

2016 STEP OUT WALK ACTIVATION REPORT

PRI • HOU • DET • BG • BAL • NYC • CHI • BOS • DC • PHI • PHX • LA • ATL



Princeton, NJ
June 26, 2016



STEP OUT 2016

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STEP OUT | WALK TO STOP DIABETES®

American Diabetes Association

Market	Total Walkers	Total Red Striders	NN Brand Impressions	Social Media Impressions	Event Impressions
Princeton	662	92	13,544,270	13,112,884	431,386
Houston	3,000	300	740,293	52,810	687,483
Detroit	792	171	263,039	102,137	160,902
Baltimore	1,219	179	373,655	53,418	320,237
New York	212	99	576,135	542,010	34,125
Chicagoland	3,075	522	749,090	385,203	363,887
Boston	2,000	200	565,581	214,667	350,914
Washington, D.C.	2,000	201	655,212	264,127	391,085
Philadelphia	988	212	844,831	602,199	242,632
Phoenix	1,120	208	206,285	41,283	165,002
Los Angeles	2,000	229	411,764	190,906	220,858
Atlanta	1,450	226	696,850	459,870	236,980
Totals	18,518	2,639	19,627,005	16,021,514	3,605,491
Average	1,543	220	1,635,584	1,335,126	300,458

1,543
average walkers

220
average
Red Striders

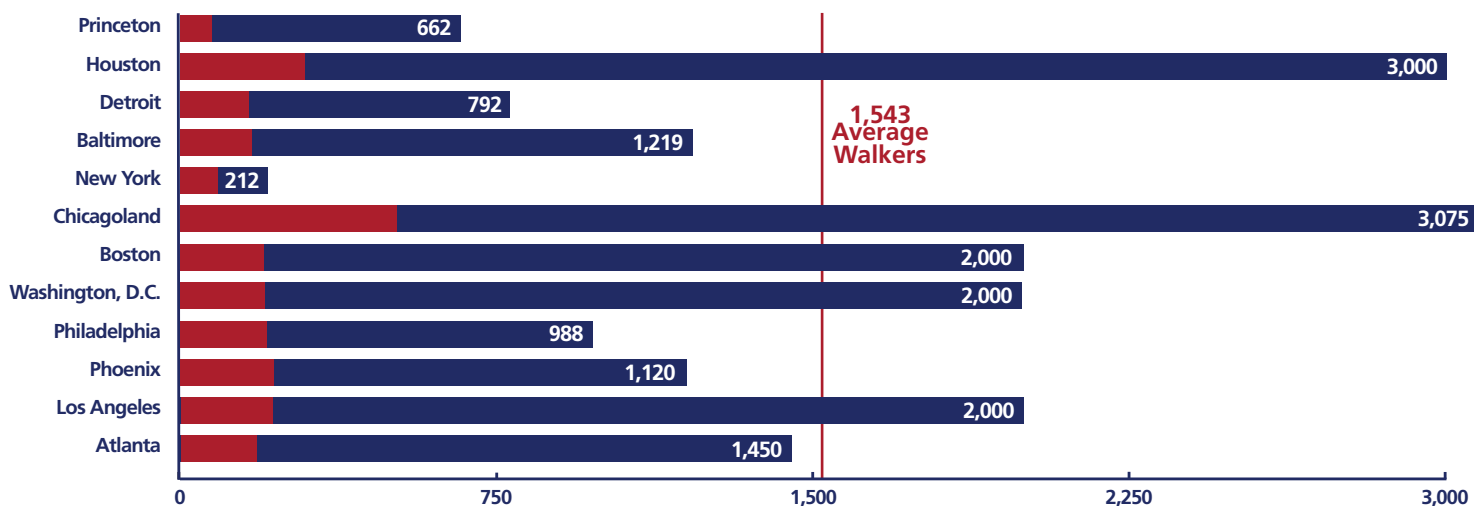
+282%
increase in total
NN impressions
vs. 2015

+500%
increase in social
media NN impressions
vs. 2015

* Average based on 12 markets

TOTAL WALKERS

Red Striders



* Average based on 12 markets



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ARCH



Start Arch Front



Finish Arch Front



Double Start & Finish Arch Front



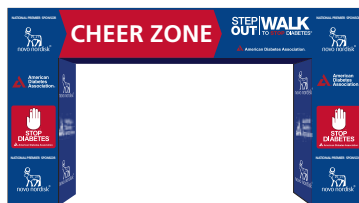
Start Arch Back



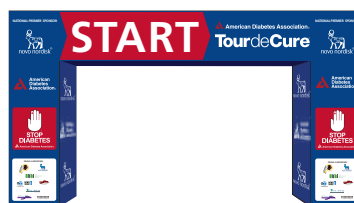
Finish Arch Back



Double Start & Finish Arch Back



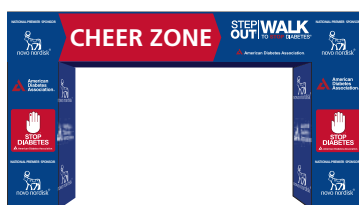
Cheer Zone Front



Tour de Cure Arch Front



Game on Arch Front



Cheer Zone Back



Tour de Cure Arch Back



Game on Arch Back



Local Sponsor Banners

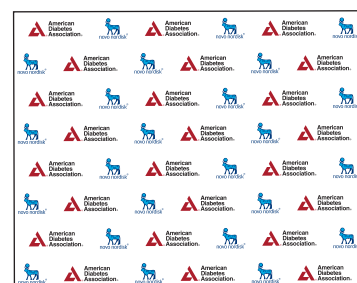
REPEATER BANNER



#StepOutDiabetes



Stop Diabetes



Co-Branded



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MESH



Step Out

Local Sponsor



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American Diabetes Association. American Diabetes Association.

