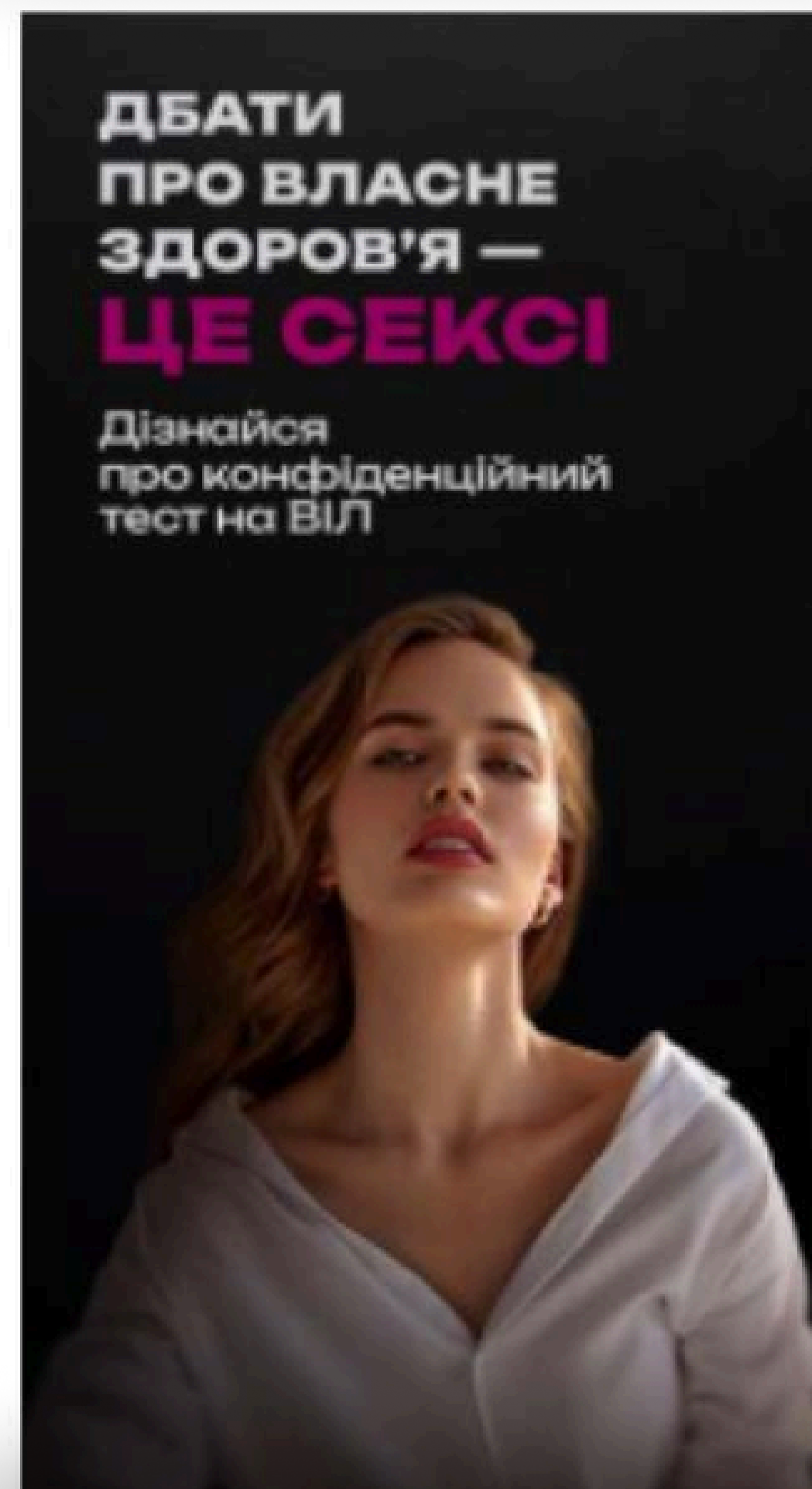
