

## 2015 EVENT METRICS

**14,498**

WALKERS

**2,295**

Red Striders

**\$3,300,097**

FUNDS RAISED  
as of December 14

**5,131,595**

NOVO NORDISK  
Branded Impressions

## 2013-2015 TOTALS

**49,002**

WALKERS

**6,178**

Red Striders

**\$9,873,181**

FUNDS RAISED  
as of December 14

**7,982,923**

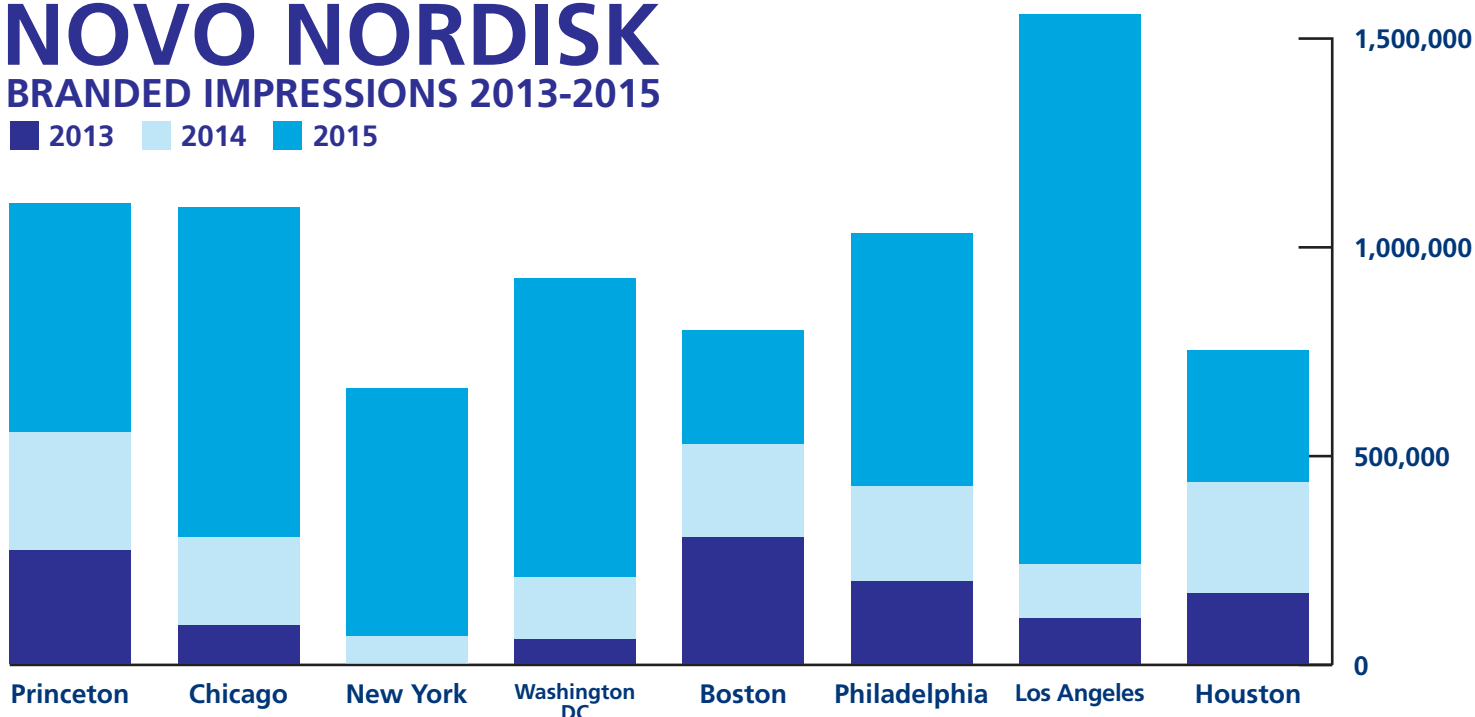
NOVO NORDISK  
Branded Impressions

\*2013-2015 metrics only include 8 same activation markets

## NOVO NORDISK

### BRANDED IMPRESSIONS 2013-2015

■ 2013 ■ 2014 ■ 2015



\*2014 & 2015 "Chicago" market includes both Buffalo Grove and Chicago

\*2013 includes only Chicago



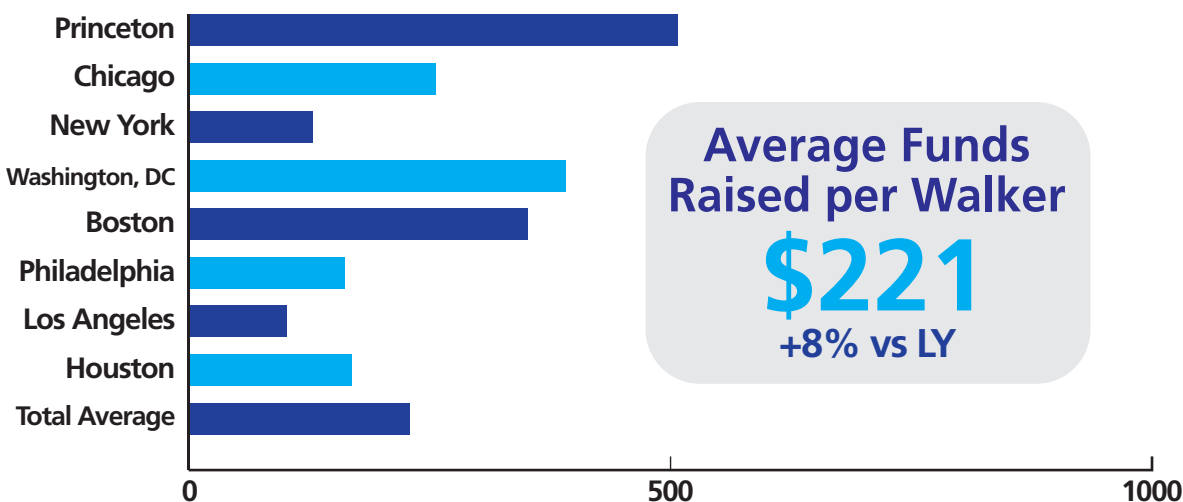
# Step Out 2015

PRI • CHI • NYC • DC • BOS • PHI • LA • HOU

**STEP OUT** | **WALK**  
TO STOP DIABETES®

American Diabetes Association.

City	Total Walkers			Total Red Striders			Fundraising Actual			NN Brand Impressions		
Year	2013	2014	2015	2013	2014	2015	2013	2014	2015	2013	2014	2015
Princeton	1,200	1,129	429	85	40	94	149,000	146,148	437,844	271,375	282,160	549,667
Chicago	2,850	4,200	3,100	270	502	450	538,078	803,855	790,000	91,132	211,320	790,995
New York	--	2,173	1,500	--	250	210	--	496,000	190,000	--	165,640	562,886
