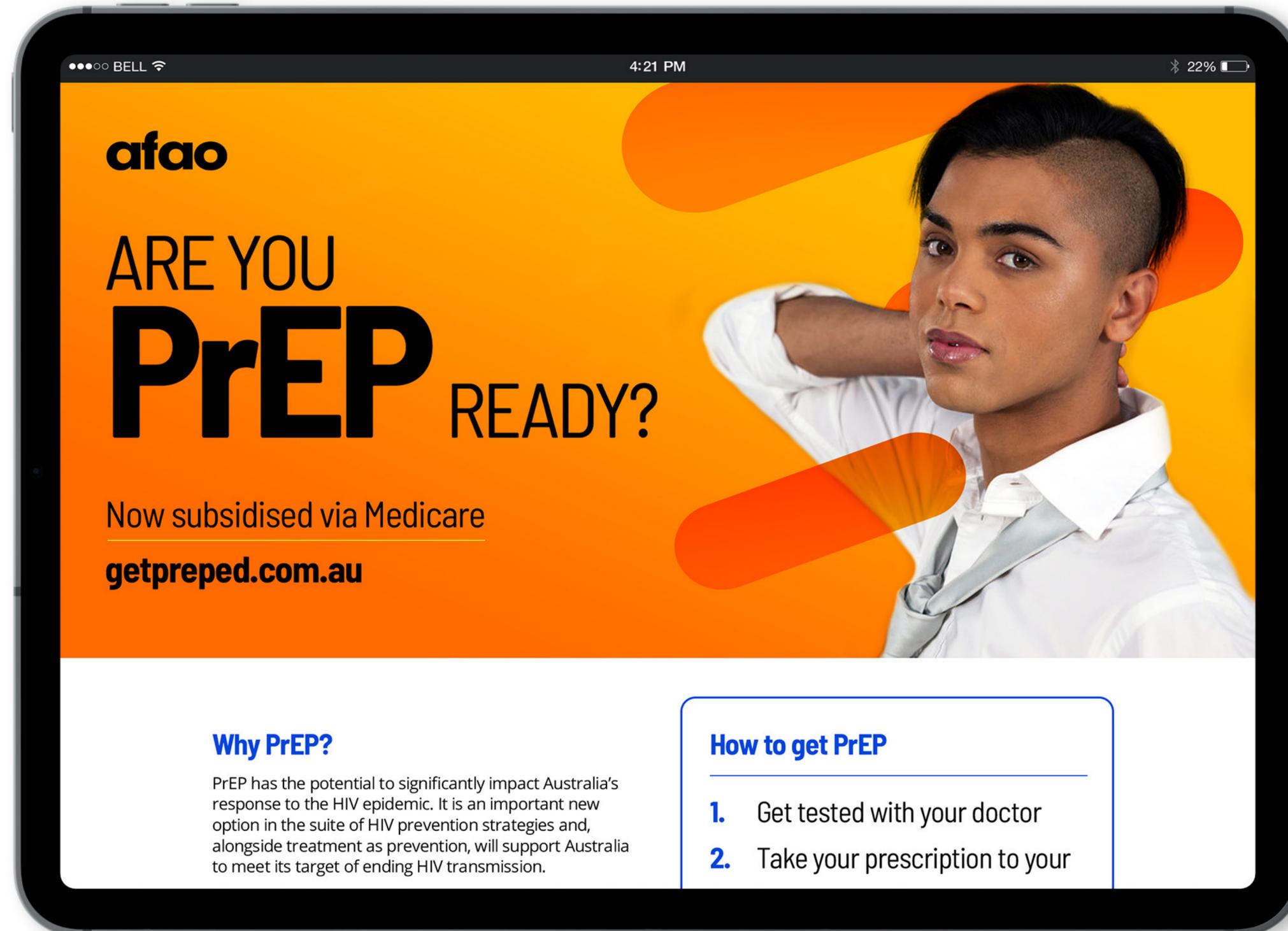
Non offensive, more reserved.



Personal voice

Edgier, contextually explicit.

MOCK UPS - BRAND VOICE



MOCK UPS - BRAND VOICE

PrEP People Finder to appear on website to showcase Prep practitioners around you.

AI chatbot to help people find out info about PrEP.

Find your nearest PrEP People

📍 2015 SUBMIT

Waterloo Medical Centre	SEE MORE INFO >
Healthcare Family Medical...	SEE MORE INFO >
Citydoc Medical Centre	SEE MORE INFO >
Redfern Station Medical...	SEE MORE INFO >
Australian Clinical Labs	SEE MORE INFO >

IT'S TIME TO GET PrEPED

afao

Australian Federation of AIDS Organisations
Non-profit

23k people like this, including Adam Furness and 2 friends

Hi, I've heard about the PrEP pill and want to know a bit more about it, and where I can get it, can you help me?

afao Hi Sam! What do you want to know? You can use our PrEP People Finder tool on the site to find a PrEP friendly doctor near you.

