

SCOTIABANK

AIDS WALK FOR LIFE

CREATIVE PRESENTATION

KEY MESSAGE

Create awareness about the prevalence of HIV and AIDS in Canada and the realities of living with HIV in 2015.

A person is walking away from the camera in a dark, tunnel-like environment. The person is silhouetted against a bright light source at the end of the tunnel. The walls of the tunnel are dark and textured. The overall atmosphere is mysterious and somber.

ANONYMITY

BACKGROUND

People remain anonymous for a few specific reasons: because they are afraid, because they are ashamed, because there would be consequences if their identities were made public.

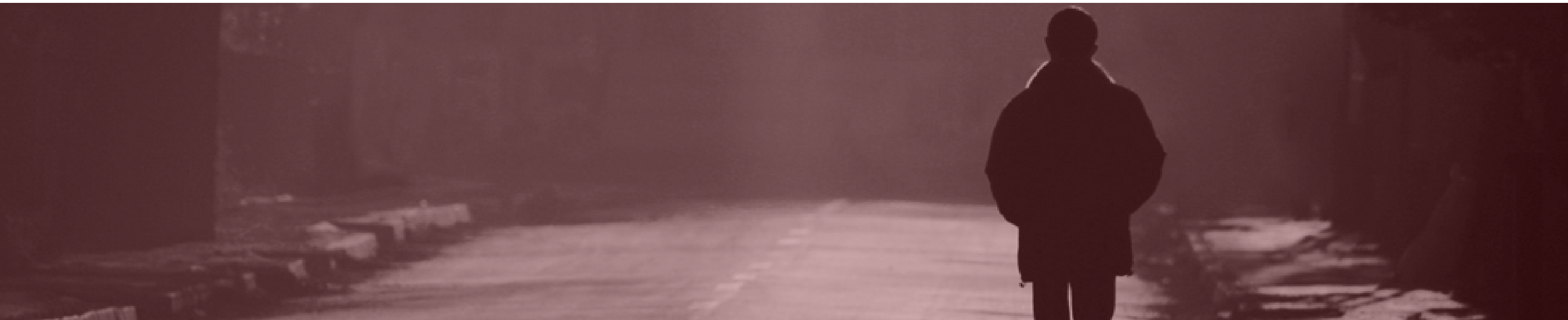
BACKGROUND

Those who are HIV positive sometimes prefer to be anonymous for all the same reasons.



BACKGROUND

Like any illness, HIV is the last thing anyone should have to face in shame, in fear, or on their own.



INSIGHT

The public needs to hear and learn about the realities of living with HIV and AIDS so that those living with it don't have to fear coming forward.

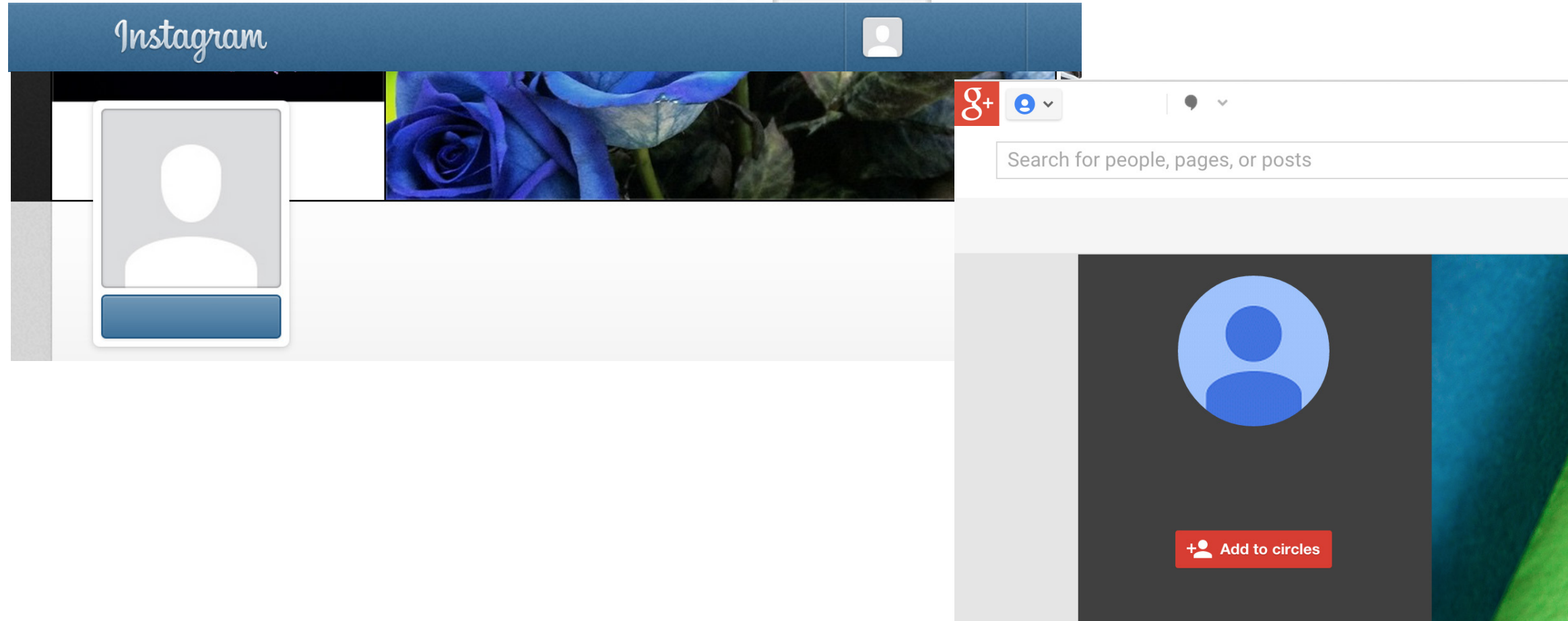
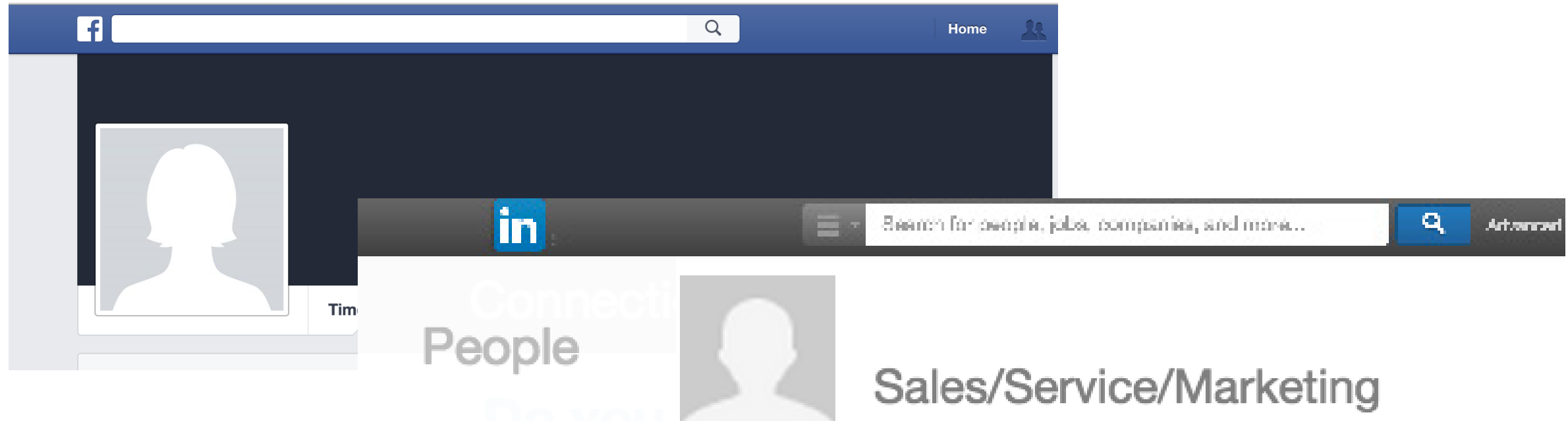
A high-contrast, black and white silhouette of a person's head and neck, shown in profile facing left. The hair is visible at the top and back, and the neck and shoulder are partially outlined. The background is solid black.

