

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

 American Diabetes Association.

# 2016 ACTIVATION

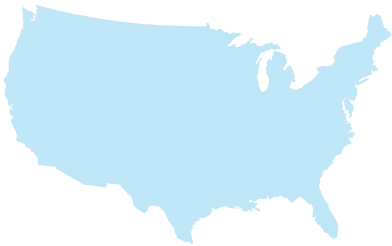
AS OF JANUARY 12, 2016



# STEP OUT ACTIVATION 2016

## CURRENT LANDSCAPE

- Novo Nordisk is the National Premier Sponsor and Red Strider Sponsor of the ADA Step Out Walk series
- Novo Nordisk & ADA have partnered for 5 years on Step Out Walks



90 Step Out Walks in  
35 different states



45 Step Out Walks in  
19 states with highest  
prevalence of diabetes<sup>1</sup>



50 Step Out Walks in  
counties with higher than  
US average diabetes rate<sup>1</sup>



57 Step Out Walks  
in the Top 50 US  
Media Markets

# STEP OUT ACTIVATION 2013-2015

## KPI RECAP



**49,002**  
PARTICIPANTS



**7,982,923**  
BRAND IMPRESSIONS<sup>2</sup>



**\$9,873,181**  
FUNDS RAISED



**6,178**  
RED STRIDERS

Figures represent totals from 8 markets with 2013-2015 activation (Boston, New York, Princeton, Philadelphia, Washington DC, Chicago, Houston, Los Angeles)

# STEP OUT ACTIVATION 2016

## OVERVIEW

### NATIONAL SPONSORSHIP ACTIVATION

- 1** Maximize the benefits received by Novo Nordisk from its National Premier sponsorship of Step Out Walk and presenting sponsorship of Red Striders  

Capitalize on in-market patient engagement around healthy lifestyle activities, enhance the perception of the brand with Novo Nordisk employees and strengthen relationships with regional partners
- 2** Criteria established to classify the Step Out Walks into 4 categories
- 3** Focus on expanding Novo Nordisk's brand presence, employee and volunteer participation in the Step Out Walks

### MISSION

- 1** Scale Novo Nordisk & ADA co-branded presence from 12 to 24-36 US Markets
- 2** Engage an incremental 26,000+ participants and 4,000+ Red Striders
- 3** Integrate ADA and Novo Nordisk's social media efforts to reach broader audience with increase of 2.8M+ impressions (estimated)

# STEP OUT ACTIVATION 2016

## 3 TIER STRATEGY: RATIONALE & CRITERIA

### TIER 1

#### Top 12 Media Markets

High potential for media interest, brand exposure, patient & employee engagement

#### Markets with highest participation

High potential to involve & message maximum audience of patients, caregivers & supporters

#### Strong existing partnerships with ADA regional chapters

Legacy markets with 2013-2015 activations

#### NNI Home Office: combined event with Tour de Cure

Opportunity to engage with large audience of Novo Nordisk employees

#### Cross-promotion at ADA Regional Expos

New York City, Chicago & Houston

### TIER 2

#### Top 30 Media Markets

Moderate potential for media interest, brand exposure, patient & employee engagement

#### Markets with medium to high participation

Medium to high potential to involve & message maximum audience of patients, caregivers & supporters

#### Texas Regional Focus

Includes Dallas - Ft. Worth, Austin, San Antonio & Houston (Tier 1)

#### Cross-promotion at ADA Regional Expos

Minneapolis

### TIER 3

#### Top 50 Media Markets

Moderate potential for media interest, brand exposure, patient & employee engagement

#### Markets with medium to high participation

Medium to high potential to involve & message maximum audience of patients, caregivers & supporters

#### Florida Regional Focus

Includes Tampa, Ft. Lauderdale, Orlando & Jacksonville

### NO ACTIVATION

#### Media Markets outside Top 50

Limited potential for media interest, brand exposure, patient & employee engagement

#### Markets with limited participation

Limited potential to involve & message maximum audience of patients, caregivers & supporters

