

# Novo Nordisk US Activation

## ADA Step Out: Walk to Stop Diabetes



# Sponsorship Summary

## National Sponsor of Step Out: Walk to Stop Diabetes

2013 sponsorship deliverables include:

- ☒ Recognition as a National Sponsor of Step Out: Walk to Stop Diabetes
- ☒ Publications and collateral materials
- ☒ ADA national website
- ☒ On-site/public relations/promotional material

## National Sponsor of the Red Strider Program

2013 sponsorship deliverables include:

- ☒ Recognition as a National Sponsor of the Red Strider program
- ☒ ADA national website
- ☒ Public Relations/promotional material
- ☒ Red Strider recruitment e-mail campaign
- ☒ Red Strider Clubhouse, presented by Novo Nordisk on-site at 10-15 mutually agreed markets

# Activation Overview

**Mission: Elevate Novo Nordisk's brand presence as National Premier & National Red Strider sponsor**

## **1. Standardize Novo Nordisk's brand presence**

- ☒ Action: Design, produce and activate on-site branding for Novo Nordisk
- ☒ Action: Present clean, consistent branding at all events
- ☒ Action: On-site presence without burdening NNI sales reps or ADA regional chapters

## **2. Elevate Novo Nordisk's position as a brand committed to healthy lifestyle & fitness**

- ☒ Action: NNI identified 10 key markets for on-site activation
- ☒ Action: Engage participants with C4C programs & literature

## **3. Drive added value to ADA & Novo Nordisk partnership**

- ☒ Action: Co-brand the start/finish arch, photo booth and on-course presence
- ☒ Action: Staff a co-branded photo booth at the Red Strider tent to drive awareness of Novo Nordisk
- ☒ Action: Use the photo booth to draw in a wider audience to engage with NNI sales reps

## **4. Identify Novo Nordisk brand activation opportunities across Step Out series for 2014+**

- ☒ Action: Develop relationships with ADA regional chapters to streamline operations & communication
- ☒ Action: Gather meaningful metrics & qualitative feedback to identify added value opportunities
- ☒ Action: Identify opportunities on-site at 10 events
- ☒ Action: Identify social media & online marketing opportunities to expand branded footprint

# Activation Timeline

<b>Miami</b> Marlins Park September 21	<b>Philadelphia</b> Philadelphia Museum of Art October 5	<b>Boston</b> Boston Common October 19	<b>Princeton</b> NNI Campus October 20	<b>Atlanta</b> Turner Field November 9
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**September**

**October**

**November**

<b>Chicago</b> Grant Park September 29	<b>Phoenix</b> Stop Diabetes Red Zone October 12	<b>Washington, D.C.</b> National Harbor October 19	<b>Los Angeles</b> Griffith Park November 2	<b>Houston</b> Minute Maid Park November 23
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# Activation: Audience & Metrics

- Market selection: **9 of Top 16 Media Markets in US & NNI HQ**
- **21,000+ participants** and **2,000+ Red Striders** at 10 selected Step Out Walks
- 10 selected Step Out Walks raised **\$3.5+ million**
- Novo Nordisk brand impressions surpassed **1.7+ million** at 10 events

Markets	Red Striders	Participants	\$ Fundraised (as of Nov. 24)	NN Brand Impressions
Miami	125	998	\$130,000	51,747
Chicago	270	2850	\$538,078	100,084
Philadelphia	350	4000	\$500,000	229,708
Phoenix	276	2591	\$276,860	218,526
Boston	240	1616	\$400,000	327,951
Washington, D.C.	200	1700	\$418,561	61,456
Princeton	85	1200	\$149,000	284,809
Los Angeles	N/A	1900	\$260,442	115,200
Atlanta	200	1400	\$237,844	190,842
Houston	300	3100	\$606,000	201,066
<b>TOTAL</b>	<b>2,046</b>	<b>21,355</b>	<b>\$3,516,785</b>	<b>1,781,389</b>



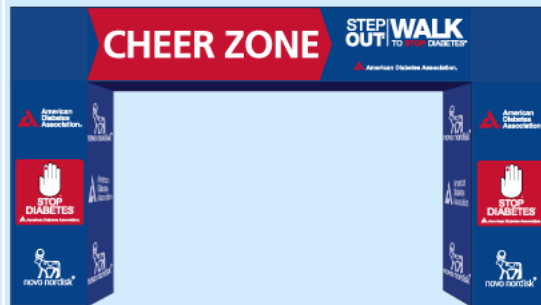
# Activation: Presenting Sponsor

Concept	Co-Branded Materials	On-site Brand Asset Management	
Repeater Banner			
Repeater Banner			
Start Arch			

