



spacelab-1

Aids Help Nuremberg, Fuerth, Erlangen e.V.

Concept and Media Plan for Aids Help

Concept/Idea

spacelab-1,
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Concept Aids Help
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1 Introduction

The (so called) average person doses, sits back and actually believes Aids cannot affect them, whilst the infection rate especially in this segment of the population steadily rises... A false conclusion in itself. The finances for further aids campaigns for prevention and education have been drastically cut. This is acutely felt here in Bavaria, specifically in the region around Nuremberg, the poor cousin of the Bavarian capital Munich. When you try to recall having seen or heard about aids, especially in public areas (advertising boards), then you have to go back several years, apart from, that is a few posters of the German "Aidshilfe".

The Aids Help Nuremberg, Erlangen and Fuerth must counter the already hardened and dangerous prejudices about the Aids issue and Aids advice. In so doing the most widespread prejudices (without regarding gender) must be tackled. This will contribute a blow to the worrying indifference and complacency in large parts of the population especially here in the region of Nuremberg.

2 Concept "Aids Help"

2.1 Campaign aims

- a) Break down blockages, preconceptions and inhibitions around the subject of Aids and Aids Help in the general population. Encourage initial contact to the aids counselling services.
- b) The knowledge: ANYONE can become infected with aids. The use of condoms protects against infection with Aids.

2.2 Target Group

The so called "average person" believes they cannot become infected with aids (even though it is just this group where the infection rates are rising). Confident that as a "normal" person they don't belong to a high risk group. They feel inhibited from making contact with the Aids helpline as this would mean identifying themselves with a high risk group with which they are not part of and don't want to be part of. In other words an advance towards the behavioural periphery of accepted society.

2.3 Competition (none)

2.4 Positioning

Today: Aids help and Aids as a subject are becoming more and more forgotten about. Aids Help counselling is not evident particularly to the general population and especially not in the region of Nuremberg, Fuerth and Erlangen.

In future: Aids help and the subject Aids is highly significant for the "average person". At the Aids Help more calls are coming in from "her", first contacts are being made. The callers are given information, counselling, advice and are each handled in an individual way.

2.5 Purpose/Promises

Through the education campaign of the Aids Help I also know, as a so called „average citizen“, that Aids is not confined to high risk groups. I now know that EVERYONE who has sex can become infected with Aids. If I have questions the telephone number of the Aids Help is 0911 19411.

2.6 Justification

Through the many provocative and direct posters, flyers and actions about Aids around the city, the topic of Aids generates all kinds of conversation and information: Anyone can become infected with Aids. Condoms really protect against infection with Aids and you can get counselling.

2.7 Mode/Articulation

Provocative, demanding, stimulating, cheeky, simple and clear, very emotional, direct speech, no illusions, show how it is, no Euphemisms, but also repel no one, lasting effect.

2.8 Commentary/Restrictions

A thin line must be taken between real "attraction" and "foreboding" in relation to the prejudices/ public opinions. So the best option is to play the observer against themselves and challenge their opinion of their own prejudices. This is not the only aim but the most important step.

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3 Realisation

For the layout people are taken from magazines. The colour matching, the individual types, the styling etc. are handled by the actual implementation.

The layouts give a taste of where the campaign is going.

The selection/the expressions of the models/the photography should graphically reinforce the ambivalent "commentary" (tightrope walk).

The confessed "None gay", "None rent boy", "none junkie", and the confessed "none hooker" should all be a little of that which the profess not to be. They simply also conform somewhat to the stereotypes of the general public.

4 Media strategy

1. 4 x City light poster: 330 faces (82 faces per motif) for 7 days. (Size: 174 x 118.5 cm)
2. 1 x Info screen: 9 faces for 10 days (7 days are not possible). A stationary picture (poster adaption) appears 900 times a day for 5 seconds between 6am and 12pm. The screens are located on the two most frequented underground stations (Main station and Plaerrer) in Nuremberg with good visual contact to waiting passengers.
3. Advertisements in each of the 4 following: In "plaerrer", the unrivalled and renowned city magazine in the Nuremberg region. In "doppelpunkt", a free small ads booklet with popular events calendar, which over several years has developed a substantial circulation. In "curt" the free scene booklet, with the latest news from the younger "in" scene.
4. 4 x brochure: The 4 brochures serve as additional supporting "advertising material", giving those interested valuable information about the Aids Help Nuremberg-Erlangen-Fuerth with all it has to offer and counselling possibilities. (Distribution through restaurants, hotels, cafes, bars, clubs, ...events.)
5. 4 x postcards: The brochures in compact form with the most important telephone numbers and addresses (incl. opening times). (Distribution in postcard holders, restaurants, bars, disco's hotels, colleges, ...)
6. 4x T-shirts: Synchronous with the campaign (esp. hanging of the City Light Poster) several events in the city centre with people from Aids Help. Dressed all in black they move as a group slowly forwards through the pedestrian zone. At the same time postcards and brochures are given out by hand. Attempts are made to draw people into a conversation! (eventually also in Erlangen and Fuerth)
7. 4x toilet advertisements: A small, interesting highlight which noting the subject matter is given an interesting twist being presented in specially provided protective poster frames (A4 size). Distribution in restaurants, bars, disco's... everywhere where such facilities are available (and the costs allow it).

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Large scale advertising will not be used as the budget of 50,000 Euro for the region of Nuremberg, Erlangen and Fuerth in proportion to the dispersion is too low. Far too many boards at a too high price would be more harmful to the campaign as their rarity would not generate attention. Much more effective with a high interspersion, will be a concentration on the City Light Posters, primarily in bus stop and tram stop shelters. These are seen in passing by as well as by cyclists and car drivers. In so we reach a larger and more sustainable penetration. (The night time, artificial lighting/atmosphere of the City Light Posters buttress the topic of the campaign.)