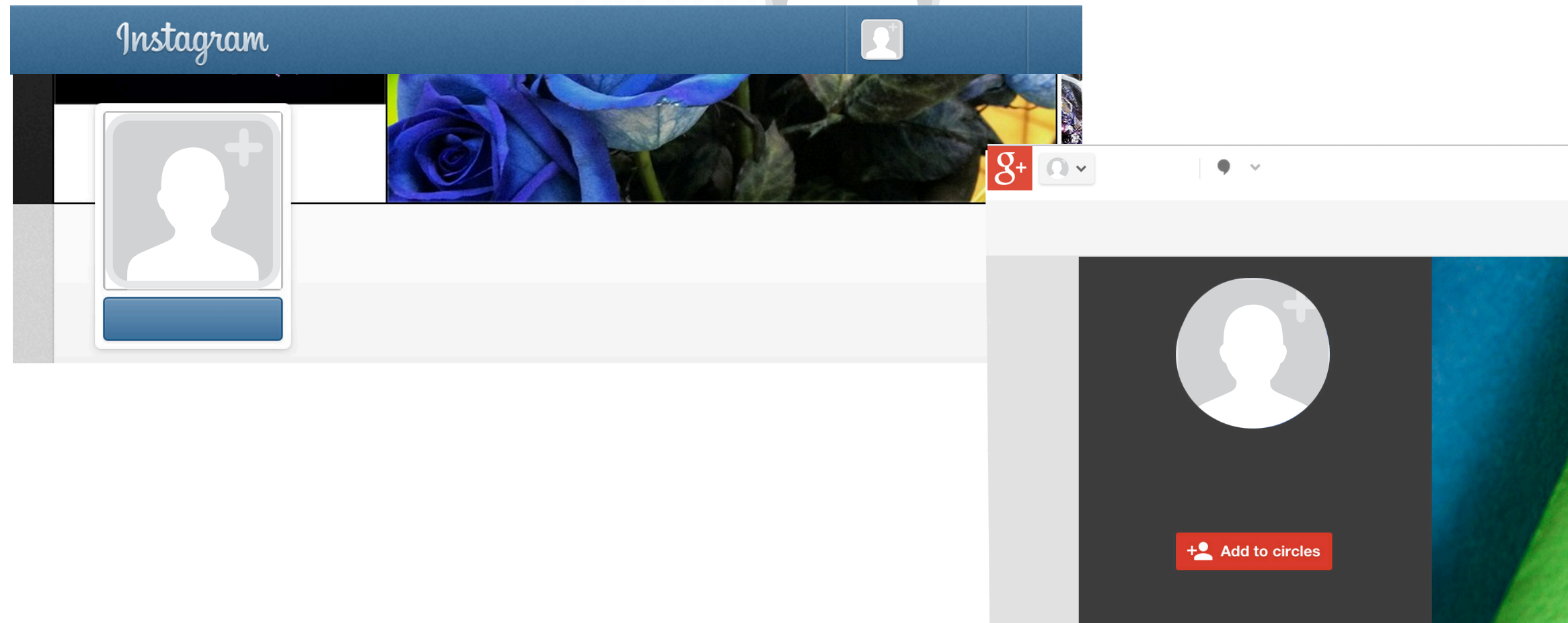
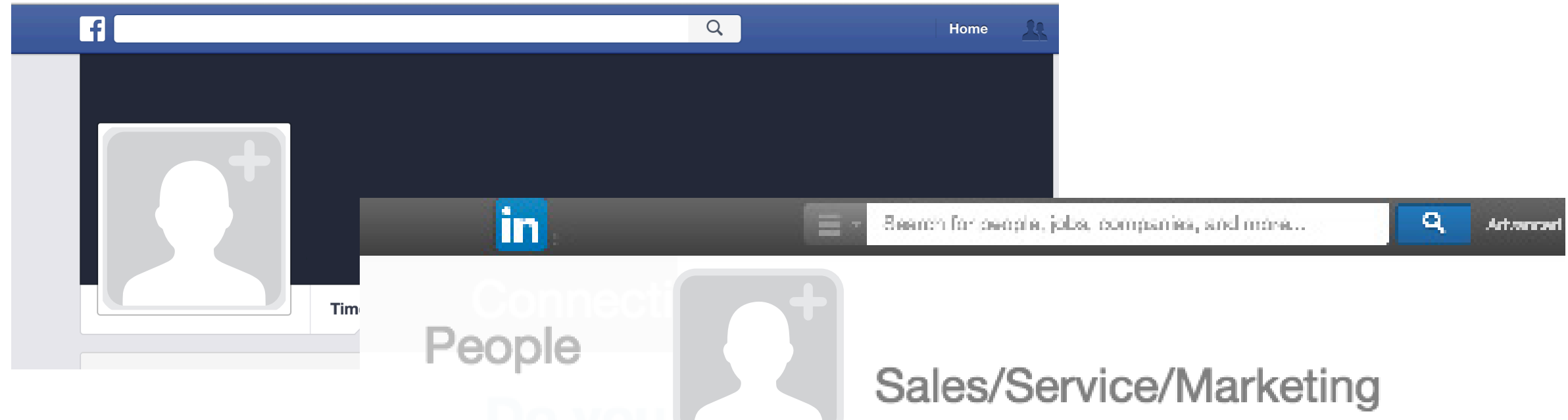
IDEA:
HIVANONYMOUS