# Activation: Presenting Sponsor

## Concept

Cheer Zone Arch



## On-site Brand Asset Management



Start/Finish Arch



Start/Finish Arch  
(Double wide)



# Activation: Presenting Sponsor

- Engage **4,400+ participants (21% of all participants)** with group photos at Novo Nordisk photo booth
- High visibility & iconic venues:** Marlin Stadium, Grant Park, Philadelphia Museum of Art, Boston Common, National Harbor, Griffith Park, Turner Field & Minute Maid Park

Markets	Start Arch	Finish Arch	Cheer Zone	Red Strider Clubhouse	Photo Booth	Photos Printed
Miami	X	X	-	X	-	N/A
Chicago	-	-	X	X	X	450
Philadelphia	-	-	X	X	X	475
Phoenix	X	X	-	X	X	500
Boston	-	-	X	X	X	500
Washington, D.C.	-	-	-	X	X	460
Princeton	X	X	-	X	X	360
Los Angeles	X	X	-	X	X	800
Atlanta	X	-	-	X	X	560
Houston	X	X	-	X	X	340
<b>TOTAL</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>10</b>	<b>9</b>	<b>4,445</b>



# Activation: Employee Engagement



## Step Out Walk Chicago

"The photos and cheer zone were a huge hit! Hope to see you next year."  
- Mike Athey, NNI Step Out Team Captain, Chicago

## Step Out Walk Philadelphia

"You and your team did an amazing job! It made everything so much easier for the group. I know you must hear this a lot, but I still have to pass along our appreciation in Philly! Thank you again!"

- Jennifer Onken, NNI Step Out Team Captain, Philadelphia



## Step Out Walk Boston




"It's so awesome that TRACS can be involved and we will have all of this extra branding and support! It's going to be a very successful walk... We will have a huge presence."

- Diane DiCarlo, NNI Team Captain, Boston



# Activation: Social Media Reach

- Social media metrics gathered within 48 hours of each Step Out Walk
- **Opportunities**
  - Engage participants on social media, share and tag group photos, engage larger audience
  - Novo Nordisk can be a first mover in this space with ADA and drive awareness
  - Create a platform that engages participants, increases year on year retention, increases fundraising

Markets	 Twitter	 Facebook	 Instagram	Total Audience
Miami	83,801	4,340	27,723	<b>115,864</b>
Chicago	6,666	484	17,264	<b>24,414</b>
Philadelphia	18,555	7,848	194	<b>26,597</b>
Phoenix	3,043	1,750	3,002	<b>7,795</b>
Boston	26,087	1,146	1,157	<b>28,390</b>
Washington, D.C.	3,898	1,608	781	<b>6,287</b>
Princeton	2,685	1,124	4,582	<b>8,391</b>
Los Angeles	866,078	10,524	61,902	<b>938,504</b>
Atlanta	16,001	222	2,853	<b>19,076</b>
Houston	67,126	29,367	2,689	<b>99,182</b>
<b>TOTAL</b>	<b>1,093,940</b>	<b>58,413</b>	<b>122,147</b>	<b>1,274,500</b>

# Activation: Social Media Reach



**Step Out: Walk to Stop Diabetes - Boston**  
October 19 · 📍  
With Maryanne Nicolo, Alyce Nicolo and Cindy Bourque Nicolo at Boston Common.  
Kristin Hill likes this.



# 2014 Activation

## Platforms for Sustainable Partnership Growth

- 2013 established a good working platform to build upon relationships established with NNI sales reps and ADA regional executive directors and event organizers
- Positive feedback from NNI sales reps, ADA regional and ADA national
- Move Novo Nordisk employees from 4<sup>th</sup> largest fundraising team for ADA Step Out Walk to 3<sup>rd</sup> place in 2014

## Step Out Walk Houston

"Thanks for all of your help we could not have done it without all of you being out there and helping us. Thanks!!!"

- Daniel Gutman, Logistics Manager, ADA Houston

## Step Out Walk Atlanta

"Thank you so much for attending our event and enhancing our start line with your awesome arch and photo area! They were definitely a big hit among our walkers... We were so happy that you were able to join us this year and we look forward to hopefully working with you again in the future!"

