

NOVO NORDISK PHOTO BOOTH

1,373
Participants



326
Photos taken



700
Prints distributed

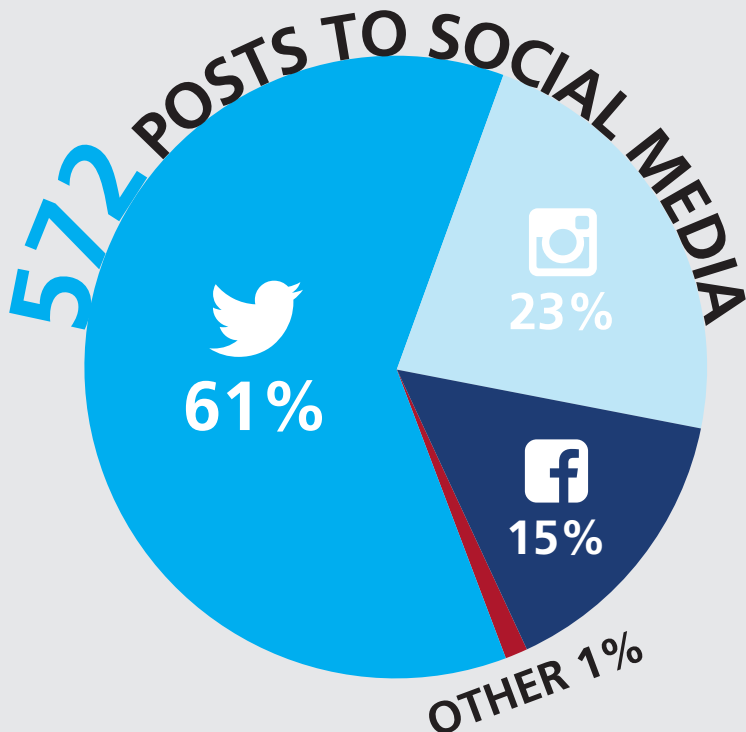
EVENT METRICS

2,400
WALKERS

238
Red Striders

\$320,000
FUNDRAISING GOAL

\$245,000
FUNDS RAISED
as of November 14



2,351,353
TOTAL SOCIAL MEDIA AUDIENCE

TOP 3 #HASHTAGS

#StepOutLA

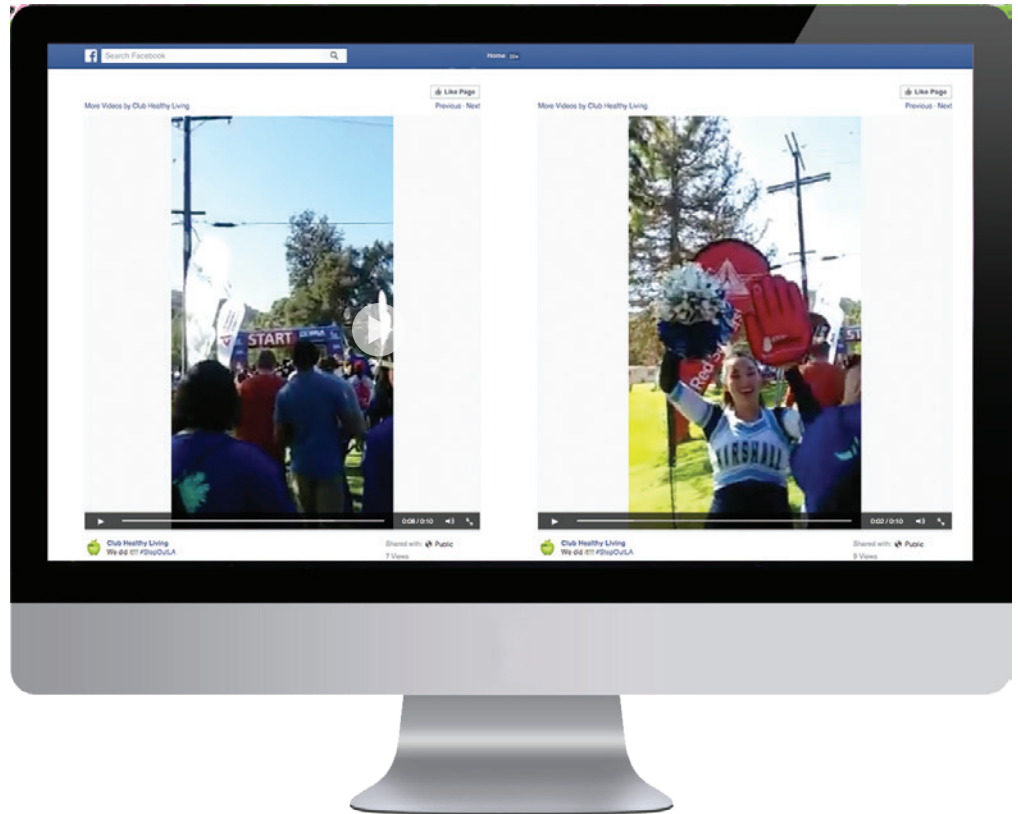
#AmericanDiabetesAssociation

#StopDiabetes



87 Posts
1,968 Likes
43 Shares

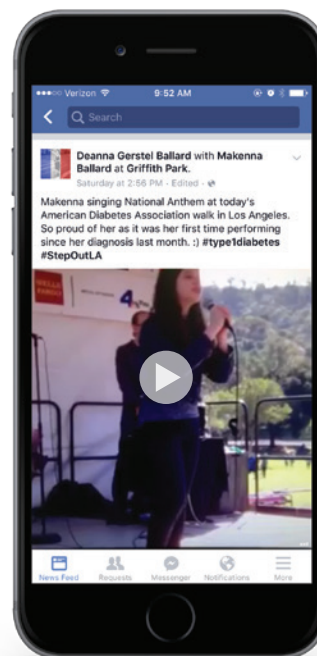
38% of posts feature Novo Nordisk branded elements



5% of posts became users profile/cover photo



22% of posts feature multiple photos



10% of posts feature video



Average likes per post: 23



LOS ANGELES, CA

NOVEMBER 14, 2015

STEP OUT | WALK
TO STOP DIABETES®

American Diabetes Association.

