HIV-Online prevention for men having sex with men

## HIV Online-Prevention for MSM Web, Apps and social media

- Initialisation of the target group using banner-ads on relevant webpages
- Extended communication via Landing Page
- Current adaption of the web-page due to the users behaviour

### **Banners for Web and App**





Tust killer)

Mach den Quickie Check!

Jetzt aber Quickie!

Mitmachen & gewinnen! www.quickiecheck.at

Die queere Kampagne der AIDS-Hilfen Österreichs

#### Facebook

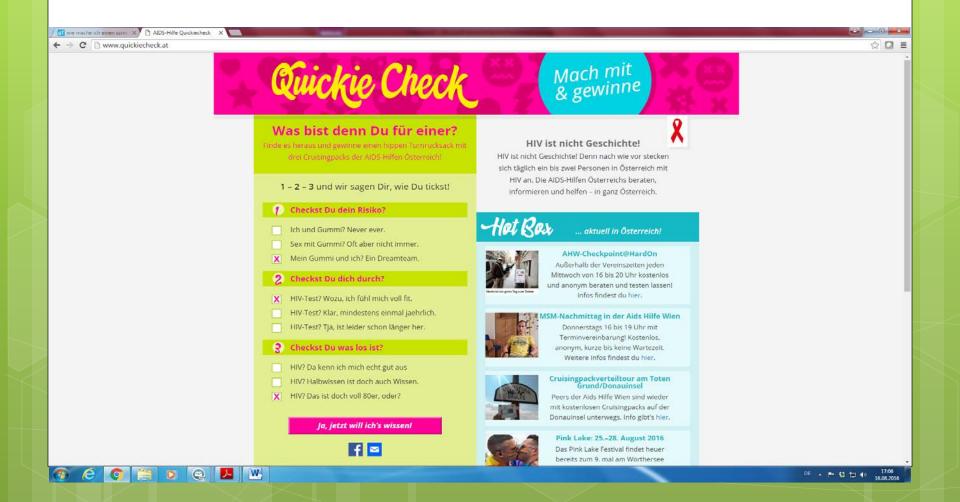




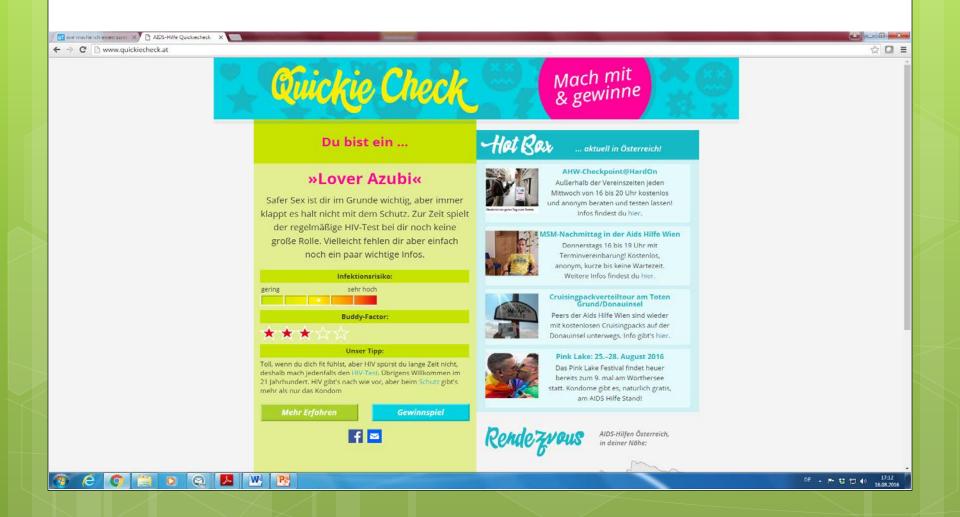




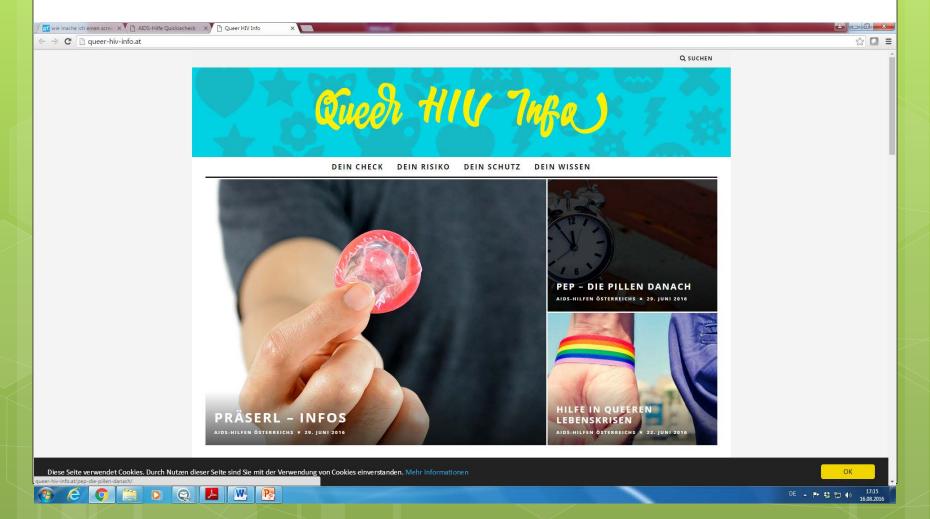
# the Landingpage the Quickie Check



#### the test results



### for more information: Queer HIV Info page



### First results of the campaign

- first 6 weeks of campaigning
- Direct click-rates on banner
  - 4.266 clicks on advirtising media
  - 542 User went through the test
  - 287 User visited the Queer HIV Info page
  - Via Facebook
  - 112.672 User reached
  - 4.917 of these visited the Queer HIV Info page

# HIV Online-Prevention for MSM Wep, Apps and social media

- A campaign of the AIDS-Hilfen Österreichs
- Funded by Hauptverband der Sozialversicherungsträger
- In cooperation with the agencies
  Vektorama and styria digital one





