



CASE STUDY:

FLORIDA DEPARTMENT OF HEALTH

STATEWIDE HIV/AIDS MINORITY AWARENESS CAMPAIGN

A social marketing public health campaign focused on reaching affected minority groups with information on how to access resources for prevention and protection.



INDUSTRY

HEALTHCARE
GOVERNMENT



AUDIENCE

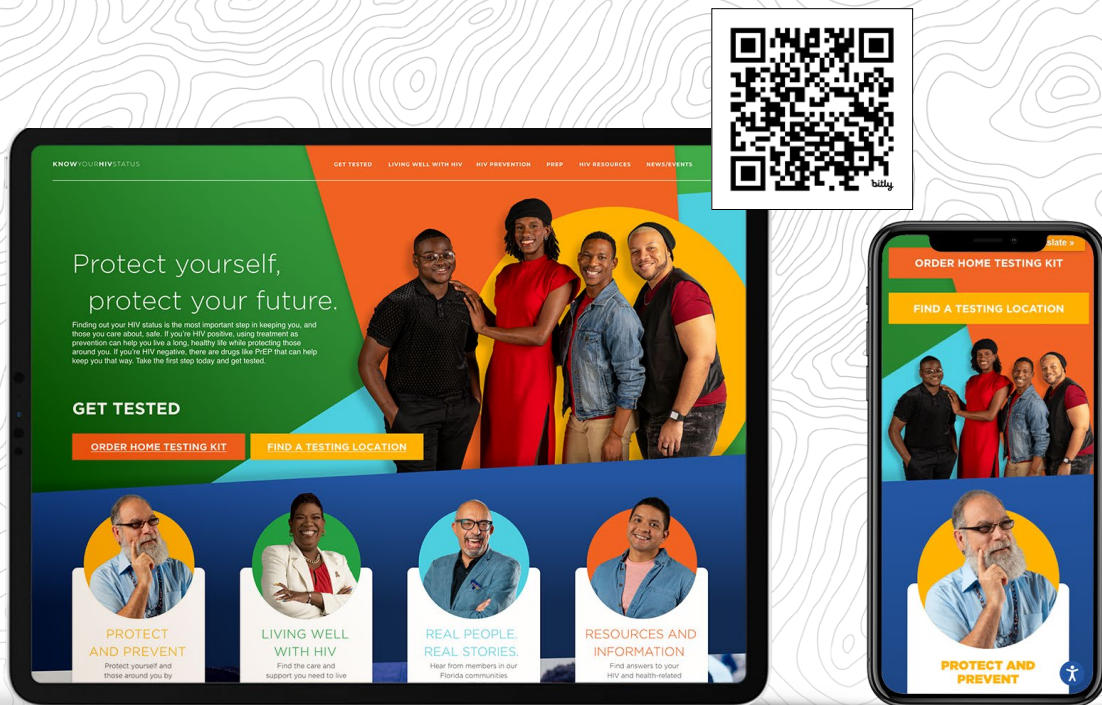
HISPANIC, AFRICAN AMERICA,
CREOLE RESIDENTS IN FLORIDA'S
MAJOR METRO AREAS AT HIGHER
HIV RISK



CATEGORY/ TACTICS

WEBSITE DEVELOPMENT
DIGITAL MEDIA
SOCIAL MEDIA MARKETING
BROADCAST ADVERTISING
OUT-OF-HOME ADVERTISING
EVENT MARKETING
CREATIVE DEVELOPMENT
& REPORTING

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Website Development—English and Spanish
<https://knowyourhivstatus.com/>



IDEAS.

With HIV infection rates climbing in underserved and minority populations, the Florida Department of Health (FDOH) turned to evok to support their outreach and prevention programs throughout the state. The population segments facing the biggest impact included Hispanic, African American and Creole residents primarily living in the six largest Florida DMAs: Jacksonville, Orlando, Tampa, West Palm, Broward and Miami-Dade.

With this vital psychographic data at hand, our team came together and envisioned an empowering HIV/AIDS awareness and prevention campaign to educate these audiences about available healthcare and promote testing and treatment.