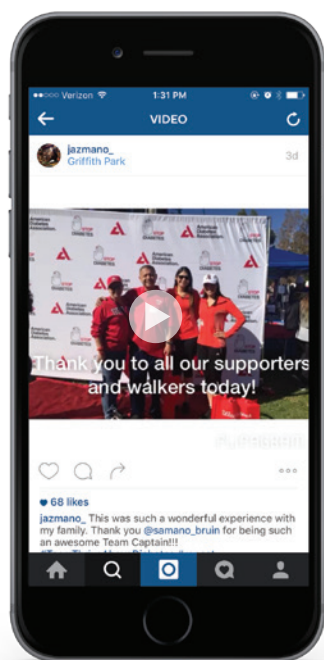


 **131 Photos**

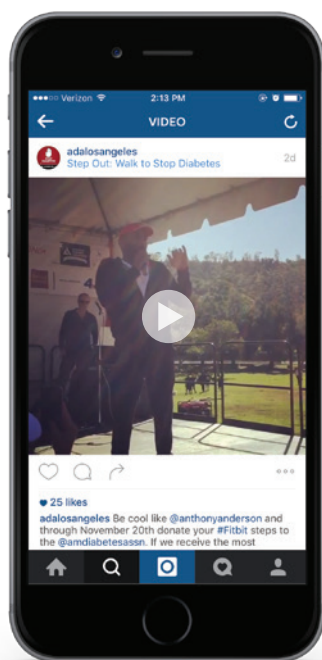
 **8,947 Likes**



**18% of posts
feature Novo Nordisk
branded elements**



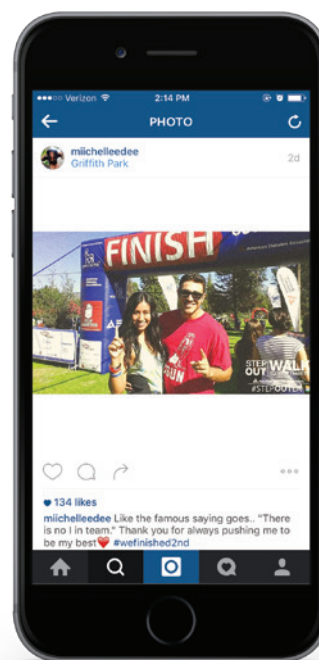
**2 posts feature
Flipagram**

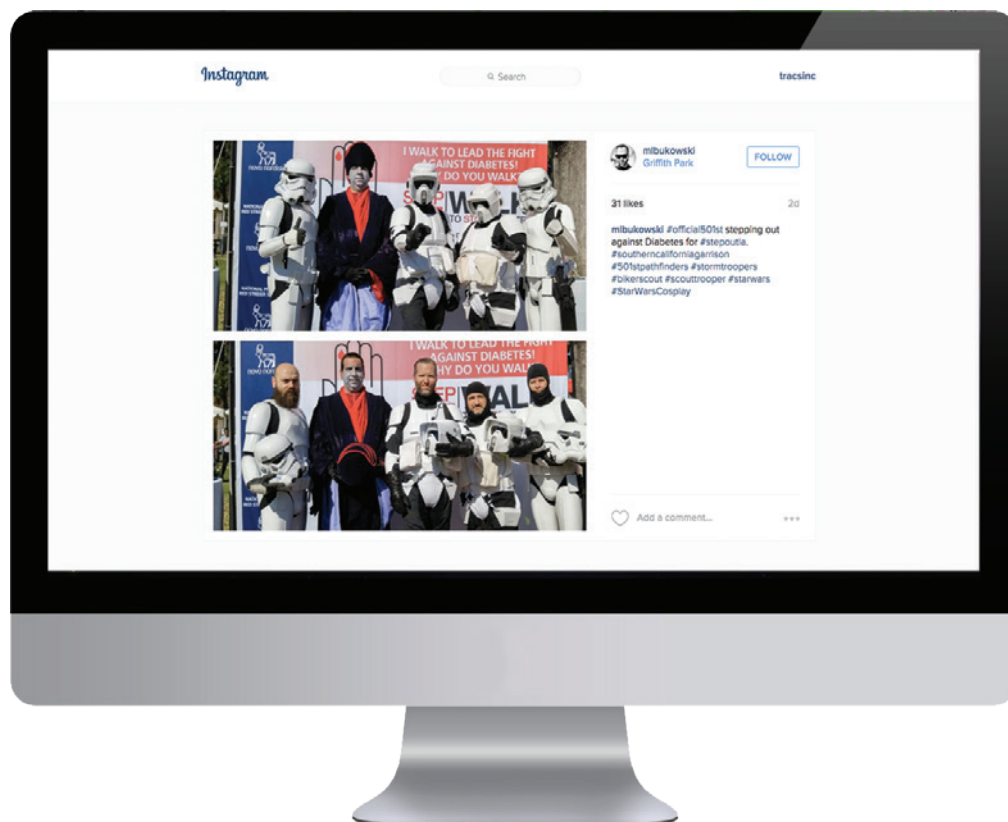


