

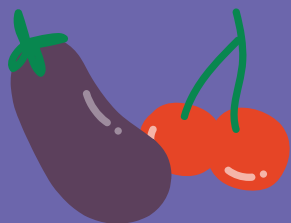


Campaign Evaluation Report

July 2024



Contents



Glossary of terms	3
Introduction	4
Campaign creation	5
Campaign plan and implementation	11
Overall campaign performance and impact	13
Breakdown of campaign performance	15
Audience and stakeholder consultation	37
Summary and direction for the future	46

Glossary of terms

Website performance

- **Users** – Number of people who have visited and used the website
- **Sessions** – The number of total website visits, including multiple visits per user. For example, one user may have five sessions
- **Engaged sessions** – A session that lasts longer than 10 seconds
- **Average engagement time** – The average time that a user has spent on the website
- **Event count** – includes all website actions such as scrolling, clicking and moving the mouse on the website
- **Total page views** – The total number of pages that were viewed by all users, included repeated visits
- **Organic social** – People who came to the website through a website link used on social media that was not paid
- **Organic search** – People who came to the website through using search engines such as Google and Bing that was not paid
- **Paid social** – People who came to the website through clicking on a paid advertisement running on a social media platform
- **Direct** – People who came to the website through directly accessing the website URL. This can include manually typing it into the search bar
- **Referral** – People who have come to the website from a third-party source, such as a link on another website
- **Print** – People who came to the website through a link or QR code included in a print resource (e.g., posters and leaflets)
- **Advertorial** – People who came to the website through a link or QR code in a paid for print article

Social Media

- **Reach** – The number of individuals who have seen content posted through social media
- **Impressions** – The total number of views a piece of content received, including multiple views by individuals. For example, one person reached may have viewed the content five times, meaning five impressions
- **Engagements** – All active behaviour on a piece of content, including clicks, reactions, comments and shares,
- **Link clicks** – The number of clicks to an external website
- **Cost per link click** – The average cost of obtaining a link click. This is calculated by dividing the total cost of an advert by its link clicks. Five link clicks on a £1 advert would create a cost per link click of £0.20

Introduction

When taken as prescribed, PrEP (pre-exposure prophylaxis) is highly effective at preventing HIV. Coming under the remit of local authority public health responsibilities in October 2020, there has been excellent take up of PrEP among initial target populations, such as men who have sex with men (MSM). However, in order to achieve the goal of zero HIV transmissions by 2030, there are significant improvements to be made in terms of take up by other populations.

While there have been national campaigns about HIV and PrEP, the messages don't always target or reach individuals, networks and communities in the South West who are also at increased risk of HIV, including but not limited to women and people from some minority ethnic groups. Working with local authorities across the South West, Social Change was commissioned to create and deliver an insight-led campaign for PrEP.



The target audience for this campaign was to include:

- People with a Black African or Caribbean family background
- People from a lower socio-economic status background
- People who identify as transgender
- Cisgender women
- Young people (16 -24)

Overall, key objectives included:

- To dispel myths about HIV and PrEP
- Deliver clear and accurate information about PrEP and HIV
- Increase awareness of PrEP in the target groups
- Create a sex-positive campaign so people feel more comfortable talking about sex, and therefore HIV
- To create a campaign that can help people feel empowered and confident to talk about HIV and PrEP with their friend groups, and also with healthcare professionals
- To improve education around HIV and PrEP

It's important to note that behaviour change is not a short-term goal; this campaign was the first step toward increasing PrEP uptake by raising awareness and educating people.

Campaign creation

To inform campaign development, we undertook a behavioural insights review of existing research, infusing behavioural science principles throughout. This enabled us to understand attitudes and behaviours on a deeper level, identifying what is maintaining these and therefore how they could be changed. From this review, we identified the following behavioural insights:

The social picture

There is a lack of social acceptance around having sex with multiple partners (norms: MINDSPACE), and PrEP is considered to be a social signal that someone is engaging in what is considered to be 'risky' sexual behaviour due to the need to protect themselves. This lack of acceptance and continuing stigma towards HIV (social: EAST) have both diffused onto PrEP, making it stigmatised by association (automatic motivation: COM-B). This stigma is further exacerbated by beliefs in myths and misunderstandings around HIV and PrEP (psychological capability: COM-B), and fear of this social stigma acts as a barrier to people confidently accessing PrEP (automatic motivation: COM-B).

Gaps in awareness and understanding

Previous campaigns, communications and trials around HIV and PrEP have typically targeted specific groups (such as MSM), who perhaps because of this, MSM appear to have a greater understanding of HIV and increased uptake of PrEP (physical opportunity: COM-B). However, this means the understanding of PrEP is not widespread, and subsequently not everyone considers HIV and/or PrEP to be relevant to them (salience: MINDSPACE), and some people continue to believe in myths and misconceptions (psychological capability: COM-B). Not only does this lack of understanding further exacerbate stigma, but also acts as a barrier to people considering and making an informed decision about accessing PrEP (reflective motivation: COM-B).



The relevance of HIV and PrEP

Not everyone considers HIV and/or PrEP to be relevant to them (salience: MINDSPACE), likely due to misconceptions that they only relate to MSM or people who have sex with multiple partners (psychological capability: COM-B). If people do not identify with either of these groups, they are unlikely to think that HIV is an issue relevant to them and therefore unlikely to consider engaging with PrEP (salience: MINDSPACE).

Motivation to engage with PrEP

There are a number of motivational barriers preventing people from considering and/or engaging with PrEP (automatic motivation: COM-B), such as the fear of social stigma (automatic motivation: COM-B) and a lack of awareness preventing people from making an informed decision (reflective motivation: COM-B). Additionally, some people question how worthwhile PrEP is to them if it only protects against HIV, especially if they are already using other methods of protection (reflective motivation: COM-B) - they want to know what the added value is, if they go to the effort of accessing PrEP.

These behavioural insights were used to inform the creation of three initial campaign concepts, utilising different approaches, messages and messengers to raise awareness of PrEP.

PrEP my Way.

The first concept, **PrEP My Way**, encompassed a more medical feel. The tone of voice was confident, reassuring and coming from what could be a healthcare professional but also a friend (messenger). This was to ensure content that was candid and informative, but is slightly fun and quirky so people can relate to it (salience and affect).



Let's PrEP

Let's PrEP aimed to create a more fun feel around PrEP (automatic motivation). It included emojis and innuendos, whilst still candid information about what PrEP is and how to access it (psychological capability). The tone of voice was friendly and upbeat, and the message as a whole was framed to be coming from a peer voice, like a friend giving advice (messenger).



PrEPARE for PLEASURE

PrEPare for Pleasure sought to be a lively campaign using 80s and 90s references to bring PrEP to life (salience). This concept aimed to change the narrative to overcome the negative association between HIV and the 80s, and related stigma (norms and reflective motivation).



**SWEET SEX IS MADE
OF THESE**

**PROTECT YOURSELF
FROM HIV**

**SAFE SEX IS
GUARANTEED**

**EVERYBODY'S LOOKING
FOR PrEP**

PrEP protects you from HIV! It's over 99% effective and puts the power in your hands. Find out if you're eligible for PrEP today. Find out more on the website or contact your local sexual health clinic.

**PrEPARE
for PLEASURE**

Scan me!

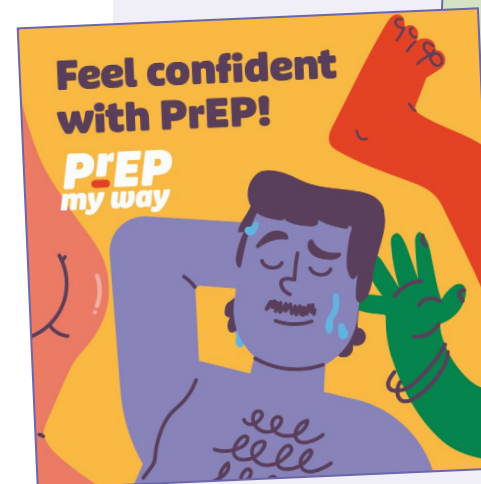
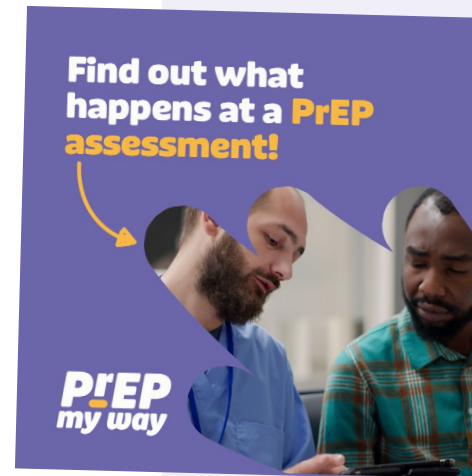


PrEP my way

Following testing of these three concepts with the target audience, the final campaign, **PrEP My Way** was developed. This final concept combines the medical and factual feel from the first concept, with the sex-positive and playful style from Let's PrEP.

Taken from the first concept, the PrEP My Way title aimed to empower the audience and emphasise the idea that they are in charge of their sexual health (automatic motivation: COM-B). PrEP My Way was developed to ensure audience needs are met. It is a fun, sex-positive, feel-good campaign that still delivers candid information about PrEP and HIV in a non-judgemental way (automatic and reflective motivation: COM-B). We ensured that the imagery depicts a range of demographics and relationships to promote diversity and inclusivity, and help emphasise that this campaign and PrEP is something for everyone.

In-line with the overall objectives for this campaign, PrEP My Way aims to deliver informative content in a way that was sex-positive and empowering. Through this approach, it works to improve education around HIV and PrEP, dispel myths, and tackle stigma surrounding sex, HIV and PrEP to encourage more people to feel comfortable and confident to talk about them with their peers.



Campaign plan and implementation

Campaign strategy

Based on initial research¹⁻⁴ into the target audience and in particular in relation to their use of social media networks, we established that Facebook and Instagram in particular were among the most popular, particularly among young people, and therefore best placed to reach our target audience. We also considered X (previously Twitter) as a valuable platform for reactive and conversational content to stay topical. As such, the campaign focused on utilising these three platforms, with the further use of printed resources (e.g., posters and leaflets) and advertorial content (such as bus advertising and print news) to extend reach and help in raising brand awareness. These platforms are particularly of use for those who do not have a digital presence.

New social media accounts were created to provide a centralised location for all PrEP My Way content and raise brand awareness, with stakeholders and partners being requested and encouraged to share content. In addition to these new social media accounts and to further support this campaign, a bespoke PrEP My Way website was developed to direct all traffic from the campaign. This website provided a space bespoke to the South West where people could find more (and credible) information on PrEP, including what it is, who is eligible and how they can access it, and find a local service to help them.

Campaign summary

The “PrEP My Way” campaign ran for nine months, starting in June 2023. It began strongly, with significant growth across Facebook, X (previously Twitter), and Instagram. We focused on increasing awareness and engaging a diverse audience through organic and paid social media advertising, as well as external advertising and developing the content on the website and improving user engagement.

1: Statista Research: <https://www.statista.com/statistics/1341903/social-media-daily-usage-uk-gen-z/#:~:text=According%20to%20a%20survey%20of,on%20a%20daily%20basis%2C%20respectively>. 2: YouGov research: <https://yougov.co.uk/ratings/technology/popularity/social-networks/men>. 3: Black Caribbean Ethnic Group Gov Data: <https://www.ethnicity-facts-figures.service.gov.uk/summaries/black-caribbean-ethnic-group>. 4: Socioeconomic Status <https://www.ethnicity-facts-figures.service.gov.uk/uk-population-by-ethnicity/demographics/socioeconomic-status/latest> and <https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/ethnicity/datasets/ethnicgroupbyhousingtenureandoccupancyratingenglandandwalescensus2021>

Throughout the campaign period, partner organisations across the South West were essential for sharing and promoting this campaign as they had established audiences and could attract local audiences. In addition to sharing content posted by the PrEP My Way social media accounts, they were also asked to distribute print materials in their areas and/or disseminate among audiences.

June to September 2023

The campaign launched with significant growth, focusing on increasing awareness through organic and paid social media efforts. Platforms such as Facebook and Instagram saw notable engagement increases, driven by targeted content. X also contributed, albeit with more modest gains. By September, offline efforts like direct mail and press releases complemented digital strategies, boosting mobile traffic to our website.

