

Teen-friendly Promotional Products Carry a Strong Message about HIV/AIDS Prevention to Pacific Islander Youth

- **Challenge: To strongly impress upon Pacific Islander teens the importance of condom usage in HIV/AIDS prevention**

Kei na tu mai ta o! Let us rise up and go forward together! Such was the call of Falani Aukuso, Deputy Director-General of the Secretariat of the Pacific Community (SPC), during his keynote at a recent HIV/AIDS alliance meeting in Fiji. Although HIV/AIDS has been slower to reach the Pacific Island community, infection rates are on the rise, especially in Papua, New Guinea where HIV infection rates are at epidemic levels.

The SPC, an intergovernmental organization working to help Pacific Islanders make informed decisions about their futures, provides various developmental land, marine and social resources and services—including information and education about public health issues and disease prevention—to 22 Pacific Island countries and territories from American Samoa and Fiji to Papua New Guinea and Vanuatu.

With another annual campaign on the horizon, this time to promote the use of condoms in HIV prevention among teenagers, the SPC team turned to their ePromos Promotions Specialist Brent Mittleman. This year's campaign would be bigger than most, as risk factors for HIV/AIDS among the Islands' predominantly young population are on the rise. With a stronger awareness push in mind, the SPC team wanted to use a variety of promotional items to communicate one clear, consistent message to teens: "If it's not on, it's not on! Put it on! Protect yourself from HIV."

- **Solution: Multiple teen-friendly promotional products carry one clear message for the awareness campaign**

With a few promotional items already in mind, the team selected several others Brent recommended as particularly fun, memorable and useful to teens. Among the campaign-branded bounty: a legal-sized clipboard with clock, tri-panel sports duffel, awards trophy, water bottle, sun visor, awareness bracelet, golf towel and fanny pack—all imprinted with the campaign mascot and message, making for a strong and vivid picture in the minds of impressionable teens. Three of the items the team selected were not available through the ePromos' Web site, but Brent easily sourced them with his ePromos' connections.

Because of the time difference between New Caledonia in the southwest Pacific and mainland New York, Brent and the SPC team communicated through e-mail, which required an extra level of attention to detail and clarity in communications. Brent also stayed in touch with customs' officials to ensure SPC's products would reach the islands in time for the campaign launch.

- **Result: More SPC awareness campaigns in the works; ePromos becomes a true promotional partner to the Pacific Islands**

The SPC team received their promotional products in time for the campaign launch, and reported back to us that they were thrilled with the selected items. The team also intends to continue to work with ePromos on future awareness campaigns—including additional campaigns to promote condom usage, such as customized condoms, condom accessories, etc. Because the SPC team has often struggled to find affordable sources for promotional products, they also asked Brent to keep watch for new, different and cost-effective items that might fit with future SPC promotions. And because ePromos is much more than just a provider of promotional products—we are, instead, a true promotional partner—we will be doing just that.



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