



GAMECHANGER ALTERNATIVE OUTREACH



Presented by:
Tony Christon-Walker, Dir. Of Prevention
Trevis Smith, GC Project Lead

GAMECHANGER OUTREACH LANDSCAPE

- **MSMOC IN BIRMINGHAM HAVE NO CENTRALIZED GATHERING PLACES**
- **MANY MSMOC DON'T IDENTIFY WITH BEING MEMBERS OF THE LGBTQ COMMUNITY**
- **MSMOC ARE FEARFUL OF THE STIGMA ASSOCIATED WITH LGBTQ IDENTIFICATION**
- **MSMOC ENGAGE SOCIALLY VIA 'HOOK-UP' APPS, AND SOCIAL MEDIA PLATFORMS**

GAMECHANGER OBSERVATIONS

- **AS OF MARCH 31ST, THE GAMECHANGER PROJECT HAS TESTED 619 INDIVIDUALS, AND ONLY 103 WERE A PART OF THE TARGET DEMOGRAPHIC.**
- **THERE HAVE BEEN INDIVIDUALS TESTED WHO SEEM TO BE A PART OF THE COMMUNITY, BUT CHOSE NOT TO IDENTIFY IN THAT MANNER.**
- **WE NEED TO CHANGE THE GAME.**

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CAMPAIGN OBJECTIVE :

THE GAME CHANGERS CAMPAIGN WILL HELP BUILD AWARENESS AND INFLUENCE WEBSITE VISITS FROM MEN OF COLOR: BLACK, LATINO & ASIAN, AGES 13-34 THAT HAVE SEX WITH OTHER MEN.

THE GEOGRAPHICAL AREA TARGETED WITH THIS CAMPAIGN WILL INCLUDE THE BIRMINGHAM METRO AREA.

THESE MEN WILL BE REACHED THROUGH OUR DIGITAL MARKETING SOLUTIONS INCLUDING RETARGETING, DISPLAY ADVERTISING, FACEBOOK ADS, MOBILE DEVICE TARGETING, SEARCH ENGINE MARKETING & SEARCH ENGINE OPTIMIZATION.

IN ADDITION TO DRIVING WEBSITE TRAFFIC THE CAMPAIGN WILL CREATE A DATABASE FROM SUBMISSIONS OF ONLINE REQUESTS FOR APPOINTMENTS & MORE INFORMATION ABOUT HIV, AIDS & HIV TESTING.

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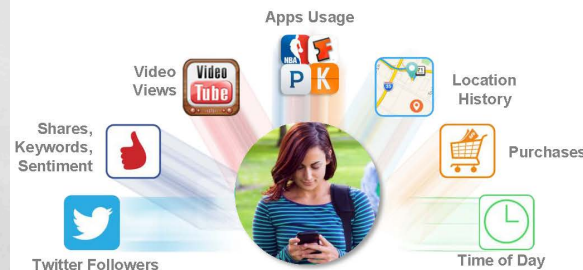
Mobile and Tablet Ads



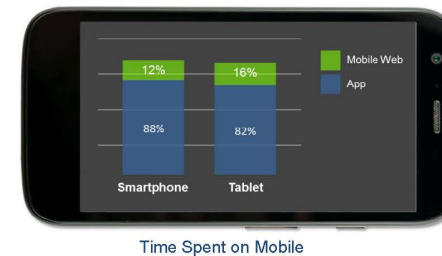
38

Percent of our daily
Media interactions are
on Smartphones.

Mobile Targeting



Mobile Usage



SLIDE 14 Source: comScore, The US Mobile App Report, 07/2014

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Display Outreach:

This includes:

- Gay & Lesbian Networks delivering 91,000 impressions each month.
- Behavioral Targeting delivering 50,000 impressions each month.

Social Ads





Minutes per day the average person spends with SOCIAL MEDIA



Targeting Examples

• Age	• Children in the Home
• Gender	• Age of Children
• Location (From Zip to Worldwide)	• Education Level
• Interest (Facebook Identified and 3 rd Party Data)	• Desktop/Mobile
• Marital Status	• Job Type
	• Company
	• Seniority
	• And More...

SLIDE 16

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Digital Video | Online Story Telling



Using a combination of top online and offline behavioral data, interest based content, a managed list of targeted premium sites and a zip code index to identify target geographies our on-line video targeting allows our clients to reach the right audience with the right message at the right time. With a targeted video pre-roll program we'll target key audiences at the time when they are most likely to take note of your message.

Tell your story through the voices of your best advocates with Online Video:

- ✓ :15 and :30 commercial length + Companion Display.
- ✓ Multiple Platforms allows for best reach against the right audience.
- ✓ Non-Skippable Ad Delivery
- ✓ Managed Site List for Premium Content and safe message environment.
- ✓ Mapped against Behavioral Data for ideal targeting.



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What The Game Changers Organization Receives...



Digital Marketing Solutions:

- **Website Development:** Content Management System, Cross Platform Functionality & Custom Integration
- **Retargeting** Delivering 9,000 Impressions Monthly
- **Geo-Targeting:** Birmingham Metro Area
- **Display Advertising Outreach:**
 - Gay & Lesbian Network: Delivering 91,000 Impressions Monthly
 - Behavioral Targeting: Delivering 50,000 Impressions Monthly
- **Facebook Advertising :** Delivering 45,455 Impressions Monthly
- **Instagram Advertising :** Delivering 45,455 Impressions Monthly
- **Video Advertising :** Delivering 50,000 Impressions Monthly
- **Mobile Device Targeting:** - Devices Seen At Select Birmingham LGBT Community Centers, Wellness Centers, Bars & Clubs - Delivering 125,000 Impressions Monthly
Total Monthly Performance: 415,910 Impressions
- **Search Engine Marketing Solution:** Google Adwords /Yahoo/Bing - Estimated 70 – 90 clicks per month
- **Search Engine Optimization:** Onsite & Offsite Efforts

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Sample Ad

THIS PILL CAN PREVENT YOU FROM
ACQUIRING HIV



IS PREP FOR YOU?

