



Case Study

India.Arie and AIDS Walk NY

AIDS Walk NY has been held every year in the heart of NYC in Central Park for the past 22 years. Over 45,000 people participate in the walk to raise money for GMHC (Gay Men's Health Crisis), a nonprofit group that provides care to AIDS patients in New York and lobbies on their behalf.



Micro Target Media is an innovative out-of-home media and technology company that provides strategically positioned, high visibility advertising and measurement solutions globally. From sports venues to construction sites to cause-related events, Micro Target Media reaches your target audience where traditional media cannot, with immediate and quantifiable results that are delivered in real-time.

Business Challenge:

Supporting the Cause

India.Arie is not only a Grammy award-winning artist, she is also a supporter of many humanitarian causes. She is a U.S. ambassador for UNICEF and is universally recognized as a tireless champion of social and humanitarian causes around the world.

After observing and assisting humanitarian efforts at the epicenter of the global AIDS crisis in South Africa, India wanted to do even more to show her support for the AIDS cause locally and globally.

Business Solution:

Many of India.Arie's fans are also highly committed to humanitarian causes, so Micro Target Media knew that AIDS Walk NY would be an ideal opportunity for her to announce the release of her new album and show her support for the AIDS cause.

Micro Target Media used state-of-the-art technology and magazine quality graphics to transform portable restrooms and other non-traditional media into Micro Target Media Advertising Structures (MTM•AdS) which displayed India.Arie's album artwork and release date.



Results:

India.Arie's message was delivered to an audience of over 45,000 people. AIDS Walk participants viewed eye-catching 360° visuals of the singer's album artwork that were wrapped around the event's portable restroom, thereby connecting the artist to the cause. The MTM•AdS also promoted the album's release date to build anticipation for India's latest CD.

Micro Target Media

425 Bloor Street East, Suite 350
Toronto, Ontario M4W 3R4

1 888 996 4276
sales@microtargetmedia.com
www.microtargetmedia.com

