



Novo Nordisk US Activation ADA Step Out: Walk to Stop Diabetes

2014 Partnership Recap & 2015 Strategy



STEP OUT 2014: KEY MARKETS SUMMARY

AMOUNT FUNDRAISED

\$4,341,003

↑ **23%** from 2013

TOTAL PARTICIPANTS

22,404

↑ **5%** from 2013



PHOTO BOOTH PARTICIPANTS

5,442

↑ **22%**
from 2013



RED STRIDERS

3,098

↑ **51%**
from 2013



OVERALL IMPRESSIONS

3,268,761

↑ **100%** from 2013

ONSITE IMPRESSIONS

2,262,652

↑ **39%** from 2013



SOCIAL MEDIA IMPRESSIONS

1,006,109

↑ **6543%** from 2013

NOVO NORDISK HEADQUARTERS SOCIAL MEDIA IMPRESSIONS

24,111



NOTE: Totals & percentages include Buffalo Grove & NYC in 2014

2014 Sponsorship Summary

Overview

Novo Nordisk secured two sponsorship categories for Step Out. These sponsorship platforms are related but separate, and each entitles Novo Nordisk to participate in, and receive recognition for, various items and activities.

Sponsorship

National Premier Sponsor

Sponsorship

Red Strider Program

Deliverables

- Verbal recognition as National Premier Sponsor of Step Out: Walk to Stop Diabetes at Step Out Events
- Inclusion in publications and collateral materials
- Recognition on ADA national website
- Recognition in on-site/public relations/promotional materials

Deliverables

- Red Strider Clubhouse, presented by Novo Nordisk on-site at 10-15 mutually agreed upon markets
- Recognition on ADA national website, including link to Novo Nordisk's web page
- Inclusion in public relations/promotional materials
- Red Strider recruitment e-mail campaign
- Permission to use space to distribute Novo Nordisk educational literature

2014 Activation Overview

Overview

Elevate Novo Nordisk's brand presence as National Premier & Red Strider Program Sponsor

Deliverables

Standardize Novo Nordisk's brand presence

- Design, produce and activate clean, consistent on-site branding for Novo Nordisk
- Create on-site presence without burdening NNI Sales Reps or ADA regional chapters

Drive added value to ADA & Novo Nordisk partnership

- Co-brand the start/finish arch, mesh fencing, photo booth and on-course presence
- Produce branded elements for ADA local sponsors to drive sponsorship value
- Staff co-branded photo booth to increase visibility of NNI & ADA

Elevate Novo Nordisk's position as a brand committed to healthy lifestyle & fitness

