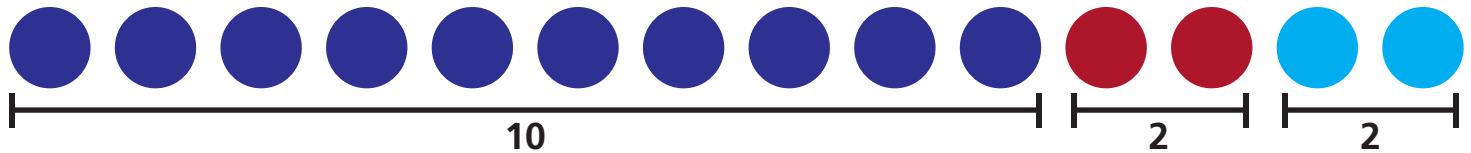
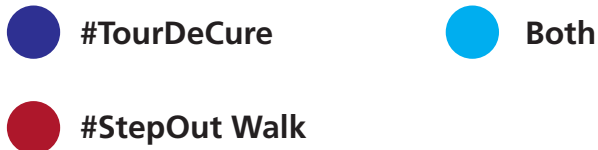


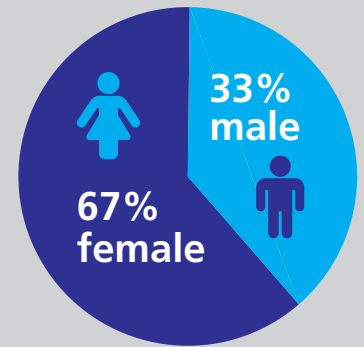
14 TOTAL SOCIAL MEDIA POSTS



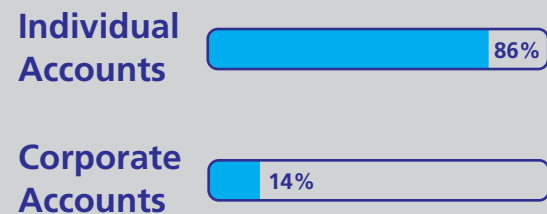
EVENT MENTIONS IN SOCIAL MEDIA POSTS



DEMOGRAPHICS



PERCENTAGE OF POSTS



#TourDeCure

#StepOutWalk #Princeton

#diabetes #diabetesawareness