Washington, DC	1,700	1,662	1,088	200	300	270	418,561	500,000	424,219	58,240	147,928	716,517
Boston	1,616	1,785	1,300	240	250	300	400,000	440,000	455,000	302,365	223,820	271,770
Philadelphia	4,000	2,241	3,000	350	352	299	500,000	620,000	480,242	197,040	227,737	606,175
Los Angeles	1,900	1,900	2,400	--	303	238	260,442	220,000	240,000	107,940	131,110	1,316,295
Houston	3,100	3,048	1,681	300	441	434	606,000	475,000	282,793	168,430	265,091	317,290
Totals	16,366	18,138	14,498	1,445	2,438	2,295	2,872,081	3,701,003	3,300,097	1,196,522	1,654,806	5,131,595



\*"Princeton" includes totals from Step Out walkers and Tour de Cure cyclists

Average Funds  
Raised per Walker  
**\$221**  
+8% vs LY

**+210%**  
NN Impressions vs LY

**16/100**  
Red Striders/Walkers  
+3% vs LY

City	Total Walkers	Total Red Striders	Fundraising Goal	Fundraising Actual	NN Brand Impressions
Princeton	429	94	478,500	437,844	549,667
Chicago	3,100	450	850,000	790,000	790,995
New York	1,500	210	350,000	190,000	562,886
Washington, DC	1,088	270	509,000	424,219	716,517
Boston	1,300	300	500,000	455,000	271,770
Philadelphia	3,000	299	500,000	480,242	606,175
Los Angeles	2,400	238	320,000	240,000	1,316,295
Houston	1,681	434	480,000	282,793	317,290
Totals	14,498	2,295	3,987,500	3,300,097	5,131,595

