

OraQuick® Presents “Treat Yourself”

A Case Study in
Digital Influencer Marketing



TARGET 10

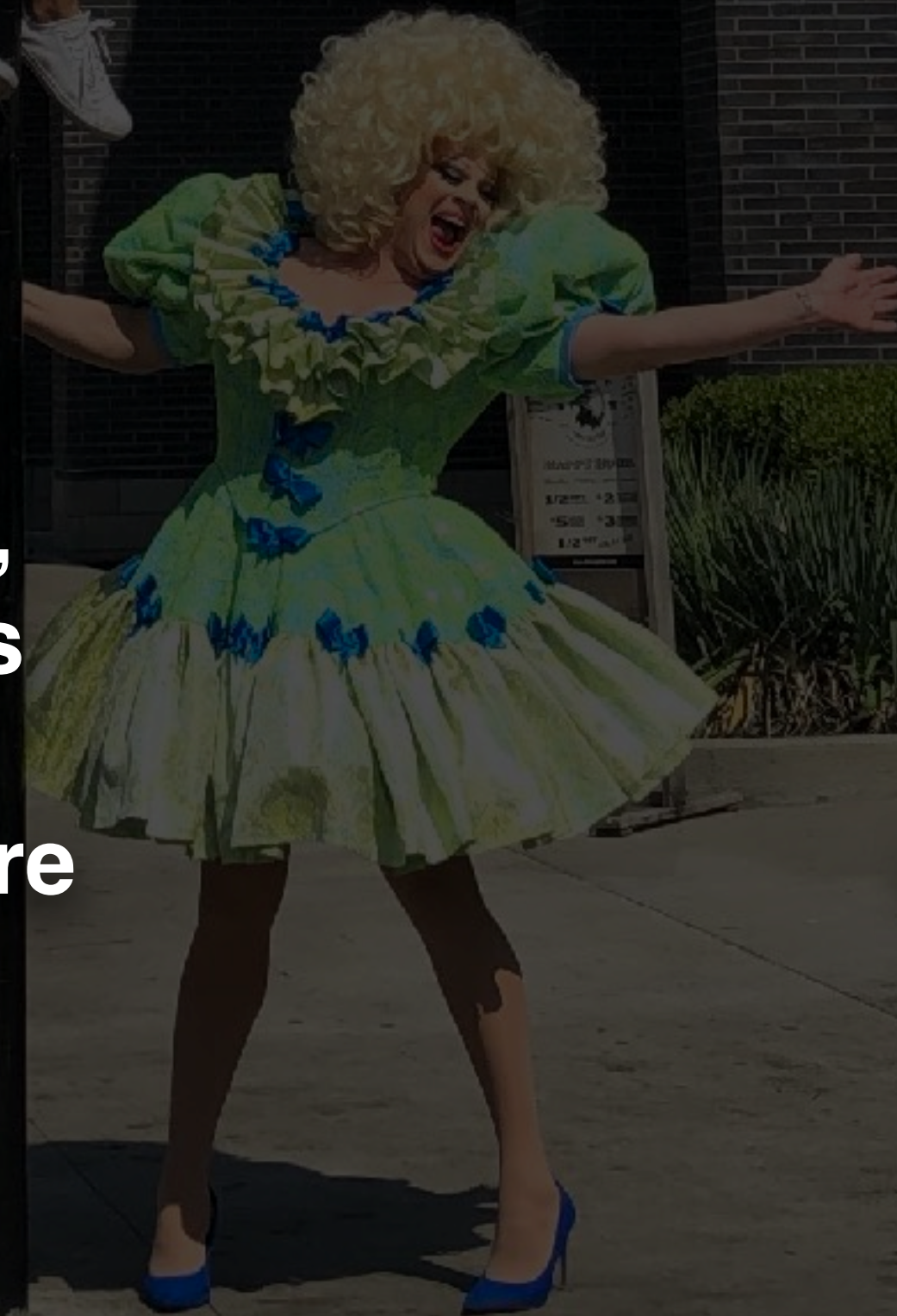
Your presenters



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Technologies



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Target 10,
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Agenda

- Brand background and target demo
- Business challenges and campaign objectives
- What's the big idea?
- Meet our talent
- Insights and strategy
- Activation and authentic pull-through
- Channel selection
- Results
- Q&A