October to December 2023

October marked a resurgence in engagement, with content using cultural events like Black History Month and National Coming Out Day. This alignment enhanced our connection with the audience. November saw a strategic outdoor advertising push across local authorities, maintaining high engagement through robust social media efforts. Despite a peak in reach in December, engagement metrics prompted adjustments to our content strategy for better targeting.

January to February 2024

The campaign continued with optimised paid social media strategies, sustaining high reach and improving engagement metrics. Specific focuses on actions like HIV testing (in-line with HIV testing week) led to exceptional engagement rates, demonstrating effective adaptation despite varying website traffic.

Evaluation

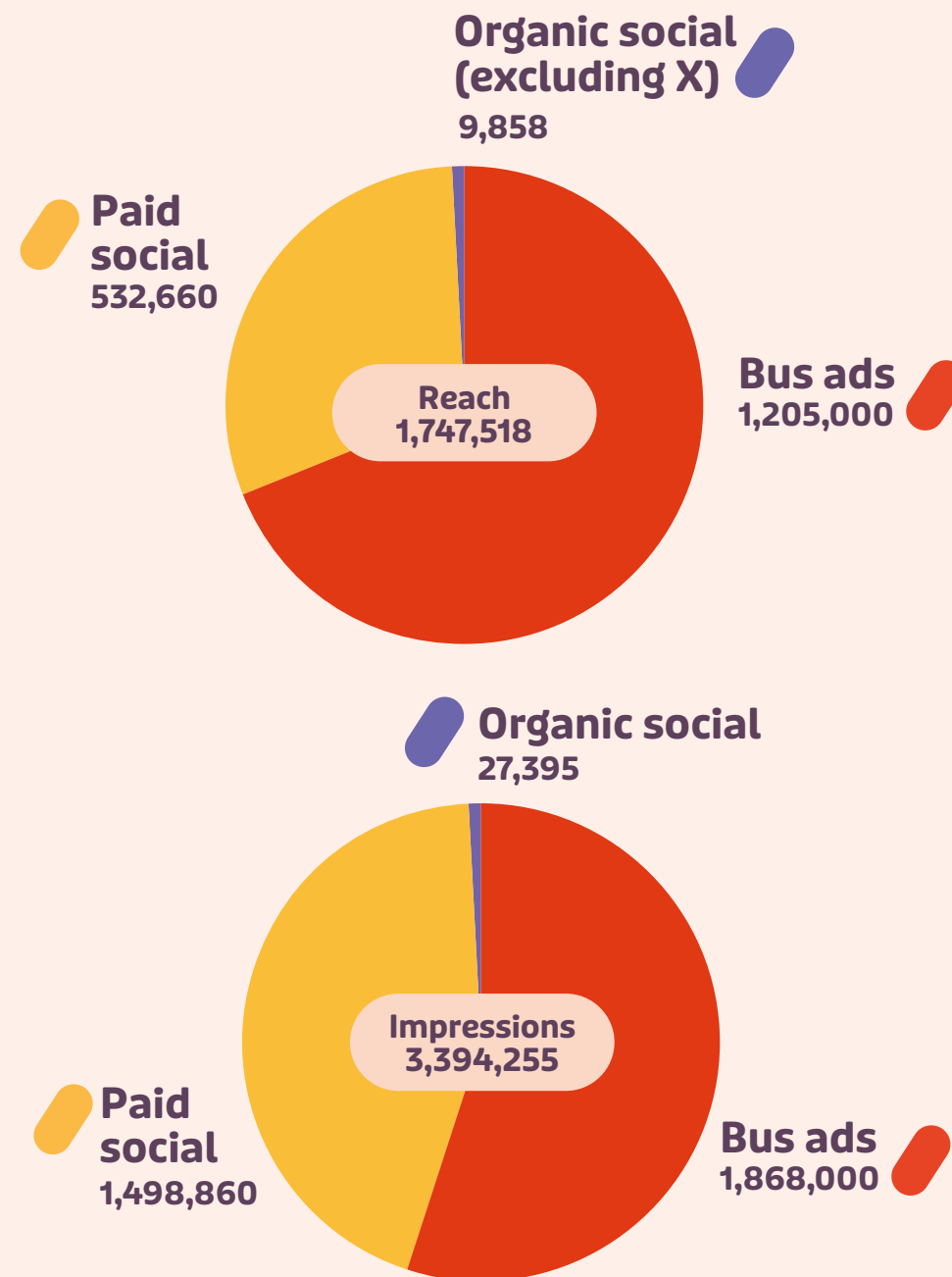
We reviewed campaign metrics monthly throughout the campaign to help us understand performance, and establish quickly what was working well and what was less effective.

Overall campaign performance and impact

Overall impact

Overall, the campaign achieved an estimated reach of 1,747,518 and 3,394,255 impressions. This means the campaign was seen on average 1.9 times for every person reached. The bus adverts were particularly successful, reaching over a million people, followed by paid social media reaching over 500,000. Please note that the reach is an estimate, and does not account for potential duplicated reach (e.g., if someone saw a bus ad, paid social and organic social, this would be a reach of 1, but due to the way that data is captured, this may be presented as 3).

Organic social media however, had a reach of just under 10,000, which is significantly less than paid activity. Whilst this channel is still important to establish and build a presence for PrEP My Way, paid advertising is essential in extending its reach and building brand awareness.



Return On Investment

When considering the Return On Investment (ROI) of the campaign, we considered the cost per reach and impressions for both the overall investment (i.e., the project as a whole, including initial research, campaign development, website design and build, campaign implementation and management for 9 months, paid advertising costs, and evaluation activity) and a return on investment for just the paid advertising (i.e., advertorial, bus advertising and paid social media). This will help you with future commissioning.

When considering the overall investment for the project, £58,265, it cost approximately £30 to reach 1,000 people, this is just £0.03 per person reached. However, when looking at the cost of paid advertising alone £13,579.46, it cost just £7 to reach 1,000 people, which is less than one pence per person.

	Cost	Estimated cost per reach	Cost per impressions
Entire project	£58,265	£30 per 1,000 people £0.03 per person	£20 per 1,000 people £0.02 per person
Paid advertising only	£13,579.46	£7 per 1,000 people £0.007 per person	£4 per 1,000 people £0.004 per person

In brief, having an agency design, build, commission ads, set up ads, work with stakeholders and evaluate your campaign cost 3p per person reached. Using the assets you now have, if you were to just continue with paid advertising, it would cost less than 1p per person reached (not including management costs).



Breakdown of campaign performance

Insights from Google Analytics

Over the course of the “PrEP My Way” campaign, Google Analytics provided crucial insights into how users interacted with our digital assets and how various strategies impacted our online presence.

Across the campaign, the PrEP My Way website was visited by 1,887 users. These 1,887 users led to 1,694 engaged sessions and 3,802 total page views. People were most likely to find the website via paid social media and would likely be using a mobile device.

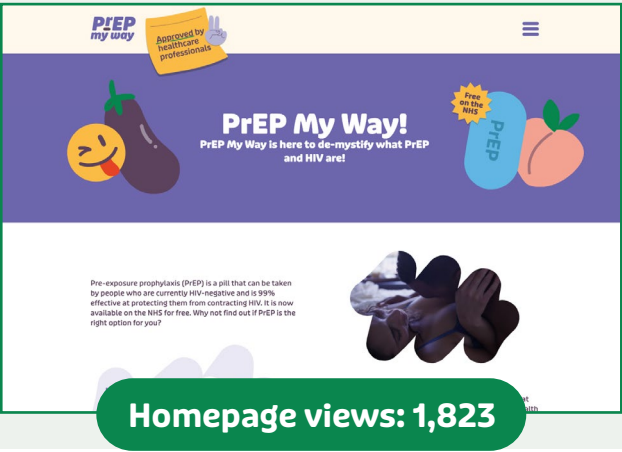
These figures indicate that whilst the campaign may have successfully reached and engaged with residents across the South West, there is still more to be done to continue building the website’s audience. Whilst figures were expected to be relatively low due to it being a new brand and website, future activity should continue in promoting and signposting to the website.

Across the campaign duration, the website saw steady levels of use and engagement, with an overall average of around 215 users per month. This saw peaks and troughs, with users reaching their highest shortly after launch in July 2023 (422 users, 3,638 ‘events’) and lowest in September 2023 (81 users and 868 events). This is likely a result of a decrease in paid social media advertising, from which a large majority of users came.

Table 1: Website engagement

Users	Engaged session	Events	Total page views
1,887	1,694	16,788	3,802

Engagement metrics, such as average engagement time and engaged sessions per user, generally aligned closely with industry averages, reflecting a strong level of interaction with our content. This engagement was pivotal in driving users to specific pages, notably the homepage, “What happens at a PrEP assessment” and “What is PrEP”, which emerged as the most popular sections of our website.





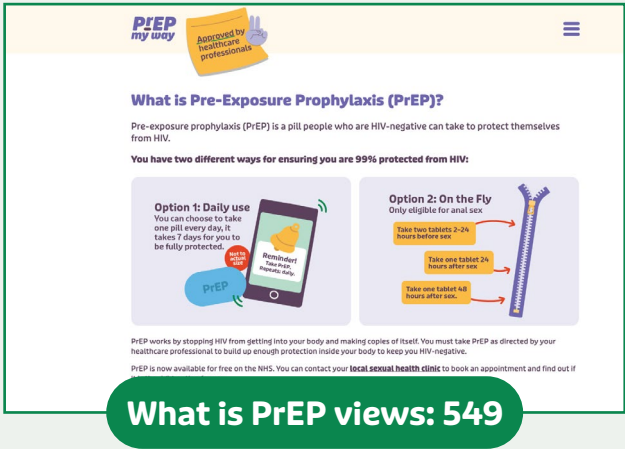


Table 2: Top three pages visited during the campaign

Most popular page 1	Most popular page 2	Most popular page 3
Homepage	What happens at a PrEP assessment	What is PrEP

The campaign’s success was strengthened by targeted traffic acquisition strategies. Organic search and direct traffic consistently contributed to a significant portion of user sessions, indicating success in raising brand awareness across campaign promotion. This is in addition to effective search engine optimisation (SEO), which increases website visibility when searching related terms, such as PrEP, on browsers. Paid social media played a particularly crucial role in directing traffic to the website, especially during periods of heightened promotional activities such as the launch in June and July 2023.

Table 3: How people who had an engaged session came to the website

Organic search		Direct search		Referral	
309		297		72	
Organic social media	Paid social media		Print	Advertorial	
152	814		31	31	

Throughout the campaign, we monitored landing page performance closely. For instance, ahead of HIV testing week we developed and promoted the “Testing for HIV” page on the PrEP My Way website. Across January and February, this page saw 66 views and 268 engagements, inclusive of 10 clicks.

Overall, the campaign’s Google Analytics data underscored its effectiveness in reaching and engaging our target audience. Insights gathered from user behaviour and session data informed continuous optimisations and adjustments to our content strategy, ensuring that our messaging remained relevant and impactful. For example, knowing the value of paid social media in directing traffic to the website quickly highlighted the need to optimise efforts and investment in this platform. Looking ahead, these learnings can guide future campaigns in further enhancing user engagement and achieving outreach objectives.

Organic Social Media Campaign Analysis

The PrEP My Way campaign has utilised various social media platforms to raise awareness about HIV prevention through PrEP. By examining the performance across different channels – X, Facebook, and Instagram – key insights and analysis can be made on the overall success of the campaign.

Across the campaign as a whole, we delivered 401 organic posts across the three channels. These collectively achieved over 27,000 organic impressions and achieved 2,346 engagements, with at least 105 of these being link clicks.

Table 4: Overall organic social media performance

Total posts	Reach (excluding X)	Impressions	Engagements	Link clicks*
401	9,858	27,395	2,346	105

***Please note that due to methods of data collection and privacy settings by users, link clicks may not always equal that shown on Google Analytics.**

Organic social media is an essential part of building brand awareness and interacting with audiences, particularly through reactive content and that which is aligned to local or national awareness days and/or events. However, it is important to note the difficulty in reaching and engaging audiences through organic content alone. Without paid activity to push this into people’s feeds, it can sometimes get lost in the crowd of information.



