

CASE STUDY

BU Wellness Network

BU Wellness Network is the largest African-American AIDS service organization (ASO) in the state of Indiana, committed to addressing HIV/PrEP awareness issues in the community. They provide services to more than 35% of all African-American individuals living with HIV in the state.

The Ask

BU Wellness Network came to Chipper looking to increase its reach, raise awareness about HIV prevention, testing, and treatment options to reduce stigma, and encourage early intervention through TelePrEP, fulfilled in partnership with Q Care Plus.

Solution & Strategy

Audience Segmentation

IDENTIFIED THREE KEY AUDIENCE SEGMENTS

At-Risk Populations: Targeting demographics with a higher risk of HIV transmission, such as young adults, the LGBTQ+ community, and communities with higher prevalence.

Healthcare Providers: Educating healthcare professionals about the latest testing and treatment options.

General Population: Raising general awareness among the wider community.

Channel Selection

UTILIZED DIGITAL ADVERTISING ACROSS VARIOUS CHANNELS

Display Ads: To deliver visual messages about prevention, testing, and treatment.

Video Ads: To provide in-depth information, personal stories, and testimonials related to awareness.

Social Media Ads: To engage diverse demographics, foster conversations, and share educational content.

Search Ads: Targeted keywords related to testing, prevention, and treatment.

Geographic Targeting: Utilized geotargeting to focus on regions with a higher prevalence of cases and areas with limited access to healthcare services.

Programmatic Optimization: Employed real-time bidding and data analysis to optimize ad placements, ensuring maximum reach within the target segments.

Execution

Display and video ads were placed on health-related websites, LGBTQ+ forums, and general community websites.

Social media ads ran on platforms like Facebook, Instagram, and Twitter, targeting users interested in health and social justice.

Search ads appeared when users searched for keywords like "HIV testing near me", "HIV prevention methods", "Prep Online," etc.

THE RESULTS