**YOU MAY BE ANONYMOUS,
BUT YOU DON'T HAVE TO BE ALONE.**

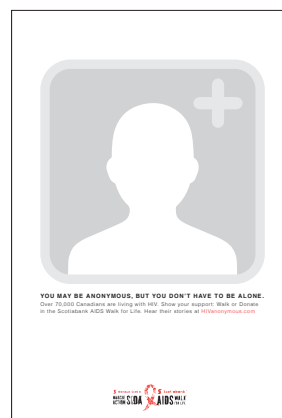
ICON The HIV anonymous icon will be prominent throughout all our media as a symbol of the community of those who are HIV positive and not able or ready to reveal their status publicly.





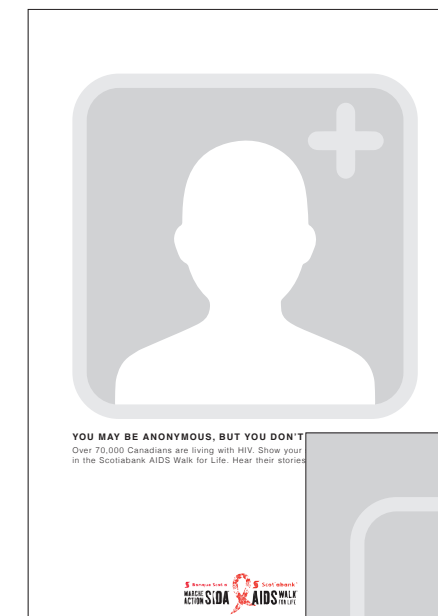


ICON As this symbol becomes more and more prominent throughout the campaign, we will encourage everyone to adopt it, as a symbol of support and welcoming to those who are HIV positive