# STEP OUT ACTIVATION 2016

AUDIENCE

IN THE US, AN ESTIMATED  
**82.8%**  
OF PEOPLE WITH DIABETES  
LIVE IN CITIES<sup>3</sup>

# STEP OUT ACTIVATION 2016

## 3 TIER STRATEGY: MARKET PRIORITIZATION

### TIER 1

- 1 New York
- 2 Los Angeles
- 3 Chicago\*
- 4 Philadelphia
- 4 Princeton
- 7 Boston
- 8 Atlanta
- 9 Washington D.C.
- 10 Houston
- 11 Detroit
- 12 Phoenix
- 28 San Diego

### TIER 2

- 5 Dallas - Ft. Worth
- 6 San Francisco
- 14 Seattle
- 15 Minneapolis
- 18 Denver
- 23 Pittsburgh
- 24 Charlotte
- 25 Indianapolis
- 26 Baltimore
- 37 San Antonio
- 49 Austin
- 53 New Orleans

### TIER 3

- 6 San Jose
- 7 Worcester
- 13 Tampa
- 16 Ft. Lauderdale
- 17 Cleveland
- 19 Orlando
- 21 St. Louis
- 27 Raleigh
- 29 Nashville
- 35 Milwaukee
- 47 Jacksonville
- 48 Memphis

Attendance: **21,198**  
Funds Raised: **\$4,264,597.98**  
Red Striders:  
(estimated) **3,396**

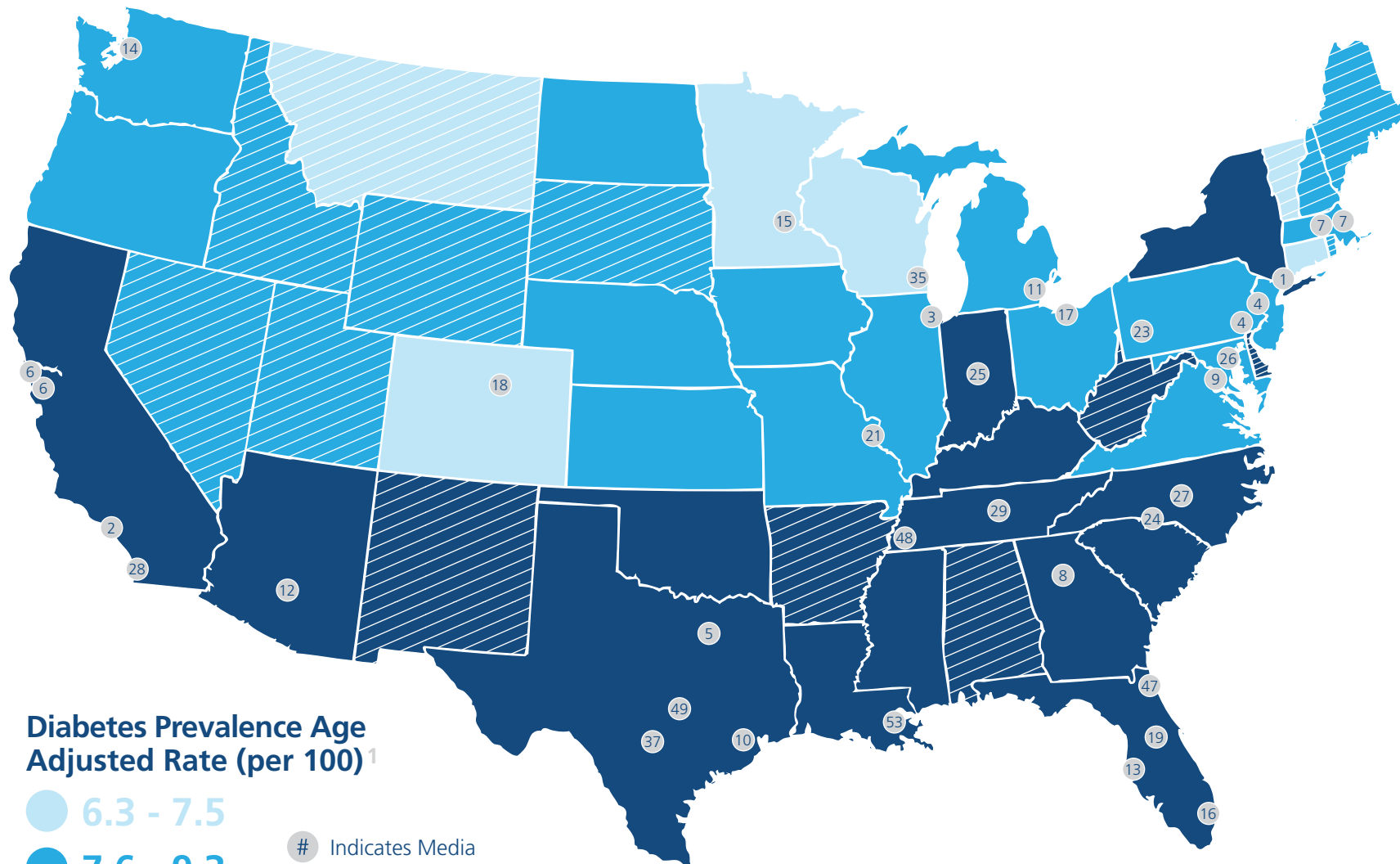
**13,080**  
**\$2,548,789.17**  
**2,076**

