

An European campaign

The Flying Condom

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The campaign

- Promoter:
 - Agence Prévention Sida, Belgium
- Dates:
 - 3 years program: 1994/1996
 - Effective period: 1994-1995
- Target group:
 - Young tourists, when they leave the country and when they arrive at their holiday destination. Normally local people were not targeted but some countries decided to focus on their own population as well.

Concretely

- Usage of a simple visual, not aggressive, spread all over Europe through posters, leaflets, TV spots.
- Main message: condom promotion.
 - Principles:
Agence Prévention Sida : negotiate European media like MTV, Euro News, MCM. Large diffusion .
 - Partners : each partner contacted the local medias to broadcast the radio and TV spots.
- Creation of a prevention leaflet with some simple drawings and a condom.
 - Content: based on a Belgium campaign.
 - 1st year : 9 drawings, each one in a specific language
 - 2nd year : also a translation in English
 - Not much cooperation on the content: just translation in a national language.
- Possibility to receive the “film” and print it only in a national language.
- Each country was responsible for the distribution of the leaflet and the campaign.
- One single date (21st June) for the launch of the campaign; each country organised an event: “bedding” in Brussels, Greek theatre in Athens, ...

Drawings



The budget

- 600 000 €, with participation of 400 000 € from the EU.
- Usage of the money:
 - 1 000 000 condoms;
 - printing, production of the leaflet;
 - production of the TV and radio spots;
 - 2 full time for Agence Prevention Sida;
 - 1 person for each country involved;
 - administrative and dispatching costs.

Some evaluations elements

- Too heterosexual;
- Drugs injectors were not part of the content;
- Not much cooperation on the message;
- EU logo was really a plus for some countries like Portugal, Lithuania, Malta for example. For some countries, there were no AIDS campaign before and the support of the EU forced them to launch the campaign;
- Some countries modified elements of the campaign and included a gay couple for example;
- 30 countries participated but on different levels. Was really a plus for southern and eastern countries. Countries like UK, Holland, Sweden (visual too soft ?) participated only to please the initiators. Some countries outside EU, like Bulgaria, participated as well;
- How to choose the brand of the condoms ?
- Discussion concerning period, target group, messages, ...



Thank you!

■ PLATE-FORME

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