

# LISTEN.

**I**NTRODUCING an outstanding HIV/AIDS campaign to promote awareness of the importance of HIV testing among African American men.

Winner of a Gold District ADDY award, a Silver Regional ADDY award and a 2006 National HIV/AIDS Partnership Red Ribbon award, this campaign can be purchased and implemented with your information and logo.

The **LISTEN.** campaign was developed around the concept of the noise of the tags. The premise is that the sound the tags make as the body moves would serve as a reminder to that person to “be safe” – “be sure”. **LISTEN!**

Presented by



HIV/AIDS RESOURCE CENTER

HIV/AIDS Resource Center  
3075 Clark Street, Suite 203  
Ypsilanti, Michigan  
734 572 9355

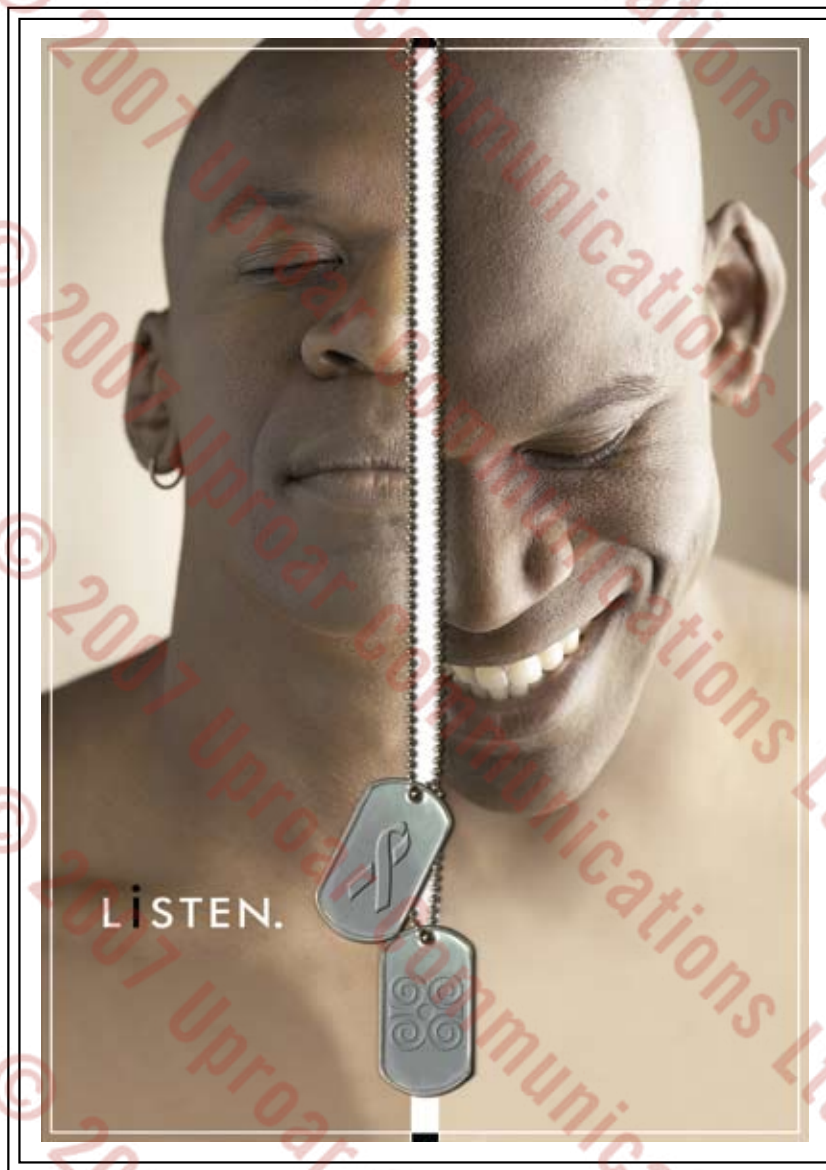
and



Uproar Communications  
2144 South State Street, Suite C  
Ann Arbor, Michigan  
734 975 8888

# LISTEN.

Uproar Communications Ltd. has created this fundraising effort to provide non-profit organizations an opportunity to buy and use an established and tested HIV/AIDS campaign directed to communities with high populations of African American males. The campaign's primary focus is to educate the community and raise awareness of HIV in African American males.



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**Outdoor Campaign**  
**Bus wrap (2 sizes)**  
**Billboard**