Great, I'll check it out! If my partner already has HIV does this mean I can't contract it using PrEP?

afao PrEP is 99% effective if used properly so you have a very minimal chance of contracting HIV.

Wow, how much does it cost?

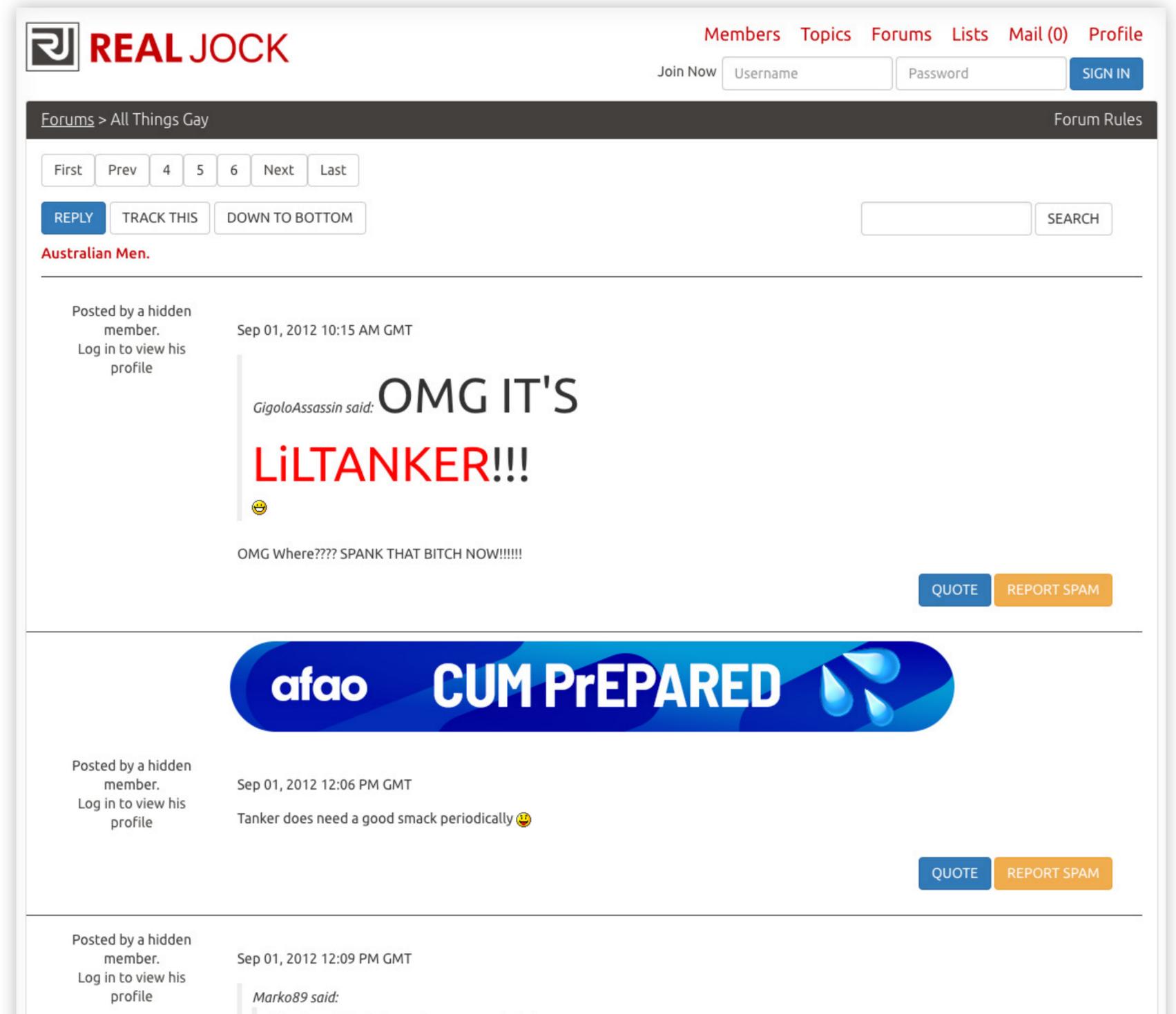
afao PrEP is now subsidised by Medicare so it will cost you less than \$2 a day!

Thanks so much! Definitely sounds like something I should check out!