TARGET 10

Brand background and target demo

Brand background and target demo

- First and only FDA approved HIV self-test
- Quick, reliable 20-minute results
- Uses oral fluid — no blood
- 24/7 phone support
- Same test used by doctors, clinics, AIDS service organizations and other health care professionals
- Available at drug stores and retailers everywhere as well as online, no prescription needed



Brand background and target demo

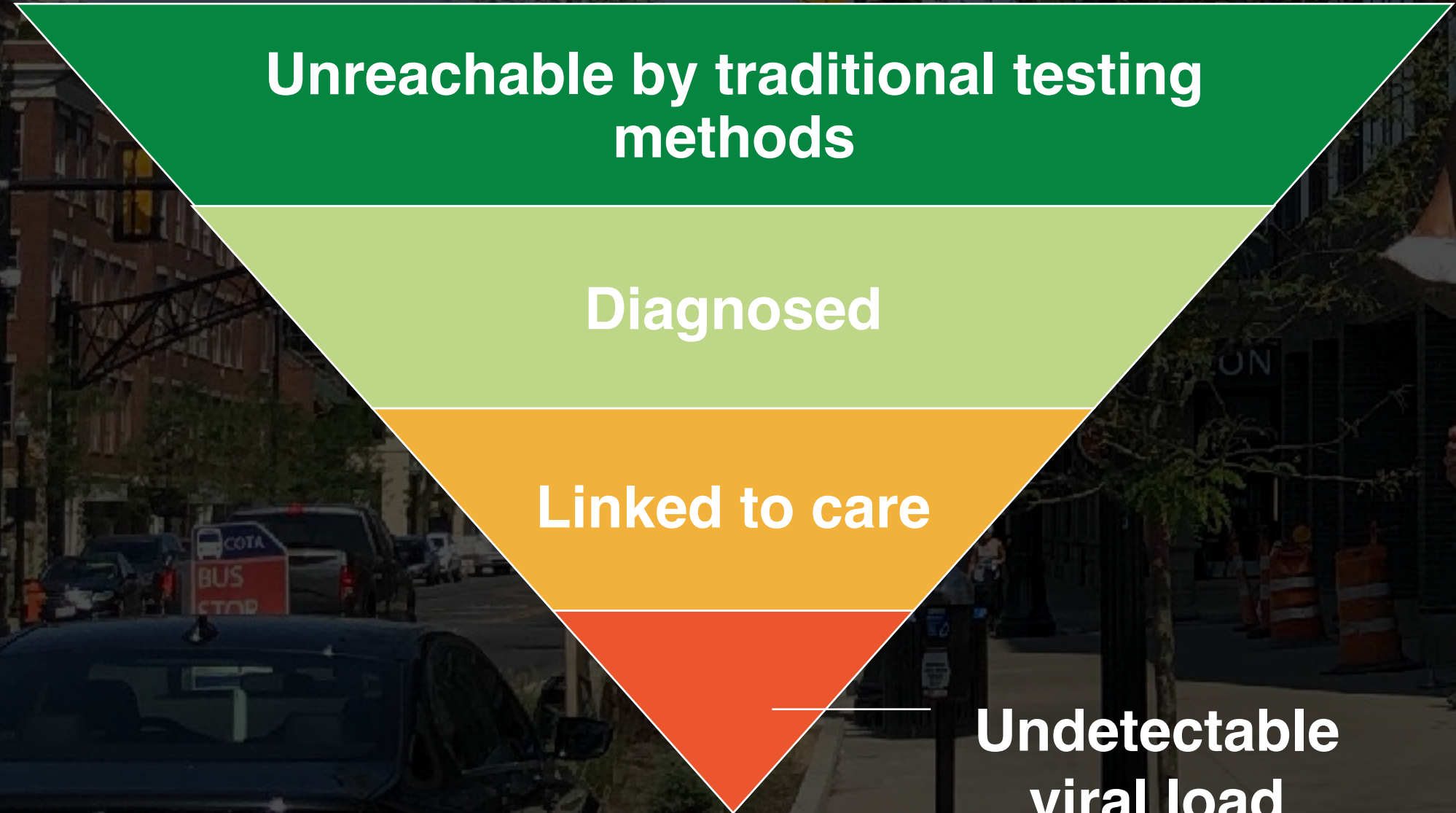
OraQuick's mission is to make HIV testing accessible to everyone, especially individuals for whom conventional testing methods may be challenging.