PREP CAN STOP HIV FROM TAKING HOLD AND
SPREADING THROUGHOUT YOUR BODY. IT IS
HIGHLY EFFECTIVE FOR PREVENTING HIV IF
USED AS PRESCRIBED.

[LEARN MORE](#)

THIS PILL CAN KEEP YOU HIV FREE!



IS PREP FOR YOU?

PREP CAN STOP HIV FROM TAKING HOLD AND
SPREADING THROUGHOUT YOUR BODY. IT IS
HIGHLY EFFECTIVE FOR PREVENTING HIV IF
USED AS PRESCRIBED.

[LEARN MORE](#)

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Website Elements

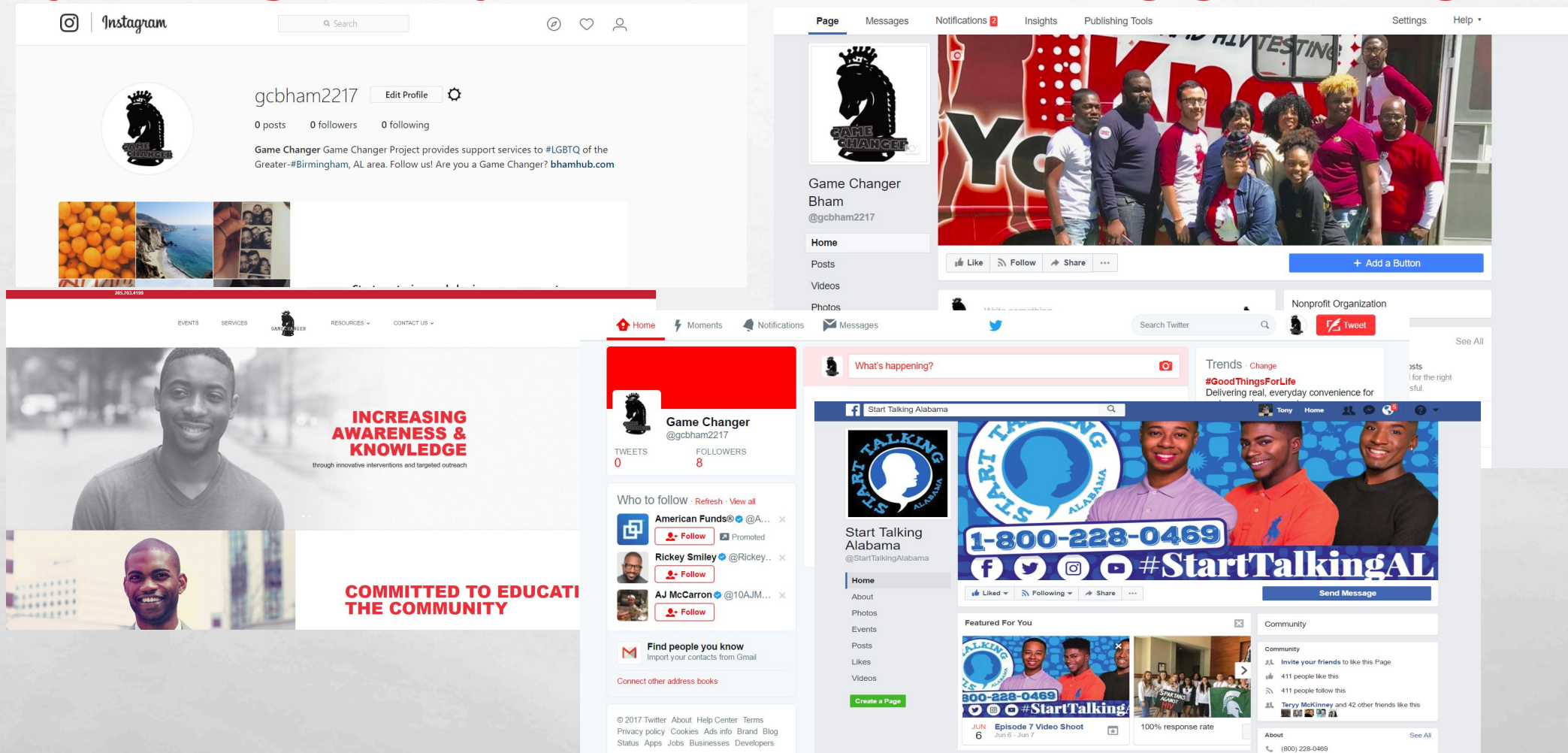


Site to include but not limited to:

- Home Page
- Content Pages
- Product Pages
- Contact Page
- Locations Page
- Google Analytics installation
- Contact Forms Database
- Responsive Design to fit all Screens
- Search Engine Integration
- Video Integration via YouTube
- Sitemap



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THIS METHOD OF ONLINE ENGAGEMENT WILL HELP US MEET OUR CLIENTS IN A FAMILIAR ENVIRONMENT. THIS WILL ALLOW THEM TO RECEIVE INFORMATION, AND MAKE CRUCIAL DECISIONS ABOUT INVOLVEMENT WITH THE PROJECT. ALL OF THE SOCIAL MEDIA PLATFORMS EMPLOYED CAN ENCOURAGE POTENTIAL TESTERS TO ASK FOR INFORMATION AND ASSISTANCE.