**13,137**  
**\$2,222,361.76**  
**2,084**

\*Chicago market includes Buffalo Grove and Chicago

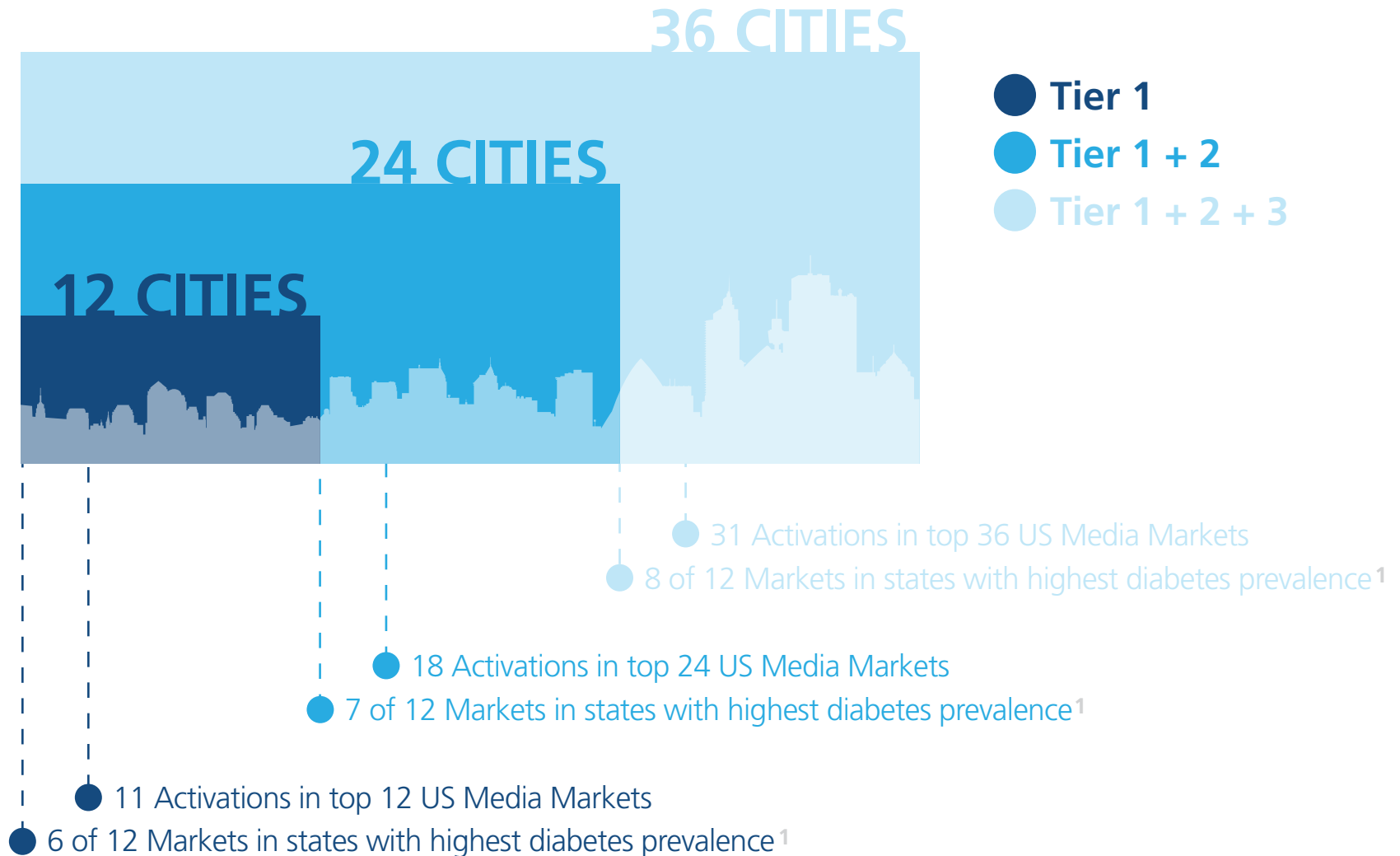
# STEP OUT ACTIVATION 2016

MARKET PRIORITIZATION WITH PREVALENCE OF ADULT DIABETES<sup>1</sup>



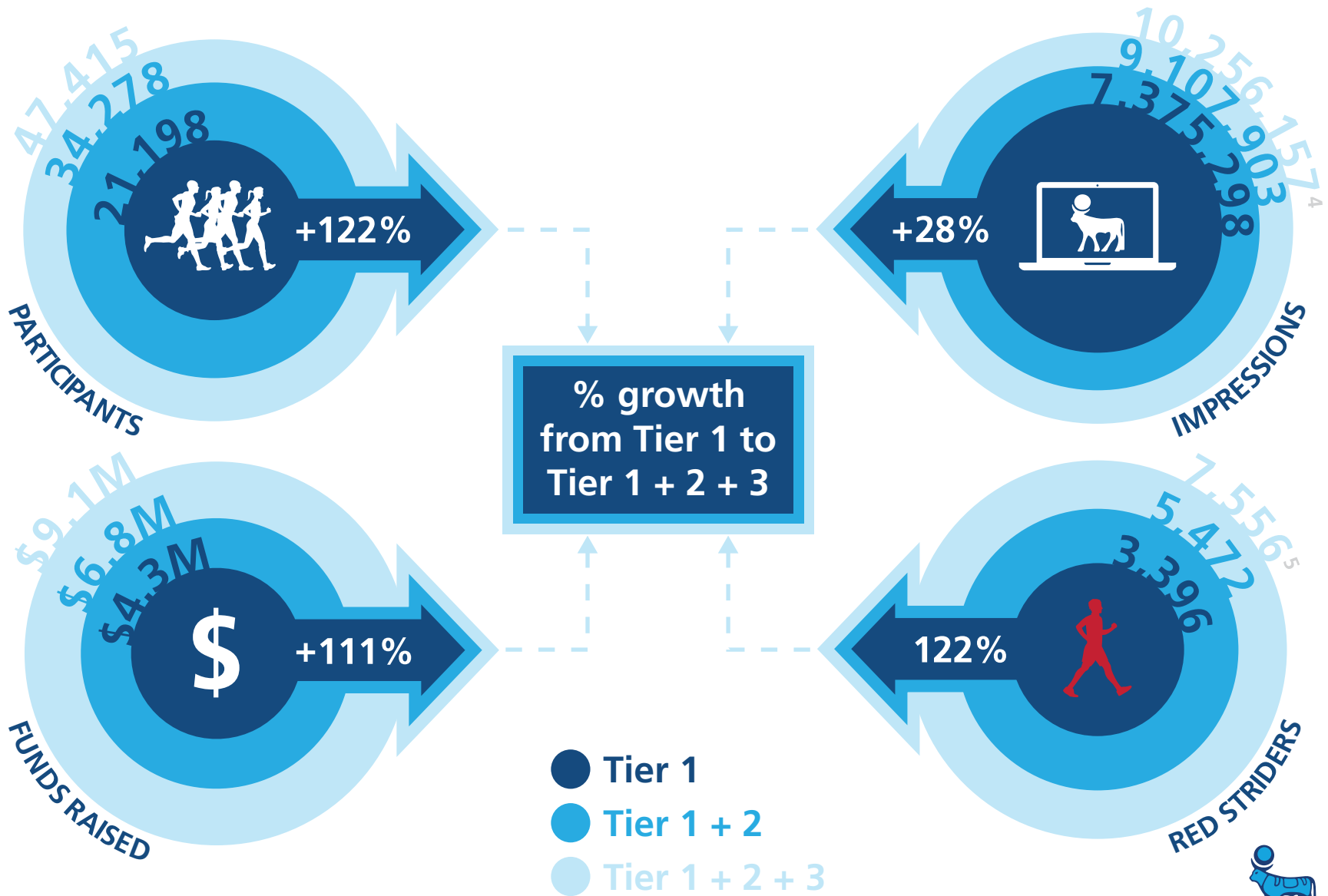
# STEP OUT ACTIVATION 2016

## 3 TIER STRATEGY: OVERVIEW



# STEP OUT ACTIVATION 2016

## 3 TIER STRATEGY: TIER GROWTH POTENTIAL



# STEP OUT ACTIVATION 2016

## ACTIVATION OVERVIEW

Activation	Tier 1	Tier 2	Tier 3
<b>Brand Presence</b>			
Co-branded Inflatable Arch	✓	✓	✓
Co-branded Repeater Banner	✓	✓	✓
Co-branded Mesh Fencing	✓	✓	--
Co-branded Selfie Station	✓	✓	--
