



CASE STUDY



From Risk to Reasons: Empowering HIV Prevention for ViiV Healthcare

634,453

Delivered impressions

160,617

Unique devices reached

40%

Above-target delivery

- **Product:** CTV Homepage Takeover, ACR-powered targeting, TitanOS and VIDAA
- **Audience:** Women in the UK reached through Connected TV homescreen placements
- **Campaign Goals:** Build awareness of HIV prevention, reframe the conversation around empowerment and create meaningful impact through high-visibility CTV
- **Region:** United Kingdom

> Context

For International Women's Day, ViiV Healthcare, Publicis and Equativ set out to make HIV prevention feel positive, informed and empowering through the "Risk to Reasons" initiative. In a fragmented CTV landscape, the campaign needed a premium environment where the message could capture attention before viewers entered a streaming app. The goal was to create visibility for a conversation that matters.

> Solution

Engaging Formats: Publicis and Equativ delivered a 24-hour CTV Homepage Takeover across the TitanOS and VIDAA operating systems. The full-screen, first-view placement appeared before app selection, giving ViiV Healthcare a prominent moment to introduce its message.

Audience Precision: ACR-powered targeting through TitanOS and VIDAA helped the campaign reach women across the UK. This enabled the partners to connect with relevant Connected TV audiences through one coordinated activation.

Contextual Categories: The campaign was built around the cultural moment of International Women's Day and the broader conversation about women's empowerment. The "Risk to Reasons" creative used this context to position HIV prevention as a confident, informed choice rather than a fear-based message.

Brand-Safe Visibility: The homepage placements provided full-screen visibility in a premium, brand-safe environment with no competing ads on screen. By appearing before app selection, the campaign reached viewers during a natural moment of attention and viewing intent.