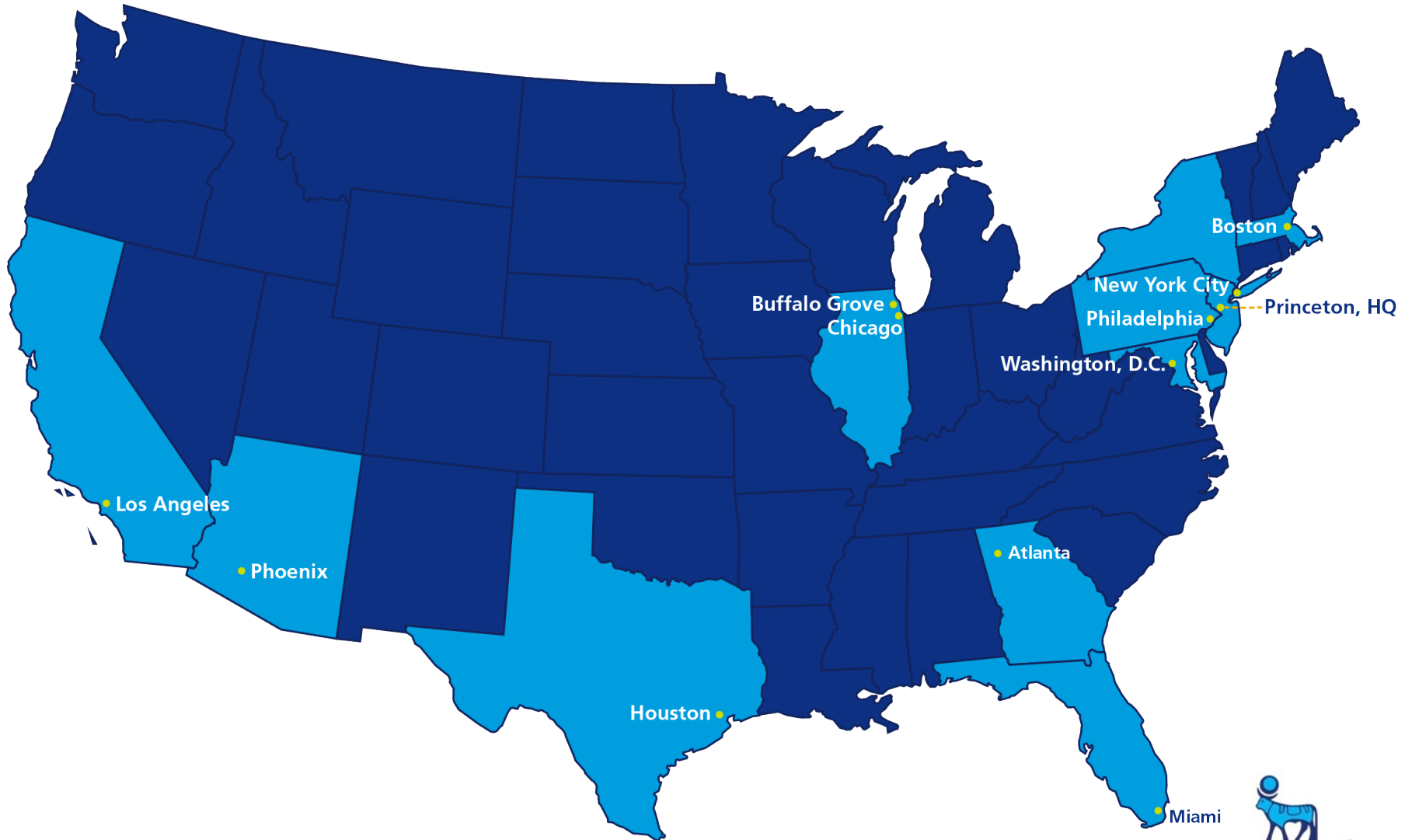
- Identify 11 key markets for on-site activation
- Engage participants with C4C programs & literature
- Engage the local community with NNI Sales Reps in photo booth and Red Strider Clubhouse

Identify Novo Nordisk brand activation opportunities across Step Out series for 2014+

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




2014 Step Out Key Market Activation Map



2014 Activation: Branded Elements

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

2014 Activation: Branded Elements

Concept	Co-Branded Materials	On-site Brand Asset Management	
Finish Arch			
Cheer Zone Arch			
Start/Finish Arch (Double wide)			

2014 Activation: Branded Elements

Concept	Co-Branded Materials	On-site Brand Asset Management
Mesh Fencing		
Tear Drops		
Red Strider Clubhouse		

2014 Activation: Branded Elements

Markets	Start/ Finish Arch	Tear Drops	Cheer Zone	Red Strider Clubhouse	Mesh Fencing	Photo Booth
Miami	X	X	-	X	X	X
Buffalo Grove	X	X	-	X	X	-
Chicago	X	X	X	X	X	X
NYC	X	-	-	X	X	X
Phoenix	X	X	-	X	X	X
Boston	X	X	-	X	X	X
Washington, D.C.	X	-	-	X	X	X
Princeton	X	X	X	X †	X	X
Philadelphia	**	-	X	X †	X	X
Los Angeles	X	X	-	X	X	X
Atlanta	X	X	-	X	X	X
Houston	X	X	-	X	X	X
2014 TOTALS	11	9	3	12	12	11
2013 TOTALS	7	9	3	11	1	9

** Arch located at Novo Nordisk Employee Tent

† Novo Nordisk sourced enhanced Red Strider Clubhouse through TRACS, Inc.