#StopDiabetes #DiabetesEmpowered

#ada #redrider #fightdiabetes

POSTS WITH BRANDING IN PHOTOS

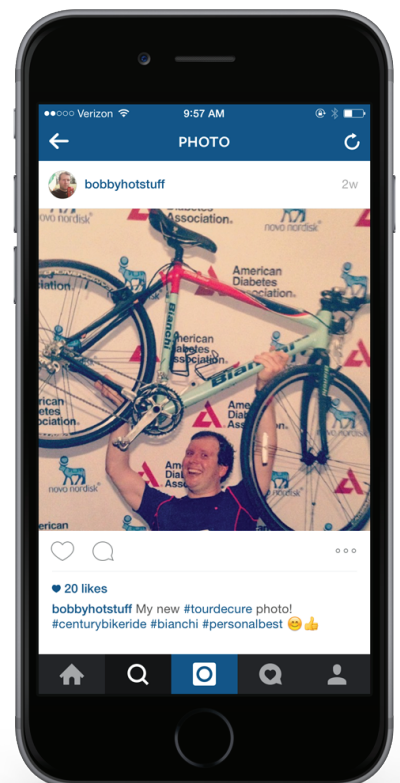
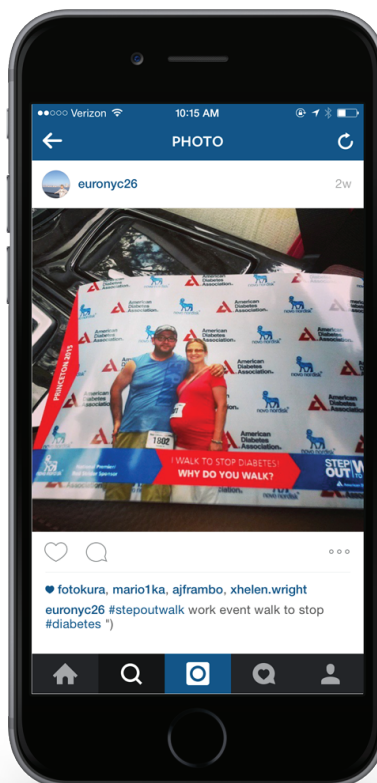
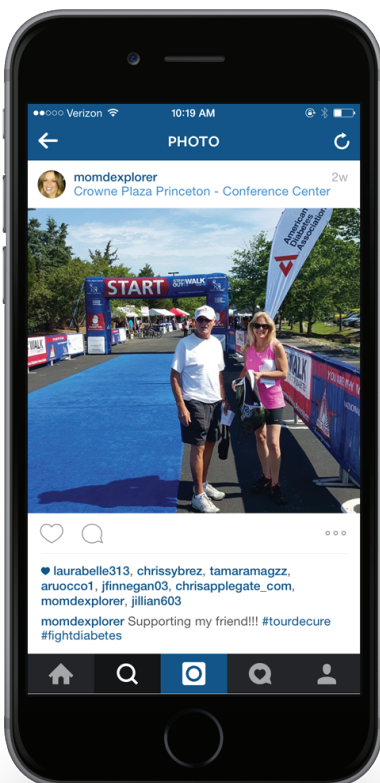
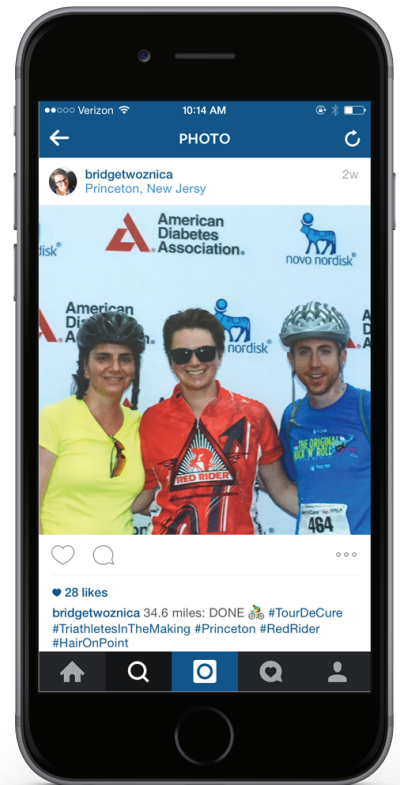
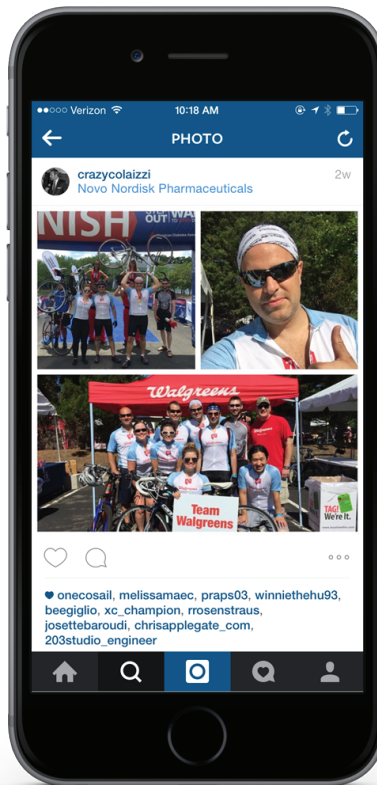
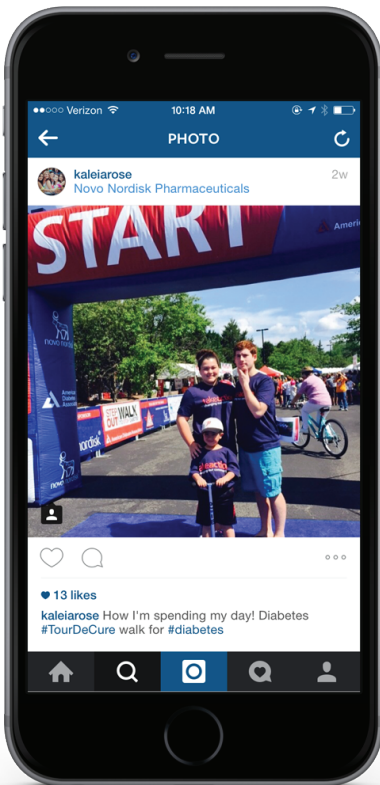
Red Strider Area

