



Transforming a regional HIV/AIDS coalition into a *strategic knowledge hub*

Case Study: APCOM



The Business Challenge

Founded in 2007, *APCOM* is a coalition of stakeholders—governments, UN partners, nonprofits and community-based organisations—from Asia and the Pacific.

The group represents a diverse range of interests working together to advocate on, highlight and prioritise HIV issues that affect the lives of men who have sex with men (MSM) and transgender people, including rights, health and well-being.

APCOM's mission is to scale up and increase attention to the needs of MSM in general and HIV issues in particular in Asia Pacific.



Junxion was knowledgeable, professional, passionate and understanding...
the highest quality... and on time.

Midnight Poonkasetwattana, *Executive Director*,
APCOM

As a regional coalition, it is critical to *APCOM's* long-term viability and success that it has an accessible and well-organised central repository and knowledge hub, and tools to convene various stakeholders and effectively advocate for change, all complemented by a strong brand and strategic programme of communications.

With a new brand identity and positioning, APCOM establishes itself as a leader on HIV/AIDS issues in the region

How we helped

To assist APCOM in meeting its organisational objectives, Junxion developed a brand strategy which articulates a clear value proposition, positioning and tone and manner. The refreshed and engaging graphic identity helps tell the 'brand story'.

Next, Junxion developed a "knowledge hub" and central repository of diverse materials relating to HIV and sexual health of both MSM and transgenders in Asia Pacific. Accessed through a renewed website, the "knowledge hub" positions APCOM as a leading source of information, communications and advocacy locus, and agent of change.

A strategic messaging framework and an associated communications and outreach plan was developed. A comprehensive social media and content strategy with associated tools, as well as training and capacity building around those tools, helped APCOM promote and maintain the website.

Measuring Success

There's been great uptake and affiliation around APCOM's new brand. The organisation has received accolades from across Southeast Asia and beyond. New potential partners and funders are actively seeking to work with them.

Success is visible online too. A social media programme has led to a 131% increase in likes, 440% rise in the number of people talking about APCOM and a 457% jump in the weekly reach on Facebook.