## Novo Nordisk Impressions by Market



11%	Princeton
15%	Chicago
11%	New York
14%	Washington, DC
5%	Boston
12%	Philadelphia
26%	Los Angeles
6%	Houston

## 2015 Metrics by Market

**1,812**  
Average Walkers

**287**  
Average Red Striders

**\$3.3m+**  
Fundraising YTD

**5.1m+**  
Novo Nordisk  
Branded Impressions

## Novo Nordisk Photo Booth

**6,153**  
Participants



**3,724**  
Prints distributed

**2,088**  
Photos taken

## Novo Nordisk Selfie Station

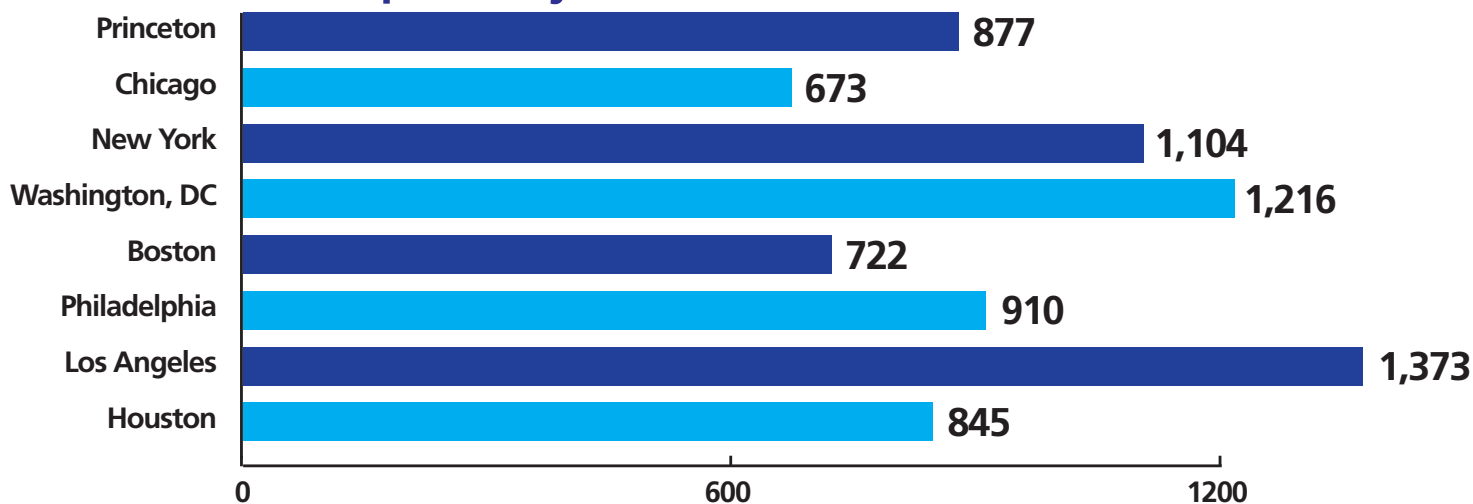
**1,567**  
Participants



**975**  
Participants with  
selfie board

**346**  
Photos taken

## Participants by Market

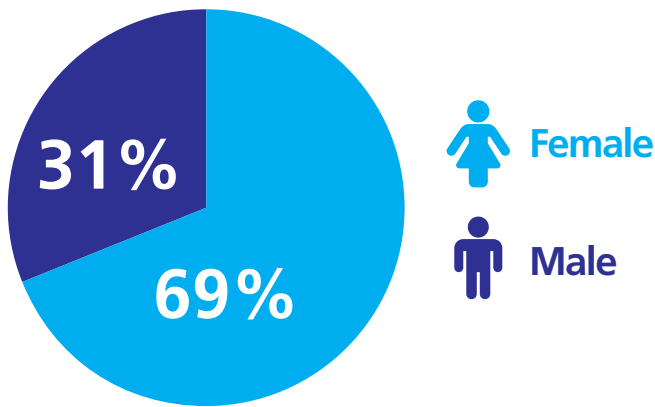


## Activation by Market

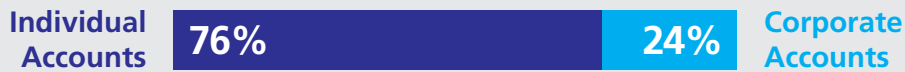