MOCK UPS - COMMUNITY VOICE



Dating / hook up apps such as Grindr and digital ads to appear on forums etc

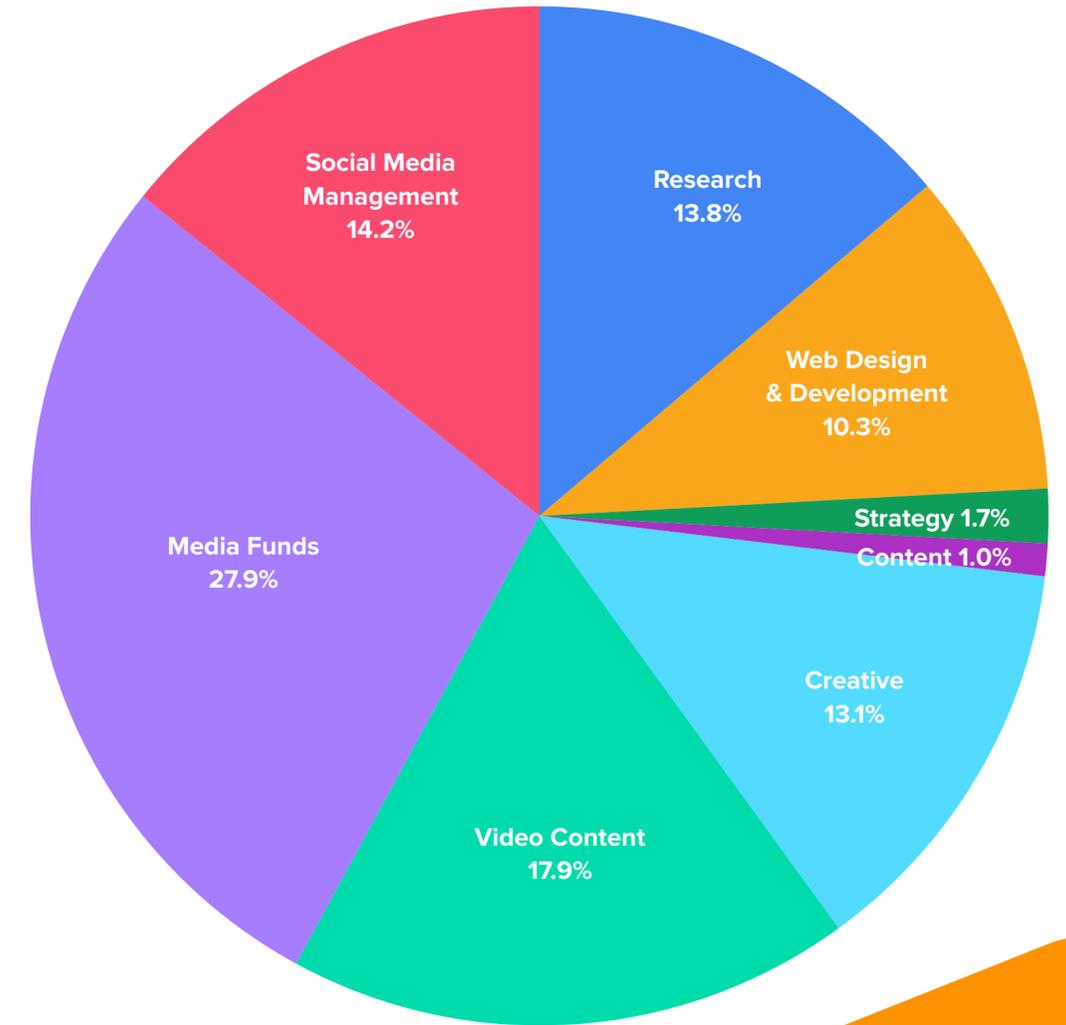


COST & TIMINGS

COSTS & TIMINGS

Timings	Deliverables	Categories	Budget
Dec '18 - Jan '19	Consultations with target audiences	Research	\$20,000
Jan '19 - Jan '19	Focus testing with target audiences	Research	\$20,000
Jan '19 - Feb '19	Design and development of website (templated solution)	Web Design & Dev	\$30,000
Jan '19 - Feb '19	Campaign development and rollout (creative, design assets, motion graphics) - Design & dev of advertising and promo material for social media - Design & dev of advertising and promo material for digital advertising - Dev of simple materials for other populations	Creative	\$38,000
Feb '19 - Feb '19	Development of video content (6 interviews) - Video production and Art Direction	Video Content	\$52,000
Feb '19 - Feb '19	Content Strategy	Strategy	\$5,000
Feb '19 - Feb '19	Content in priority community languages and/or audio (up to 6)	Content	\$3,000
Mar '19 - Jul '20	Social media advertising, purchasing and implementation (\$2.5k/mth, Mar 19-July 20)	Media Funds	\$36,000
Mar '19 - Jul '20	Third party agency media purchasing and implementation	Media Funds	\$44,800
Mar '19 - Jul '20	Monitoring and updating social media advertising and other digital advertising - Media campaign & reporting set up - Media management and reporting (\$1.2k/mth, Mar 19-July 20) - Digital marketing tools (e.g. for paid advertising such as Google AdWords)	Social Media Management	\$2,500 \$19,200 \$8,000
Mar '19 - Jul '20	Ongoing creative & content creation	Content	\$11,500

\$290,000



Caveats

- Travel, venue and talent costs excluded.
- Costs assume Sydney metro locations only.
- Copy-editing web content provided by AFAO is \$250/pg.
- Excludes imagery costs.
- AFAO will support with the sourcing of and providing to community representatives.
- Research timings depend on availability of target audience and key stakeholders. If delayed this would effect all subsequent timelines.
- All work allows for 2 rounds of feedback and revisions.
- Timings assume a 1st December start date.

COSTS & TIMINGS

MEDIA BREAKDOWN

	SET UP	MAR '19	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	TOTAL
Social (FB & Instagram)		\$2,250	\$6,750	\$6,750	\$6,750	\$6,750	\$6,750	\$36,000
Management	\$1,250	\$1,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$16,000
Social Monitoring		\$500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$8,000
3rd Party Agency		\$2,800	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$44,800



Google Grant*		\$10,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$160,000
Management	\$1,250	\$200	\$600	\$600	\$600	\$600	\$600	\$3,200

*Google Grant for SEM of \$10,000 per month totalling \$160,000 of free Google search funds will be applied for.