**Celebrity Anthony
Anderson from Blackish**

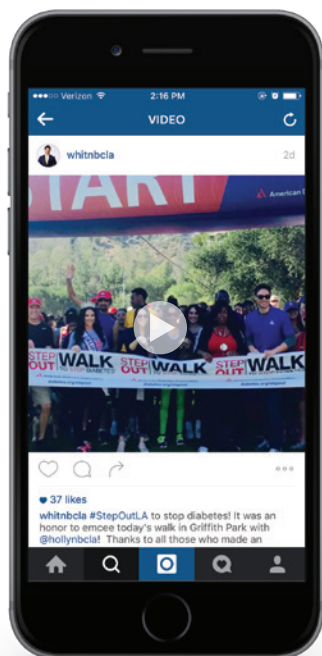


Average likes per post: 68

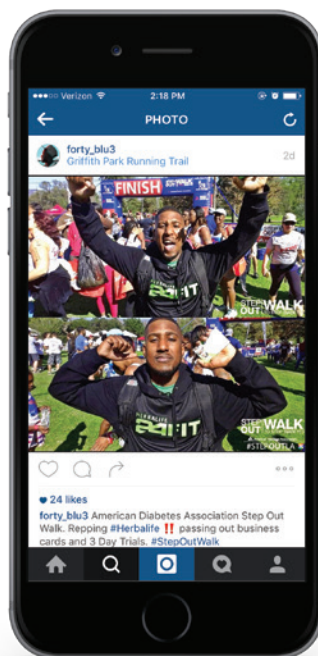
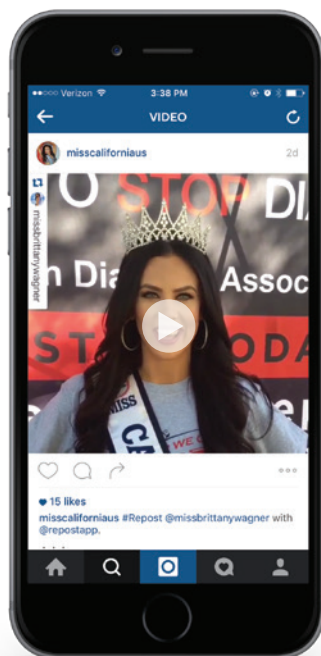




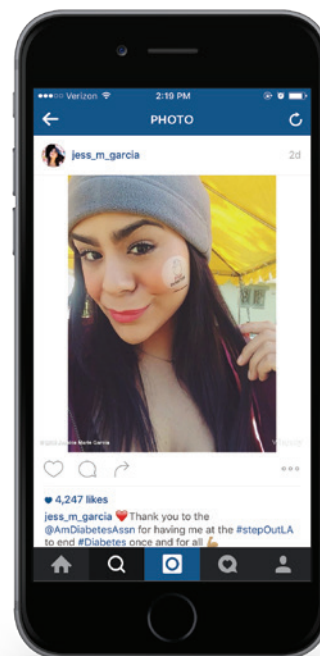
53% of posts with hashtags feature #StepOutLA