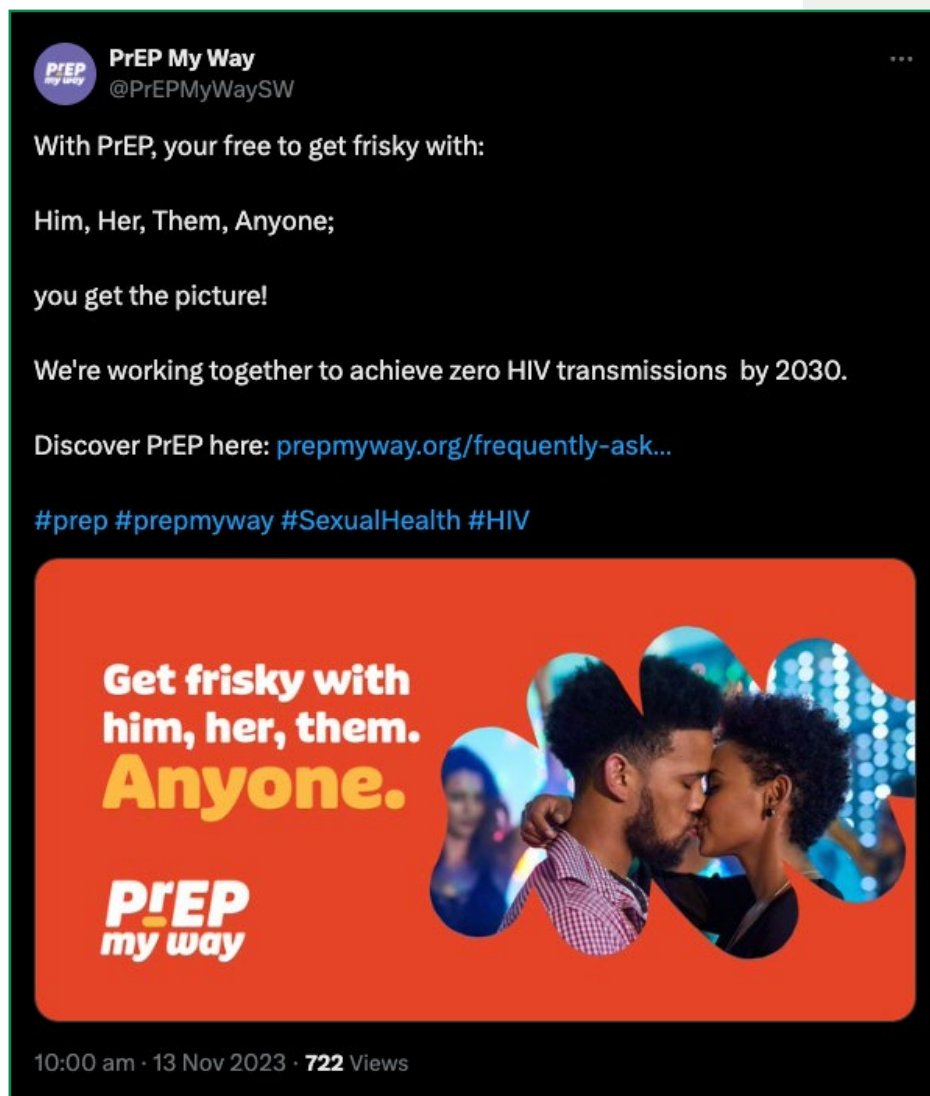
X Analysis

Of the 401 posts delivered, 127 posts were published on X – formally known as Twitter. Across the PrEP My Way campaign duration, this channel delivered over 16,000 impressions and nearly 700 engagements.

Table 5: X content performance

Total posts	Impressions	Engagements	Link clicks
127	16,084	681	52

X engagement has been moderate, with varying levels of interaction across different posts. However, it is interesting to note that half of all link clicks across organic social media came from this platform. This indicates that X is particularly valuable for eliciting interest and engagement from its users. One reason for this may be due to the character limits on X posts, creating a desire for people to want to know more and only be able to through clicking on the link. Alternatively, this could indicate that the X audience are simply more likely to engage and interact with their content.



The campaign's most successful posts included messages like "With PrEP, you're free to get frisky with anyone," published on November 13, 2023, which reached 720 people and received 9 interactions. Another impactful post, "Why take PrEP?" posted on July 10, 2023, garnered 474 views and 16 engagements. Additionally, "Whatever stage you're at in life PrEP can help make life that little bit easier," published on December 6, 2023, reached 462 individuals and had 13 engagements.

However, posts specifically focused on HIV, such as those related to World AIDS Day, experienced lower engagement. This suggests that while there is interest in HIV prevention, some people may be hesitant to share content directly associated with the condition.

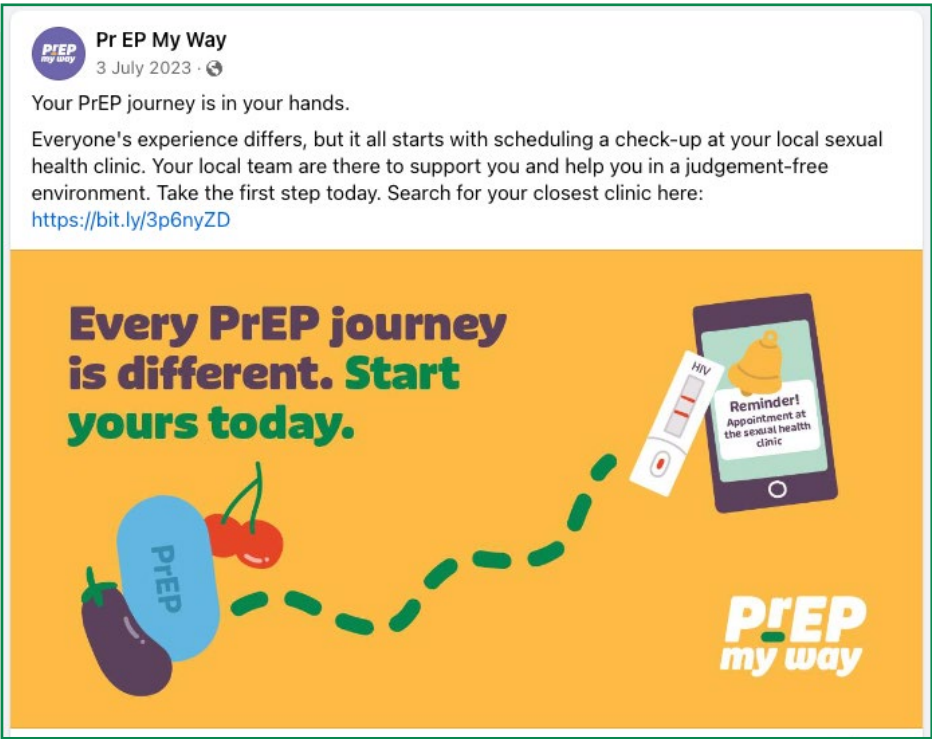
Facebook Analysis

There were 131 posts published on Facebook across the campaign period. These collectively achieved a reach of 5,662, over 6,000 impressions and 338 engagements.

Table 6: Facebook content performance

Total posts	Reach (excluding X)	Impressions	Engagements	Link clicks
131	5,662	6,418	338	34

Facebook posts generally received good engagement, with likes, shares, and comments varying month-to-month. The campaign has effectively utilised the platform to educate and inform the community about PrEP’s benefits. A notable post published on July 3, 2023, emphasised personal empowerment with “Your PrEP journey is in your hands.” This post reached 480 users, generated 502 impressions, received 11 engagements, and had 1 link click. It was the highest performing post across the campaign duration.



Another successful post, published on November 13, 2023, highlighted the freedom PrEP offers with “With PrEP, your free to get frisky with: Him, Her, Them, Anyone;” reaching 272 users, achieving 305 impressions, generating 25 engagements, and receiving 1 link click. Additionally, “Why take PrEP?” posted on July 10, 2023, resonated well, reaching 218 users, achieving 251 impressions, generating 23 engagements, and obtaining 5 link clicks.

However, like X, posts directly related to HIV, such as those promoting National HIV Testing Week, showed lower performance metrics in terms of reach, impressions, engagements, and link clicks. This suggests potential reluctance among users to engage with content specifically addressing HIV testing, which could be due to ongoing stigma and gaps in understanding as highlighted through the post campaign survey results (please see page 43).

Instagram Analysis

There were 143 Instagram posts and stories published on Instagram during the campaign period. Collectively, these posts achieved a reach of 4,196, nearly 5,000 impressions and 1,327 engagements (including navigating stories). Instagram has seen the most engagement from the audience, through the use of polls (some paid as outlined on page 11) in stories. This would be something we strongly recommend to continue to maintain two-way communication, allowing you to continually learn what the target audience thinks, feels and understands.

Table 7: Instagram content performance

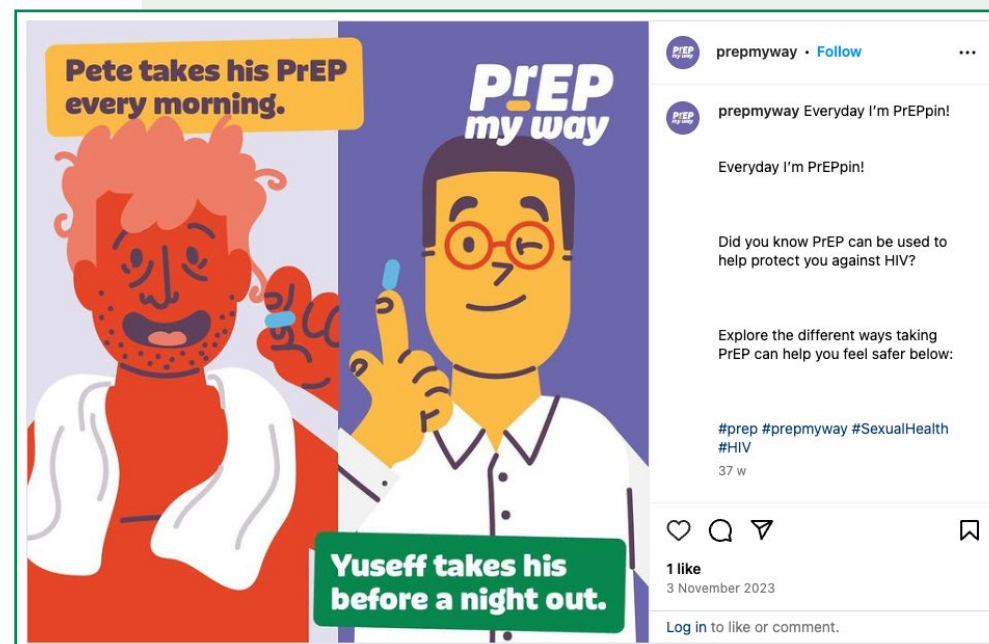
Total posts/stories	Reach (excluding X)	Impressions	Engagements	Link clicks
143	4,196	4,893	1,327	19

Instagram saw consistent growth in followers, peaking in January 2024 with 536 followers. Engagement metrics like profile visits and link taps were more consistent, especially on posts with strong visuals and clear calls-to-action. For instance, the most popular post on November 3rd 2024, titled 'Everyday I'm PrEPpin!' gained 98 impressions.

Posts and stories focusing on personal stories or benefits of PrEP, such as the December 29, 2023, and January 19, 2024 posts, respectively, saw higher engagement rates. Interactive elements like polls and Q&A sessions in Stories also maintained consistent viewer interaction. The platform's visual nature and interactive features in Stories contributed to higher engagement rates.