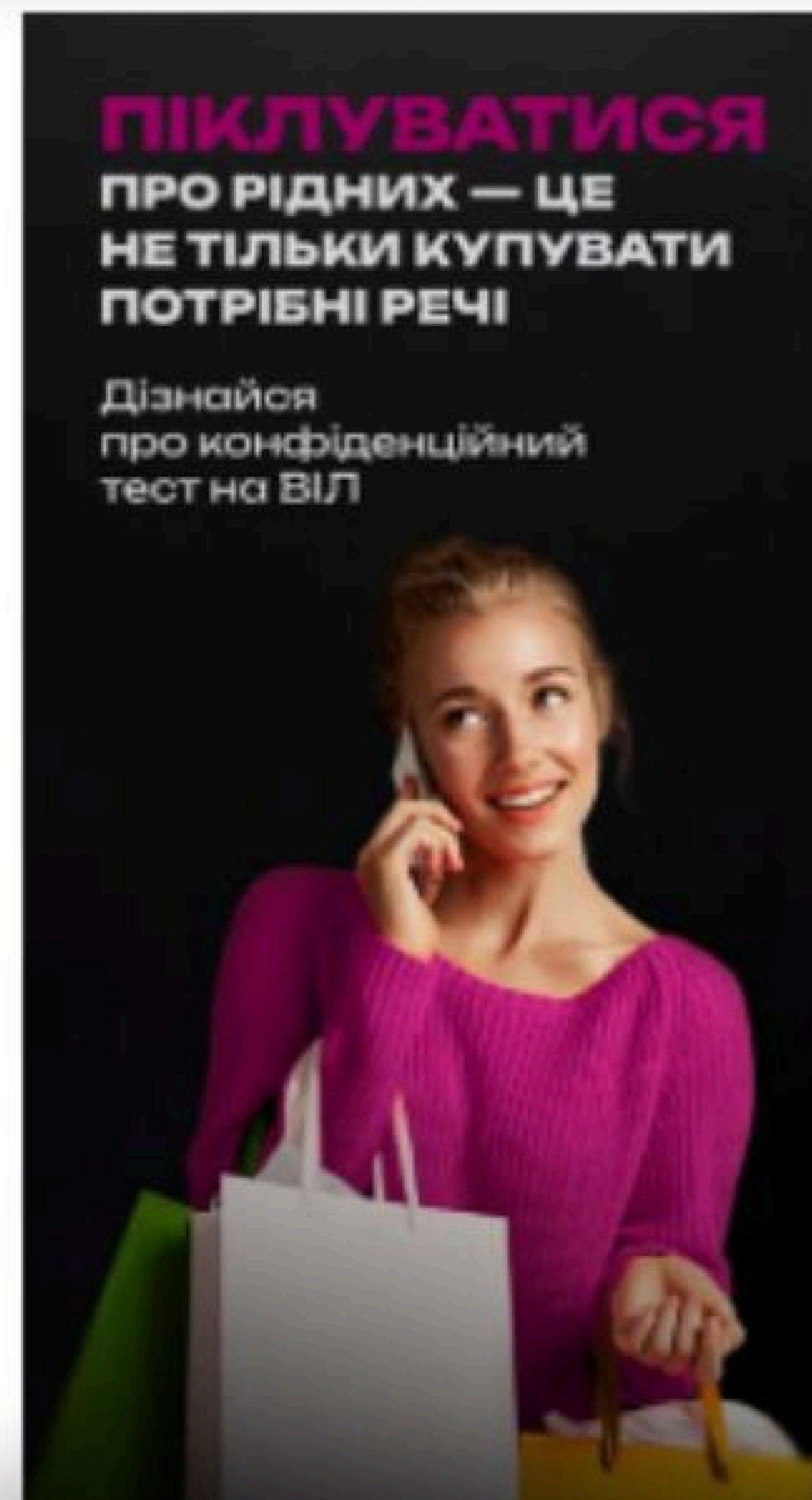