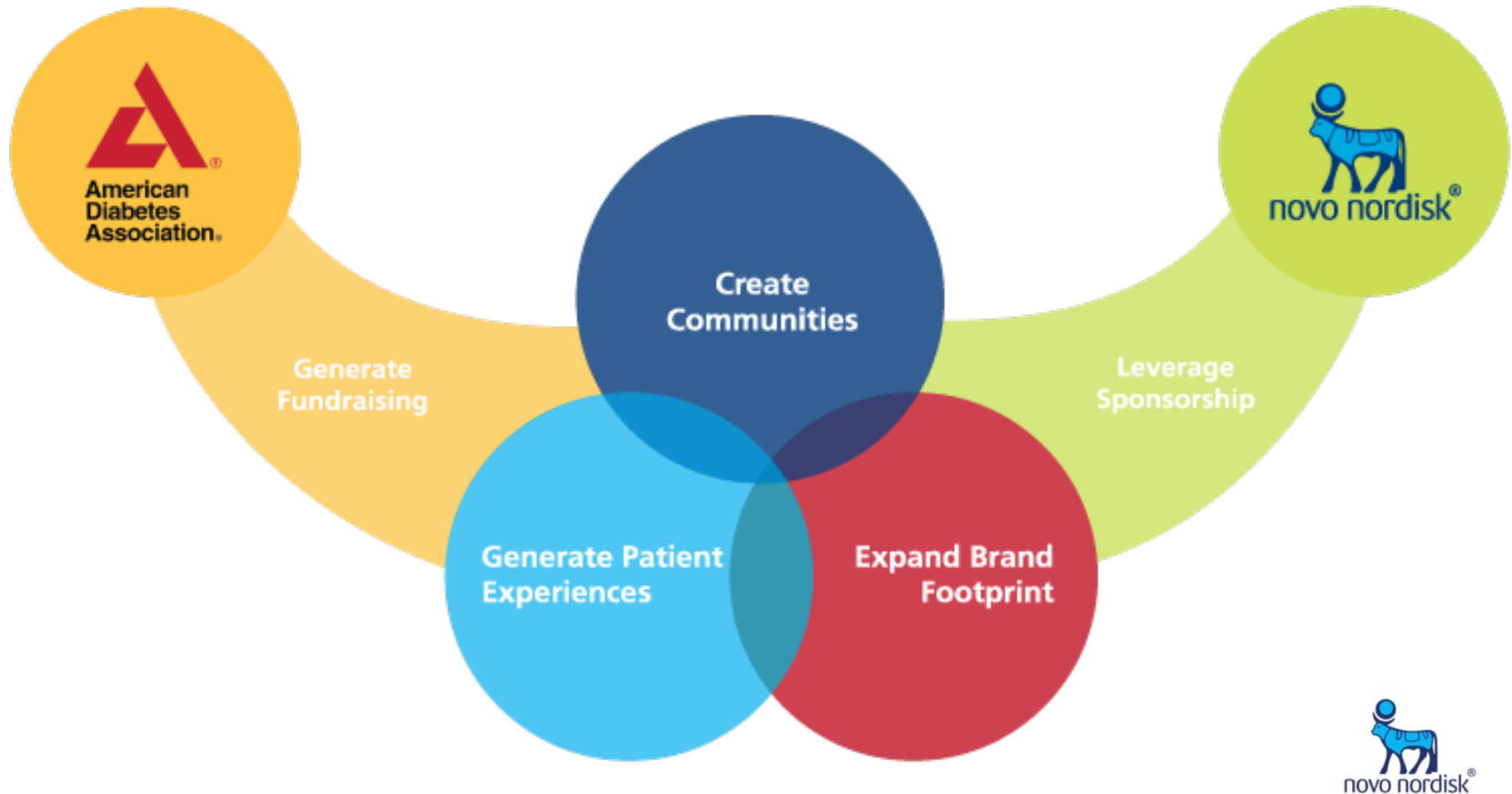
2013 vs. 2014 Activation: Metrics

Markets	Number of Red Striders		Number of Participants		Fundraising		NNI Onsite Brand Impressions	
Year	2013	2014	2013	2014	2013	2014	2013	2014
Miami	125	125	998	810	\$130,000	\$80,000	49,457	77,102
Buffalo Grove	NA*	140	NA*	1,400	NA*	\$264,000	NA*	40,000
Chicago	270	362	2,850	2,800	\$538,078	\$539,855	91,132	211,320
NYC	NA*	250	NA*	2,173	NA*	\$496,000	NA*	165,640
Phoenix	276	260	2,591	1,833	\$276,860	\$260,000	215,026	327,200
Boston	240	255	1,616	1,785	\$400,000	\$440,000	302,365	223,820
Washington, D.C.	200	300	1,700	1,662	\$418,561	\$500,000	58,240	147,928
Princeton	85	40	1,200	1,129	\$149,000	\$146,148	271,375	282,160
Philadelphia	350	352	4,000	2,241	\$500,000	\$620,000	197,040	227,737
Los Angeles	Not provided	303	1,900	1,900	\$260,442	\$220,000	107,940	131,110
Atlanta	200	300	1,400	1,623	\$237,844	\$300,000	163,904	163,544
Houston	300	411	3,100	3,048	\$606,000	\$475,000	168,430	265,091
GRAND TOTAL	2,046	3,098 (+51%)	21,355	22,404 (+5%)	\$3,516,786	\$4,341,003 (+23%)	1,624,909	2,262,652 (+39%)
TOTAL *w/o NYC and Buffalo Grove	2,046	2,708 (+32%)	21,355	18,831 (-12%)	\$3,516,786	\$3,581,003 (+2%)	1,624,909	2,057,012 (+27%)

*Buffalo Grove and NYC were new activation markets in 2014

2015 Step Out Partnership Platform

The Step Out: Walk to Stop Diabetes platform highlights the synergies, or mutual goals, that exist within the American Diabetes Association and Novo Nordisk partnership.



2015 Partnership Objective: Create Communities

Concept	Help people with diabetes live fuller, healthier lives. Empower those affected by diabetes to achieve their personal goals.		
Audience	Step Out Participants	Audience	Healthcare Professionals
Activity	<ul style="list-style-type: none"> • Increase PR opportunities in priority markets • Make photos available to public: key selling point for ADA recruitment and NNI Sales Reps • Create engagement opportunities & foster dialogue between NNI Sales Reps and key audiences: <ul style="list-style-type: none"> • People with Type 1 diabetes • People with Type 2 diabetes • People with gestational diabetes • Continue to create a quality, co-branded event experience to demonstrate to participants the alignment in Novo Nordisk and ADA missions 		