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Posters



The “Know Your HIV Status” campaign speaks to a very personal and often stigmatized subject—sexual health and HIV testing. Whether it was lack of education and awareness of testing, prevention and treatment options, or the feelings of embarrassment or shame, we understood the challenges our audiences faced in protecting their sexual wellbeing. To combat those challenges, we knew we had to approach our campaign from a place of empowerment, celebration and education, not fear.

Since 2017, our agency has created several iterations of the “Know Your HIV Status/Protect Yourself” campaign. In 2019, we personalized our efforts even further with the use of testimonial-style creative and first-person messaging. “I protect myself,” became an invitation for others to share their own reasons to get tested, stay in treatment or explore prevention options, whether it was to maintain an undetectable status, enjoy every moment or safeguard their loved ones.

We showcased our messaging through media planning, placement and fulfillment; social media planning, content strategy and creation, and community management; website design, development, launch and maintenance; and experiential marketing, design and fulfillment. With transcultural messaging in English, Spanish and Creole, we reached at-risk populations with language that accurately represented their communities. Our media approach that blanketed the state in sex-positive, inspiring creative, ranging from bus shelters and digital billboards to broadcast and in-app advertising.

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PrEP 15-sec Video for In-Theater and Social

[Play Video](#)



Social Post



Bus Shelter

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Carlitos Diaz Full Length Spanish
Protect Yourself Campaign Video

Play Video



Bus Wrap



PHOTO MOSAIC WALL

We have begun to investigate and evaluate opportunities to have a greater impact at outreach events. One execution under consideration is a photo mosaic wall. The photo mosaic wall creates digital and physical mosaics from live event photos in real-time. The photos are automatically fetched from Instagram, Twitter, on-site photo booths, an on-site photographer's camera and more. This photo mosaic wall makes every attendee at the event feel like, once you look at the big picture, we're all in it together. From up-close, you see individual photos—further back, the mosaic is revealed.

In a 'physical setup': The photo mosaic wall automatically prints photos as stickers. Attendees can engage in the interactive experience by placing their photo stickers on the mosaic board.

In a 'digital setup': The mosaic generation process is either projected (using a projector), displayed on a large-screen TV, or presented globally through a web link. The photos transition into their place on the mosaic in real-time with stunning 3D effects.

The end result: A beautiful mosaic of photos from the event, and from a brand perspective, a reflection of the audience and stakeholders invested in assisting with disseminating HIV prevention messaging.



RESULTS.

Over our years working with FDOH on HIV/AIDS prevention, our campaigns have cultivated hundreds of millions of impressions. While this is an ongoing campaign with annually refreshed creative, the following results outline our achievements in 2022. These include a detailed review of all media impressions, social media performance, website visits and person-to-person contacts made at statewide experiential events throughout the year. This program is set up so those interested can anonymously find and contact testing centers, therefore we do not track actual testing inquiries or appointments.

2022 CAMPAIGN RESULTS

55,602,184

DIGITAL MEDIA IMPRESSIONS

170% of goal

133,572

WEBSITE VISITS

1,750% of target

21,810,000

RADIO & TV IMPRESSIONS

500% of goal

3,397,333

SOCIAL IMPRESSIONS

83.3% of audience growth

4,555

RADIO & TV GRPs

455% of goal

226,618,548

OUT-OF-HOME IMPRESSIONS

906% OF TARGET

3,138,340

PRINT IMPRESSIONS

30 insertions

40,000

EVENT PROMOTIONAL ITEMS

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KEY TAKEAWAYS

The Florida Department of Health's "Know Your HIV Status" campaign demonstrates how strategic, culturally attuned communication can drive public health awareness and engagement at scale. By combining research-based insights with inclusive, multilingual creative, evok helped normalize conversations around HIV testing and prevention while empowering individuals to take control of their sexual health. Through integrated media, community outreach, and experiential activations, the campaign achieved statewide reach and measurable impact—delivering hundreds of millions of impressions and fostering meaningful connections between at-risk populations and available health resources. This initiative exemplifies how creativity, data, and empathy can unite to advance public health outcomes and strengthen community well-being.