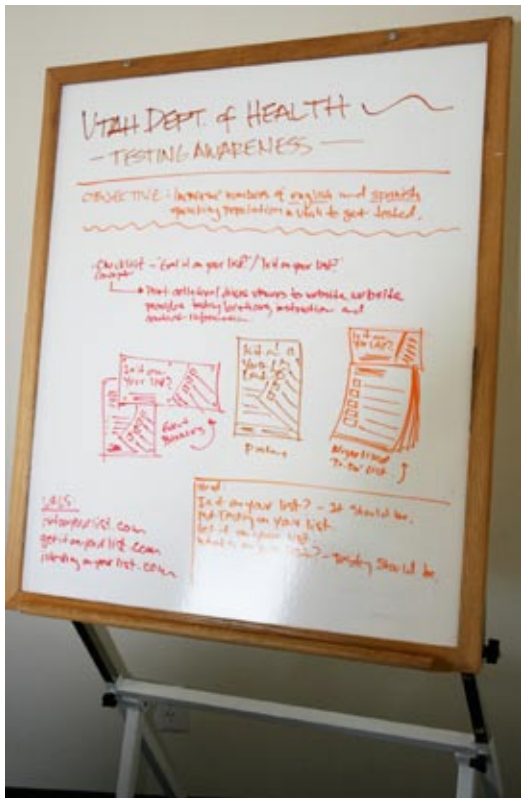


Concept to Completion

Utah Department of Health — HIV/Aids Awareness

The Challenge:

The Utah Department of Health has been a long-standing client of The Orton Group. This year they challenged us to come up with a campaign that would encourage people to get tested for HIV. The catch? Do it with a VERY limited budget, oh and it has to appeal to the Hispanic community as well.

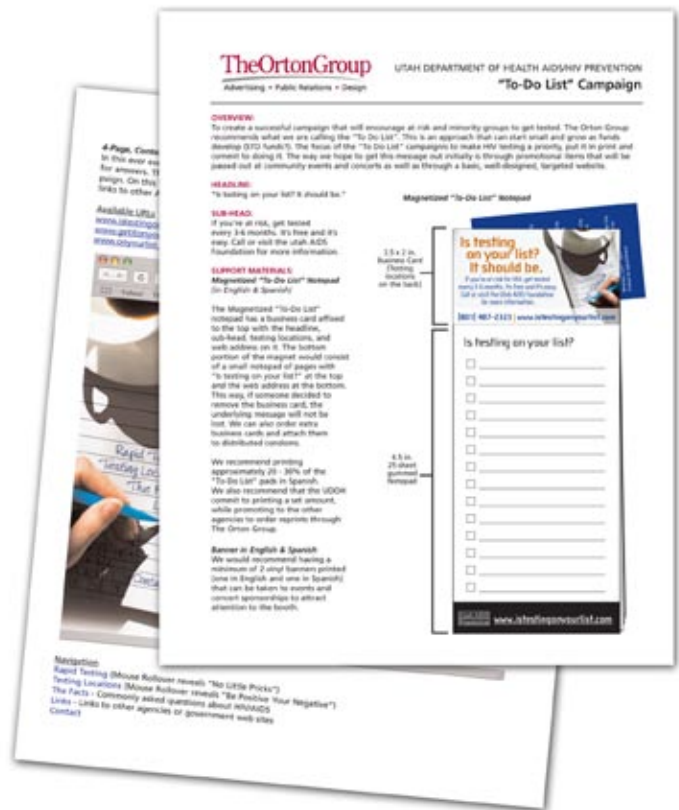


Most of us write lists on a daily basis. Lists are non-threatening, widely accepted and easily recognized. Voila! "Is It On Your List?" is brought to life!

(Continued)

The Process:

What to do? What to do? How to make the testing process seem non-threatening, but still very important. Our talented group of creatives all put their heads together and came up with a list of ideas. Some effective...some not. While making their list of ideas it dawned on them just how popular list making is.



Concept to Completion

Utah Department of Health — HIV/Aids Awareness (continued)



Implementation:

To maximize exposure on a limited budget we decided a grass roots approach would be best. Magnetic “to do” lists were designed and printed along with business cards with testing locations listed on the back and attention-drawing banners. All components were designed and printed in Spanish and English. With the help of The Health Department, an outreach group was organized. The outreach group has been at concerts, the Farmer’s Market, fund-raisers and Gay Pride events, passing out the lists and spreading awareness. A support website was also created and can be viewed at www.aidsinfoutah.com.



Two thumbs up for a challenge met and overcome!