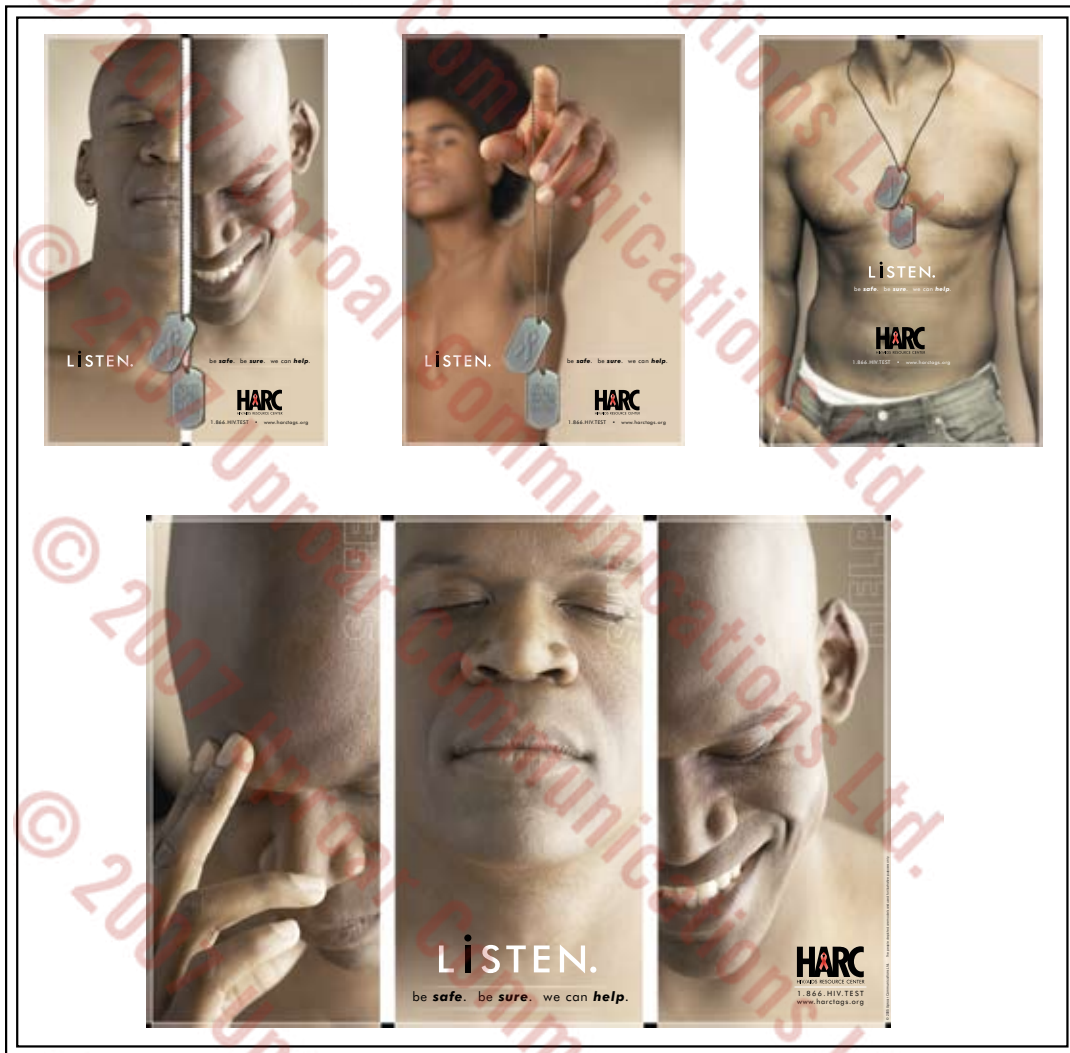


The bus wrap is provided in PDF format. The logo, phone #s, and address will be changed out to reflect your organization. Cost includes the art and changing out the art to customize it as yours. You will have to contact your local transportation authority to determine placement, cost, frequency and size. Implementation of the art can be completed on request and for additional cost.

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## Print Campaign

The print ads/posters are provided in PDF format. The logo, phone #s, and address will be changed out to reflect your organization. Cost includes the art and changing out the art to customize it as yours. You will have to contact your media sources to determine placement, cost, frequency and size. There are 4 individual image prints. Implementation of the art can be completed by Uproar on request and for additional cost.



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## Online Campaign



The 4 page web portal is provided as HTML files with supported art, which then needs to be published to the internet or to your organization's website. The logo, phone #s, and address will be changed out to reflect your organization. Cost includes the art and changing out the art to customize it as yours. Your technology department, person or web host can implement activation of this portal. Implementation of the web portal can be completed by Uproar on request and for additional cost

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## Tags Campaign




HIV/AIDS RESOURCE CENTER

**HARC**

tags

A symbol of West African culture, the mark found on the HARC tag is known as DWENNIMMEN or "ram's horns" and is seen as a token of strength. This symbol may represent the social issues, beliefs, and ethical bearings of "self" and is said to include one's responsibilities, knowledge and education.



HIV/AIDS RESOURCE CENTER

3075 Clark Road, Suite 203, Ypsilanti, MI 48197

734-572-9355  
866-HIV TEST  
www.r2harc.org

www.harctags.org



Tags can be purchased through the HIV/Aids Resource Center (HARC) by calling 734 572 9355. Twenty-five tags are sent as a part of the campaign purchase, but additional tags must be ordered and usually take ten business days to fill. The additional tags are not included in the cost of the campaign and sell for \$5.00 each (two tags and the chain). One of the two tags is the sign of the ribbon symbolizing the HIV/Aids cause and the other tag is the African sign for strength.

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## **Terms of Agreement**

The campaign art will remain the property of Uproar Communications Ltd. You are buying a license to use the art for as long as you will. You may not sell the art or use it in such a manner as to undermine the integrity of the campaign. One license is issued per \$5,000.

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## Campaign Components

### Art for:

Two Bus Wraps  
One Billboard  
Four Print Ads  
One Four Page Web Portal  
Twenty-five Tags with Chains

For more information or to order a campaign  
please contact:

Uproar Communications Ltd.  
2144 South State Street, Ste. C  
Ann Arbor, MI 48104

Phone: 734 975 8888  
877 9 UPROAR

Fax: 734 975 9806

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### About Uproar Communications Ltd.

Uproar Communications is a full service advertising agency headquartered in Ann Arbor, Michigan. Uproar's art, marketing, advertising and creative trademarks can be seen across the United States in an array of genres and protocols.