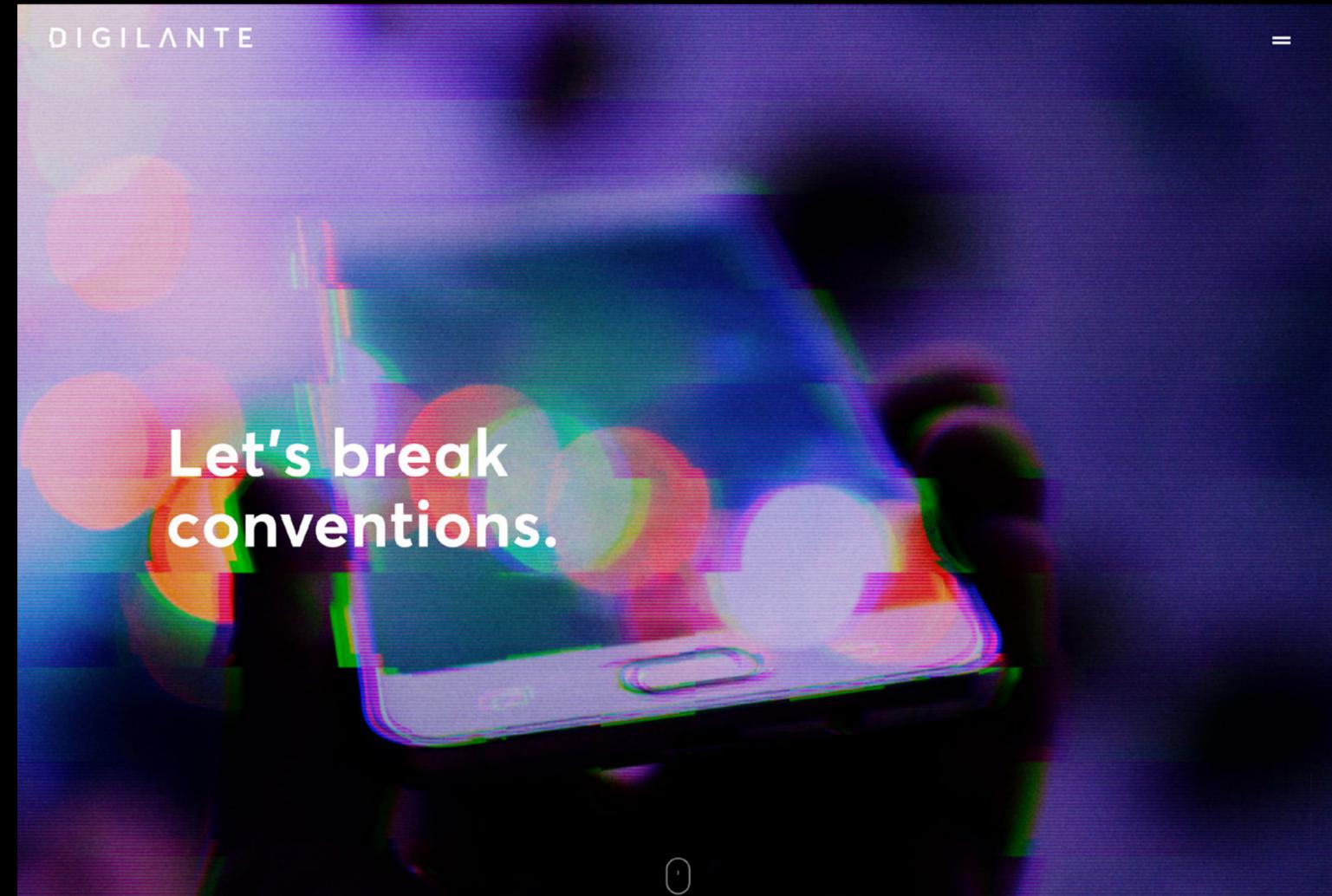
ABOUT DIGILANTE

ABOUT US

DIGILANTE

Success in the new economy is about being smart, acting fast and staying relevant. Our edge was (and still is) born of creating future-focused customer experiences in new and ever more engaging ways; and by helping our clients to navigate change through ideas, storytelling and technology.

We pride ourselves on being the un-agency. That means less ego and more collaboration; we act as an extension of our clients team, working with them to drive customer loyalty & growth.



ABOUT US

AGENCY FOUNDERS

KIEL VAN DAAL & ERIC O'BRIEN

Over the past 10 years Kiel has had a large amount of experience within the health and NGO space, specifically within web & digital campaigns.

Kiel has been fortunate enough to have worked from teams across the LGBTQI+ space promoting safe sex and healthy lifestyles through large web developments and digital campaigns. Clients include:



Digilante also has over 5 years experience in working for health organisations and NGOs. In October 2018 Eric spoke at The Leadership Training Academy for the LGBTQI+ community.



INDUSTRY RELATED CASE STUDIES



Australian Nursing & Midwifery Federation

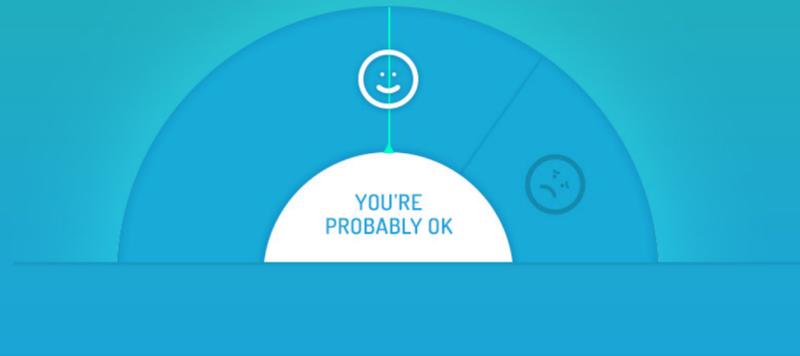
Brand | Campaign | UX | Design | Development



PEP

Have you had unprotected anal sex in the last 72 hours?