Reasons to self-test vary widely, such as:

- Lack of health insurance and/or a regular healthcare provider
- Frequent travel makes it difficult to book appointments
- Medical settings can be anxiety-provoking
- Preference to keep test results completely private
- Wanting to test together with a close friend or partner
- Desire to own the start to finish process of testing yourself



Brand background and target demo



1.2 million people in the USA are living with HIV

1 in 7 (14%) don't know they have HIV

The sooner one discovers that they are HIV+, the the quicker that person can take action

Today, there are a number of highly effective treatments t manage HIV and live a healthy life



Source: <https://www.hiv.gov/hiv-basics/overview/data-and-trends/statistics>



Brand background and target demo

Gay and bisexual men are the population
most highly impacted by HIV:

69%

of the 37,968 new HIV diagnoses in the
United States are among MSM (men
who have sex with men).

Business challenges & campaign objectives

Business challenges

- Small annual marketing budgets (<\$250k) have the big job of moving consumers along the purchase funnel towards consideration and purchase
- Public health “get tested” and “know your status” campaigns around HIV are no longer breaking through after 30 years of generic messaging
- HIV testing is a critical health need for sexually active gay men yet a topic many would rather not talk about



Business challenges



- Increase brand awareness and interest in self-testing at home
- Include a robust, a-focused call to action that feels empowering versus finger-wagging
- Further brand reputation and authenticity among queer audiences to make a strong connection and long-lasting impression

Insight & strategy

Insight & strategy

1) Self-care

- Self-care has always been an integral part of LGBTQ mental, emotional, physical and sexual health
- The need intensified as the 2016 election ushered in a proactive erosion of LGBTQ rights across the board
- Knowing one's HIV status is an important aspect of one's self-care from a sexual health perspective
- Leverage self-care to talk in a new way about testing for HIV



Insight & strategy

2) The gayborhood



- Gayborhoods (“gay neighborhoods”) are safe spaces in most big cities where the LGBTQ community lives, works and plays
- These treasured locations are vanishing due to gentrification, rising real estate prices, suburbanization and other factors
- Gayborhoods are not typically seen or celebrated in online content
- Capture our target’s attention through a celebration of the gayborhood

What's the big idea?



TARGET 10

What's the big idea?

Borne from brand data and cultural insights came **TREAT YOURSELF**, a music video call-to-action leveraged across queer influencers' social platforms that presented HIV testing with OraQuick® as an integral component to self-care through a vibrant, uniquely gay male perspective.



Meet our talent



TARGET 10

Meet our talent

Nina West is a fan favorite contestant from Season 11 of *RuPaul's Drag Race* who has only grown in popularity in the years since she was on the show. She is a comedy queen known for her performance skills and has a longstanding history of LGBTQ community activism, especially in her hometown of Columbus. Nina is also beloved for her wholesome, family friendly style.