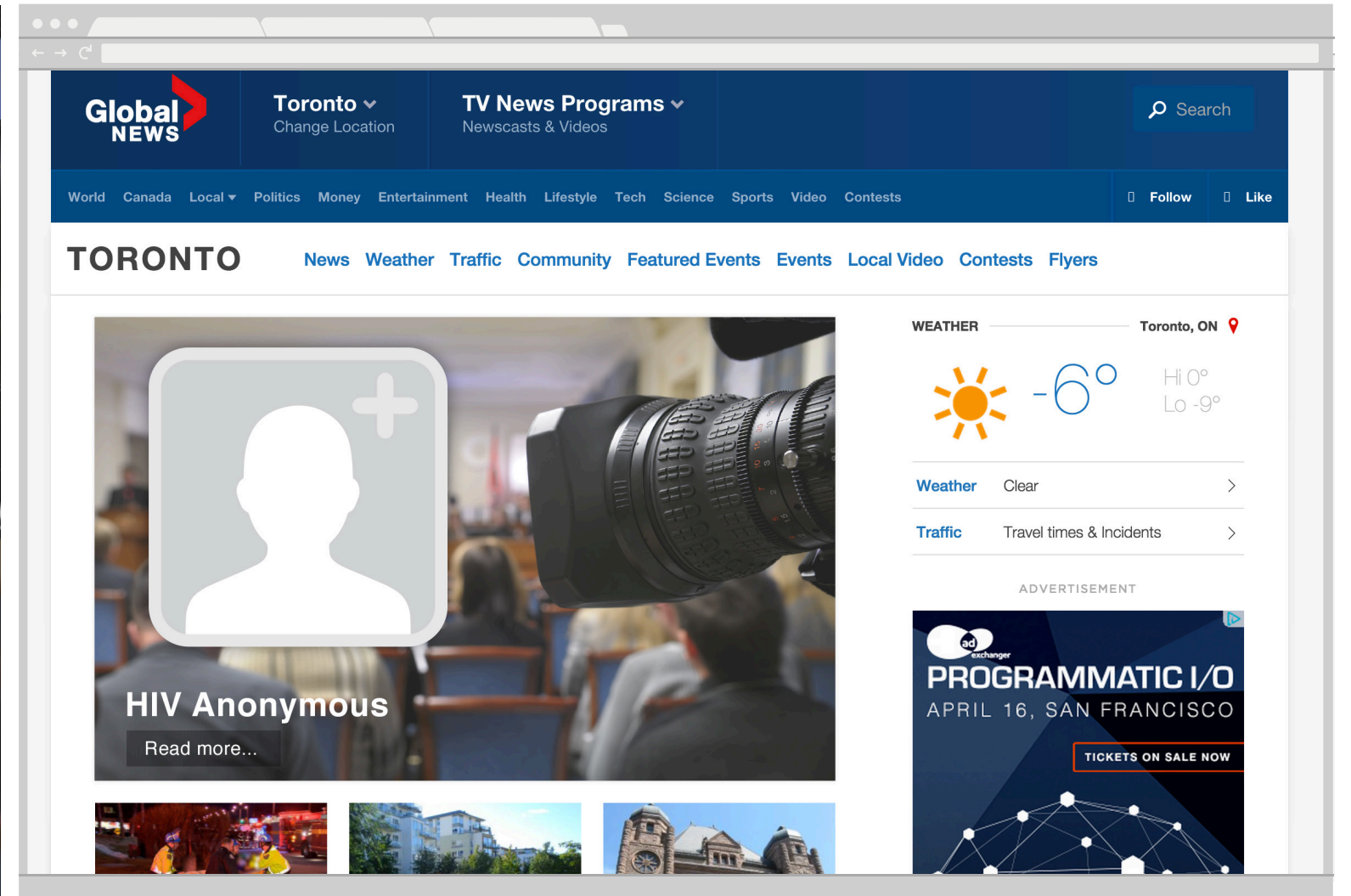
PRIDE FESTIVAL

We'll use pride as an event to introduce the campaign and its icon. We'll have people in the crowds wearing an HIV Anonymous mask and handing out materials to drive people to the project online through the Scotiabank AIDS Walk for Life website.



PRESS CONFERENCE

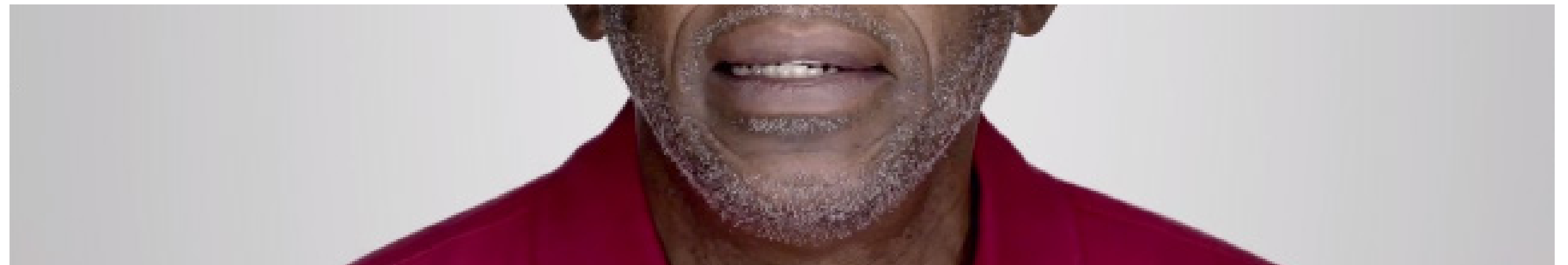
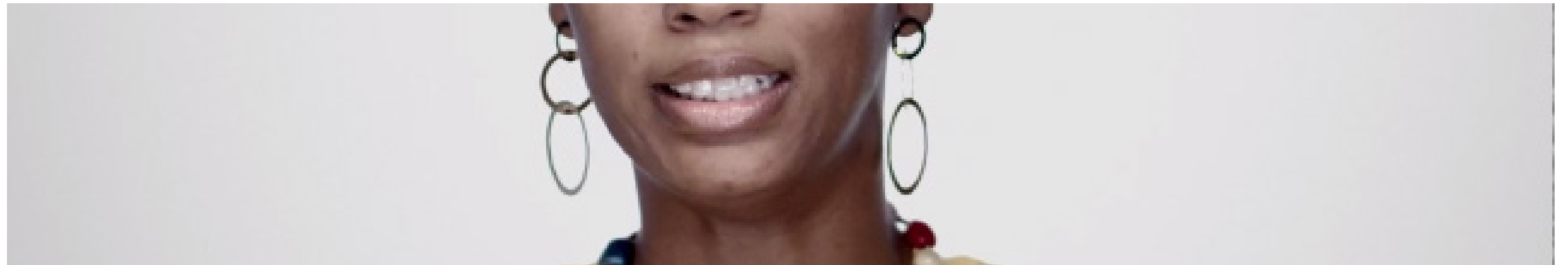
We'll host a PR event where a prominent HIV positive personality tells their own compelling story about what it was like to live in anonymity, why so many people with HIV don't want to go public with their status, and what it was like when they finally became openly HIV positive.



STORIES:

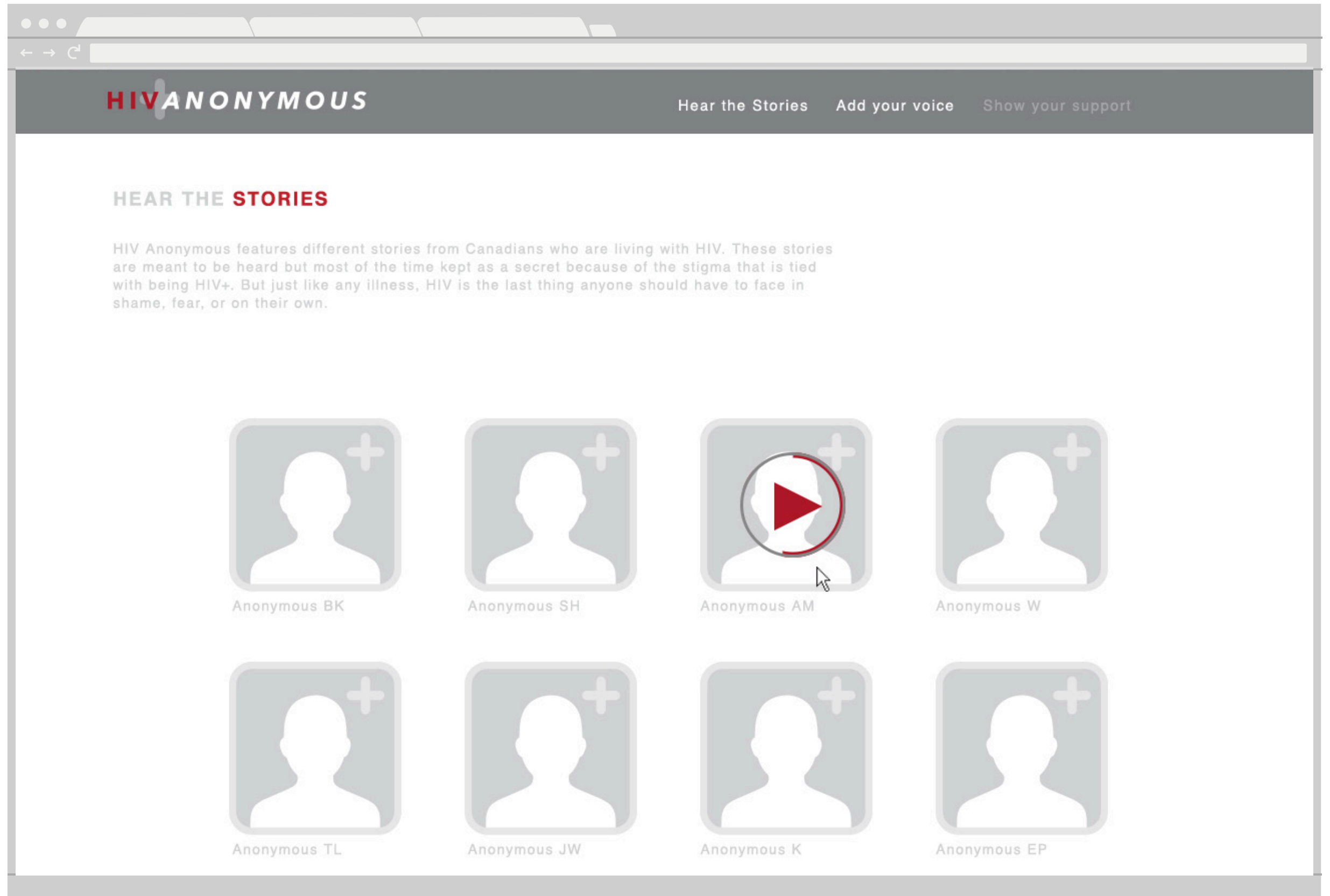
We'll collect stories from a few people living with HIV and AIDS - compelling experiences that demonstrate the range of issues faced by the community.

We'll put these audio recordings through a filter that will help retain the anonymity of the storyteller.



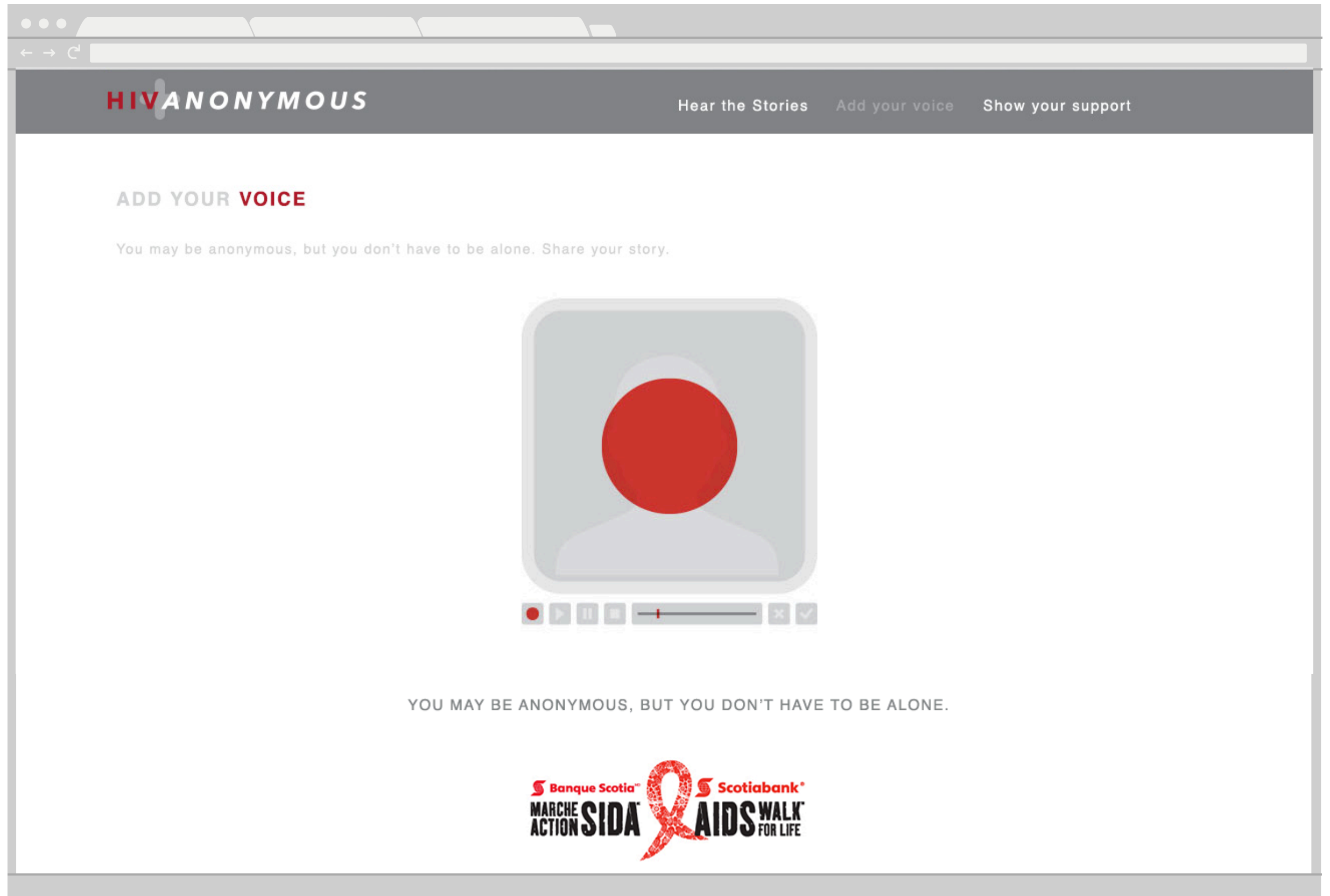
ONLINE HUB: HEAR THE STORIES

The landing page of the online hub will feature a gallery of the anonymous stories for visitors to listen to.



