



# CLICK HERE:

Testing Messages for Internet Surveys on HIV Risk Behavior



Abt Associates Inc.



REVEAL  
COMMUNICATIONS

# Background

- The Internet is a popular venue to meet men
- CDC pilot study to test HIV Behavioral Risk Surveillance online
- 6 cities participated
- What will make MSM click on the ads and take the survey?



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# Formative Research



4

focus groups



21

in-person interviews



41

total participants

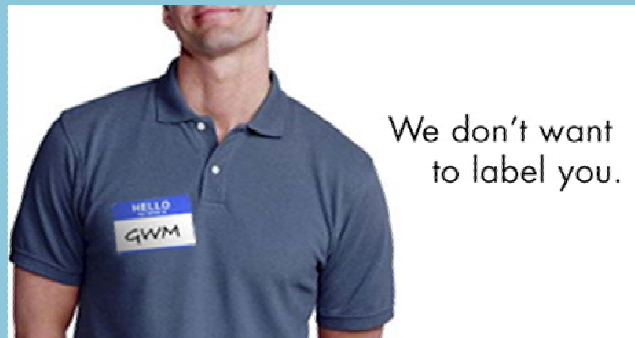
- MSM Behavior Online
- Recruiting Techniques
- Recruiting Locations
- Advertising Messages/Visuals



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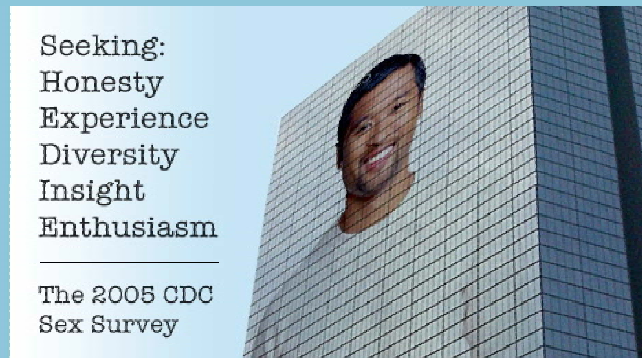
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# Initial Ad Concepts



Community Orientation ↑

Sexual Suggestiveness →



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# Formative Research Findings

- 88% of participants were experienced Internet users
- Most had in-person encounter with someone they met online
- Websites visited included mainstream sites like Myspace and Friendster, as well as Gay.com and Manhunt.com



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# Feedback on Test Ads

- Taste in models was diverse and a matter of personal preference
- Purpose of ad should be explicit
- “Sex” should be in survey name
- Animated ads should get to the point quickly
- Professional produced ads generate more positive reactions



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# The Initial Test Run



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# “No Labels”

Forget  
the  
labels.  
It's just  
a few  
questions.



TAKE IT.

**ONLINE  
SEX  
SURVEY**

for men  
who are  
into men

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# “I Want You”



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# Results by Website

Site	Impressions	Clicks	Completes	Click-through Rate	Completion Rate	Impressions per complete
Manhunt	15093	876	635	5.804%	72.489%	24
eCrush	1996	16	15	0.802%	93.750%	133
Friendster*	384,648	636	121	0.165%	19.025%	3179
Slingo	3927	17	1	0.433%	5.882%	3927
Adtegrity	4315	3	1	0.070%	33.333%	4315
Gay.com	992,885	663	102	0.067%	15.385%	9734
MySpace	435079	607	29	0.140%	4.778%	15003
Facebook	344924	132	21	0.038%	15.909%	16425
Photobucket	87553	363	4	0.415%	1.102%	21888
Hi5	89565	24	3	0.027%	12.500%	29855
Webshots	755417	362	14	0.048%	3.867%	53958
Max Men	5051	5	0	0.099%	0.000%	0
FastClick	9199	4	0	0.043%	0.000%	0
Intermix	16355	6	0	0.037%	0.000%	0
Soap	3218	1	0	0.031%	0.000%	0
Rivals	11658	1	0	0.009%	0.000%	0
Webdate	15879	1	0	0.006%	0.000%	0



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# Outcomes

- Both banner ad concepts performed better than industry benchmarks and similar campaigns in other cities
- Flash ads didn't have a higher click-through rate, but did generate a higher completion rate
- More professionally produced ads produced higher click-through rates
- 325x250 placements had highest click-through rate
- Website selection may be as important as the ads themselves based on click-through and completion rates



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# Future Work (2nd Collection)

- MySpace, Friendster and Facebook are increasing market share (including gay men)
- Catch recruits before they become engaged in chats etc. (interstitials, entry ads)
- Evolving trends require constant updates
- More rich media
- Clothed models where appropriate



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