



CASE STUDY:

FLORIDA DEPARTMENT OF HEALTH

HIV/ AIDS MINORITY AWARENESS PRIDE MONTH CAMPAIGN



As a long-standing partner of the Florida Department of Health, evok has supported statewide HIV/AIDS prevention and awareness initiatives focused on minority communities and high-risk populations across Florida. In recognition of Pride Month and the fifth anniversary of the Pulse nightclub tragedy, our team developed a culturally relevant social campaign designed to unite HIV awareness messaging with themes of identity, acceptance, and empowerment. Through visually driven storytelling and strategic social media execution, the campaign encouraged audiences to know their status, challenge stigma, and celebrate authenticity within the LGBTQ+ community.



INDUSTRY
HEALTHCARE
GOVERNMENT



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



STRATEGY/ TACTICS



IDEAS.

As a partner to the Florida Department of Health since 2016, our agency supports the organization's statewide HIV/AIDS prevention and awareness campaigns focusing on minority audiences and communities. As part of our efforts, we have implemented widespread campaigns promoting testing in high-risk areas while dismantling HIV myths and stigma.

With the fifth anniversary of the PULSE nightclub shooting approaching in June 2021, our team got to work on a Pride month campaign uniting our HIV/AIDS awareness messaging with the meaning behind Pride.

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WORK.

Choosing Instagram as a visual-first platform ideal to share our Pride and Prevention message, the evok team repurposed the word Pride into an acronym that correlates to HIV/AIDS awareness. Throughout the month, we shared what it means to be proud to be your authentic self and how knowing your status plays a role in that. Campaign content focused on one letter in the acronym each week, allowing us to shine a light on the many layers of Pride while creating a highly curated Instagram feed.



RESULTS.

182,000

TOTAL IMPRESSIONS

(organic and paid)

59,000

PAID REACH

20,304

TOTAL THRUPLAYS

6,071

TOTAL LIKES

KEY TAKEAWAYS

- A culturally informed Pride Month campaign helped connect HIV/AIDS awareness messaging with themes of authenticity, empowerment, and community support.
- Repurposing the word “PRIDE” into an educational acronym created an engaging and memorable framework for prevention-focused storytelling.
- A highly curated Instagram-first strategy enabled the campaign to effectively reach younger, diverse audiences through visual and shareable content.
- Consistent weekly messaging balanced education, prevention, and stigma reduction while encouraging audiences to know their HIV status and seek testing resources.
- evok’s integrated social approach delivered strong engagement and visibility, generating more than 182,000 impressions, 20,000+ video thruplays, and thousands of audience interactions throughout the campaign.