ONLINE HUB: **ADD YOUR VOICE**

On the online hub, we'll also invite those who are HIV positive from across Canada to add their own voices, creating a more complete and complex picture of how HIV and AIDS affect Canadians.



ONLINE HUB: SHOW YOUR SUPPORT

Finally, we'll ask others to show their support, by walking or donating to the Scotiabank AIDS Walk for Life, or by purchasing merchandise and changing their online profile photos as a show of support for those who live in anonymity.

The screenshot shows a web browser window with the URL **HIVANONYMOUS**. The navigation bar includes links for **Hear the Stories**, **Add your voice**, and **Show your support**. The main content area is titled **SHOW YOUR SUPPORT** and includes the text: **There's many ways you can show support.**

Four options are presented in a grid:

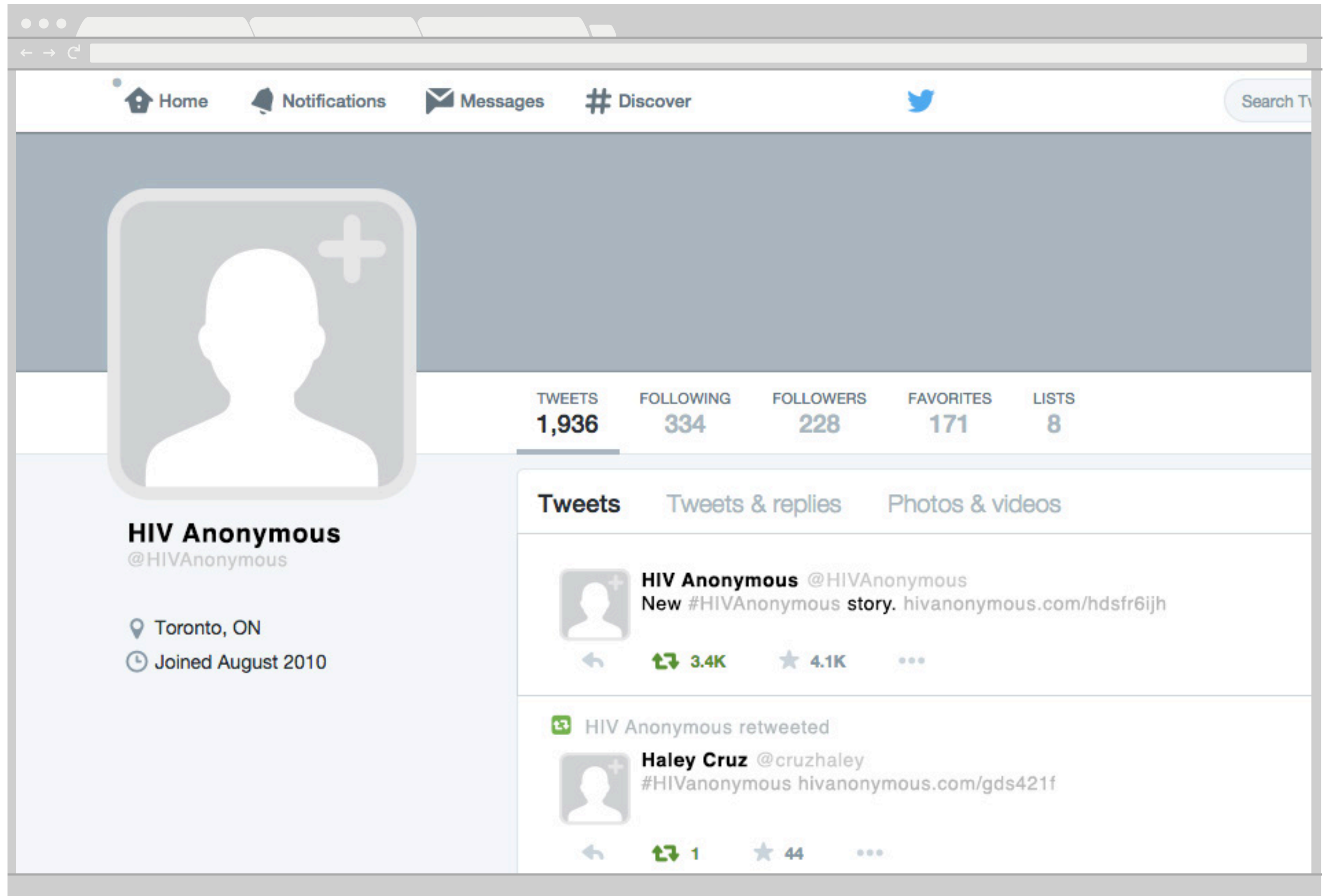
- Walk with us:** A photograph of a group of people holding a banner that reads "BANQUE SCOTIA MARCHÉ ACTION SIDA" and "SCOTIABANK AIDS WALK FOR LIFE".
- Donate:** A photograph of a person writing on a large, colorful checkered board.
- Merchandise:** A white t-shirt with a large white plus sign on the chest and the text "YOU MAY BE ANONYMOUS BUT YOU DON'T HAVE TO BE ALONE." below it.
- Make this your profile picture:** A grey rounded square icon containing a white silhouette of a person's head and shoulders, with a white plus sign in the top right corner.

Below the grid, the text reads: **YOU MAY BE ANONYMOUS, BUT YOU DON'T HAVE TO BE ALONE.**

At the bottom of the page is the logo for **Banque Scotia** and **Scotiabank**, with the text **MARCHE ACTION SIDA** and **AIDS WALK FOR LIFE** flanking a red AIDS awareness ribbon.

