Problem
How does a pharmaceutical company raise awareness of a newly approved drug?

Solution
Use OOH formats to target at-risk populations in their local communities.

Background
OraQuick is the first at-home test for HIV approved by the FDA. The test is meant to be conducted in the privacy of one’s home and does not require a blood sample. Making the public aware of the product and narrowing down the target areas and groups most affected by the virus was a bit of a challenge. This was resolved with extensive research to determine the most affected groups, areas of they reside, and the best formats to reach them.

Objective
The objective was to advertise in gay-friendly and African American neighborhoods, targeting 18- to 34-year-olds, as they are the groups mostly affected by this virus.

Strategy
The media planning agency recommended a mix of posters and bulletins available in the desired neighborhoods. The team researched areas of interest by using census information and geographic targeting maps to identify the heavily populated African American areas. They identified which proposed units had a higher in market EOI against African Americans 18-34 for the bulletin and poster programs whenever possible. The team was able to use the population maps along with the location placements to show its rationale.

Plan Details
Markets & Flight Dates: Chicago and Washington DC (May 13 – June 9), Los Angeles (March 25 – April 21), Miami (April 1–28), New York (June 17 – July 14), San Francisco (June 3–30), (May 13 – June 9)

OOH Formats Used:
- Los Angeles – posters, bulletins, shelters, bus benches, junior posters
- Miami – posters, shelters, phone kiosks, digital nightlife networks
- Chicago & DC – posters, junior posters, shelters, bus kings, metrolights
- San Francisco – posters, junior posters, bus kings
- New York – bus kings, newsstands, urban panels, metrolights

Where applicable, the flights and formats focused around Gay Pride. Posters, shelters, and transit ads were all used to reach the gay community during these events, cherry-picking locations along the paths of patrons of the various Gay Pride festivals.

Results
The company confirmed it saw a significant lift in sales after the campaign. They are looking into another round of OOH messaging with an increased budget and an expanded market list.