8 posts feature videos



86% posts feature hashtags



Celebrity Jessica Marie Garcia from Liv & Maddie



LOS ANGELES, CA

NOVEMBER 14, 2015

STEP OUT | WALK
TO STOP DIABETES®

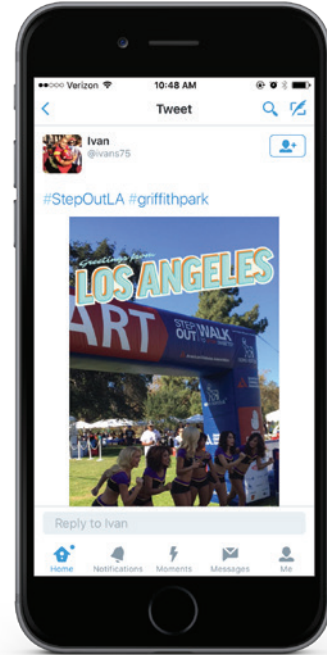
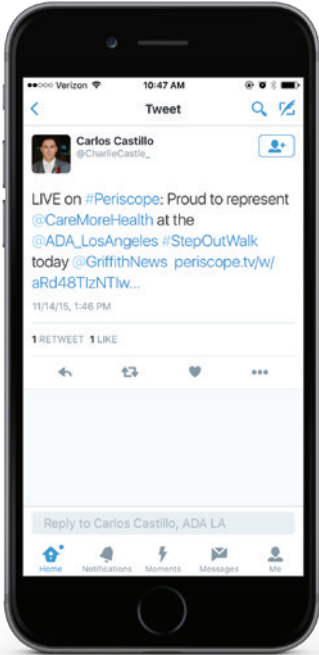
 American Diabetes Association.



 **350 Tweets**
 **632 Favorites**
 **192 Retweets**



**18% of posts feature
Novo Nordisk branding**



**Live streaming
on Periscope**

**52% of posts
feature photos**

**Snapchat posts
shared via Twitter**



Snapchat



Los
Angeles

4 posts were included
in the Snapchat
Los Angeles Live Story

Each video was under
10 seconds

2 videos featured
#StepOutLA





Celebrities at Step Out: Los Angeles



Penny Johnson Jerald
from Castle



Jessica Marie Garcia
from Liv & Maddie



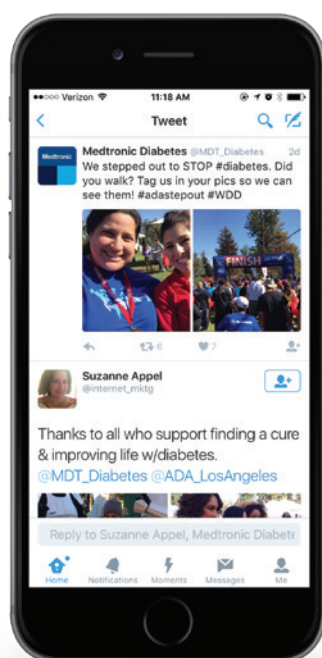
Anthony Anderson
from Blackish



Anthony Anderson
with Star Wars



200 posts feature the hashtag #StepOutLA



72 posts were retweeted

15 posts link to other social media platforms



ADA LA Chapter partnered with Social Mosaic to drive awareness on twitter and onsite.



Live Social Mosaic feed during the event

Each photo was branded with the Step Out Logo and #StepOutLA



139 total Social Mosaic posts uploaded to Twitter through @ADA_LosAngeles



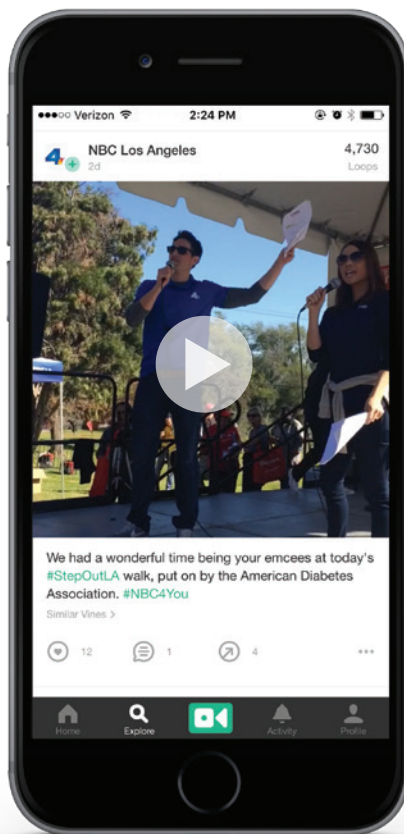
Vine:
Video Clip
Sharing Platform

NBC LA: 27.5K followers

Video 1:	Video 2:
4,720 Loops	4,677 Loops
19 Likes	12 Likes
4 Revines	4 Revines

NBC4 LA published an article about the event

Video 1



Video 2



whosay
Celebrity Social Media Channel

