



PROJECT SPOTLIGHT:

CAN COMMUNITY HEALTH

STATEWIDE AWARENESS CAMPAIGN, HIV/AIDS, PrEP

Community-focused campaigns driving affected or at-risk populations to available resources including HIV testing locations and information on PrEP.

CAN Community Health is a healthcare organization comprised of clinics and partnerships throughout Florida, the Southeast and Puerto Rico. CAN specializes in the testing, treatment and ongoing care for HIV/AIDS and Hepatitis C, but also provides a larger suite of medical services for the underserved population. Evok was called in to develop a campaign to drive awareness of CAN and drive new patient acquisition for the rapidly growing company.

Our campaign for CAN served to reach Florida's population segment at risk for HIV and AIDS. Through the campaign, we encouraged the target audiences to turn to CAN Community Health clinics for testing, treatment and prevention.



INDUSTRY
HEALTHCARE



AUDIENCE
AT-RISK POPULATIONS
UNDERSERVED COMMUNITIES
SPANISH-SPEAKING AUDIENCES
HEALTH-CONSCIOUS INDIVIDUALS



CATEGORY/TACTICS
DISPLAY AND PROGRAMMATIC ADS
BILLBOARDS AND COMMUNITY PLACEMENTS
PRINT CAMPAIGNS
LANDING PAGE DEVELOPMENT
CULTURALLY INCLUSIVE MESSAGING
PERFORMANCE TRACKING



PROJECT SPOTLIGHT: CAN COMMUNITY HEALTH



Landing Page



Digital Ad



Posters

LA PrEP

CADA DÍA CAMBIA VIDAS

Habla con tu proveedor de atención médica sobre la PrEP.

Es simple. Una pastilla una vez al día reduce tu riesgo de contratar el VIH. Tomando la PrEP todos los días y usando condones puedes liberarte de dudas y vivir tu vida con confianza. Nuestros centros de salud comunitarios ofrecen servicios de prevención y protección. Estamos aquí para ayudar, educar y cuidar de ti.

Toma la prueba. Edúcate. Encuentra ayuda.

CANcommunityhealth.org

PrEP



CAN COMMUNITY HEALTH – PALMETTO

408 7th Street | West Palmetto, FL 34221 | 941.803.7939

Spanish Print Ad



PREVENTION CAMPAIGN

6,729,561

digital impressions

119,134

clicks

5,461,091

out-of-home impressions

PrEP CAMPAIGN

1,859,558

digital impressions

32,598

clicks

KEY TAKEAWAYS

- Integrating digital, print, and out-of-home media created a unified presence that reached high-risk and underserved audiences where they live and interact.
- Culturally inclusive and multilingual messaging built trust within Hispanic and minority communities, helping reduce stigma around HIV testing and PrEP education.
- Precise targeting and performance monitoring optimized every channel, turning awareness into tangible engagement across millions of impressions.
- Clear, empowering creative reframed the conversation around prevention, emphasizing confidence and accessibility in care.
- Strategic alignment between message, medium, and mission elevated CAN's visibility as a compassionate healthcare leader expanding access statewide.