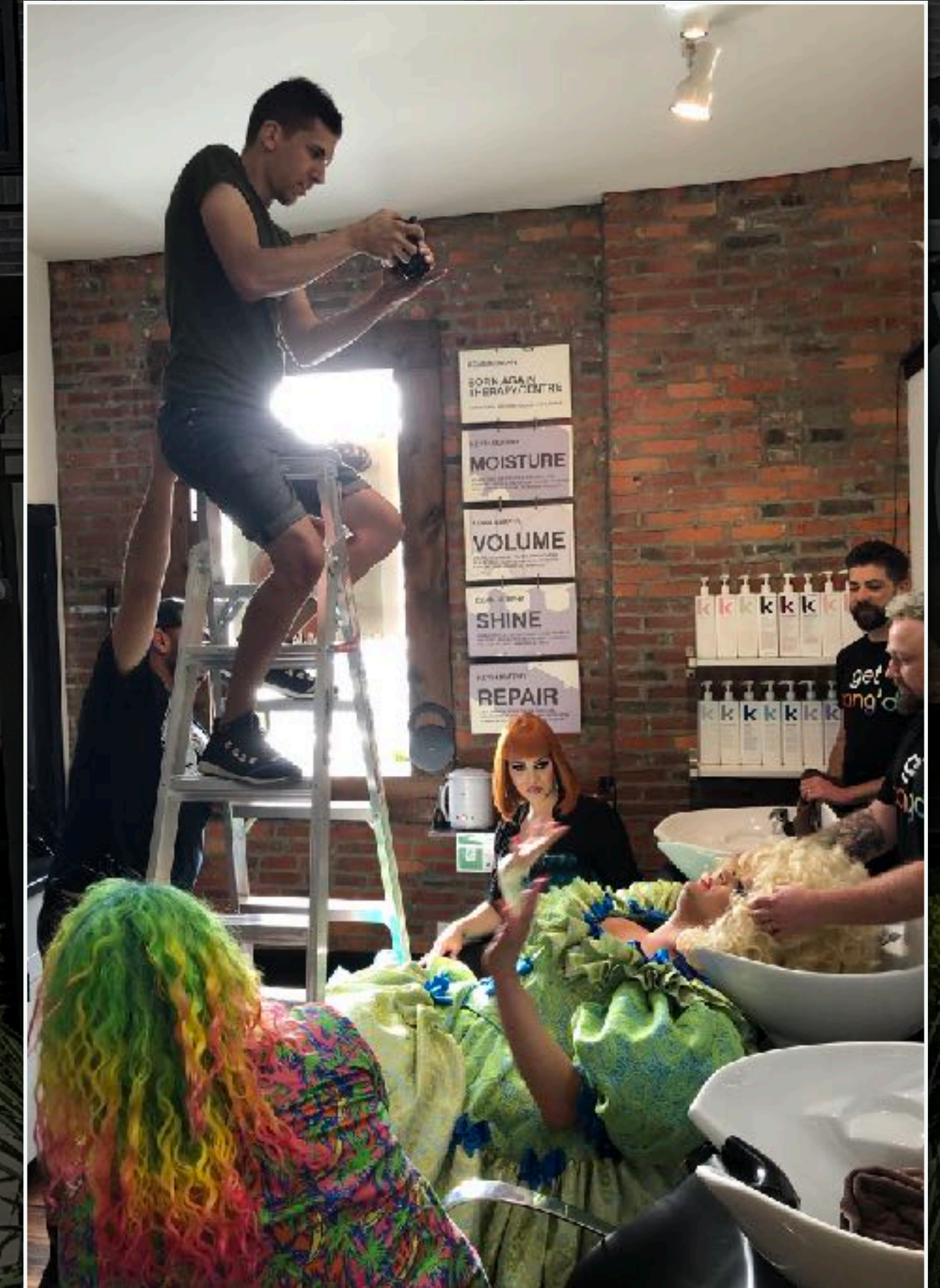
Mark Kanemura is an Instagram sensation known for vibrant, energy-filled videos of inventive original choreography. He has an extensive background in dance, having worked as a choreographer and performer for Lady Gaga, Janet Jackson, and Katy Perry among others and was a finalist on *So You Think You Can Dance*. Mark always brings a strong sense of Pride to his work and empowers his fans to express themselves colorfully and authentically.



Activation & authentic pull-through

Activation & authentic pull-through

- From start to finish, nearly everyone involved in the development, production and promotion of Treat Yourself was a member of the LGBTQ community
- The song was written and recorded by LA-based gay music producer along with Nina herself based on a project brief developed by Target 10 and OraSure
- Our production team laid out storyboards based on gayborhood locations scouted by Target 10
- Artistic direction was provided by Aurora Sexton, a trans creative director, activist and performer who also was featured in the video
- Scenes and performances of all self-care activities took place in actual Short North shops that are owned or loved by LGBTQ's



Activation & authentic pull-through



- One important scene was a visit to Equitas Health, one of the nation's largest LGBTQ health centers, to pick up an OraQuick testing kit at its on-site retail drug store
- This was to drive home the fact that the kit is a product available at retailers nationwide while also leveraging the added credibility that an LGBTQ health partner provided
- Equitas received all proceeds from the song's sale on iTunes, providing an additional messaging point around community support
- The pharmacy also served as the location for an explicit post-song CTA from Nina to get tested

Activation & authentic pull-through



We leveraged the power of Nina's local fan base to invite fans to join us to learn some dance moves and participate in the grand finale sequence.

