



**Es ist deins.
Schütze es.**

'Don't give AIDS a chance' becomes 'LIEBESLEBEN'

**Holistic prevention of HIV and other
sexually transmitted infections (STIs)**

The brand transition

'Don't give AIDS a chance' has been the motto for successful prevention of HIV and AIDS in Germany for 30 years. There is a high level of awareness about HIV. Today's population knows how to protect themselves from HIV; they use condoms at the beginning of a relationship, for one-night stands or in other risky sexual situations. This is shown by the results of studies by the German Federal Centre for Health Education [BZgA] and growth in sales figures for condoms over a period of years.

To maintain the successes achieved and face today's challenges at the same time, in May the German Federal Centre for Health Education [BZgA] introduced the new branding LIEBESLEBEN, which translates as LOVE LIFE.

With LIEBESLEBEN, the BZgA has created a contemporary communicative vehicle which not only comprises the prevention of HIV and other sexually transmitted infections, but also other issues of sexual health as well. The aim of LIEBESLEBEN is to enlighten, enable and promote an open-minded approach to sexual diversity and sexual health. The new brand stands for informed and targeted communication with catchy messages. The brand's supplemental message - 'Es ist deins. Schütze es (It's yours. Protect it.)' - underscores the communicative aim.

From May 2016, BZgA brochures and information media about HIV and other sexually transmitted infections will be published under the 'LIEBESLEBEN' title. With very personal imagery, clear colours and modern graphic elements, the new design emphasises an open-minded and emotional approach to communication.

The cartoon campaign: Prevention with lots of humour

The first campaign under the LIEBESLEBEN name works with attention-grabbing cartoons. The motifs reflect the colourful diversity of sexuality and contribute in a humorous way towards eliminating the taboos around sexually transmitted infections. With the cartoon campaign, the BZgA is proffering light and catchy communication of two core messages: 'Use condoms' and 'If you have symptoms of a sexually transmitted infection, see a doctor'.



The media

Beginning in mid-May, the cartoon campaign, with six different motifs, will be visible on more than 65,000 billboards across Germany. This will be supplemented by ads, online advertising and online clips as well as ambient advertising, such as postcards and posters in restrooms.

All of the campaign elements refer to the new campaign website, **www.liebesleben.de**. There, users will find playful tools and basic information in easy-to-understand language on protection, testing, consulting and treatment of HIV and other common sexually transmitted infections.

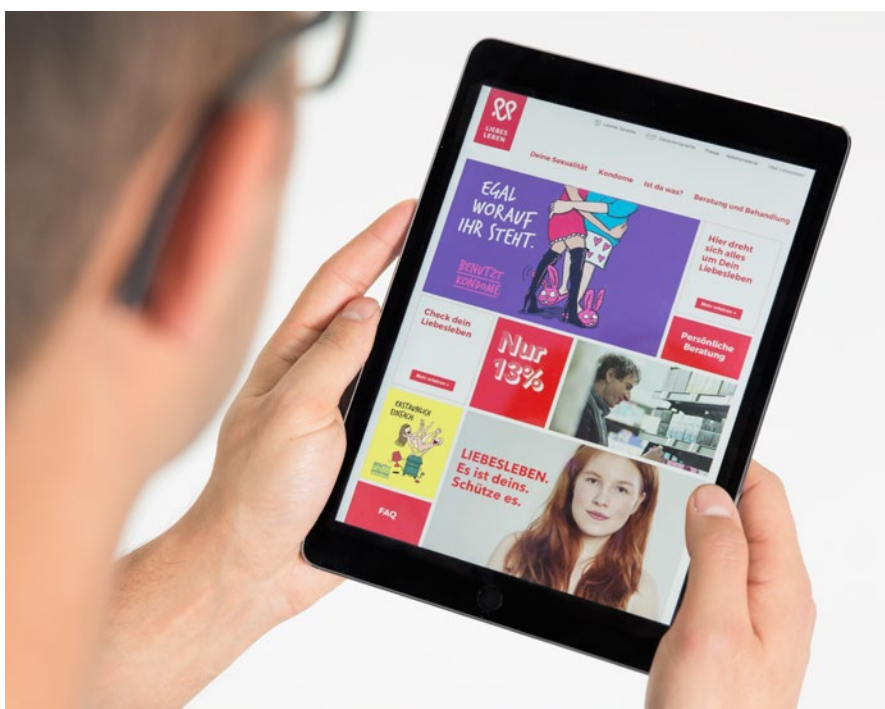
The social-media strategy

LIEBESLEBEN can be found by two different means on social media. Through its Twitter profile, the campaign furnishes journalists, prevention specialists and other professionally interested individuals with data, facts and figures from the field of HIV and STI prevention.

