

CASE STUDY

AUSTIN PUBLIC HEALTH



WATERLOO
MEDIA
AUSTIN, TEXAS

OBJECTIVE

Encourage people to get tested for HIV on World AIDS Day at two mobile testing units. Total goal of 20-30 people tested.

STRATEGY

- Endorsements from social influencers on radio and social media.
- Display ads with a focus on LGBTQ dating apps that linked to two mobile landing pages with a click-to-map function.

THE RESULT

45 people tested
for HIV

“Working with Emmis allowed us to successfully reach designated populations at an easier and quicker pace. The staff is delightful, easy to work with, and very good with maintaining deadlines.”

- Akeshia Smothers Johnson