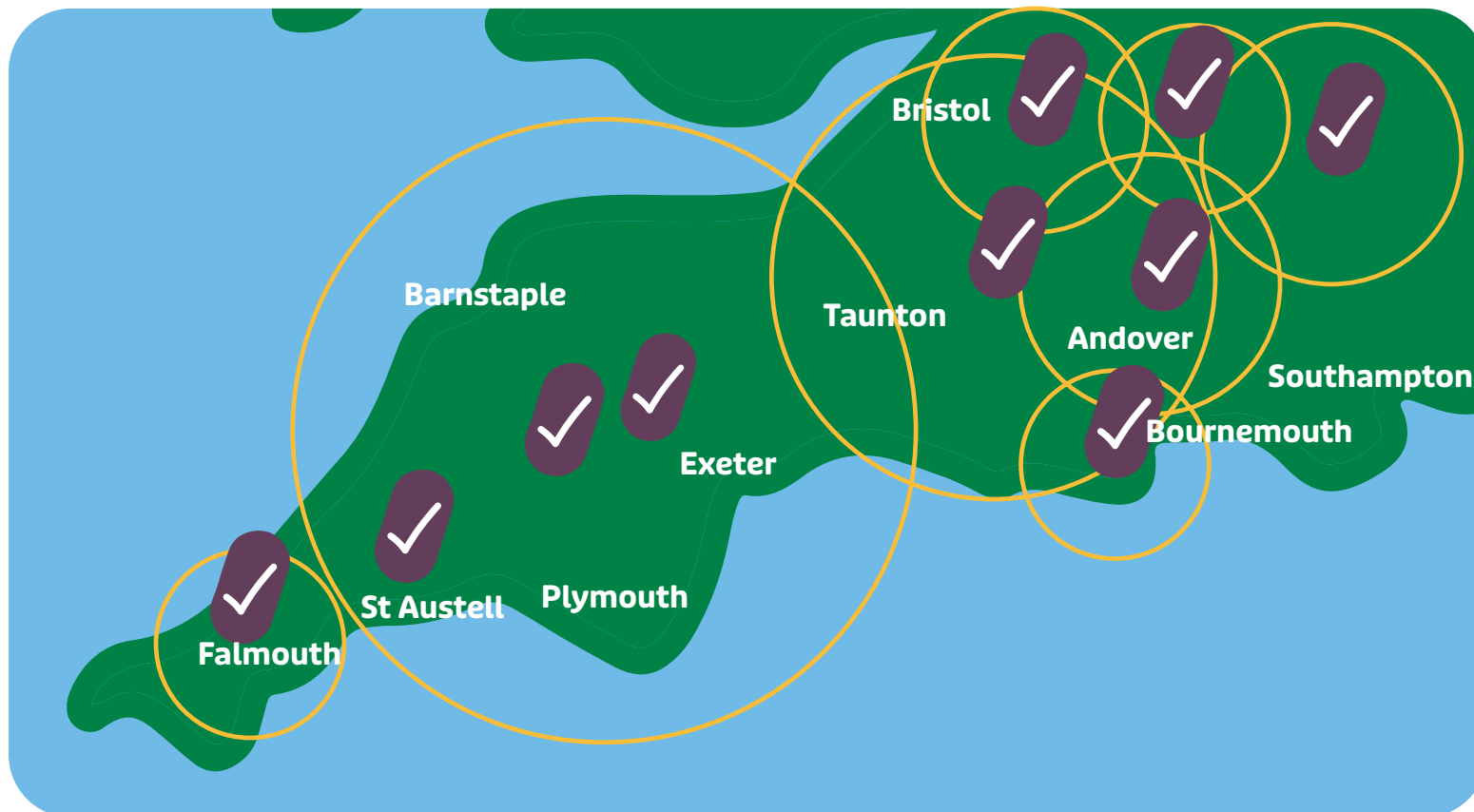
While Instagram has been the strongest platform for audience interaction and engagement, it has the lowest reach among the platforms. This suggests that future content for Instagram should be optimised to maximise engagement rather than focusing solely on reach. Interactive content such as polls, quizzes, and Q&A sessions in Instagram Stories typically generate high engagement rates, encouraging active participation from followers.

By playing to Instagram's strengths, creating a more engaging and interactive experience the audience, you can ensure meaningful connections on this platform, despite a smaller reach.



Paid Meta Ads Campaigns (Facebook and Instagram)

The Meta Ads campaigns for PrEP My Way spanned from June 2023 to February 2024 across Facebook and Instagram platforms, each designed to reach specific audience segments and achieve diverse objectives. Through location targeting, we were able to specifically target the ads to be shown to those aged 16 - 24 and living (or perhaps visiting) the South West. Below is an example map of how the targeting was designed.

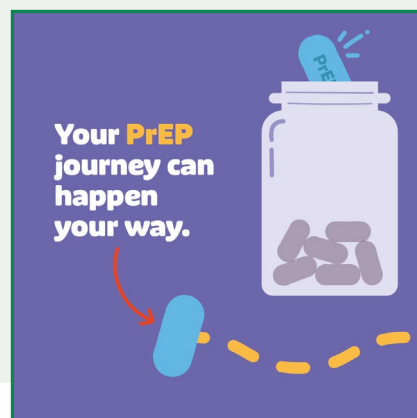
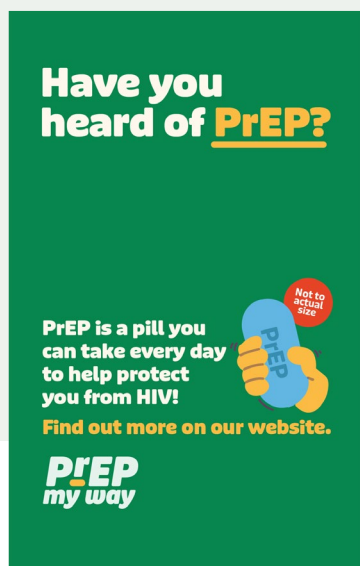


As a whole, Meta ads achieved a reach of over 500,000 people across the South West, with 1.5 million impressions and over 20,000 engagements. This means that on average, everyone who saw the ads did so nearly three times.

Table 8: Meta ads content performance

Amount spent	Reach	Impressions	Engagements	Link clicks*	Cost per link click
£3,338.04	532,660	1,498,860	20,557	8,086	£0.41

*Please note that due to methods of data collection, privacy settings by users and final engagement with the website, link clicks may not always equal that shown on Google Analytics.

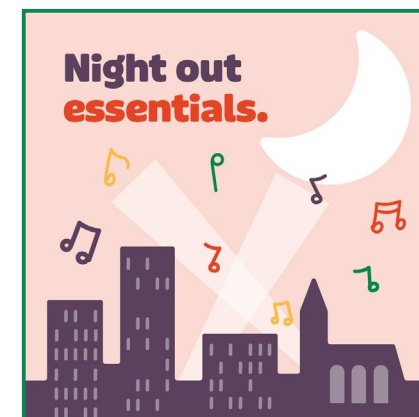
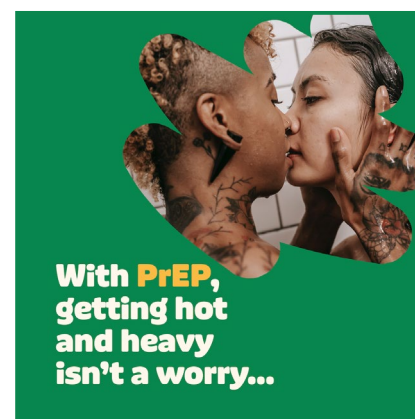


Initial Campaigns - June to July 2023

The campaigns “Have you heard of PrEP?” and “Every PrEP Journey is different” kicked off the paid ad campaign initiative with a focus on introducing PrEP and showcasing diverse user experiences. These campaigns utilised Facebook’s broad reach to generate interest and educate the audience. Engagement metrics were promising, although initial costs per link click were slightly higher than expected.

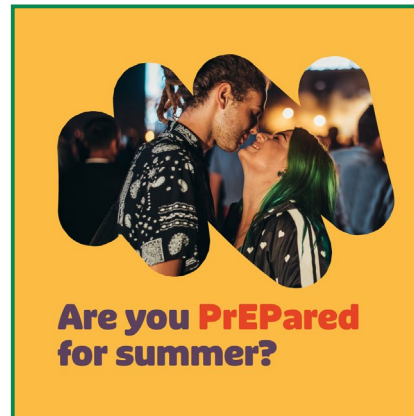
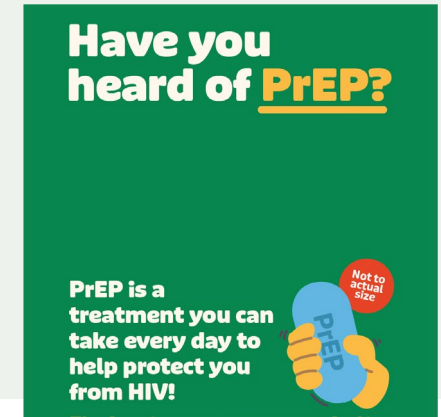
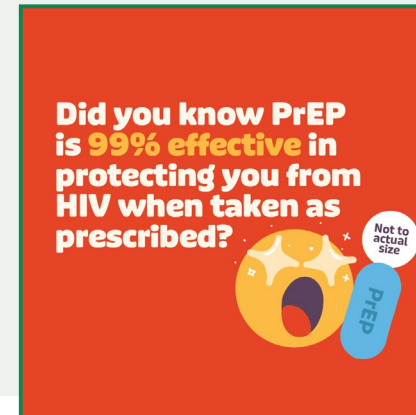
Mid-Summer Engagement - July 2023

Moving into mid-summer, campaigns like “Getting hot and heavy” and “Planning on getting lucky tonight?” took a more lifestyle-oriented approach. These campaigns resonated well, particularly “Getting hot and heavy,” which achieved a remarkably low cost per link click (£0.19), indicating strong user engagement and effective targeting.



Instagram Focus - June to August 2023

The Instagram ads launched during this period demonstrated Instagram's effectiveness in driving engagement among a younger audience. These campaigns strategically aligned with summer themes and specific months, achieving notable engagement rates and competitive costs per link click, highlighting Instagram's role in enhancing campaign performance.

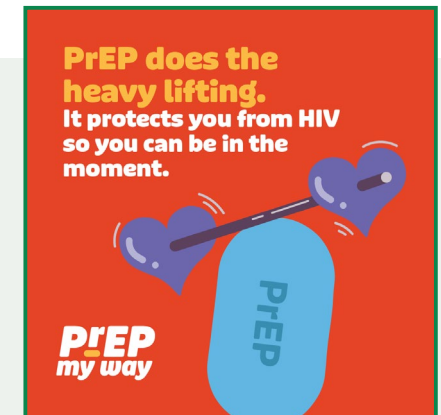
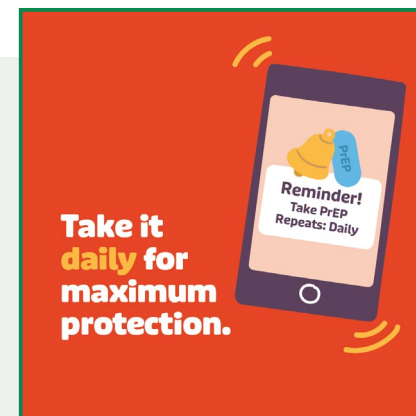


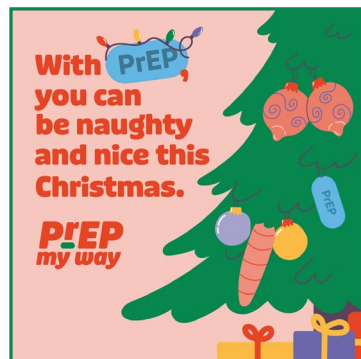
Seasonal and Specific Messaging - July to August 2023

Campaigns like "PrEP Aug 2023" and "Summer PrEP" capitalised on seasonal relevance and thematic consistency. These initiatives combined Facebook's expansive reach with Instagram's visual appeal, effectively communicating PrEP's benefits and generating substantial engagement. The "PrEP Aug 2023" campaign notably achieved a commendably low cost per link click, indicating optimised ad spend allocation.

Late-Year Focus - August 2023 to February 2024

Heading into late 2023 and early 2024, campaigns such as "Is PrEP right for you?" and subsequent monthly ads (Month 4 Poll, Month 6 Ads) maintained momentum with targeted messaging on both Facebook and Instagram. These campaigns delved deeper into user considerations and periodic check-ins, encouraging ongoing engagement and awareness around PrEP usage.





Special Campaigns - December 2023 to February 2024

The end-of-year and early 2024 campaigns, including the Christmas campaign and New Year campaign, aimed at maximising on festive seasons to reinforce messaging and engagement. While costs per link click slightly increased during these periods, these campaigns effectively capitalised on heightened user activity and interest during holiday seasons.

Overall Assessment

Throughout the Meta Ads campaigns for PrEP My Way, strategic alignment of messaging with platform strengths (Facebook for broad reach, Instagram for visual engagement) consistently drove engagement and achieved campaign objectives. Adjustments in targeting, thematic content, and seasonal relevance were pivotal in optimising campaign performance and sustaining user interest over the extended campaign duration.