- Laura Marchese, Logistics Manager, ADA Atlanta



# 2014 Sponsorship & Activation Strategy

## On-site Brand Asset Management

- Expand footprint to include all high visibility markets, identify second tier market priorities
- Standardize Novo Nordisk and ADA co-branding across Step Out Walk enterprise
- Create engagement opportunities & foster dialogue between participants and NNI sales reps
- Increase PR opportunities in priority markets
- Establish Novo Nordisk as the industry leader for embracing healthy lifestyle & fitness activity

## Online Presence- Engage Existing Community

- Create a 365-day platform to recognize partnership, engage participants, increase year-on-year retention and fundraising.
- Platform to have archive of 2013 photos- key selling point for ADA recruitment and NNI sales reps in each market
- Engage participants & extended audience via social media, share & tag group photos
- Participant driven social media content to extend the reach of Novo Nordisk brand: before, during and after event.
- Potential for NNI opt-in programs, C4C, etc.

# 2014 Sponsorship & Activation Strategy

## Streamline Operational Logistics

- Streamline operations from NNI and NNI sales reps, including Red Strider materials, giveaways and existing inventory of NNI equipment and materials
- Streamline shipping (inbound and outbound) and inventory management for Tier 1 & 2 events
- Work with ADA regional chapters to ensure deadlines and deliveries are met

## Activation Best Practices

- Communicate and standardize Novo Nordisk's National Premier & Red Strider sponsorship framework across all markets
- Develop sponsorship overview highlighting deliverables & responsibilities for ADA regional executive directors & event organizers (high turnover in some markets)
- Develop standard sponsorship FAQ's for ADA regional executive directors & event organizers

# 2014 Sponsorship & Activation Timeline

## January

- NNI to finalize activation strategy for Tier 1 & 2 markets
- NNI meet with ADA National to finalize deliverables for 2014 sponsorship (on-site & online)
- NNI & ADA finalize and agree to Tier 1 & 2 market selection
- Review/finalize Red Strider giveaways and promotional items
- ADA National to host kick-off call to communicate with Tier 1 ADA regional chapters on 2014 direction
- ADA National to host kick-off call to communicate with Tier 2 ADA regional chapters on 2014 direction

## February

- TRACS to work with ADA regional chapters to standardize co-branded presence, ensure alignment, clarity of roles and responsibilities
- TRACS to review Step Out Walk Best Practices with ADA regional chapters- bringing added value to ADA partnership
- TRACS to design market-specific artwork, as needed
- TRACS to identify with ADA regional chapters best mechanisms for social media engagement
- Finalize publications, collateral materials and PR outreach for 2014 Step Out Walks

## March

- ADA Regional chapters to use market specific photos from 2013 in promotion and recruitment- images provided by Novo Nordisk
- Finalize allocation of co-branded materials needed for Tier 1 & Tier 2 markets
- Finalize allocation of Red Strider materials needed for all markets

# Activation Tier Rationale

- Maximize the benefits received by NNI from its national premier sponsorship of ADA Step Out Walks by capitalizing on in-market PR opportunities and enhancing the perception of the brand with employees with in-market programing and support
- Criteria established to classify the Step Out Walks into three (3) categories. Events are classified for 2014 only and are subject to review on an annual basis based on NNI's goals, direction and resources
- Critical, ancillary needs are to protect the Novo Nordisk brand, sponsorship investment and employee/volunteer participants in the events

## Tier One Criteria

Strong market presence – high potential for media interest and exposure, general interest in brand, high value media market

Markets designated by NNI as focus markets for sales growth opportunities and/or high visibility partnership initiatives with ADA regional chapters

## Tier Two Criteria

Moderate market presence – moderate potential for media interest and exposure, moderate interest in brand

Mid-level markets– moderate potential to drive sales growth and/or moderate visibility partnership initiatives with ADA regional chapters

## Tier Three Criteria

Minimal market presence – little to no potential for media interest and exposure

Small markets– limited potential to involve / message to wide audience, continue to support with NNI Sales Reps



# 2014 Activation Plan- Tier 1

- Create consistent brand presence & activation as National Premier Sponsor (planned below in red)
- Increase footprint: add New York City, Chicago- Buffalo Grove and Houston- The Woodlands
- Engage **7000+ participants** with group photos at Novo Nordisk photo booth