Yes No



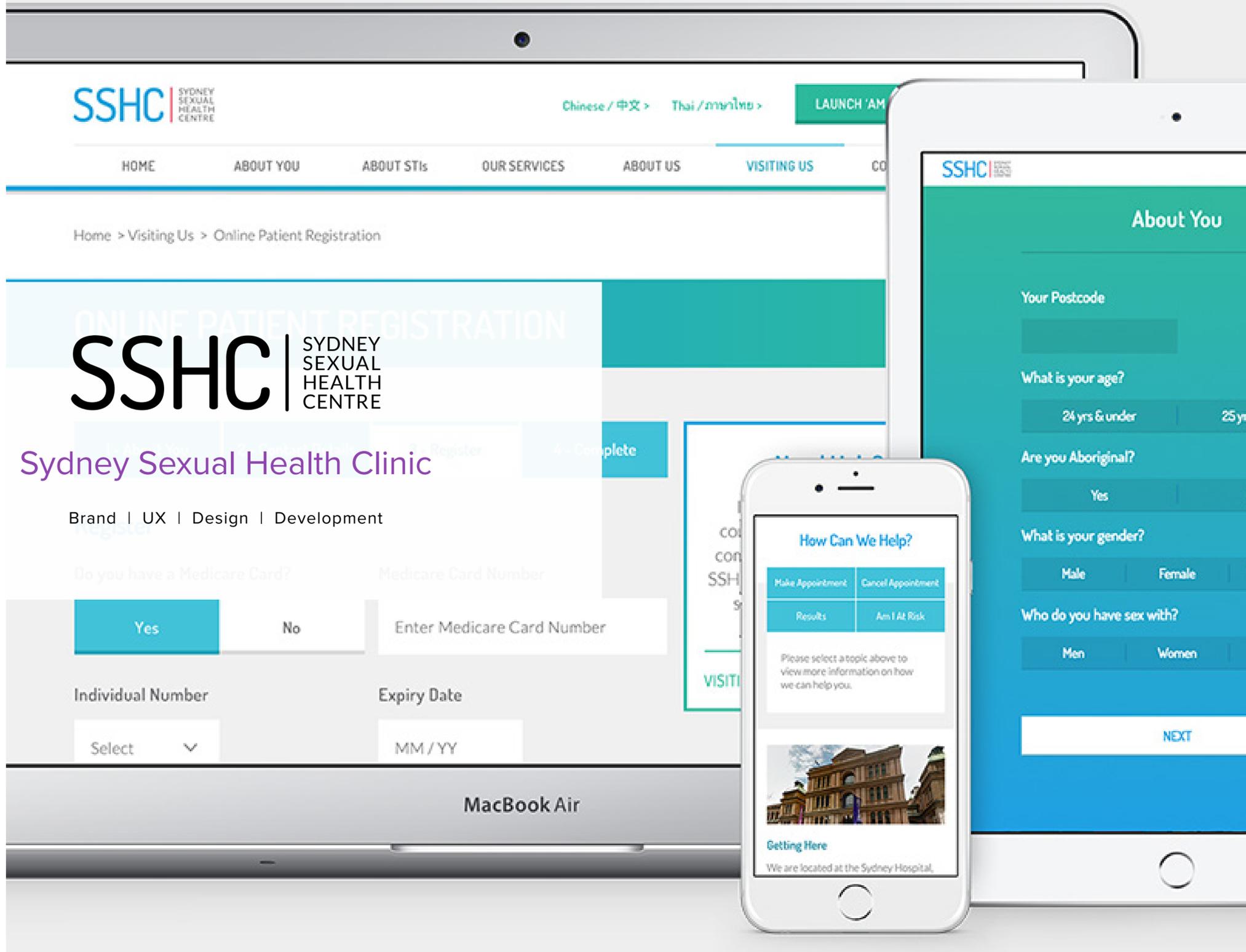
You might not be OK

As you may have symptoms, please contact us for further assessment

CALL US ON: 9382 7440 Save your reference number: UIEHFYE ↻

You can also leave your details and we'll call you back at a time that's convenient.

REQUEST A CALL BACK >



SSHC SYDNEY SEXUAL HEALTH CENTRE

Chinese / 中文 > Thai / ภาษาไทย >

LAUNCH 'AM

Home > Visiting Us > Online Patient Registration

SSHC SYDNEY SEXUAL HEALTH CENTRE

Sydney Sexual Health Clinic

Brand | UX | Design | Development

Do you have a Medicare Card? Medicare Card Number

Yes No Enter Medicare Card Number

Individual Number Expiry Date

Select ▼ MM / YY

MacBook Air

How Can We Help?

Make Appointment	Cancel Appointment
Results	Am I At Risk

Please select a topic above to view more information on how we can help you.



Getting Here

We are located at the Sydney Hospital.

SSHC

About You

Your Postcode

What is your age?

24 yrs & under 25 yrs & over

Are you Aboriginal?