ADA

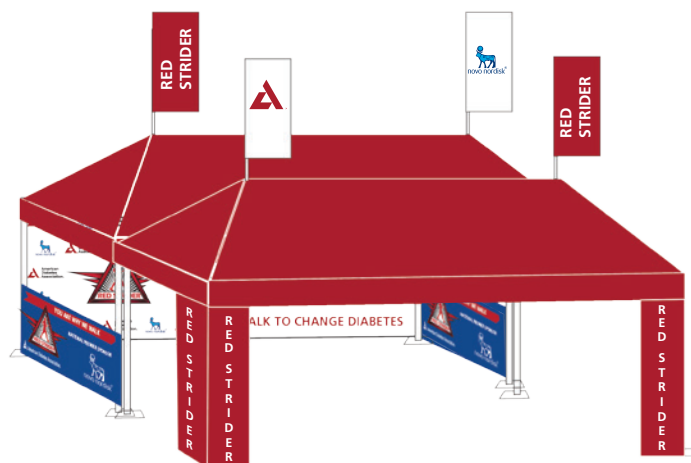


Novo Nordisk

TENTS



Photo Booth & Selfie Station



Red Strider Clubhouse

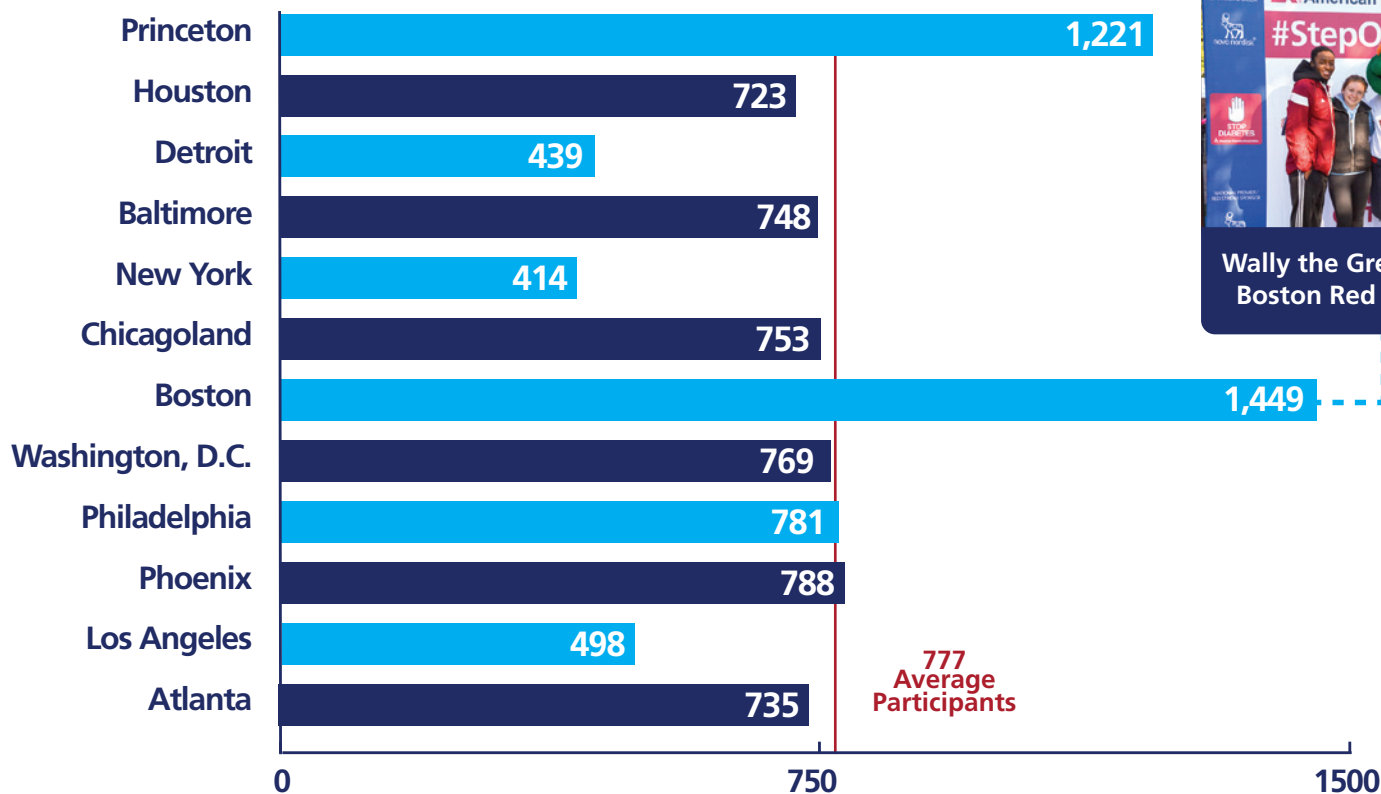


Selfie Board



Tablecloth

PHOTO BOOTH PARTICIPANTS BY MARKET



NOVO NORDISK CROSS PROMOTIONS

Princeton



Stephen England
Team Novo Nordisk

Philadelphia



Charlie Kimball
IndyCar Driver

Baltimore



Jay Hewitt
Novo Nordisk Ambassador



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NOVO NORDISK PHOTO BOOTH



8,711
Participants



4,760
Participants with
Selfie Board



2,144
Photos Taken

NOVO NORDISK SELFIE STATION



NUMBERS BY MARKET

726
average
participants

397
average selfie
board uses

179
average
photos taken

100%
prints featuring
#StepOutDiabetes