Repeater Banner

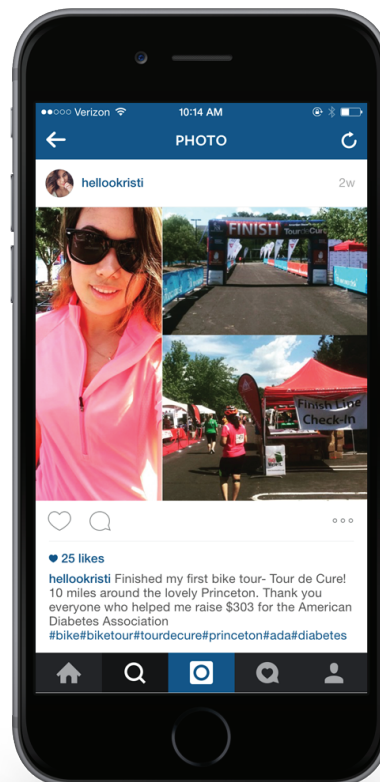
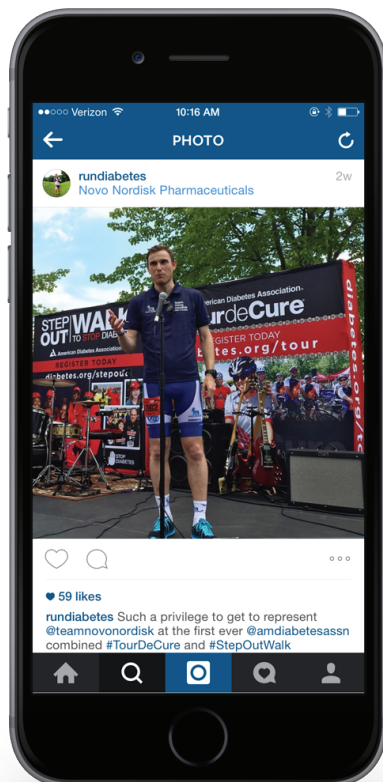
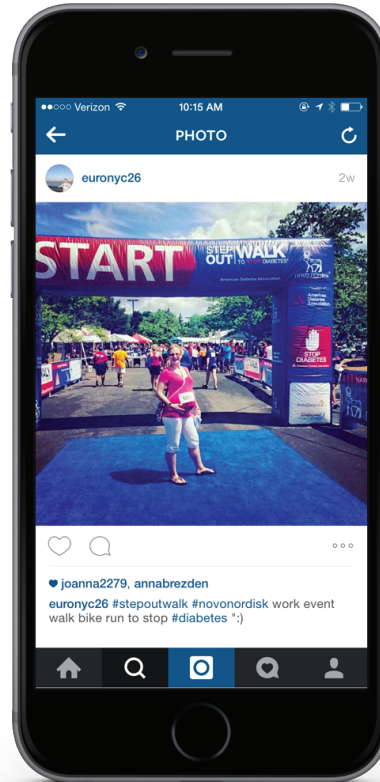
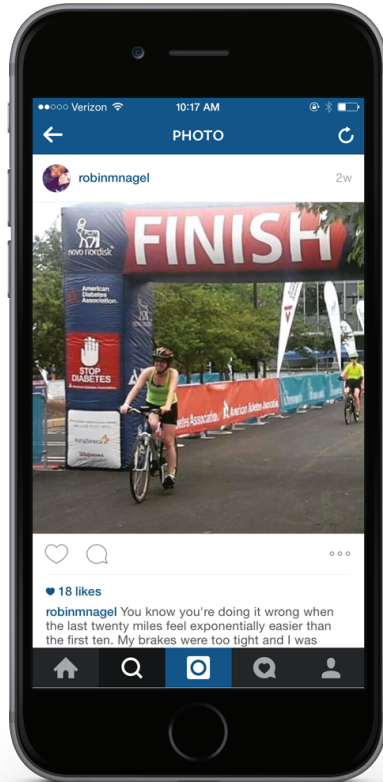
Start/Finish Arch