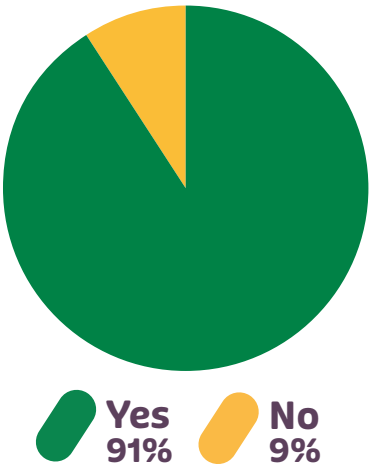
Paid Polls Campaigns

The Paid Polls campaign for PrEP My Way aimed to gather insights, gauge awareness, and address misconceptions surrounding PrEP for HIV prevention. Spanning from June to October, each poll targeted specific aspects of PrEP knowledge and perceptions among the audience, and the responses helped shaped the messages and content we produced in future months.

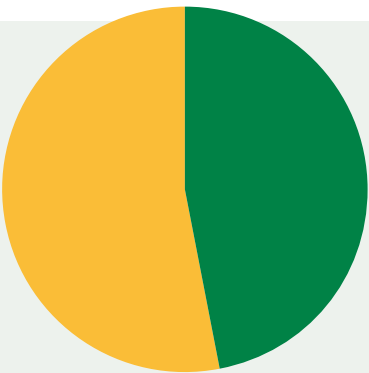
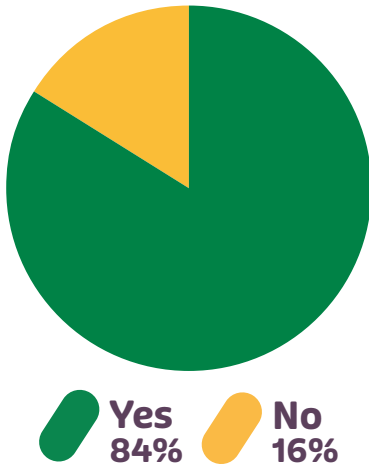
June - “Have you heard of PrEP?” and Awareness Polls

The campaign launched in June with polls asking fundamental questions like “Have you heard of PrEP?” and “Did you know PrEP is 99% effective in protecting you from HIV when taken as prescribed?” These polls received a high affirmative response, indicating a decent baseline awareness among respondents regarding PrEP’s effectiveness and existence.

Have you heard of PrEP? - 410 responses



Did you know PrEP is 99% effective... - 225 responses



Have you ever been worried about contracting HIV? - 438 responses



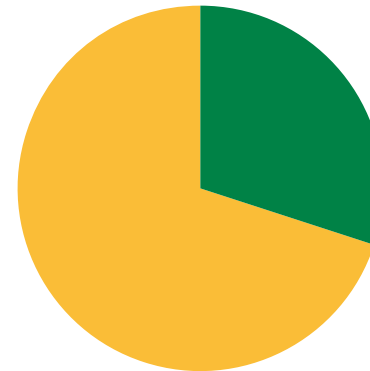
July - Concerns about HIV

Moving into July, the poll “Have you ever been worried about contracting HIV?” revealed mixed responses, reflecting ongoing concerns among a significant portion of the audience. This poll provided valuable insights into persistent fears and gaps in understanding surrounding HIV transmission risks.

August - Understanding PrEP Assessment and Access

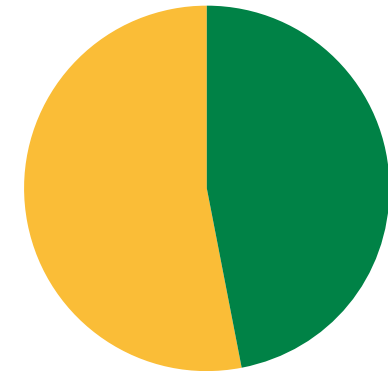
In August, polls focused on procedural knowledge, asking “Do you know what happens at a PrEP assessment?” and “Do you know how you can access PrEP?” These polls highlighted lower levels of awareness about the assessment process and access methods, indicating areas where educational efforts could be intensified.

Do you know what happens at a PrEP assessment?
- 578 responses

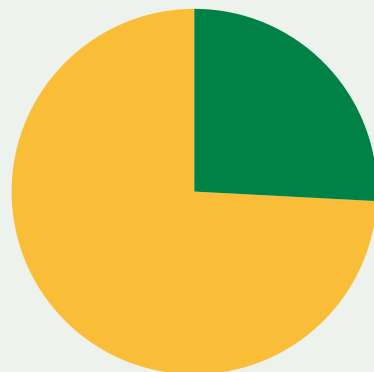


Yes 30% **No 70%**

Do you know how you can access PrEP?
- 113 responses



Yes 47% **No 53%**

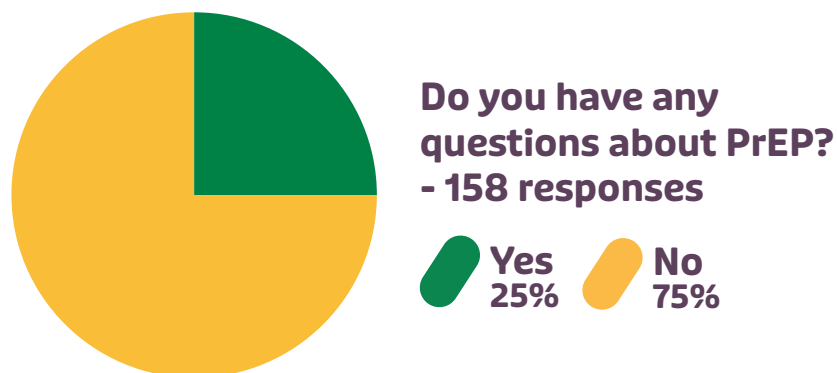


Do you know how to PrEP for your sexual health appointment?
- 81 responses

Yes 26% **No 74%**

September - PrEP Preparation and Sexual Health

The September poll “Do you know how to PrEP for your sexual health appointment?” underscored significant gaps in preparation knowledge among respondents, with a majority indicating unfamiliarity with the concept, suggesting the need for clearer guidance and support resources.



October - Addressing Questions and Concerns

The final poll in October, “Do you have any questions about PrEP?” aimed to capture specific queries or uncertainties among the audience. The responses indicated a substantial percentage of respondents with unanswered questions about PrEP, signalling the importance of ongoing educational campaigns and accessible information dissemination.

Overall Assessment

The Paid Polls campaign provided valuable insights into audience awareness, perceptions, and knowledge gaps related to PrEP. Each poll served as a targeted mechanism to gauge and address specific aspects of PrEP education and engagement. The findings underscored the need for continued efforts in raising awareness, dispelling myths, and providing accessible information about PrEP’s benefits and usage.

By using paid polls, PrEP My Way effectively engaged with the community, identified critical areas for improvement in educational outreach, and contributed to a more informed dialogue around HIV prevention strategies. We used the insights from the polls to create key messages and content that addressed key gaps in knowledge such as what PrEP is, where to access it and how it can help people to make the most of their sex life.

Moving forward, these insights will be instrumental in refining communication strategies and enhancing public understanding and acceptance of PrEP as a viable prevention tool against HIV.

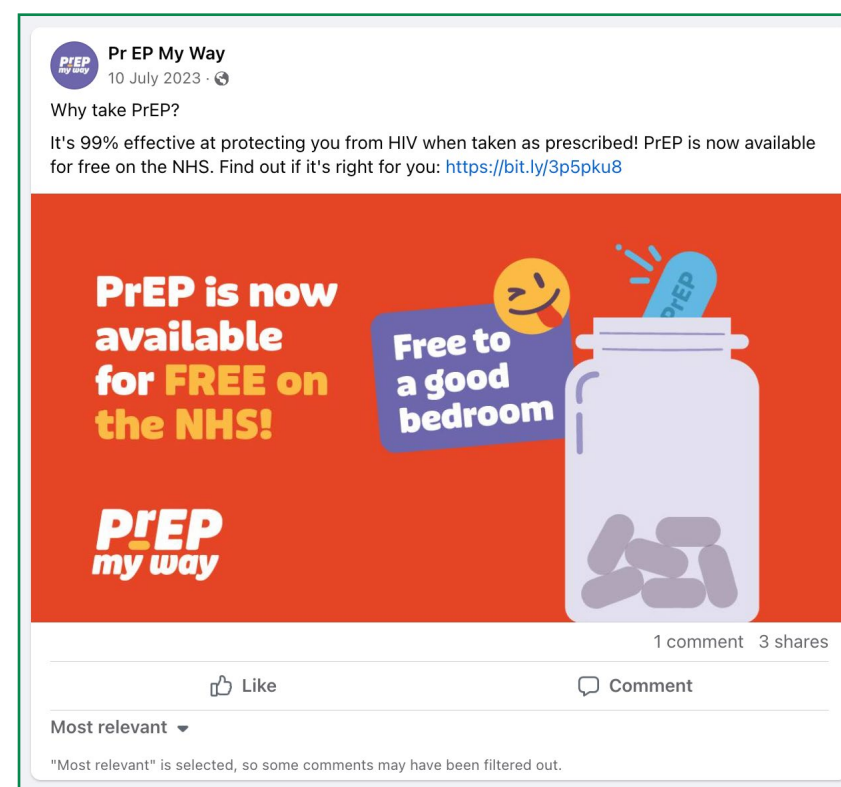
Behavioural Science Analysis of PrEP My Way Social Media Content; what works for the PrEP audience.

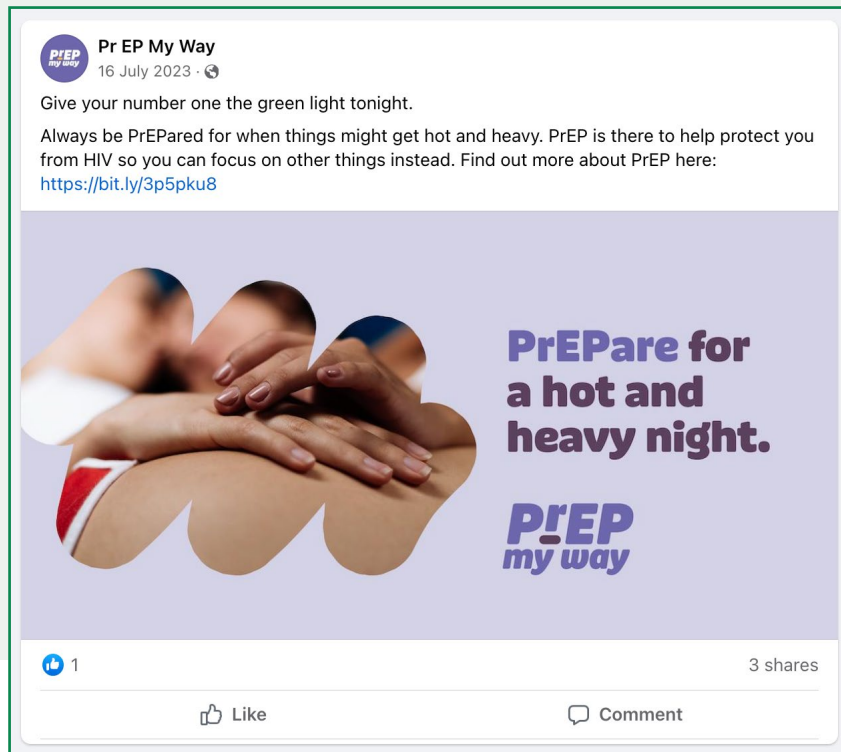
In creating social media content underpinned by behavioural science for the “PrEP My Way” campaign, effective strategies included using rhetorical questions to prompt reflection, employing rhymes and memorable phrases (Keats Heuristic) to reinforce key messages, addressing specific demographics while emphasising universal benefits through inclusivity and contextualisation, and utilising familiar references (salience) to enhance content recognition and engagement. Here are some examples:

Well-Performing Content

“Why take PrEP?”

This post effectively utilises a rhetorical question (“Why take PrEP?”) to engage users subconsciously, encouraging reflection and curiosity. The mention of PrEP’s 99% effectiveness utilises authority bias, enhancing credibility. The inclusion of “free on the NHS” removes cost barriers, keeping users engaged. Overall, the mention of a free treatment which is highly effective is attractive to users, and provides incentive for them to further investigate this.