Market	Start Arch	Finish Arch	Cheer Zone	Red Strider Clubhouse	Photo Booth	Selfie Station	Photos Distributed
Princeton	✓	✓	--	✓	✓	--	877
Chicago	✓	✓	✓	✓	✓	--	472
Boston	✓	✓	--	✓	✓	--	0*
Washington, DC	✓	✓	--	✓	✓	--	627
Boston	✓	✓	--	✓	--	✓	108
Philadelphia	--	--	✓	✓	✓	✓	700
Los Angeles	✓	✓	--	✓	✓	--	702
Houston	✓	✓	--	✓	--	✓	0*
Totals	7	7	2	8	6	2	3,724

\*Boston and Houston were test markets for Novo Nordisk Selfie Station

## Social Media Demographic



### Breakdown of User Posts



## HIGHLIGHTS



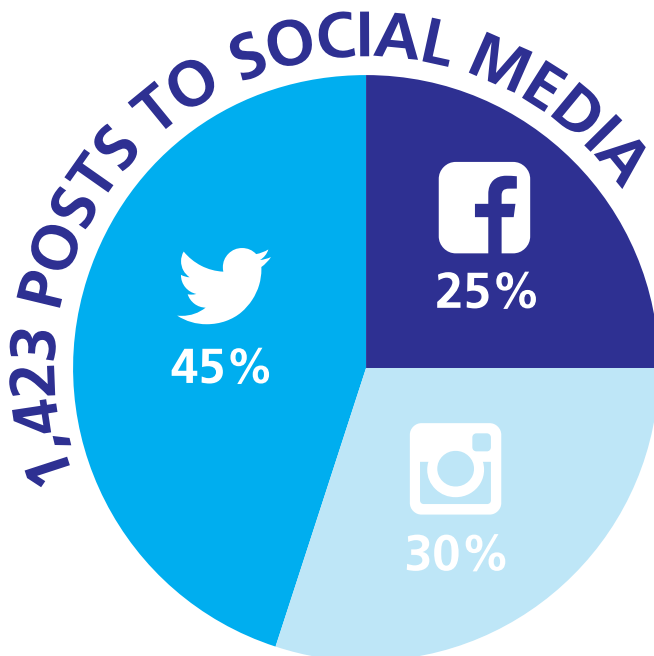
- Greatest percentage of NN branded posts
- Greatest percentage of corporate accounts



- Most active platform
- Best platform for reaching men

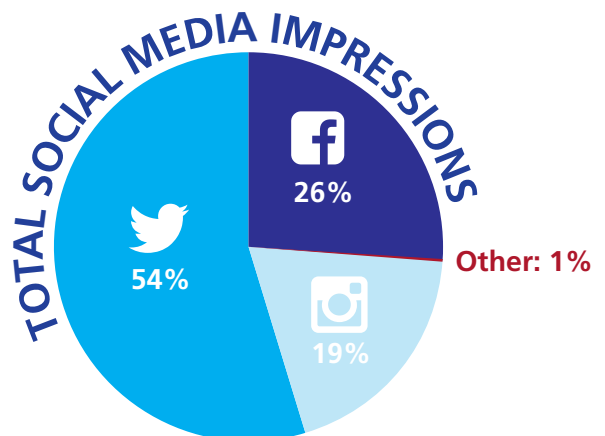


- 6x the average likes vs. other platforms
- Greatest percentage of individual accounts