		Activity	<ul style="list-style-type: none"> • Connect NNI Sales Reps with HCPs outside of traditional environment • Engage HCPs to recognize Novo Nordisk as a Red Strider Program Sponsor at ADA Step Out: Walk to Stop Diabetes and promote event to diabetes patients as a healthy lifestyle activity • Work with ADA Regional Executive Directors to actively promote Step Out in HCP environments

2015 Partnership Objective: Create Communities

Concept	Help people with diabetes live fuller, healthier lives. Empower those affected by diabetes to achieve their personal goals.
Audience	NNI Sales Reps & NNI Employees
Activity	<ul style="list-style-type: none"> • Integrate Step Out into NNI corporate culture <ul style="list-style-type: none"> • Integrate with “NNI Changing our Communities” • Enhance promotion through NovoLink using videos, photos and stories • Engage employees at a higher level (top-down approach) • Develop cross-promotional outreach campaign with NNI Sales Reps to increase engagement with local community and encourage Step Out participation: <ul style="list-style-type: none"> • Design and produce promotional print materials for NNI Sales Reps • Develop online campaign with NNI Sales Reps in local markets • Create html email invitations for NNI Sales Reps to initiate e-marketing campaign • Review NNI Sales Rep Step Out kits: evaluate tools and identify opportunities <ul style="list-style-type: none"> • Spur competition between NNI Step Out Teams: recognition of largest team and top fundraising team, t-shirt design contest • Integrate Step Out Houston with Cities Changing Diabetes campaign (#urbandiabetes) • Streamline NNI Sales Rep activation in Red Strider Clubhouse • Place NNI Sales Reps in Red Strider Clubhouse to check-in and engage with Red Striders