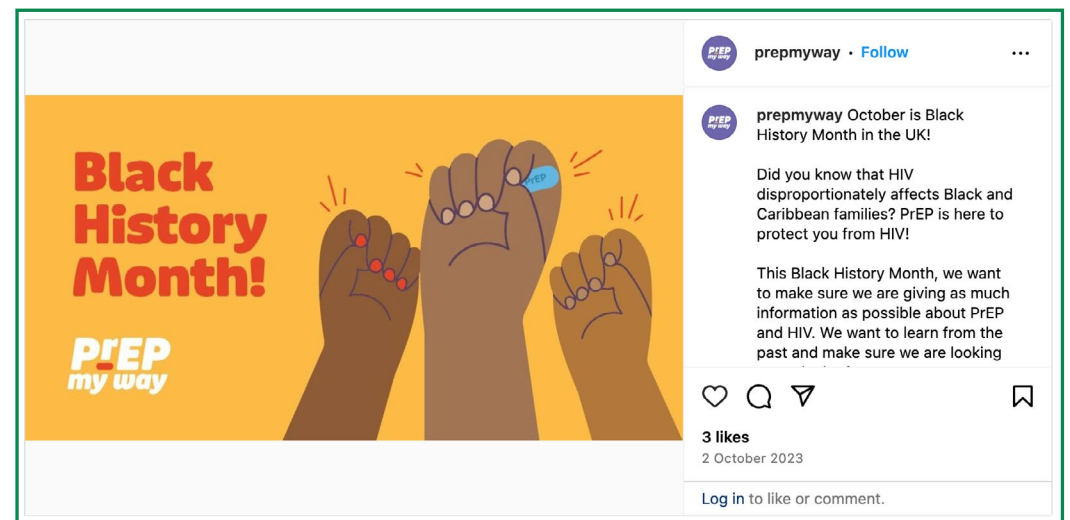


“Give your number one the green light tonight.”

This post employs a rhyme (“green light tonight”) using the Keats Heuristic, making the message memorable and reinforcing the term “PrEP.” It effectively communicates the protective benefits of PrEP in a light-hearted manner, encouraging further exploration.

“October is Black History Month in the UK!”

Focusing on a specific demographic (Black and Caribbean families) increases psychological capability by educating users about HIV’s disproportionate impact. The post also broadens its appeal by contextualising PrEP as beneficial for all, helping to encourage the feeling in people that this post is for them (salience), and fostering inclusivity and awareness.





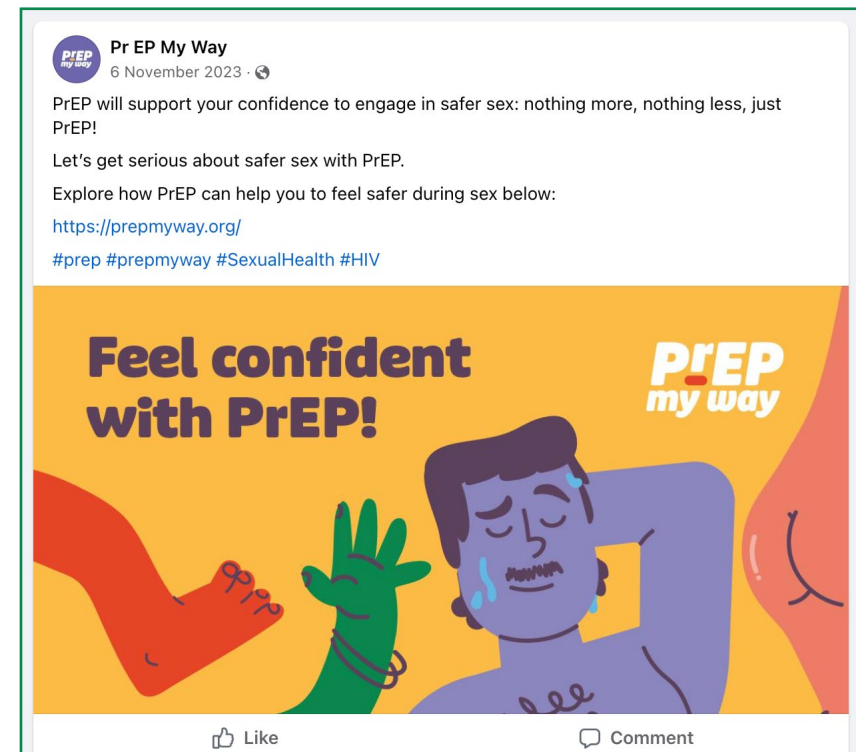
“Everyday I’m PrEPpin!”

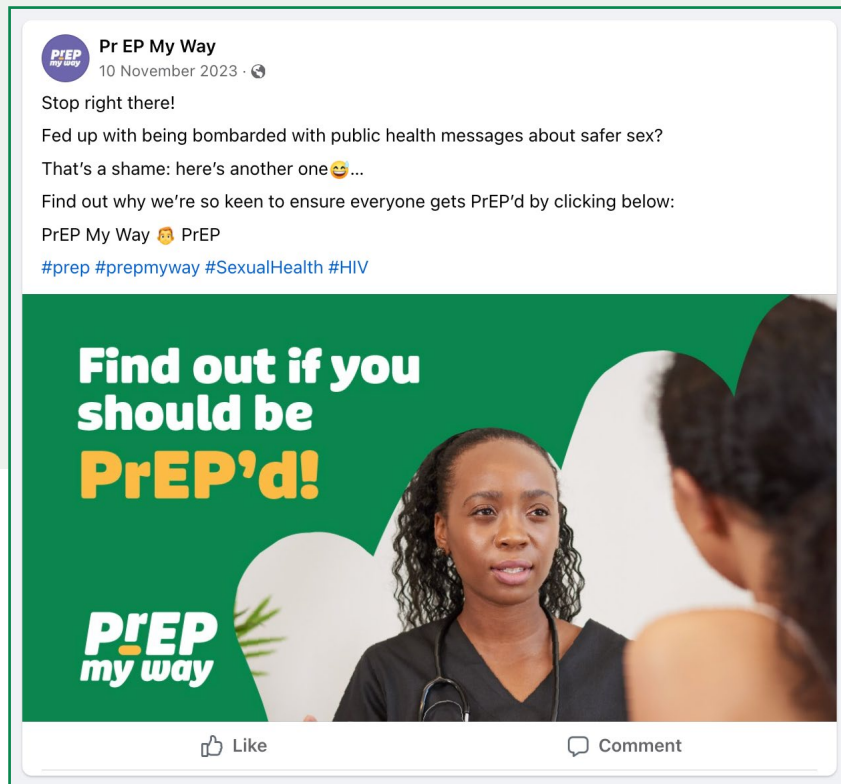
This Instagram post uses the salience principle by referencing a familiar song lyric (“Everyday I’m PrEPpin!”), making the content relatable and engaging. The use of a question encourages continued engagement, maintaining interest with a concise message and clear call-to-action.

Less Well-Performing Content

“PrEP will support your confidence to engage in safer sex: nothing more, nothing less, just PrEP!”

The use of “serious” in the context of safer sex may deter engagement, as it lacks motivational language or choice. The call-to-action is directive rather than inviting, potentially reducing interaction. From this insight, keeping the tone more playful and relatable is key for future campaigns and messaging.





“Stop right there!”

This post opens with a phrase (“Stop right there!”) that could provoke reactance, potentially turning users away initially. While the playful tone follows, the subsequent language (“That’s a shame: here’s another one”) might reinforce negative perceptions about public health messages. This is also important to note for future communications.

“Together, we can end the stigma!”

This post, focusing on collective action, may not resonate universally due to varying levels of familiarity with such concepts. It might impose a larger commitment (“end the stigma”) without providing clear individual benefits, potentially reducing engagement. Future communications should focus on the individual more than the collective to resonate with the audience.



Outdoor Bus Advertising Campaign

PrEP My Way launched an outdoor advertising campaign across bus networks in the South West of England. The campaign successfully reached 1,205,000 people out of a target of 4,784,000 adults in the South West, with adverts seen 1,868,000 times. Engagement peaked on mid-week days such as Tuesday, Wednesday, and Thursday, due to commuter traffic. Conversely, weekends showed lower activity due to reduced bus services. Strategic placement of ads on bus routes however, ensured high visibility in both urban and suburban areas, maximising exposure to diverse audiences.



Regional performance varied, with Newquay, Exeter, and Torquay demonstrating the highest reach and impressions, reflecting effective local targeting. The total cost of the campaign was £7,443, translating to an ROI of 60p to reach 1,000 people, highlighting cost-effective audience engagement. The campaign's economic efficiency was underscored by achieving significant reach at a low cost per thousand impressions (CPM).

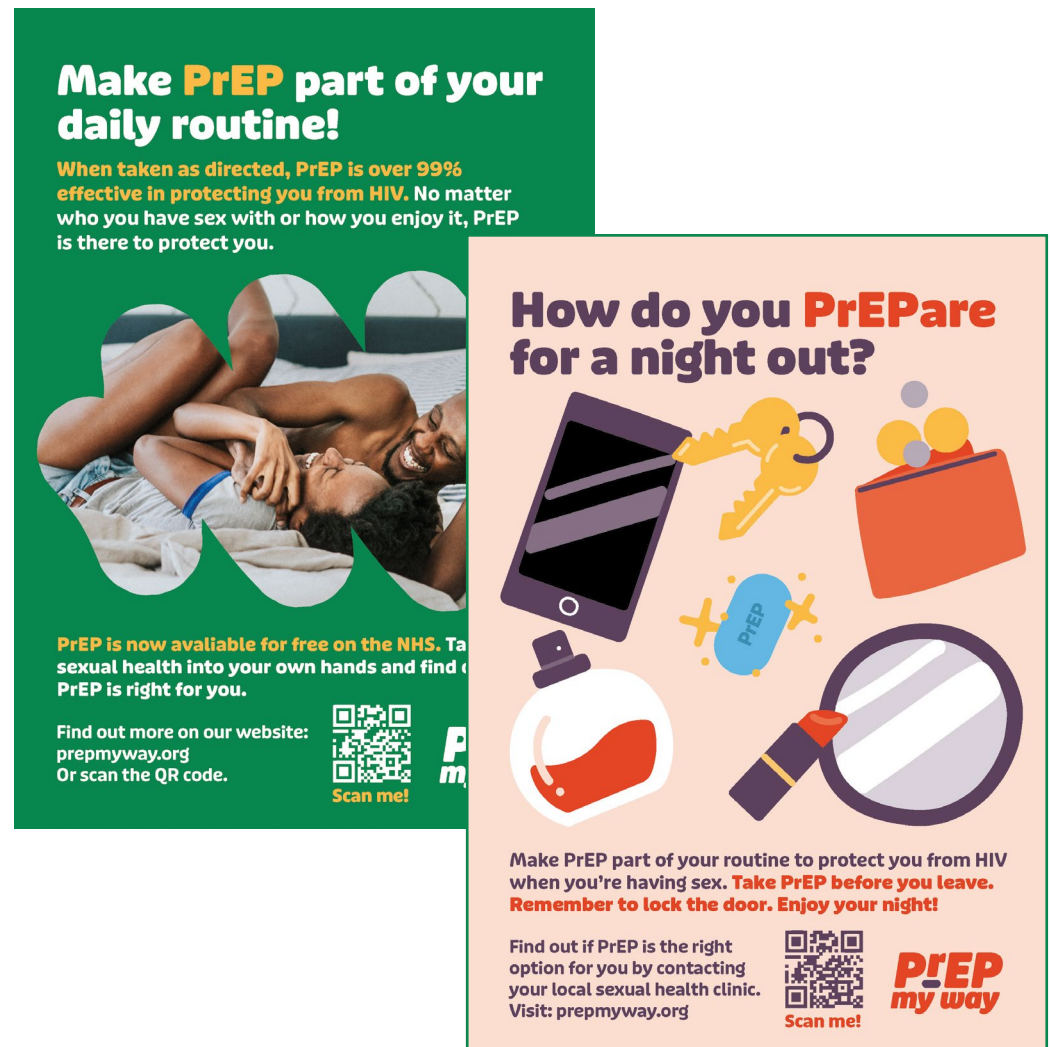
Print activity

Throughout the campaign, printed materials were developed and shared with stakeholders across the South West for them to share with their audiences and networks. Example flyers, posters and leaflets are shown below:

While data relating to reach and engagement is unavailable for these printed materials, through Google Analytics we can see that at least 31 engaged sessions on the website were a result of people scanning a QR code on these materials.