www.twitter.com/liebesleben_de

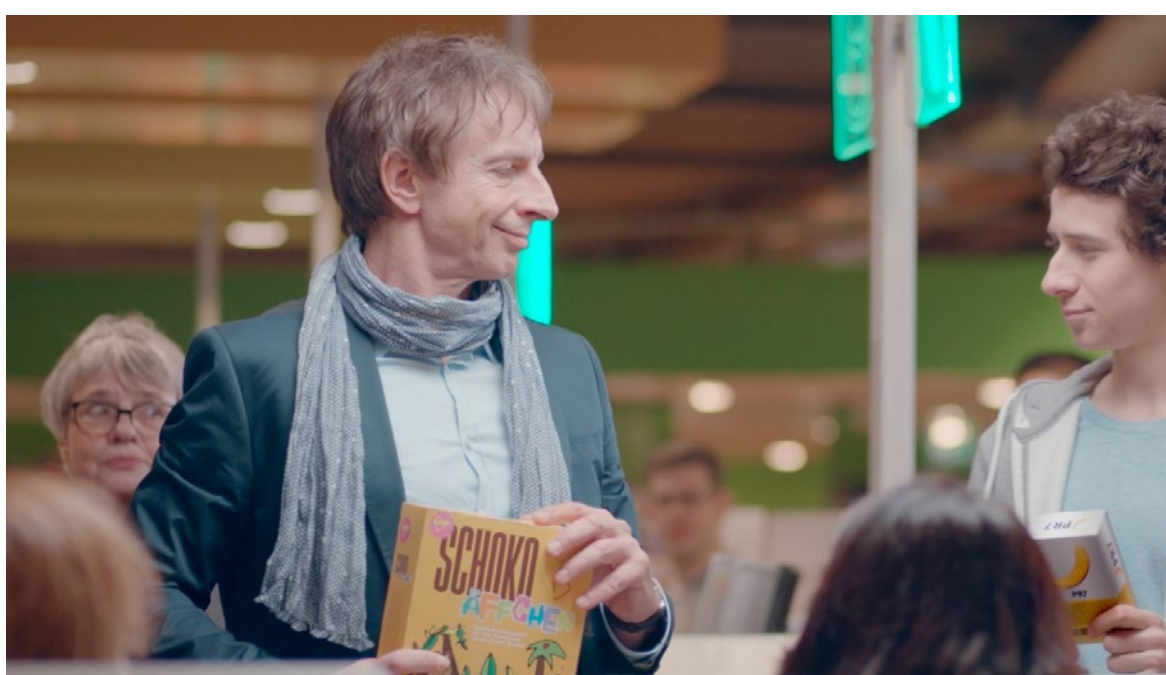
Through its Facebook profile, LIEBESLEBEN offers information on topics including partnership, love, sex and protection, entering into direct dialogue with followers. This aims to promote an open-minded approach to sexuality and health, and to encourage communication about sexuality and protection.

www.facebook.com/liebesleben.de



Ingolf Lück at the supermarket: Buying condoms, then and now

'Tina, what's the price on the condoms?' - many people still recall this question from the 1989 cinema and TV ad. At the time, the 'Supermarket' spot offered a successful, humorous opportunity to eliminate the taboos around the purchasing of condoms. By means of its tribute to the classic ad, the BZgA is reminding viewers that condom use is still important. In the new BZgA spot, 'Weekend Shopping', Ingolf Lück has grown up. Along with his film son, he now experiences the issue of condom-buying from a totally new perspective...



Strong partners

The BZgA prevention effort has had the support of strong partners for many years. For instance, Verband der Privaten Krankenversicherung e.V. (PKV), the Association of Private Health Insurers, is sponsoring the new integrated communication effort of BZgA devoted to HIV/STI with 3.2 million euros a year. After many years of collaboration, Fachverband Aussenwerbung (FAW), the German Association for Outdoor Advertising, continues to make billboard space available free of charge. For years, United Ambient Media Group GmbH and novum! Werbemedien GmbH have made it possible for BZgA to disseminate free postcards and other promotional materials in restaurants and other public venues; this is a service these two companies continue to provide.