2015 Partnership Objective: Enhance Relationship

Concept	Enhance partnership and synergies between ADA and Novo Nordisk.
Audience	ADA National and NNI; ADA Regional and NNI Sales Reps
Activity	<ul style="list-style-type: none"> • Review ADA's internal feedback/survey & identify areas of opportunity • Host summit meeting with Novo Nordisk and ADA National to enhance national premier partnership, create clarity & alignment on sponsorship deliverables • Host "National Partners Summit" including ADA, Novo Nordisk and other national sponsors (Walgreen's, etc.) • Partner with ADA National to develop standardized system of reporting timely metrics on race participants, volunteers, fundraising, etc. • Share Step Out best practices with ADA Event Directors, Executive Directors & Regional Executive Directors • Partner with ADA National to increase clarity of Novo Nordisk sponsorship deliverables and communicate those deliverables to ADA Regional chapters <ul style="list-style-type: none"> • Enhance sponsorship overview by highlighting deliverables & responsibilities for ADA regional executive directors & event organizers • Collaborate on social media campaigns and brand activation to engage local communities and key audiences • Create increased fundraising opportunities for ADA by investing in ADA brand exposure/inclusion on co-branded elements

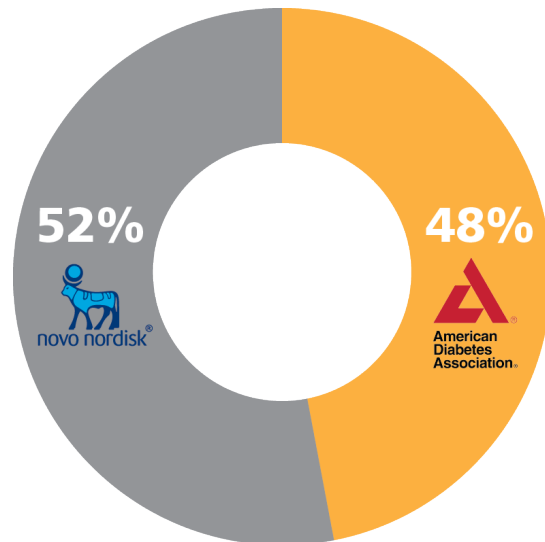
2015 Partnership Objective: Enhance Relationship

Audience

ADA National and NNI; ADA Regional and NNI Sales Reps (continued)

Activity

- Increase visibility for ADA & NNI with co-branded materials to show partnership and alignment to key audiences
- In 2014, Novo Nordisk invested in brand exposure for ADA through the design, production and activation of branded and co-branded elements. The **4,386,622** impressions created were divided as follows:



Markets	2014 ADA Brand Impressions (w/o social media)	2014 NNI Brand Impressions (w/o social media)
Miami	70,556	77,102
Buffalo Grove	28,400	40,000
Chicago	272,200	211,320
New York City	151,940	165,640
Phoenix	291,560	327,200
Washington, D.C.	128,296	147,928
Boston	209,626	223,820
Princeton	222,589	282,160
Philadelphia	187,727	227,737
Atlanta	153,854	163,544
Los Angeles	129,329	131,110
Houston	277,893	265,091
Subtotals	2,123,970	2,262,652
Total Impressions	4,386,622	

2015 Partnership Objective: Enhance Relationship

Audience

ADA National and NNI; ADA Regional and NNI Sales Reps (continued)

Activity

- Continue to invest in branded elements for ADA local sponsors
- Listen to ADA Regional Executive Directors and identify ways to be a better partner:

"As a new event director to the [ADA NYC], my literature to advertise the event was produced shortly after I arrived, leaving no time to secure additional sponsorship. Companies that were advertised on the arch [provided by NNI] were companies that paid for sponsorship but were not included on the 50,000 pieces of event literature or 5,000 posters that directly market our sponsors. The companies that were included on the arch were most appreciative of the additional exposure."