SOCIAL MEDIA

An HIV Anonymous Twitter account would tweet links to newly added stories as well as some of their most powerful quotes.



FILM

We'll take the most compelling portions of these stories and use them in our television spots, accompanied by the HIV Anonymous icon, the tagline, and a call to action to show your support through Scotiabank AIDS Walk for Life.



Example script:

"I remember people asking about him and how he was doing, and I would lie, and say "oh, he has cancer." And there was so much sympathy and empathy in regard to that. And I'm not making light of cancer by any means, but I felt that I had to walk on eggshells, that I couldn't let anyone know. For me it was very, very hard."

SUPERS:

Over 70,000 Canadians are living with HIV.

You may be anonymous, but you don't have to be alone.

Hear their stories at HIVAnonymous.com

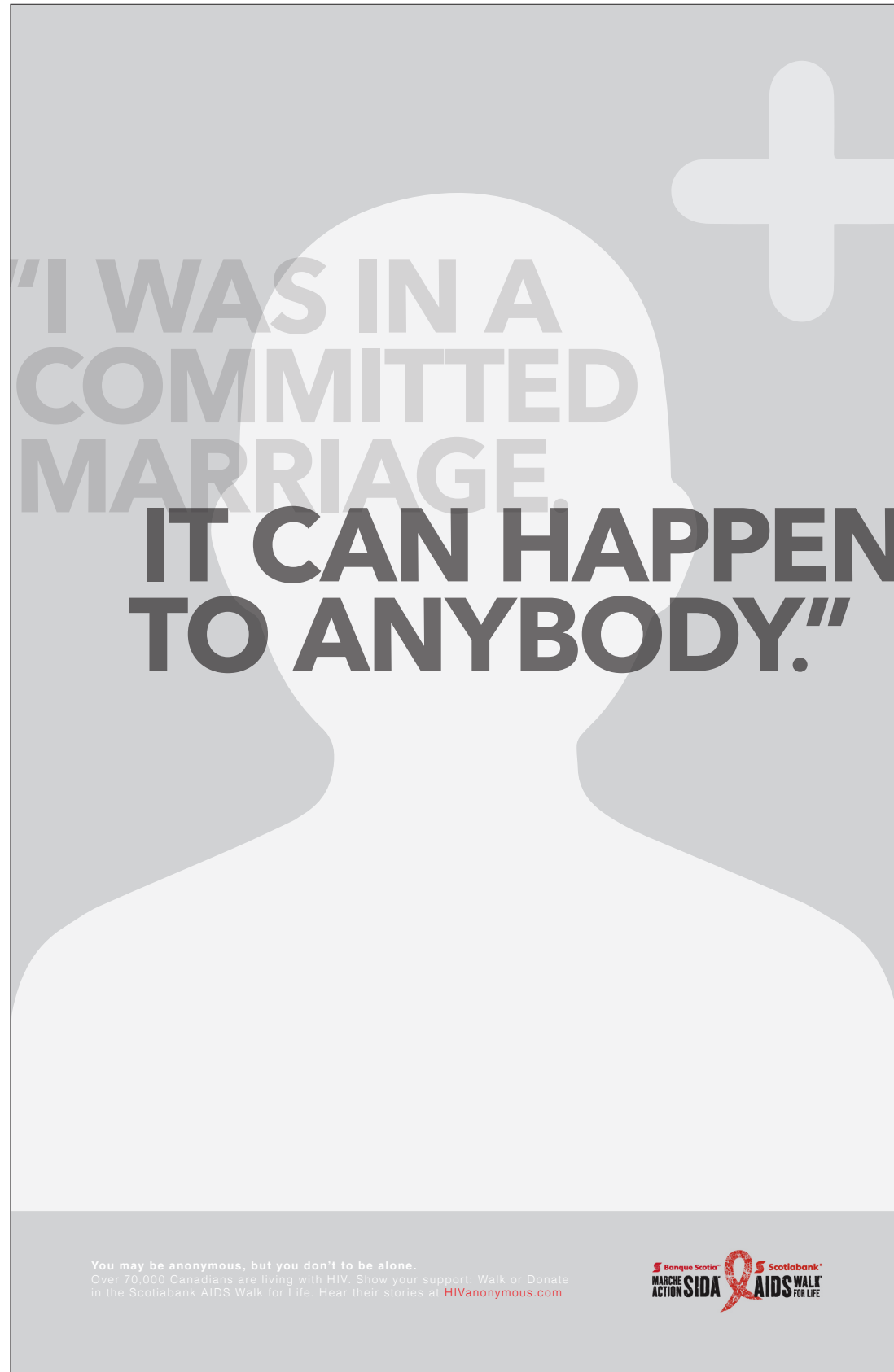
Logo and CTA appears.



AN EXAMPLE STORY.