Activation & authentic pull-through

- Our influencers posted “coming soon” teasers followed by the full video across their social channels, resulting in massive views and shares, which were then reshared via their Stories
- We also coordinated with the local businesses featured in the video to share on their owned channels
- The organic shares were complemented by a media buy with SCRUFF, which pushed the video out to its entire U.S. user base while also promoting it via its owned social

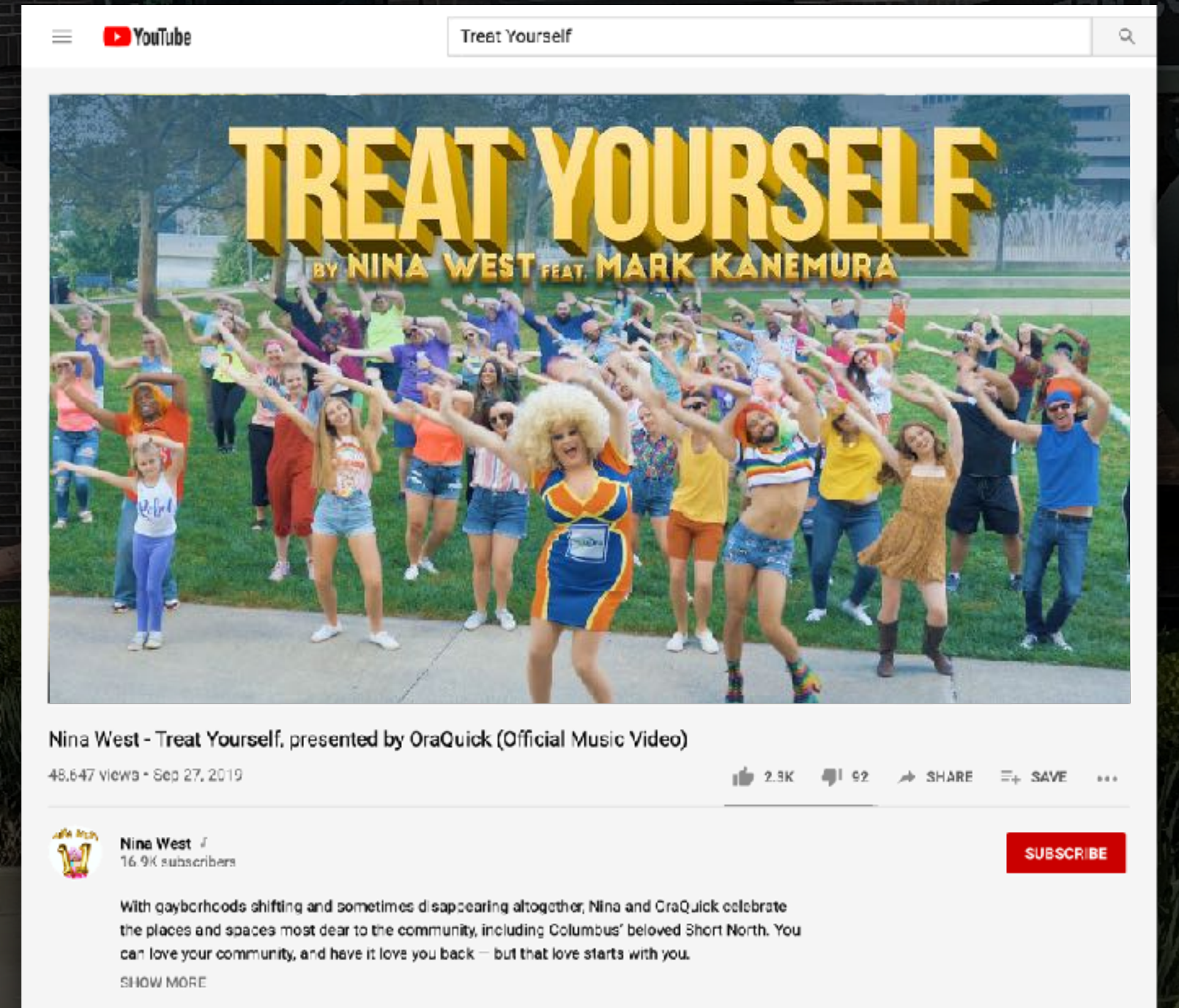


Channel selection

Channel selection

Social & app promotion

- In the absence of owned social, the video was made live on our primary talent's own YouTube page, where reach was nearly all organic
- With an extremely limited media budget, promoting our content primarily via influencers' and other partners' owned social was a way to bypass traditional media and reach our target directly in the palm of his hand
- SCRUFF, a gay dating app, was our primary method of paid amplification due to its massive member base – close to 1 million – as well its users being an ideal target: community-minded sexually active gay men