# 9,868,127

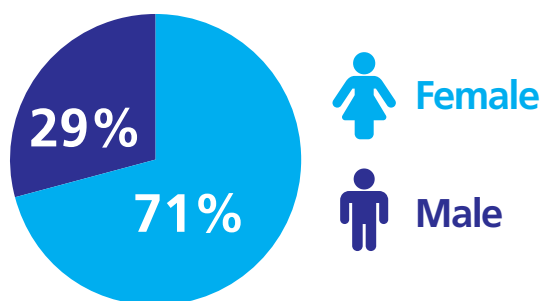
TOTAL SOCIAL MEDIA AUDIENCE





 **351 Posts**  
 **5,585 Likes**  
 **186 Shares**  
 **16 Average Likes per Post**

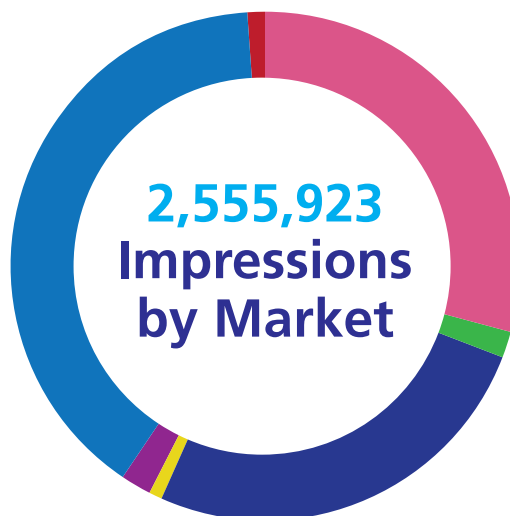
**35% of posts feature Novo Nordisk branded elements**



## Breakdown of User Posts



Most Corporate accounts % by platform



Market	Percentage
Chicago	29%
New York	2%
Washington, DC	26%
Boston	1%
Philadelphia	2%
Los Angeles	40%
Houston	1%



Market	Percentage
Chicago	12%
New York	13%
Washington, DC	12%
Boston	14%
Philadelphia	16%
Los Angeles	25%
Houston	9%



Greatest % of NN branded posts by platform



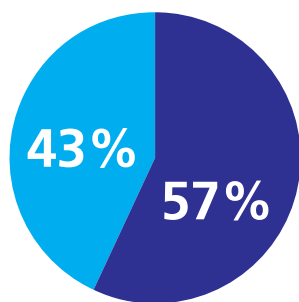
645 Tweets

1,087 Likes

396 Retweets

3 of every 5 posts were retweeted

17% of posts feature Novo Nordisk branded elements



Female



Male

Best platform for reaching men



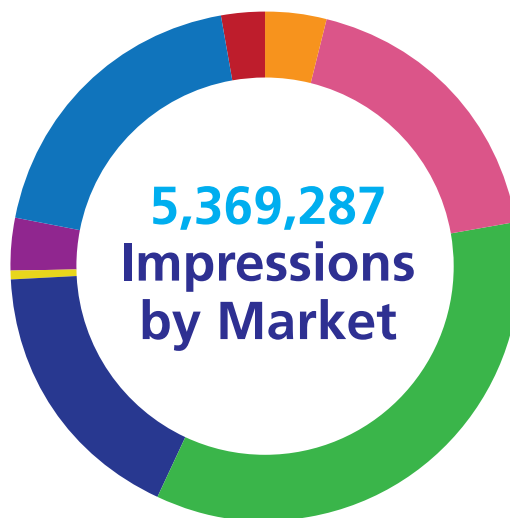
## Breakdown of User Posts

Individual Accounts

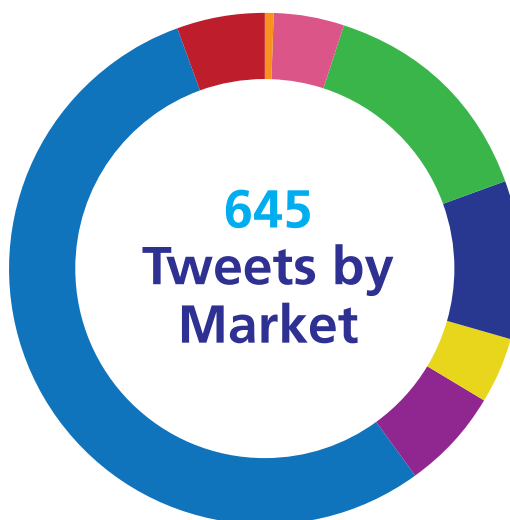
73%

27%

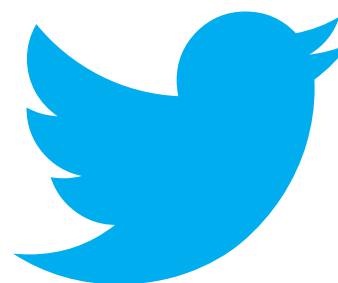
Corporate Accounts



4% Princeton  
18% Chicago  
35% New York  
17% Washington, DC  
1% Boston  
3% Philadelphia  
19% Los Angeles  
3% Houston