PRINT \ OTHER

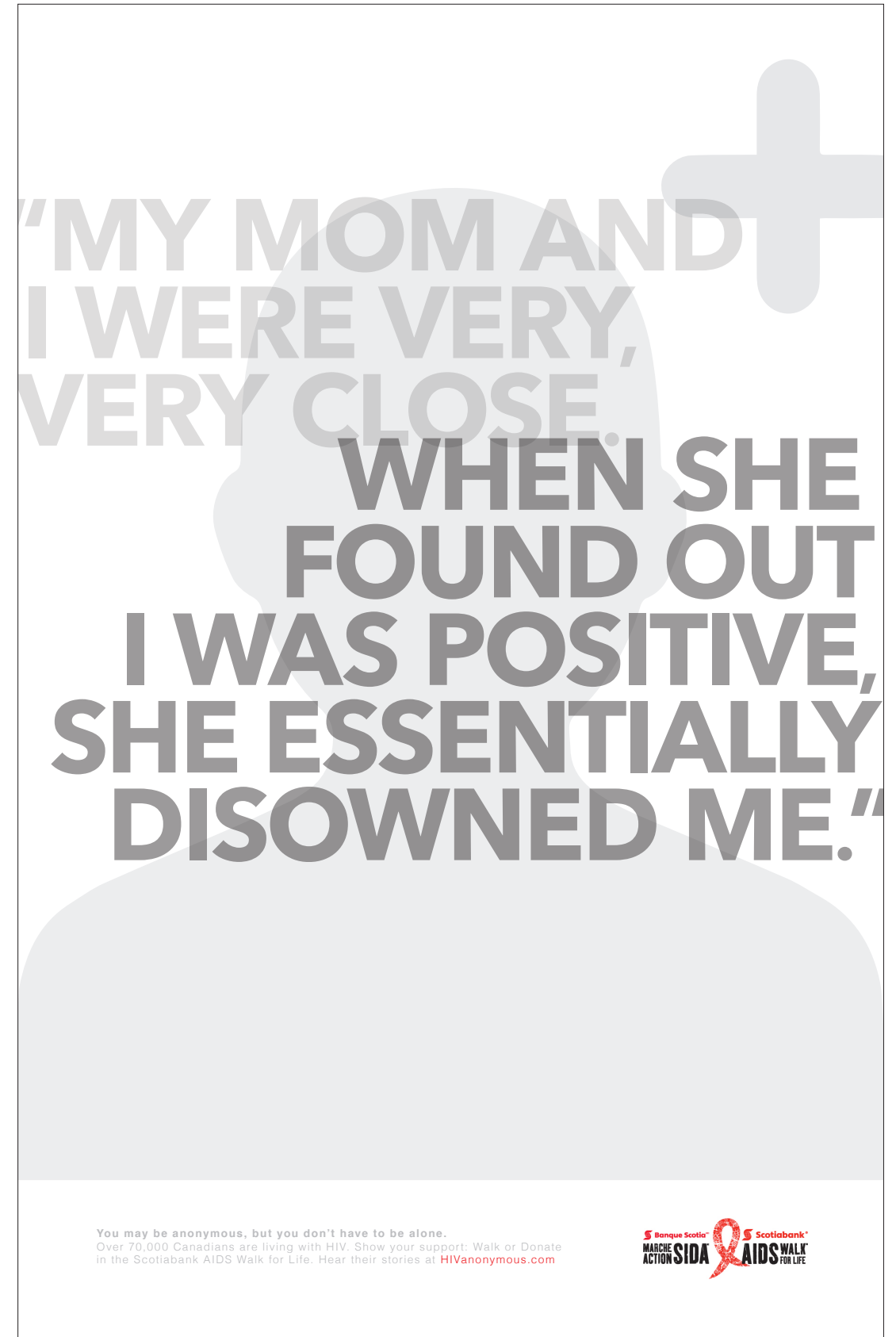
We'll also use the most powerful quotes from this collection as the basis of our print campaign, showing the range of experiences faced by those who are HIV positive.



"I WAS IN A COMMITTED MARRIAGE. IT CAN HAPPEN TO ANYBODY."

You may be anonymous, but you don't have to be alone.
Over 70,000 Canadians are living with HIV. Show your support: Walk or Donate in the Scotiabank AIDS Walk for Life. Hear their stories at HIVanonymous.com

Banque Scotia / Scotiabank
MARCHÉ SIDA / AIDS WALK FOR LIFE



"MY MOM AND I WERE VERY, VERY CLOSE. WHEN SHE FOUND OUT I WAS POSITIVE, SHE ESSENTIALLY DISOWNED ME."

You may be anonymous, but you don't have to be alone.
Over 70,000 Canadians are living with HIV. Show your support: Walk or Donate in the Scotiabank AIDS Walk for Life. Hear their stories at HIVanonymous.com

Banque Scotia / Scotiabank
MARCHÉ SIDA / AIDS WALK FOR LIFE

PRINT \
OTHER



AT THE
WALK

At the walk, we'll encourage everyone to wear their HIV Anonymous T-Shirts and masks to create a powerful visual of support and solidarity for those living with HIV and AIDS.



WHAT IF?

The intention of this campaign is to create an educated and supportive society so those who are HIV positive don't have to fear coming forward.

If this initiative is able to create a sense of solidarity so powerful that even one person is comfortable enough to be public about their HIV status, it will truly be a success.

As the campaign grows throughout the summer, if someone does decided to shed their anonymity, we can update their story to reveal their true identity.



And if more people want to join them, we'll celebrate each new revelation on our site and through our social media channels.


The screenshot shows a web browser window with the URL bar empty. The website header is dark grey with the logo 'HIV ANONYMOUS' on the left and navigation links 'Hear the Stories', 'Add your voice', and 'Show your support' on the right. The main content area is white and features a section titled 'HEAR THE STORIES'. Below the title is a paragraph of text. Further down, there are eight profile cards arranged in two rows of four. Each card consists of a square portrait image with a small grey plus sign in the top right corner, and a name or identifier below it. The first row shows Bryan (a man in a plaid shirt), Anonymous SH (a white silhouette), Alice (a woman with curly hair), and Anonymous W (a white silhouette). The second row shows Anonymous TL (a white silhouette), Anonymous JW (a white silhouette), Anonymous K (a white silhouette), and Eric (a man in a yellow jacket).

HIV ANONYMOUS


Hear the Stories Add your voice Show your support

HEAR THE STORIES


HIV Anonymous features different stories from Canadians who are living with HIV. These stories are meant to be heard but most of the time kept as a secret because of the stigma that is tied with being HIV+. But just like any illness, HIV is the last thing anyone should have to face in shame, fear, or on their own.




Bryan




Anonymous SH




Alice




Anonymous W




Anonymous TL



Anonymous JW



Anonymous K



Eric

With their permission, we could even update our television and print materials to use their photo instead of our anonymous icon.



OVER **70,000** CANADIANS
ARE LIVING WITH **HIV**.

**YOU'RE NOT ALONE.
AIDS WALK IS HERE TO SUPPORT YOU.**