

WOODY



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« *Sometimes, you can lie without knowing it* »

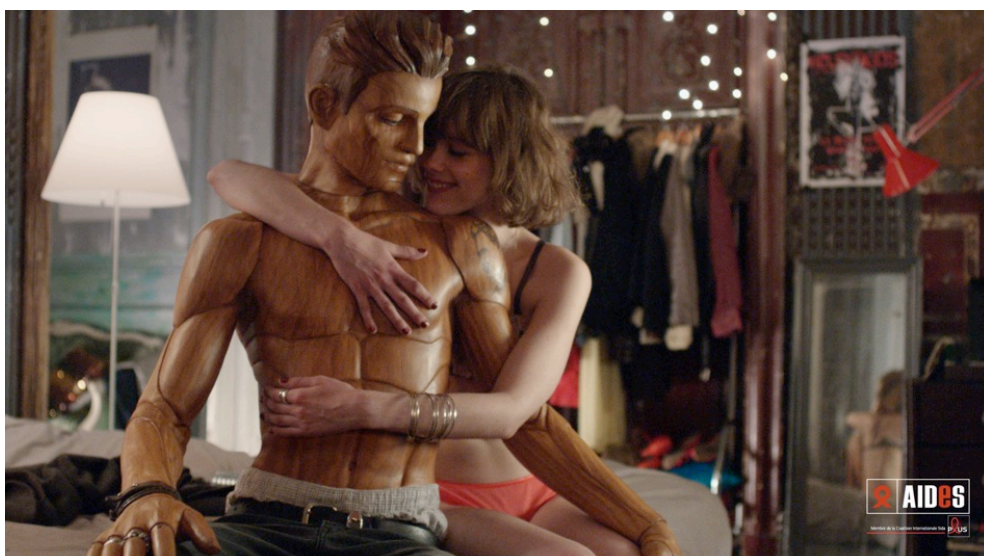
It is with this message that the community-based organization **AIDES** and **TBWA\PARIS** want to remind the public of how important protection and HIV testing are.

In Europe, around 650, 000 people are still unaware of their HIV status. This lack of knowledge puts their health in danger and encourages the spread of the virus. We now know that HIV treatment also considerably reduces the risk of transmission. Therefore, persuading these 650, 000 people to get tested, means that we can make huge strides towards the end of this disease. This is what AIDES does on a daily basis in its rapid testing initiatives. And it is also this goal of this new campaign.

The film **Woody**, produced by **Control** and beautifully directed by **Marc & Ish** is addressed to all those who do not know their HIV status and who still believe that « AIDS only happens to other people ». A way of telling them, without passing judgement or being moralizing: « and what about you, when was the last time you got tested? »

With music by **David Guetta** and then **Roberta Flack**, we see the first encounter between a young woman and a young man, played by **Mathilde Warnier** and **Alexandre Ferrario**. As the characters are about to make love, the story reveals in a surprising way that the young man is unaware that they are HIV positive.

The community-based organization, AIDES wishes to warmly thank all the teams that helped this campaign come to life, and urges each and everyone to get tested. Because « getting tested is also protecting those you love ».



Woody, a thought-proving campaign

Routine testing? « A win-win situation! »

We all lie inadvertently from time to time don't we? This is what the latest Woody TBWA\PARIS campaign for AIDES skillfully reminds us of. There are many reasons for this: lack of knowledge and misconceptions about this disease and its transmission modes; misjudgments about risk taking; problems accessing treatment, testing and prevention tools, fear of the illness and discrimination.

There are, however, countless advantages to getting tested regularly:

- **If the result is negative**, you can get advice, tips and information about staying negative for as long as possible. This is what we do every day among the people we test in our outreach programmes all over France.
- **If the test result is positive**, early diagnosis can dramatically increase your chances of staying healthy, as early treatment prevents the virus from replicating in the body. It is, of course, a life time commitment to treatment which is not to be taken lightly but which will allow you to live a relatively long and healthy life.