Other

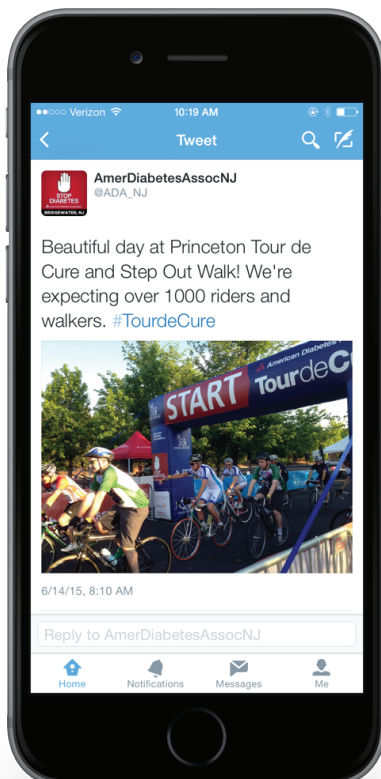
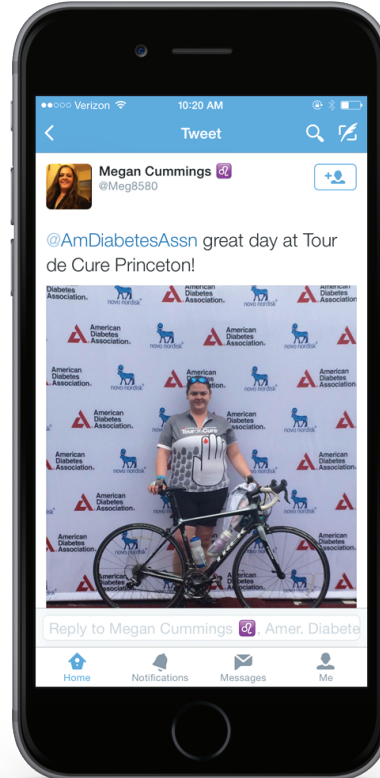
INSTAGRAM POSTS



INSTAGRAM POSTS



TWITTER POSTS



SOCIAL MEDIA RECOMMENDATIONS

Pre-Event

- Create and promote consistent hashtags via social media event posting, ADA communications to encourage Novo Nordisk employees to post to social media.
- Create social media contests (ex: "include #StepOutWalk for your chance to be featured on our account/prize/etc").
- Encourage local celebrities (news anchors, athletes, artists) as well as large diabetes accounts (ADA, ADA DiabetesPro, etc) to post to social media for maximum brand exposure.

On-Site

- Strategically place Novo Nordisk branded materials in densely photographed locations.
- Distribute business cards with event hashtag, social media accounts, and link to Facebook photos, etc.
- Encourage participants to post by creating a social media friendly photo booth, using participants' cell phone cameras and hand out prints only to those who post to social media using the designated hashtag.

Post-Event

- Ensure ADA local chapters post Novo Nordisk branded photos in a timely fashion and submit metrics to TRACS for reporting purposes.
- Email all participants a link to Facebook photos as many of them ask where the photos can be found after the event.

POTENTIAL OUTCOME

223

AVERAGE INSTAGRAM
FOLLOWERS FROM
PRINCETON 2015

435

AVERAGE TWITTER
FOLLOWERS FROM
PRINCETON 2015
(WITHOUT NOVO NORDISK)

602

PHOTO BOOTH PICTURES
PRINTED DURING
PRINCETON 2015

WITH TRACS RECOMMENDATIONS IN 2016...



=

66.8K
IMPRESSIONS

Assuming we generate the same amount of photo booth visits, and that 50% of visitors will post to social media (using Instagram and/or Twitter) these are the potential number of impressions that could be made.



=

130.4K
IMPRESSIONS

Caption Example:

Great day in #Princeton for the @AmDiabetes #StepOutWalk. Thank you to @novonordiskus for hosting! #diabetesawareness #StopDiabetes

SOCIAL MEDIA INTEGRATION

Promote **#StepOutWalk** directly on event branding

Start/Finish Arch



Repeater Banners