1% Princeton  
4% Chicago  
15% New York  
10% DC  
4% Boston  
6% Philadelphia  
54% LA  
5% Houston



Most active platform

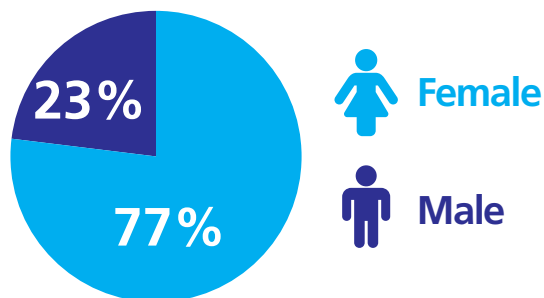


 **424 Photos**

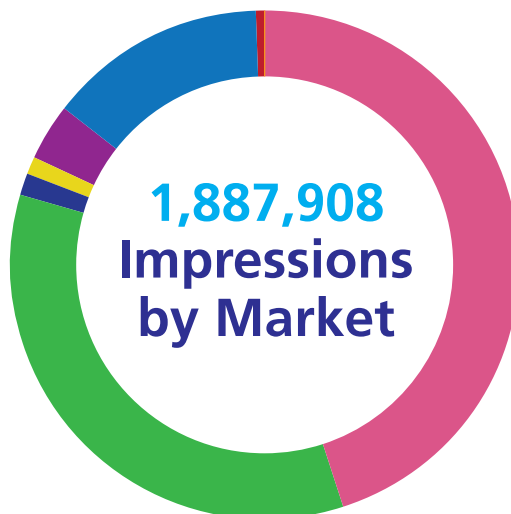
 **37,888 Likes**

 **89 Average Likes per Post**

**30% of posts feature Novo Nordisk branded elements**




Most Individual accounts % by platform



- 0% Princeton
- 45% Chicago
- 34% New York
- 1% Washington, DC
- 1% Boston
- 4% Philadelphia
- 14% Los Angeles
- 1% Houston



- 2% Princeton
- 8% Chicago
- 13% New York
- 12% Washington, DC
- 11% Boston
- 17% Philadelphia
- 31% Los Angeles
- 7% Houston

**6x** 

6x the average likes vs other platforms



"Again, this year we were very happy with the onsite staff at both of our Chicagoland events. Staff ensured all pertinent areas of the event including the start/finish line arch, cheering section arch and the Novo Nordisk Clubhouse were installed in a professional manner. Staff was wonderful to collaborate with and overcame challenges one step at a time to make sure the final product was 100% done."

-Allison (Gronski) Welton, Manager, Step Out Walk to Stop Diabetes - Chicago

"I just wanted to extend our thanks for your partnership in this year's Boston Step Out: Walk to Stop Diabetes. It was a huge success, largely in part to the [TRACS] crew's support and hard work! We really appreciate you going the extra mile to make sure the Red Striders were made to feel acknowledged and celebrated. It was so great of you to come Friday for a quick walk-through and to ensure the barricades were in place so things could be set-up so efficiently Saturday morning."

-Tara Greeley, Manager, Fundraising and Special Events, Boston Step Out Walk to Stop Diabetes

"The end product is totally worth it!! THANK YOU!"

Jennifer Campbell, MPH, Director of Development and Marketing, American Diabetes Association Greater Los Angeles Area

"It was a pleasure working with everyone. See you next year!"

-Cheryl Talbert Smith, MSM, Associate Dir. Step Out: Walk to Stop Diabetes, Washington



"It was a pleasure partnering with the [TRACS] team last week. On behalf of Novo Nordisk Washington, DC team, we (thank) you for your high level of support. The teams' finishing touches from corporate signage and the photo booth truly heighten the participants experience. We are looking forward to another opportunity to partner together for the 2016 Step Out Walk."

-LeVert Pickens, NNI Step Out Team Captain, Washington, D.C.



"It was great to work with all you folks this year! I hope we have the chance to collaborate next year."

-Kevin J. Kelly, Director, Volunteer and Event Development American Diabetes Association - Philadelphia

"We were very pleased with the Novo Nordisk presence and branding at the ADA Step Out Walks in Chicago."

-Michele Young, NNI Step Out Team, Chicago