The first communication campaign employed a universal approach with messaging designed to reach general audiences rather than focusing on specific key populations. The creative materials featured contemporary, lifestyle-oriented imagery with bold, direct messaging about HIV testing.

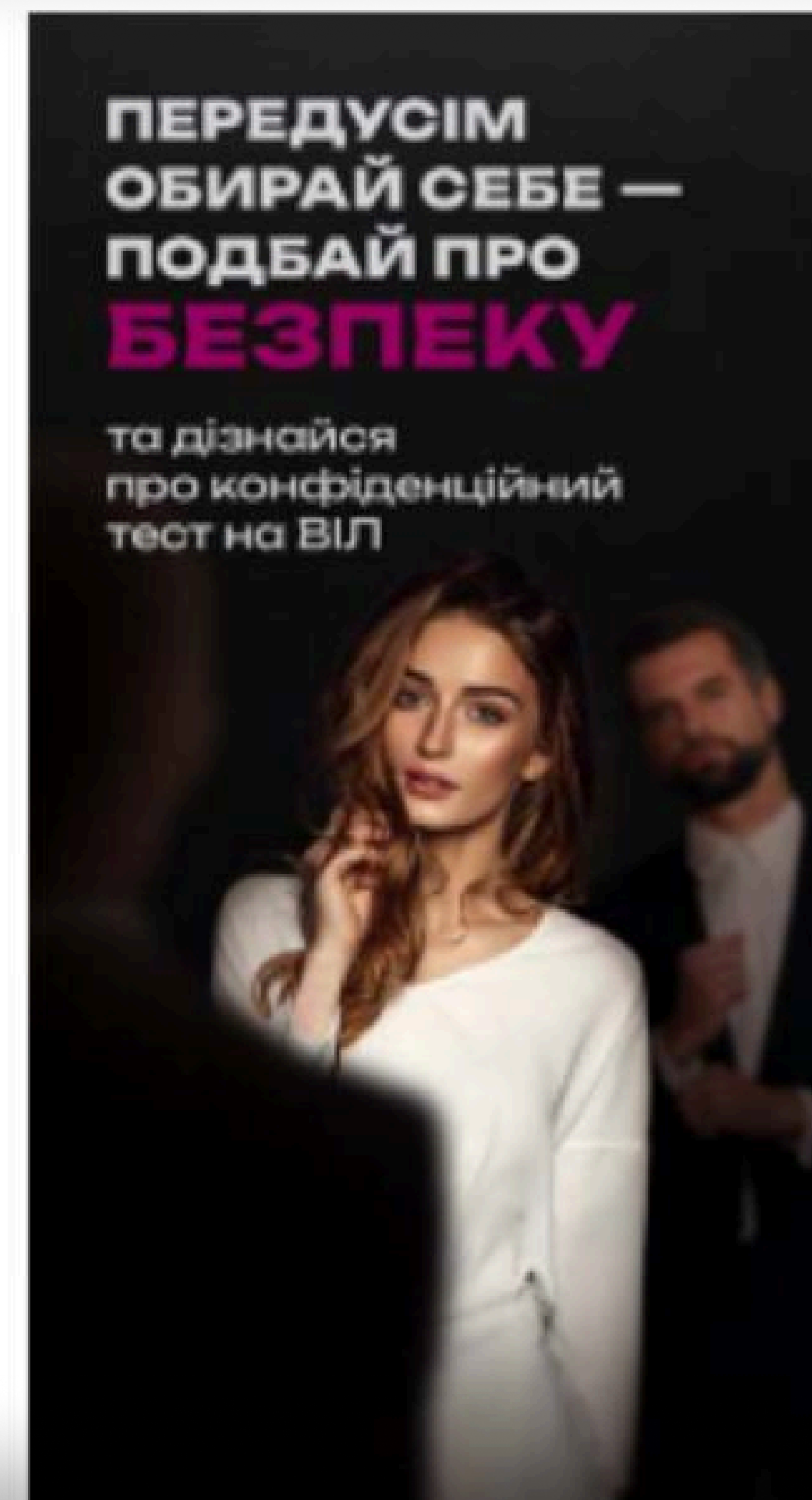
Each banner maintained a consistent format with a prominent headline highlighting key motivational concepts (highlighted in magenta) and a secondary call-to-action about confidential HIV testing. The campaign used four complementary approaches to motivate testing:



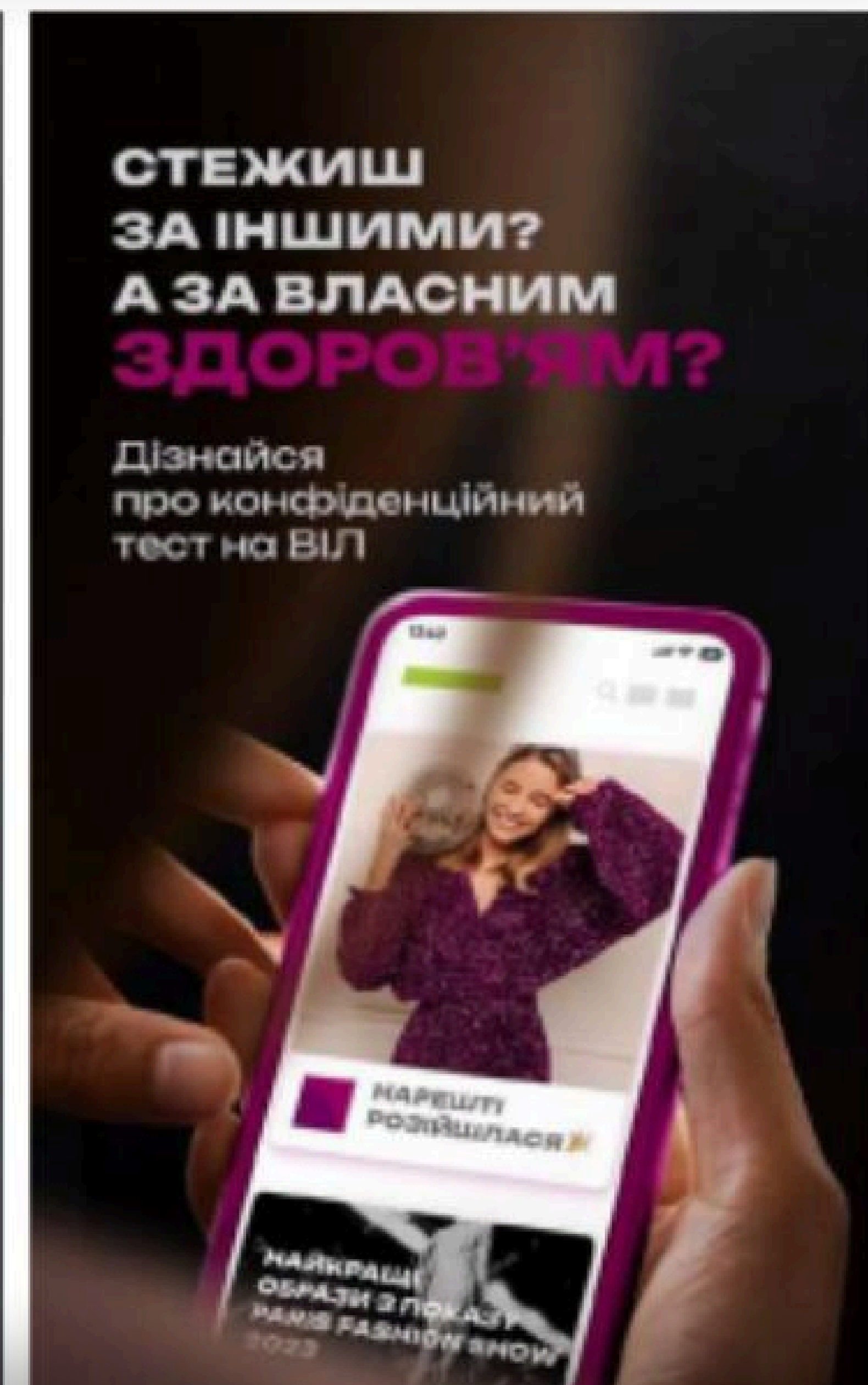
Health Empowerment Approach:
"CARING FOR YOUR OWN HEALTH — IT'S SEXY!
Learn about confidential HIV testing"



Social Connection Approach:
"CARING ABOUT LOVED ONES — IT'S NOT JUST BUYING NECESSARY THINGS
Learn about confidential HIV testing"



Self-Protection Approach:
"FIRST OF ALL, CHOOSE YOURSELF — TAKE CARE OF SAFETY
and learn about confidential HIV testing"



Self-Reflection Approach:
"FOLLOWING OTHERS? WHAT ABOUT YOUR OWN HEALTH?
Learn about confidential HIV testing"

This campaign utilized lifestyle imagery and positive framing to normalize HIV testing as part of routine health maintenance and responsible behavior. Unlike the second campaign, which addressed specific concerns of key populations, this approach emphasized universal values like self-care, family responsibility, and personal safety to appeal to a broader audience while reducing potential stigma associated with HIV testing.