Pamela Schwartz, NYC Step Out Walk Director 2014

Concept: NYC Local Sponsor Arch Panels



Activation



Result: NYC Local Sponsor Impressions

52,152

2015 Partnership Objective: Generate Positive Patient Experiences

Concept	Create a well-executed, memorable experience that includes “branded moments” to actively engage participants with the Novo Nordisk and ADA brands and increase year-on-year retention rates.		
Audience	Red Striders	Audience	Photo Booth Participants
Activity	<ul style="list-style-type: none">• Staff Red Strider Clubhouse with NNI Sales Reps for duration of walk to interact directly with Red Striders• Introduce Red Strider Clubhouse tent to new markets• Work with ADA to create uniform Red Strider program/activities, for example:<ul style="list-style-type: none">• Healthy luncheon• Musical or celebrity guest• Additional photo booth opportunity		
Activity	<ul style="list-style-type: none">• Work with ADA local event management to strategically place photo booth in high-visibility areas in each market, such as:<ul style="list-style-type: none">• Start/Finish Area• Refreshment Area• Develop strategy to directly upload photos to social media to extend the photo’s lifespan• Create campaign to recognize annual photo booth attendees• Increase photo booth efficiency to allow for more visitors and prints		

2015 Partnership Objective: Generate Positive Patient Experiences

Audience

Photo Booth Participants (continued)



21%

of participants
visited the photo
booth in 2013

24%

of participants
visited the photo
booth in 2014



Markets	Total Photo Prints 2013	Total Photo Prints 2014
Miami	NA	353
Buffalo Grove	NA	NA
Chicago	450	400
New York City	NA	616
Phoenix	500	160
Washington, D.C.	460	561
Boston	500	348
Princeton	360	487
Philadelphia	475	429
Atlanta	560	689
Los Angeles	800	917
Houston	340	482
TOTAL	4,445	5,442 (+22%)
TOTAL w/o NYC and Buffalo Grove	4,445	4,826 (+9%)

2015 Partnership Objective: Expand Footprint

Concept

Create value-add for ADA and Novo Nordisk through the addition of new key markets.

Audience

New patient communities; new interface with NNI Sales Reps & ADA regional offices

Activity

- Five expansion markets identified with high potential for sales growth and media interest:

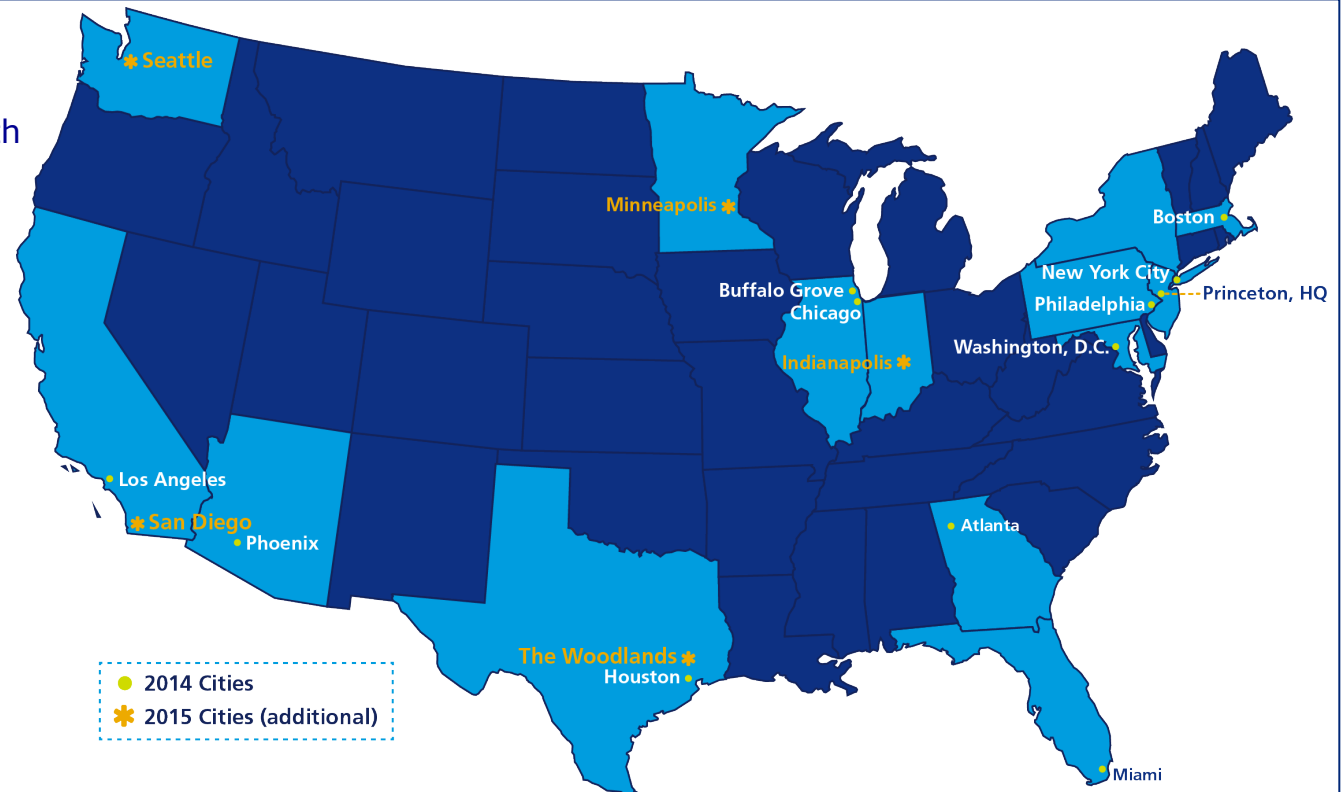
Seattle

Indianapolis

Minneapolis

Houston- The Woodlands

San Diego



2015 Partnership Objective: Expand Footprint

Concept	Create value-add for ADA and Novo Nordisk through branded and co-branded on-site activation.
Audience	Step Out Participants
Activity	<ul style="list-style-type: none"> Continue to develop co-branded materials and work with ADA to strategically place materials in high-visibility areas Consider re-introduction of Cheer Zone to 4-5 key markets to bolster ADA & NNI partnership presence In select markets, work with ADA on course design to identify brand opportunities (loop courses versus one-way courses influence overall brand impressions)



144,468 impressions

61%
of total 2013
Boston brand
impressions

**Boston
Cheer Zone
2013**

2015 Partnership Objective: Expand Footprint

Concept

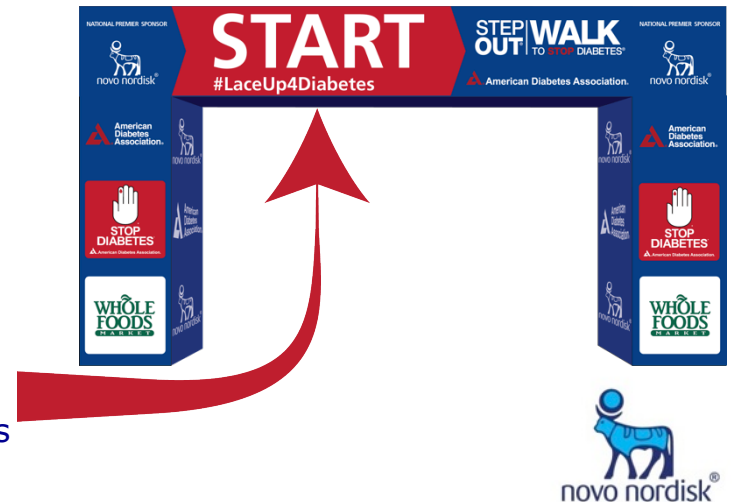
Create value-add for ADA and Novo Nordisk through enhanced social media activation.