Early diagnosis also has major benefits for the society in general: knowing your HIV status and taking treatment means that you do not spread the virus to your partners. This is the message that the Woody campaign tries to get across: « getting tested is also protecting those you love ».

Testing as leverage to put an end to the epidemic

AIDES cannot stress enough the importance of testing; that is why it is an integral part of our work on the ground and in our campaigns: if we manage to test and treat the 30,000 people who are unaware of their HIV status, we can turn the tide on this epidemic.

The equation is simple: condoms + regular testing + treatment = the end of the epidemic.

AIDES feels that HIV testing should be as commonplace and easy as going to the hairdresser or the chemist. This campaign invites everyone to talk about and reflect on the question: "Let me see, when did I last get tested?"

« AIDES style » rapid testing; an innovative and effective tool

AIDES does not just observe the importance of testing, we also take action! Since 2011, our activists have been tirelessly conducting rapid testing all over France. This offer is addressed first and foremost to the most-at-risk populations: gay men (or MSM: men who have sex with men), migrant communities from Africa and the Caribbean, transsexuals, drug users and sex workers.

The concept? After a counseling session on sex and prevention methods, our activists who are trained in testing and counseling take a drop of blood from the person's finger tip. The result is given in a few minutes in complete confidentiality. Whatever the result, each person can benefit from personalised assistance and support. With this simple, free and mobile service, we go to where the most-at-risk populations live instead of waiting for them to come to us. Almost three years after it was set up, its effectiveness is undeniable and undisputed. The epidemiological record of the French National Institute for Public Health Surveillance² (INVS) has acknowledged the advantages of rapid testing as a means to putting an end to the Aids epidemic.

Testing in figures:

- **16,624 tests** were conducted by our activists in the first six months of 2013, in 23 regions of France (including the overseas territories of Guyana, Martinique and Saint-Martin- Guadeloupe).
- **74%** were conducted outside our premises, in the living areas and meeting places of our priority groups.
- **0.8%** of results were positive, i.e. from 2 to 4 times more than in traditional testing settings. This rate shows that we reach more people by going to where they are. Proof of this is that this rate of 0.8% goes up to 1.74% among gay men and up to 1.63% among female heterosexuals of Caribbean origin³.

An unparalleled capacity for reaching those who do not use traditional testing services.

- **30%** of the individuals we tested in 2013 were being tested for the first time in their lives. This rate rises to 58% among heterosexual men.
- **27%** of HIV positive people who were tested by AIDES had never done a test before in their lives.

Without this testing service which meets their needs and goes directly to where they are, these individuals would have found out they were HIV positive much too late and therefore would have put their health at risk and inadvertently spread the virus to their partners.

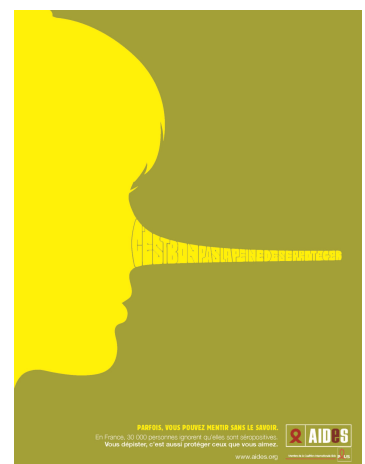
Peer-conducted, non-judgemental testing with an immediate result.

This is vital if we want people to get tested more often. With AIDES, those who come to get tested can do so in complete confidentiality and talk about their sexual practices in a safe environment and are encouraged to come back for a test as often as they like. The fact that the result is given immediately reduces the anxiety of waiting.

In short, the testing conducted by AIDES is safe effective, quick, friendly and fully complementary to traditional testing offers.

Woody campaign, it's :

- two films (30s and 60s)
- two prints



«Woody» credits

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Production : ELSE\

Sound Direction: Fabrice Pouvreau et Valery Pellegrini

« What the F*** », interpreted by David Guetta

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"First Time Ever I Saw Your Face", interpreted by Roberta Flack Written and composed by Ewan Mac Coll

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