In addition to these print materials, paid adverts for the PrEP My Way campaign were also featured in the Bristol post and Swindon advertiser. While data relating to reach and engagement was not provided by the advertisers (due to only estimated figures being available), through Google Analytics we can see that at least 13 engaged sessions on the website were a result of these adverts.

This shows that whilst print activity is valuable in reaching those who may not have a digital presence and in raising brand awareness, it may not be as effective in engaging people with the campaign (e.g., getting them to access the website) as other methods. For example, paid and organic social media collectively contributed to 965 engaged sessions on the website.

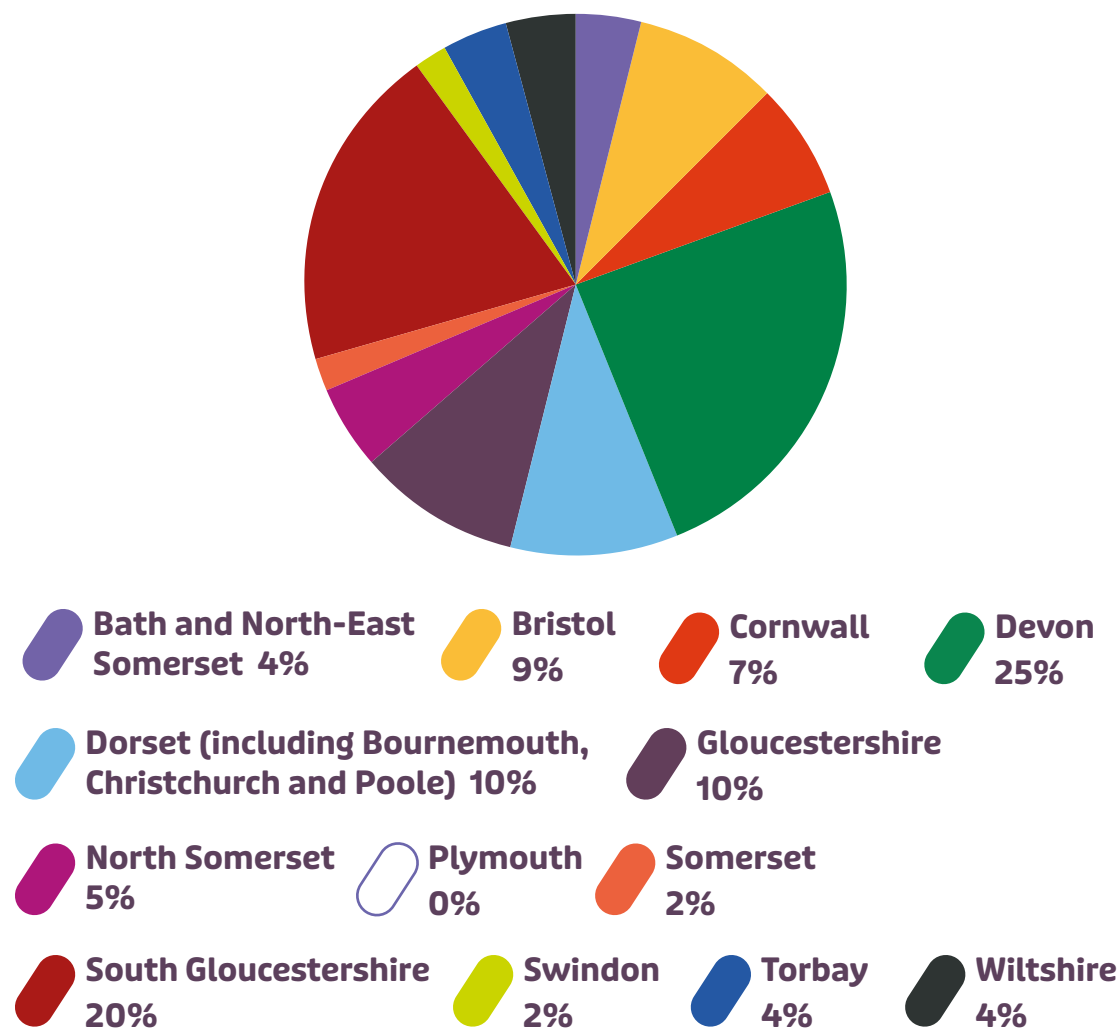


Audience and stakeholder consultation

To support the continued evolution of the campaign, we worked to obtain feedback from both audiences and stakeholders. This included about the campaign itself, what people felt works well and what they want to see in the future, in addition to perceptions around HIV and PrEP and access to PrEP services. Please note that data across this section is rounded, and so may not appear to equal its total (e.g., 1.01 - 1.49 would be rounded to 1, and 1.50 - 1.99 to 2).

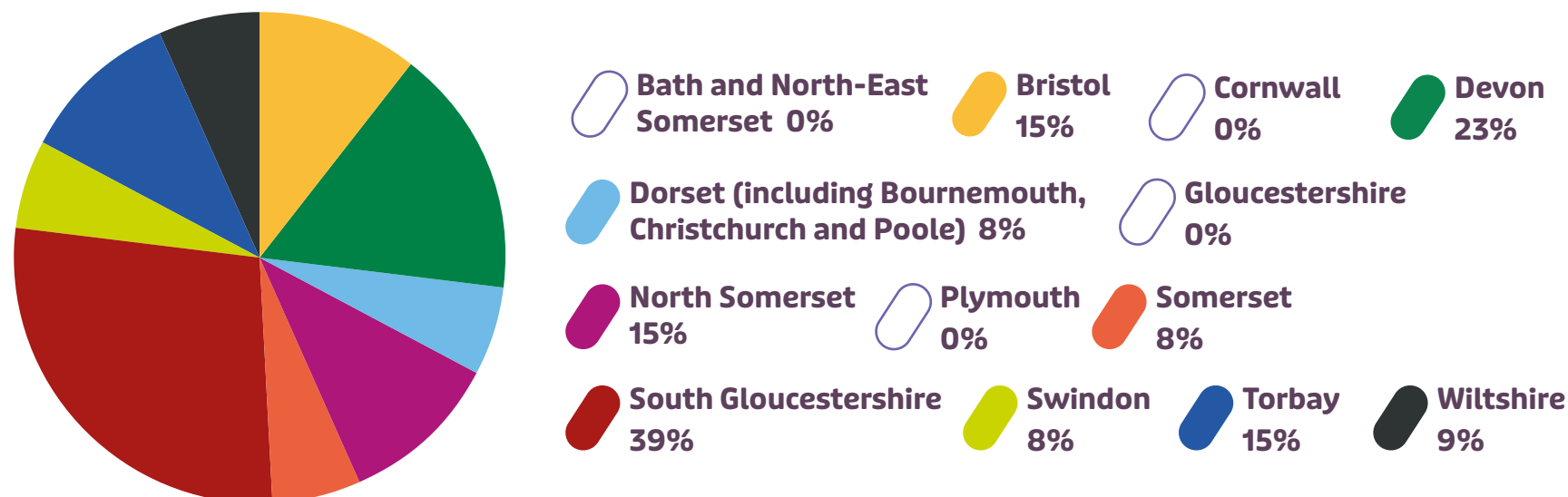
Feedback was obtained from residents through an online survey. This explored current attitudes, behaviours and experiences in relation to HIV and PrEP, and sought to obtain feedback on the PrEP My Way campaign. There were a total of 171 responses, of which 12% stated they recognised campaign assets. Below is a breakdown of responses across each area in the South West.

Areas resident live



To obtain feedback from stakeholders and partners who supported the PrEP My Way campaign throughout its duration, a second online survey was created for them to provide their feedback. This again sought to capture their thoughts on the campaign and what they would like to see in future. This survey was completed by 13 stakeholders, 69% of which said they had actively shared content from the campaign. Below is a breakdown of responses across each area in the South West. Please note that stakeholders could select more than one area if relevant, so the total percentage may not equal 100%.

Areas stakeholders operate in



In addition to the stakeholder survey, we also had a one-to-one conversation with a member of the Eddystone Trust, who was a valued partner throughout the campaign. This was an opportunity to discuss the campaign not just in terms of its look, feel and messaging, but also with regards to its delivery and collaboration with stakeholders. Through this conversation we were able to explore what worked particularly well, and key learnings for the future to maximise and optimise its impact.

Finally, sexual health providers across the south west were asked to share data relating to PrEP provision in their area to support us in understanding the demographic breakdown of those currently accessing PrEP.

These activities allowed us to further understand what the campaign did well and key learnings from its journey, helping to highlight how it could adapt and evolve for future delivery. Supporting this is the data relating to attitudes, behaviours and experiences around HIV and PrEP, in addition to current service provision. This data in particular helped to provide guidance on how the campaign should continue into the future.

This section provides a summary of the feedback obtained from both residents and stakeholders and how it can support the future development of the campaign.



Campaign feedback

Both residents and stakeholders spoke positively about the campaign and its website, considering its sex-positive approach to be a breath of fresh air. This positivity towards the campaign is further reflected in the fact that 69% of stakeholders who had seen the campaign shared this with their audiences. This was predominantly done through social media, posters and flyers, followed by conversations and signposting to the website.

Touching on the imagery, feedback included it being colourful and vibrant, strong and eye-catching. People frequently mentioned how it stands out and grabs attention, giving people the information they need without overloading them. It was also appreciated that the variety in imagery meant it wasn't specific to certain groups and actually relevant for all who saw it. However, some things people wanted to see more of included alt text and more variety in the messages images were conveying and the different types of relationships depicted – one resident suggested images with groups.

In terms of the messaging, people generally think it is clear and simple, helped by short and snappy lines. People liked how it recognises enjoyment of sex and links PrEP into this, promoting fun and self-care as opposed to risks and fear. This is positive feedback to receive, as delivering a sex-positive campaign that didn't stigmatise was a key part of this brief. It was felt that the campaign calmly accepts HIV and offers a potential solution, creating intrigue for PrEP.





However, some stakeholders in particular felt they would like to see more information on what PrEP is, who is eligible and when to consider it. This was in addition to making this information clearer on the website and possibly including a self-assessment tool to support people in seeing if PrEP is something they would benefit from. This need for further information around PrEP was also shown in the residents survey, where 56% of those who had heard of it before rated their understanding as good, with 30% considering it okay and 14% not good. This indicates that whilst the campaign has made positive steps towards raising awareness and understanding around PrEP (in-line with its key objectives), even more could be done to support this in future.

Overall, the campaign and its approach were positively received. It informs people about PrEP as part of HIV prevention in a non-confrontational way. It doesn't stigmatise groups, nor does it use scare tactics as has been seen in previous approaches. Stakeholders and some residents felt it important to continue with this campaign and such messaging, and to work across organisations and venues to ensure this is being promoted in as many digital and physical spaces as possible. For health services in particular, it was felt that this would help show a united approach. What they feel would be of particular value, is finding ways to follow up from the campaign and keep conversations about it going.

Stakeholders considered this increased partnership to be of utmost importance going forward with the campaign. This was in terms of wide sharing of the resources and content, in addition to utilising each other's expertise to ensure effective delivery of messages. For example, one organisation felt that in some instances their feedback was not wholly taken on board, and would have liked to see more two-way conversations and utilisation of each other's expertise (i.e., across marketing, creative, key audiences, HIV and PrEP). Another organisation felt that they would have liked more information on the target audience, how they were selected and the campaign development process.

Finally, an organisation felt that having to share content rather than being able to schedule posts to go out via their channels was difficult and frustrating at times, which could be one factor influencing the 31% who did not share campaign content. This highlights the importance of establishing and maintaining strong relationships with relevant stakeholders and partners to support understanding, buy-in and therefore effectiveness of the campaign.

Future campaign delivery

Further to the above, some suggestions for the campaign going forward included different languages to widen reach and different messages to appeal more to younger audiences. This is in addition to being more mindful about communities where sexual health, sex and HIV may be more stigmatised, and therefore considering a softer approach and messaging.

In terms of the best channels to use to disseminate the campaign, those who completed the survey showed a preference to hear it through social media and health professionals in particular (72% and 59% respectively), in addition to leaflets (32%), signs on billboards and buses (30%), and perhaps posters (29%). Within the survey, people were most likely to have seen the campaign via posters (35%) and bus adverts (30%), and stakeholders were most likely to have shared the campaign via social media and print resources (38% respectively).