Tier 1 Markets	Start Arch	Finish Arch	Cheer Zone	Red Strider Clubhouse	Photo Booth	Photos Printed
Miami	X	X	X	X	X	500
Chicago	X	X	X	X	X	500
Chicago- Buffalo Grove	X	X		X	X	400
New York City	X	X		X	X	600
Philadelphia	X	X	X	X	X	500
Phoenix	X	X		X	X	500
Boston	X	X	X	X	X	600
Washington, D.C.	X	X	X	X	X	500
Princeton	X	X		X	X	400
Los Angeles	X	X		X	X	900
Atlanta	X	X	X	X	X	600
Houston	X	X	X	X	X	600
Houston- The Woodlands	X	X		X	X	400
<b>TOTAL</b>	<b>13</b>	<b>13</b>	<b>7</b>	<b>13</b>	<b>13</b>	<b>7,000</b>

## 2014 Activation Plan- Tier 2

- Create consistent brand presence & activation as National Premier Sponsor
- Increase footprint into secondary markets, suburban communities outside major metros
- Identify 10-15 additional markets for activation

Tier 2 Markets	Start Arch	Finish Arch	Cheer Zone	Red Strider Clubhouse
Baton Rouge, LA or Oklahoma City, OK	X	X	TBD	TBD
NY Location (Nassau or Rochester)	X	X	TBD	TBD
NJ Location (Bridgewater)	X	X	TBD	TBD
Indianapolis, IN	X	X	TBD	TBD
Seattle, WA	X	X	TBD	TBD
CA Location (San Diego, San Francisco)	X	X	TBD	TBD
St. Louis, MO	X	X	TBD	TBD
San Antonio, TX	X	X	TBD	TBD
OH Location (Cleveland, Canton)	X	X	TBD	TBD
FL (Jacksonville, Orlando, Tampa)	X	X	TBD	TBD
Wichita, KS	X	X	TBD	TBD
<b>TOTAL</b>				

# ADA Step Out: Walk to Stop Diabetes

## National Premier Sponsorship: Activation Overview

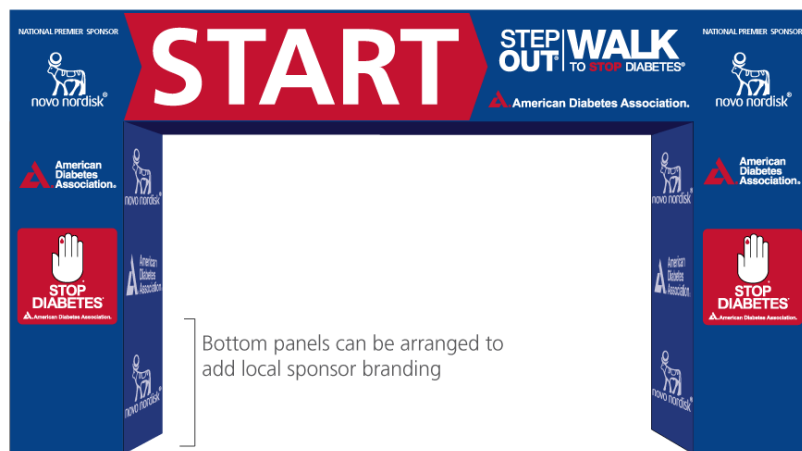
	Tier One	Tier Two
<b>Brand Presence</b>		
National Premier Sponsor Recognition	X	X
Onsite: Implement branded and co-branded materials according to set-up template	X	X
Prominent branding: Start Line, Finish Line, Cheer Zone	X	
Photography: Photo booth to create “branded moments” for participants	X	
Social media engagement: Celebrate participation and share with a larger audience	X	X
<b>Employee Benefits</b>		
Opportunity to engage with a cause outside corporate office; create a shared experience	X	X
Elevated NNI presence	X	X
Premiums for Employees (i.e., hats, t-shirts)	X	X
<b>American Diabetes Association Benefits</b>		
Online footprint: Create a platform that engages participants in a centralized manner → increased year on year participant retention; increased fundraising	X	X

# Brand Opportunity

## National Premier Sponsor Brand Position

- Position Novo Nordisk brand with emphasis on National Sponsor category
- Offer new co-branded assets including mesh fencing, tear drop banners

“National Premier Sponsor”