Yes No

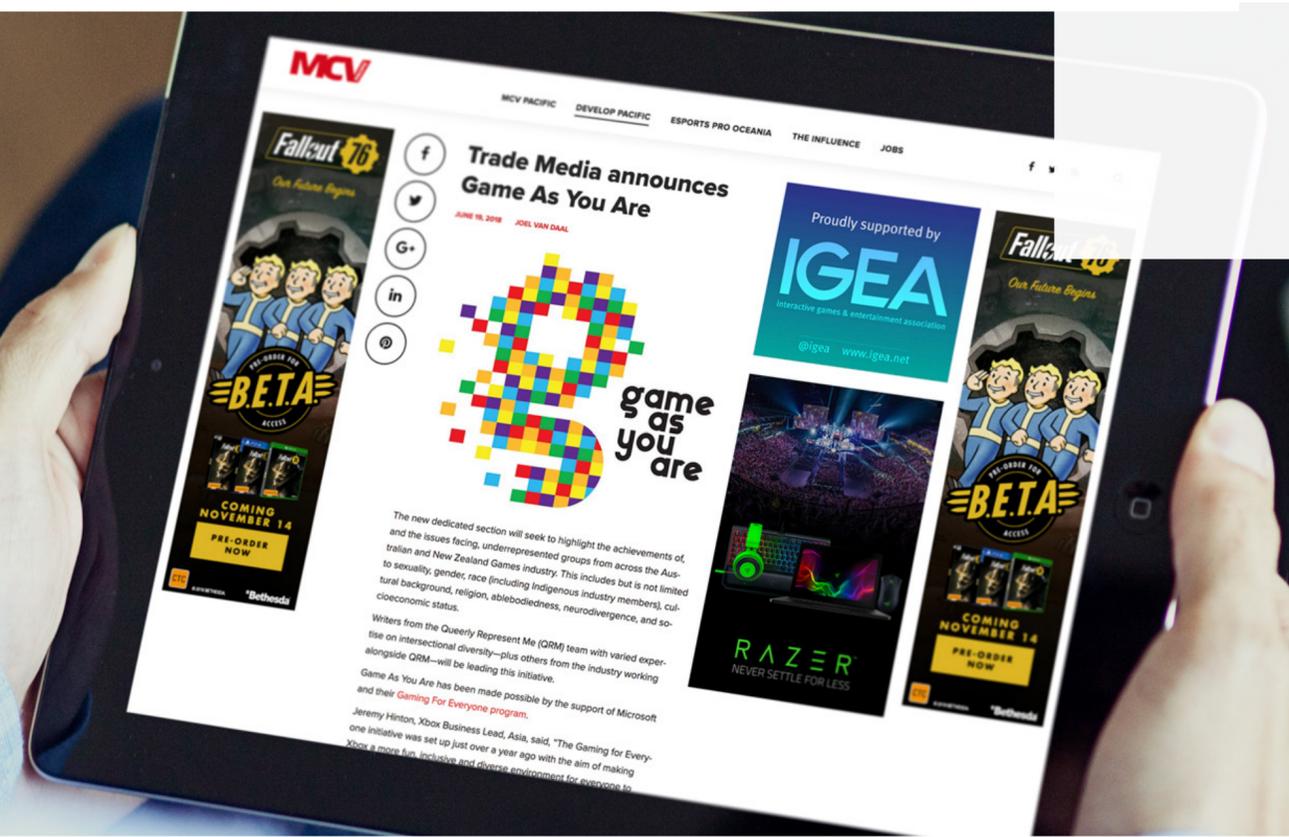
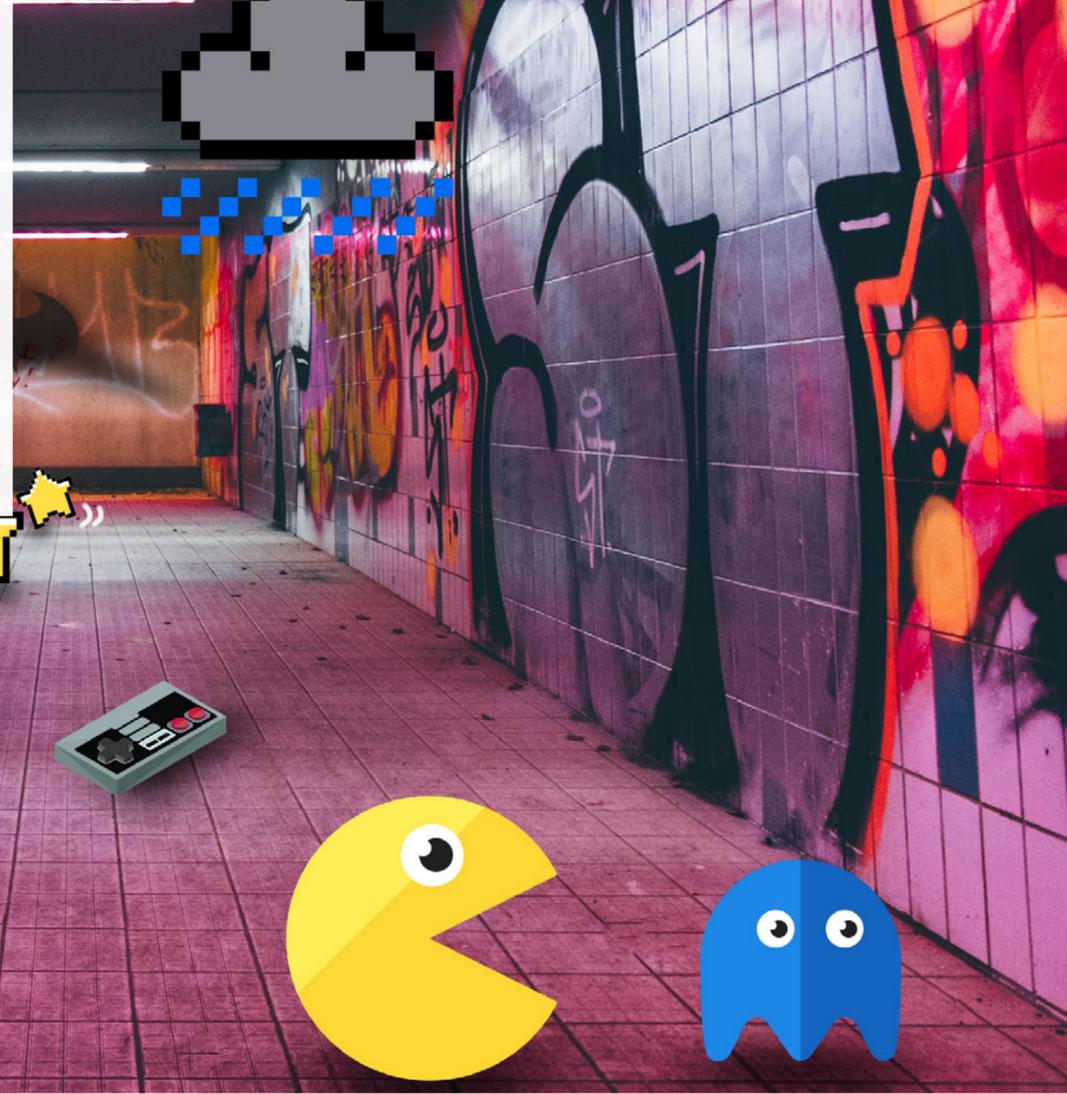
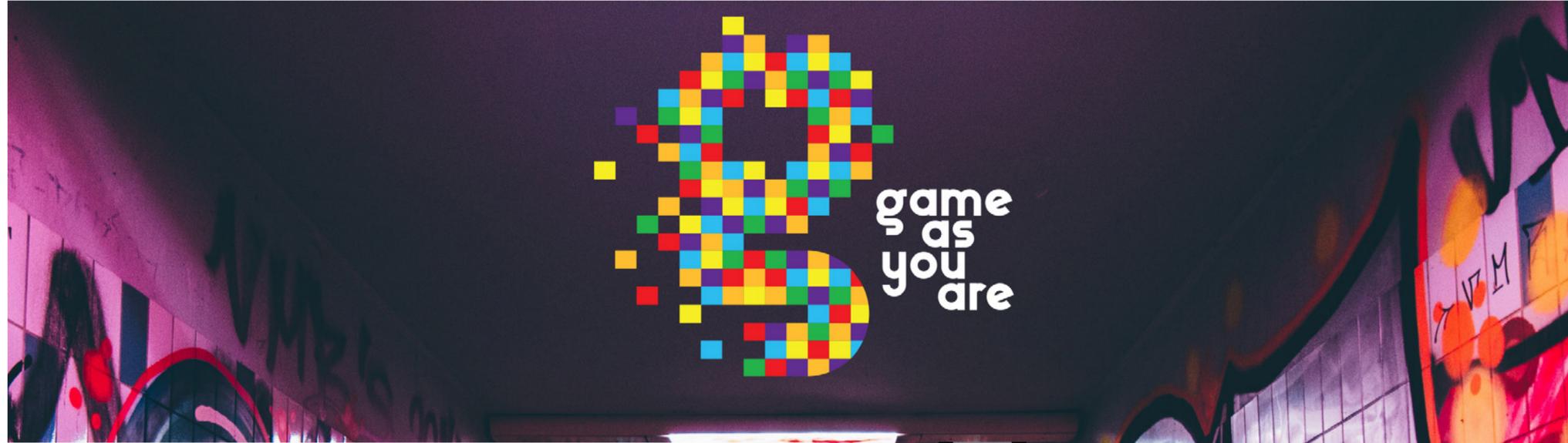
What is your gender?

Male Female

Who do you have sex with?

Men Women

NEXT



Game As You Are highlights the achievements of, and the issues facing, underrepresented groups from across the Australian and New Zealand Games industry. This includes but is not limited to sexuality, gender, race (including Indigenous industry members), cultural background, religion, ablebodiedness, neurodivergence, and socioeconomic status.

FOR FURTHER CREDENTIALS

visit digilante.com.au/work

THANKS

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