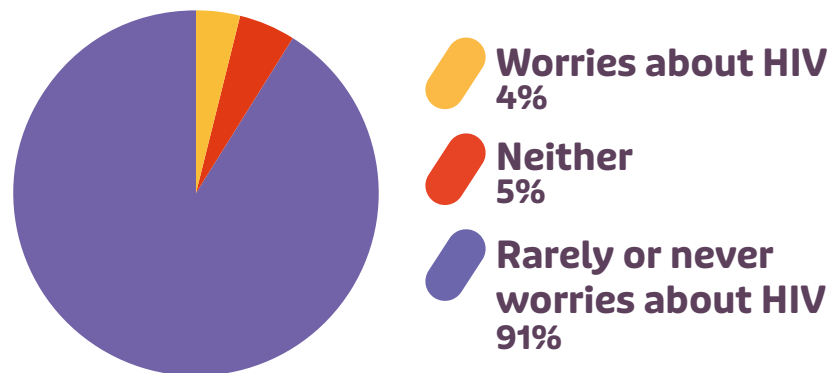
When thinking about the type of content, people would like to see factsheets (63%), static photos and images (39%), stories and case studies (37%), and short videos and GIFs (36%). This is in addition to content that is text-based (33%), digital (33%), and/or print and physical (32%). If they had to choose a type of messaging, they would prefer information is communicated in a factual and informative way (55%), followed by reassuring and relaxed (30%). This reflects feedback relating to wanting more information about PrEP in a way that is factual but calm and non-confrontational.

Perceptions around HIV and PrEP

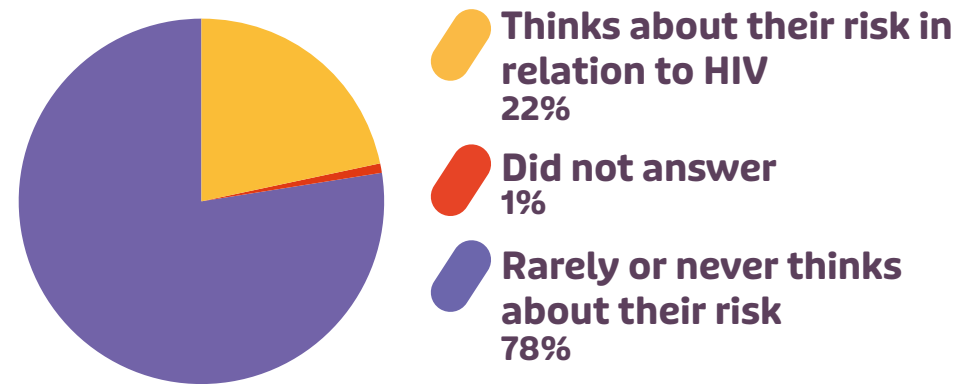
In addition to feedback on the campaign itself and how it could be developed for the future, we also sought to understand current knowledge, attitudes and behaviours around HIV and PrEP.

The majority of people still feel there is stigma around HIV (74%), and with only half (51%) saying they'd talk about it with their social circle. Reasons for this included being impacted by HIV, knowing others who have been impacted and wanting to improve awareness and understanding both for themselves and others. Some people answered "why shouldn't I?". However, of the 26% who wouldn't talk about it, reasons included stigma and it being an uncomfortable topic that shouldn't be openly talked about. Perhaps influencing this perceived stigma is respondents' understanding and exposure of HIV, with only 53% rating their understanding as good (38% okay and 9% not good) and 78% rarely or never thinking about their risk in relation to HIV. However, it is worth noting that the percentage of those who think about their risk is slightly higher than those who said they worried about HIV in the previous Lynn PR survey (9% previously compared to 22% now).

Lynn PR research



Post-campaign survey



Overall, whilst the campaign worked to raise awareness and dispel myths, this shows there is still work to be done to normalise conversations around HIV, particularly for those who don't feel impacted by it. This is because less exposure may make them more uncomfortable and inexperienced.

As for PrEP, a third of survey respondents (33%) said they have heard of this, an increase of 10% when compared to Lynn PR's earlier research (23%). This is positive to see, with a key aim of this campaign being to support increased awareness and understanding of PrEP. Of those who are aware of PrEP, 9% are currently taking PrEP and 12% have taken it in the past, which is a decrease when compared to Lynn PR's research. However, 42% would take PrEP if they thought useful to them.

	Lynn PR research	Post-campaign survey
Have you heard of PrEP?	23%	33%
Do you currently take PrEP?	14%	9%
Have you taken PrEP in the past?	19%	12%

The 58% who would not take PrEP if they thought it would be useful to them is particularly interesting. This could be rooted in a lack of understanding and/or stigma, with only 29% feeling they have a good understanding of PrEP and 25% of people who have heard of PrEP feeling that there is social stigma around it. The influence of stigma is further shown in the fact that less than half of all respondents (43%) would talk about PrEP in their social circle. Reasons why they would talk about it include spreading knowledge, if it came up in conversation and because of its relevance to themselves and/or friends (i.e., experience with HIV or risk). Reasons for not doing so include, they don't feel they know enough about it, considering it to be embarrassing or not something they would discuss, not thinking others would be interested and/or not feeling that they need to. Whilst the campaign aimed to increase awareness around PrEP and promote positive conversations, this feedback shows that there is still work to be done to normalise such conversations among peers.

Current service uptake

To understand current engagement with services, we reviewed data from service providers which gave a demographic breakdown of those accessing PrEP currently. We recognise behaviour change is a long-term goal, and so the aim of this data review was to understand our current position in terms of who is accessing PrEP and potential gaps in uptake, to further inform future activity and targeting.

Over the past three years, PrEP is most accessed by the following groups (please note that the below terms and groupings are based on that used by services):

- Those of White ethnicity
- Males and transmales
- People who have same-sex sexual relationships (i.e., gay, lesbian, MSM and WSW)
- Those over 45 for some areas, but for others aged within 25 – 44

This is not surprising considering previous campaigns and communications targeting these groups combined with a lack of social acceptance in some communities around sex, sexual health and HIV. However, while the majority of those accessing PrEP fall within the above groups, the extent of this fluctuates over the past few years and across each area. In some cases, the proportion of the above accessing PrEP has fallen slightly, with there being a slight increase in the proportion of other demographics accessing services.

Overall, the key message from this data is that there is still work to be done to continue engaging younger people and ethnic minority communities in particular with messages around PrEP.

Summary and direction for the future

PrEP My Way was received as a breath of fresh air in the world of HIV prevention. Rather than taking the all too frequent approach of emphasising risks and using fear tactics, PrEP My Way is a sex positive campaign which advocates taking care of yourself and your partner, including through taking PrEP. This approach was viewed highly by residents and professionals, both of which felt it important to continue these messages and communications to keep taking steps towards raising awareness and reducing stigma around sex, sexual health, HIV and PrEP.

The campaign successfully aligned with local and national events, tailoring content and continuing to be adaptive. Its performance on Instagram is particularly noteworthy due to its consistent growth. The content on this channel encapsulated what the campaign was all about in terms of being light hearted, accessible, friendly and fun, with clear calls to action and interactive elements. However, review of content across the different social channels highlights that a different and perhaps more tailored approach can be taken to each to optimise impact.

Facebook is a platform which is best used for more informative content, storytelling and signposting to useful content and resources. X, however, is a valuable opportunity for more reactive and timely communications, aligning to national and local events and responding local news and awareness days. Using each channel to their respective strengths would help to optimise reach and engagement, leading more people to the website and further encouraging them to consider whether PrEP is right for them.

To support the continued evolution of the campaign and its future implementation, we have made the following recommendations.

Continue with the campaign

Keep the momentum of PrEP My Way by continuing to promote it as widely as possible, utilising both digital and printed resources (such as graphics, images, leaflets and posters). Digital resources could be showcased across both PrEP My Way's and partners' social media and websites, demonstrating a united effort. Offline, be sure to place resources where people are likely to frequent, such as buses, toilet cubicles, supermarkets and waiting rooms. It's important to not limit the promotion to health services and professionals, and continue including wider stakeholders and partners operating in the HIV and PrEP spaces.

Release PrEP My Way

With limited internal resources, we feel it would be best to discontinue bespoke social media accounts and move towards content creation for stakeholder and partner channels. The current number of followers to the accounts is not significant enough to justify the resource that would be required to maintain and grow the audience through them. Instead, create content and work with others to promote it on channels with an established audience. It will require dedicated resources to continue to create engaging content and encourage partners and stakeholders to share it, so this must be a consideration. Making it easy for stakeholders to share content must be a priority. Writing the post for the different channels and supplying the creative will help busy people.

Website

The number of visitors to the website during the campaign period, with paid activity linking directly, was modest and it is hard to justify additional spend beyond 12 months if minimal or no paid activity is planned to bring people to the website.

The content on the current website could move to an NHS website or similar, and campaign materials/content could direct people to the place the content is now hosted. This is recommended if you have little resource to continue with the campaign.

If you do wish to keep the website live, the costs are minimal. Things to consider include the brand and how it would transition to another website where the design and capabilities are restricted. For example, it would be hard to keep the 'brand' if the website templates are hard to change.

Build and strengthen partner relationships

To support the continued efforts of PrEP My Way, maintain strong relationships with local charities, organisations and services with an interest in HIV and/or PrEP. This is particularly important if they are to maintain campaign momentum in lieu of bespoke social channels. Draw on their expertise when planning content and engaging with audiences. This helps to not only ensure credible information is being shared by trusted messengers, but can also be invaluable in understanding how to best reach and engage with various audiences.

Engage with your audience

Asking for feedback from audiences is a great way to both keep them engaged with the campaign, and inform future content which is relevant to their needs. Social media polls, for example, can be used to identify information gaps, gauge current opinion and ask what content they would like to see more of. The results themselves can be used as content (e.g., "We asked, and this is what you said!"), in addition to guiding future communications and messages. This not only ensures you are promoting information which is relevant to your audience, but by seeing their feedback being brought to life through the campaign, people feel like they have been listened to and that they are a part of the campaign, encouraging them to trust and continue engaging with it.



Keep the tone of voice

Maintain a tone of voice that is light hearted, playful and reassuring, whilst continuing to communicate factual and informative content. This approach helps to ensure people are getting important information in a way that doesn't create fear, contribute to stigma and lead to disengagement.

Advertising PrEP My Way

Continue to explore different avenues of promoting and advertising the campaign. In addition to what has already been discussed, we would suggest considering the following options:

- Health services and professionals that may not be working in sexual health, but would be a good opportunity to spark conversation and/or display information whilst people are already thinking about their health
- Spotify, with capabilities to target certain genres of music that key audiences are more likely to listen to
- Google ads to continue to direct traffic to the website
- Outdoor advertising, such as bus adverts, billboards and iVans

Adapt and stay topical

Be responsive to changing contexts (e.g., in light of legislation changes), events and awareness days (both national and local), and plan content to align with these ahead of time. These are valuable opportunities for the campaign to join the conversation and stay relevant, keeping in people's minds. X in particular is a useful platform for this reactive approach and responding to topical situations.

Messages and content to focus on

Based on what has performed well previously and feedback from residents and stakeholders, we would suggest utilising the following content into the future:

- Stories of those who have accessed PrEP, including their experience with appointments and the impact of taking PrEP
- Continue to fill knowledge gaps with information on what PrEP is, what it does, where it can be accessed and who would be eligible
- Social media polls to monitor awareness levels and current attitudes, in addition to informing future content
- Messages and communications signposting people to the 'find your local clinic' tool
- Rhetorical questions which elicit interaction from people

Targeted communications

Consider sub-campaigns and more targeted messages to engage specific audiences where PrEP uptake has been identified as a particular issue. For example, ethnic minority communities (including those where sex is considered taboo) and young people aged 16 – 25.

Evaluation

Continue to track and review campaign performance where possible. This could include measuring reach and engagement of digital content, tracking where printed (or digital) content is being shared, engaging in social listening to observe conversations, and/or obtaining feedback from partners and audiences about the campaign. An annual review of the campaign in particular will be valuable in keeping it fresh, relevant and effective.

This report was compiled by

S**CIAL**
CHANGE