Start/Finish Inflatable & Banners



Tear Drop Banners



Mesh Fencing

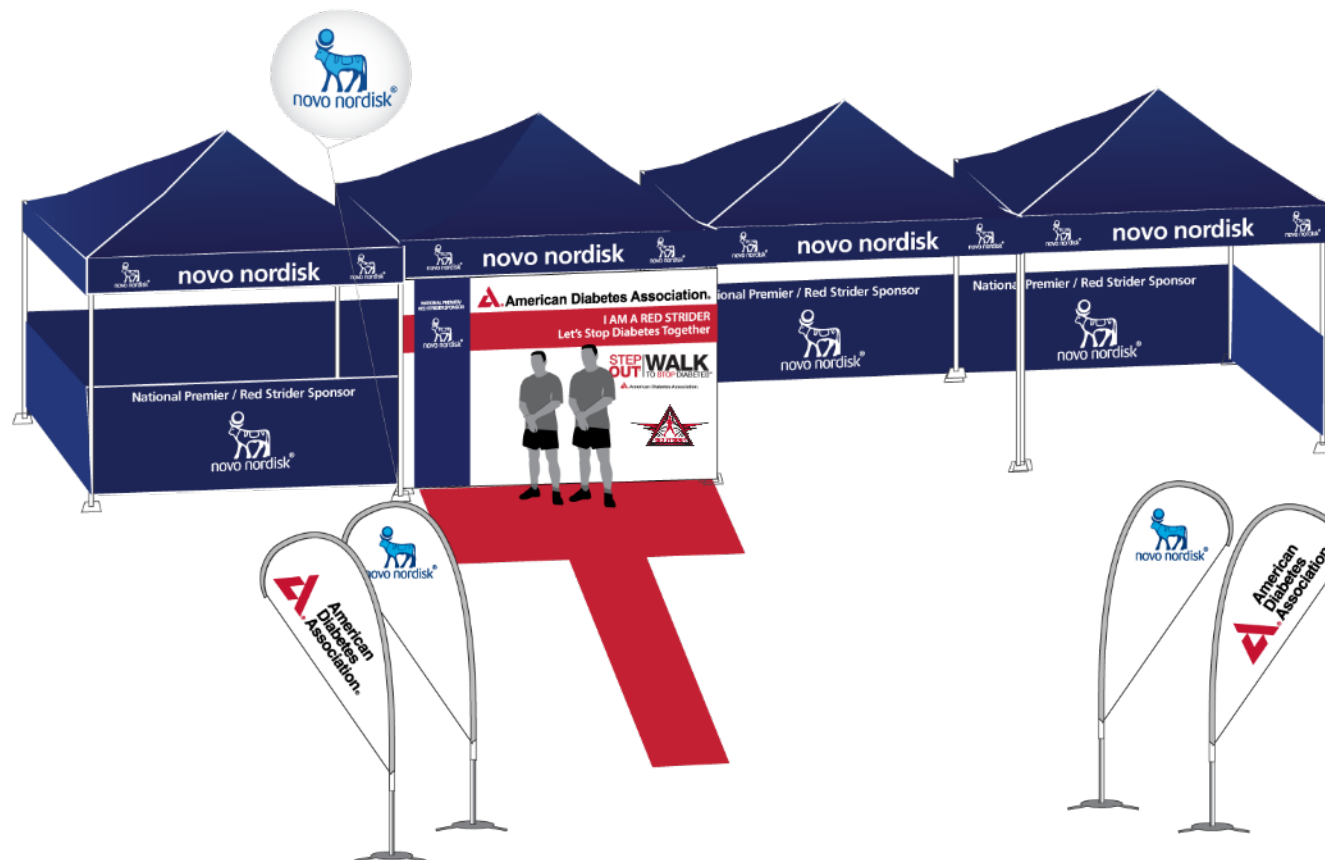




# Brand Opportunity

## National Red Strider Sponsor Brand Position

- Position Novo Nordisk brand with emphasis on National Red Strider category
- Implement consistent co-branded Red Strider footprint on-site in key markets



# 2014 Activation: Social Media Engagement

- Divide content plan into: Pre-event, During Event & Post-event channels
- Develop twitter content and [#walktoSTOPdiabetes](#) campaign
- Open up the photos for sharing on Facebook, Twitter, Instagram, Flickr, LinkedIn, etc. → create an **engagement opportunity** for people who care and **share**
- Expand visual library of Novo Nordisk's commitment to action & healthy lifestyle → employees engaging at Step Out, active in community building, interacting with Red Striders, etc.