Audience

Patient Communities

Activity

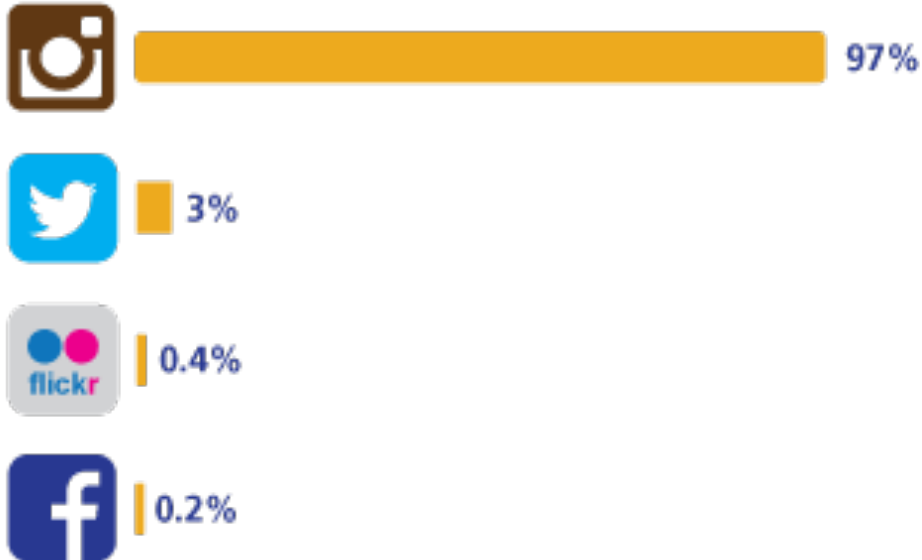
- Enhance social media integration with Novo Nordisk Digital Marketing & ADA National:
 - Pre-build & approve links to photo galleries
 - Increase ADA's reach with co-branded photos
 - Streamline system of gathering ADA post-event social media figures
- Directly upload photos to Facebook, Twitter, Instagram, 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.
- Explore viability of using **#LaceUp4Diabetes** campaign to help NNI leverage sponsorship with other NNI initiatives



2015 Partnership Objective: Expand Footprint

Audience	Patient Communities (continued)
Activity	<ul style="list-style-type: none"> Expand the reach of Novo Nordisk brand before, during and after event through participant-driven social media content

Social Media Usage By Platform



Markets	NN Social Media Brand Impressions 2013	NN Social Media Brand Impressions 2014
Miami	2,290	718
Buffalo Grove	NA	NA
Chicago	895	3,893
New York City	NA	1,831
Phoenix	350	2,168
Washington, D.C.	321	782
Boston	2,559	629
Princeton	1,343	24,111
Philadelphia	3,268	2,097
Atlanta	130	388
Los Angeles	726	968,149
Houston	3,264	1,343
TOTAL	15,146	1,006,109 (+6543%)
TOTAL w/o NYC and Buffalo Grove	15,146	1,004,278 (+6531%)
TOTAL w/o NYC, BG and LA	14,120	36,129 (+151%)

2015 Partnership Objective: Expand Footprint

Audience

Patient Communities (continued)

Activity

- Work with ADA to facilitate presence of “celebrities” on-site to increase social media brand impressions



Step Out LA: Celebrity Social Media



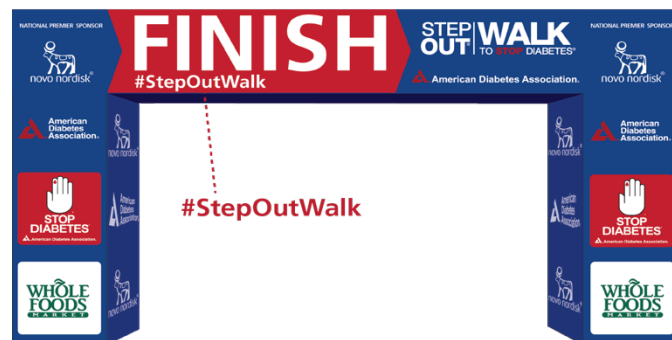
968,116
impressions

95%
of total 2014
social media
impressions

2015 Partnership Objective: Expand Footprint

Audience	Patient Communities (continued)
Activity	Create unified hashtag campaign (#StepOutWalk)

CONCEPT



ACTIVATION



SOCIAL MEDIA



=

**SPONSORSHIP
RETURNS**



Partnership Returns: Step Out

