The World AIDS Day Campaign

**Background**
- The changed HIV experience in 2017
- Updating Being Positive
- Recruitment
- Filming and the final product

**Stigma and discrimination**
- Getting the message across
- Recruitment
- Creative

**Feedback**
- Focus Testing
- U = U
- Getting the message right
- Tweaking the final product

**Final Product**
- Murray Hotel, facing Thomas Rd.
- Next week our ad will appear on the Kwinana Freeway at Bull Creek, and then on Tonkin Highway the week after
- The West Australian
- Postcards and more!
This is what HIV looks like in 2017
Sharing the Journey

waids.com/SharintheJourney