



## MPOX Awareness Campaign

### Project synopsis:

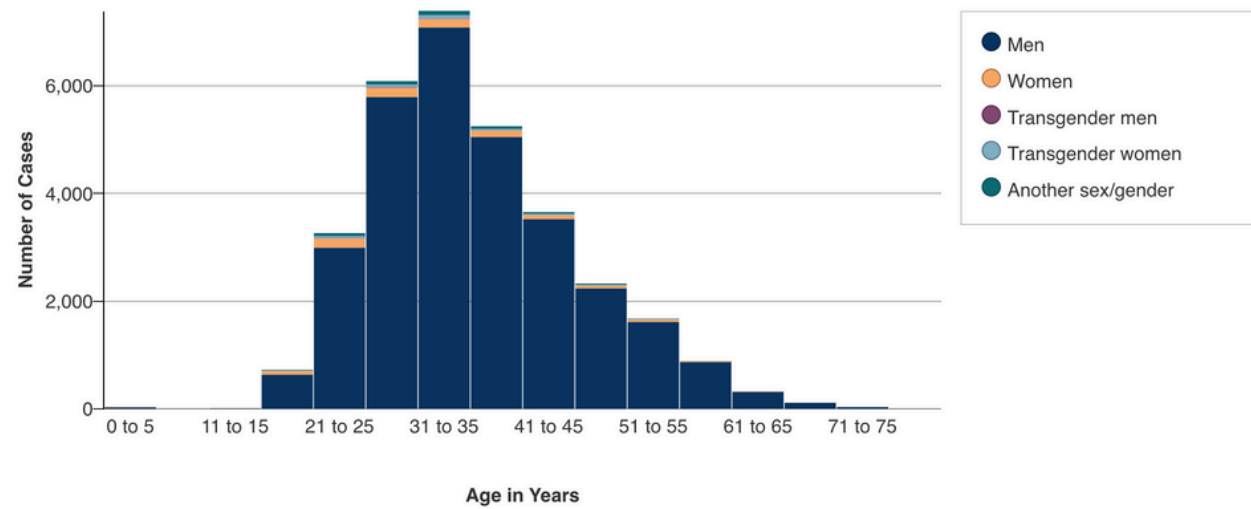
In 2022, the United States experienced an unprecedented and rapid outbreak of mpox, which primarily affected gay, bisexual and other men who have sex with men (MSM.) It prompted the CDC Foundation to provide grants to community-based organizations (CBOs) like Health Outreach Prevention Education Inc., to help increase awareness of, access to, and understanding of prevention and protection against the disease especially among those most affected by MPOX. HOPE retained Kazoo to implement this awareness campaign.

A multi-channel advertising plan included out-of-home, social advertising, cable advertising\*, and digital advertising. Specifically, we ran social ads through Facebook and Instagram; secured billboards in strategic locations near entertainment areas frequented by the LGBTQ+ population; geofenced LGBTQ+ friendly establishments; and served digital ads to our target demographic through behavioral and lifestyle targeting.

### Results:

- Hopetesting.org website traffic increased 35% over the previous period with the MPOX specific page receiving 65% of the direct traffic.
- Social media efforts resulted in about a 1k% percent increase in reach with a nearly 36% gain in new Facebook followers.
- The average click-thru rate (CTR) for the advertising campaign was 1.4% with the highest CTR of 5.05% achieved on Grindr and the lowest CTR of .04% seen on Spotify.

Mpox cases reported to CDC: Age and Gender



Mpox cases reported to CDC by Race and Ethnicity

Race and Ethnicity+	Count	Percent
African American or Black	9,732	32.18%
Hispanic or Latino	9,382	31.03%
White	8,997	29.75%
Asian	869	2.87%
Other	634	2.1%
Multiple Races	419	1.39%
American Indian or Alaska Native	127	0.42%
Native Hawaiian or Pacific Islander	78	0.26%
Missing	1,825	-

