

PROJECT:

MESSAGES4MEN

CLIENT:

CENTERS FOR DISEASE CONTROL
AND PREVENTION

RELEVANT SERVICES:

RECRUITMENT MATERIALS,
WEBSITE, LOGO, PRINT AND
ONLINE ADS



JSI developed, tested, and designed the bilingual project logo.



JSI developed culturally- and regionally-appropriate ads and leveraged social media sites, such as Facebook, to reach potential participants. Ads were targeted by region and sexual preference.



JSI created print materials, as well as tote bags and other promotional products, to increase word-of-mouth and brand recognition.



JSI developed a responsive website for the CDC-funded study. The website served to provide information to potential participants and direct them to a screening tool to see if they were eligible for the study.



Print ads were developed and tailored for each site and were placed in local newspapers and weeklies. JSI managed all media buys and placement for the ads in both mainstream and LGBT-specific publications at each site.

★ HIGHLIGHT

JSI recruited 1,000 black and Latino men in Chicago, Fort Lauderdale, and Kansas City.

(This exceeded the recruitment goal by 10%.)