Channel selection

Social & app promotion



SCRUFF™

In-app video teaser





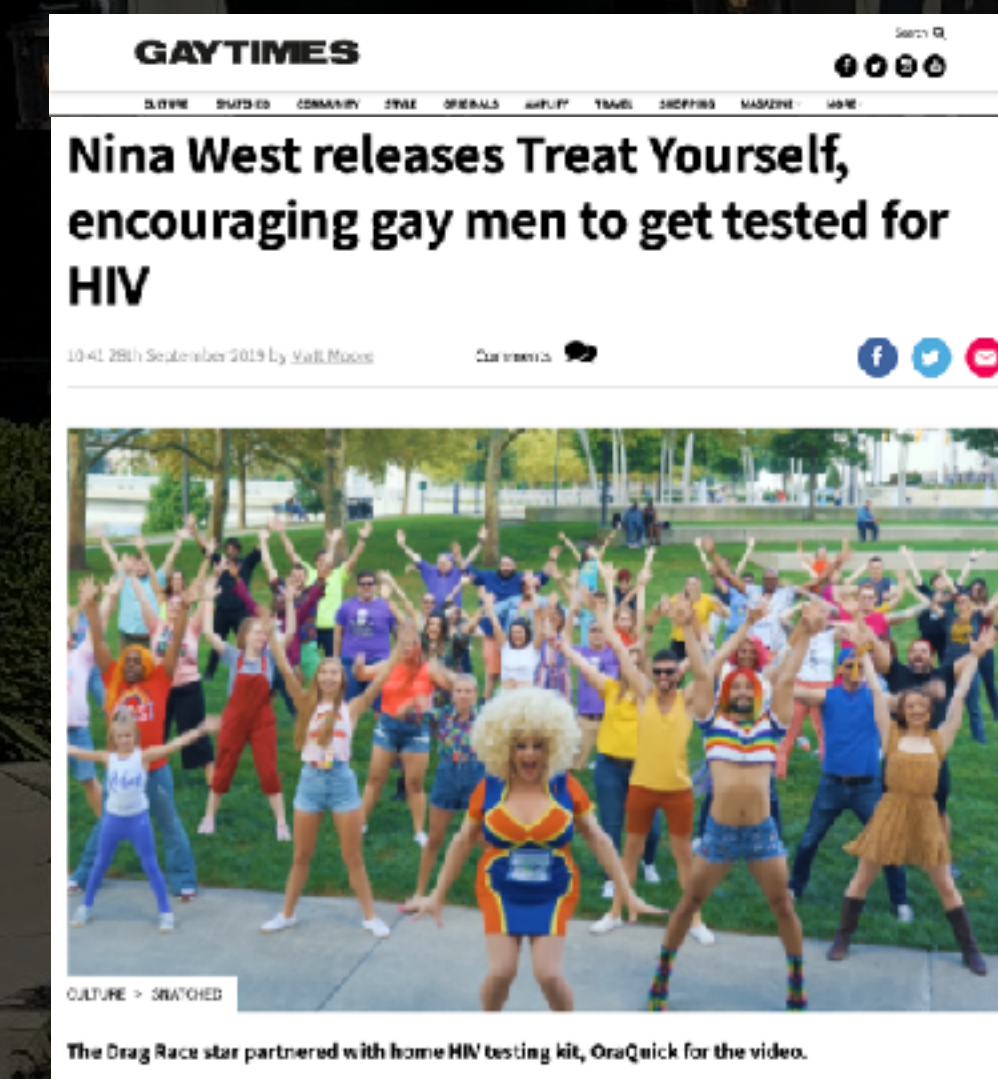
Results



TARGET 10

Results

- The video has been viewed 172,800 times across all channels and overall 3M+ branded impressions were achieved with an average 2.61% engagement rate
- Collectively, this far exceeded our goal of 100,000 video views and 2MM overall impressions and a 1% engagement rate
- The target audience viewed it as an important public service and community advocacy, not marketing
- The video was also gained covered in LGBTQ news media outlets





Q & A