Co-branded Photo Booth with On-site Printing	✓	--	--
Red Strider Tent	✓	✓	--
Staff Apparel	✓	✓	✓
National Premier Sponsor Table Cloths	✓	✓	✓
NNI Branded Teardrops	✓	--	--
ADA Branded Teardrops	✓	--	--
NNI Branded Mesh	✓	--	--
ADA Branded Mesh	✓	--	--

Activation	Tier 1	Tier 2	Tier 3
<b>External Communication and Social Media</b>			
Generate Step Out Promotional Content for Novo Nordisk Social Media Accounts	✓	✓	✓
Step Out Photos Uploaded to Novo Nordisk Step Out Facebook Page	✓	✓	✓
Market Recaps	✓	✓	✓
Live Social Media Posting (Facebook, Twitter & Instagram)	✓	--	--
Social Media Metrics Report	✓	--	--

# STEP OUT ACTIVATION 2016

## REGIONAL OVERVIEW

**8.5  
MILLION**

patients w/  
diagnosed  
diabetes  
in these  
3 states<sup>6</sup>



**33% of all  
Step Out  
participants  
located in  
these 3 states<sup>7</sup>**

### CALIFORNIA

- 2 Los Angeles (1)
- 6 San Francisco (2)
- 6 San Jose (3)
- 28 San Diego (1)
- 3 Not Activated<sup>8</sup>

### FLORIDA

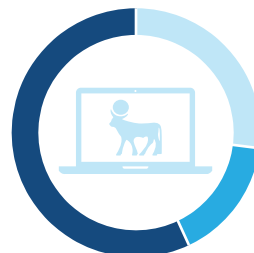
- 13 Tampa (1)
- 16 Ft. Lauderdale (3)
- 19 Orlando (3)
- 47 Jacksonville (3)
- 2 Not Activated<sup>9</sup>

### TEXAS

- 10 Houston (1)
- 5 Dallas - Ft. Worth (2)
- 37 San Antonio (3)
- 49 Austin (3)
- 4 Not Activated<sup>10</sup>



18,459



3,357,009<sup>4</sup>



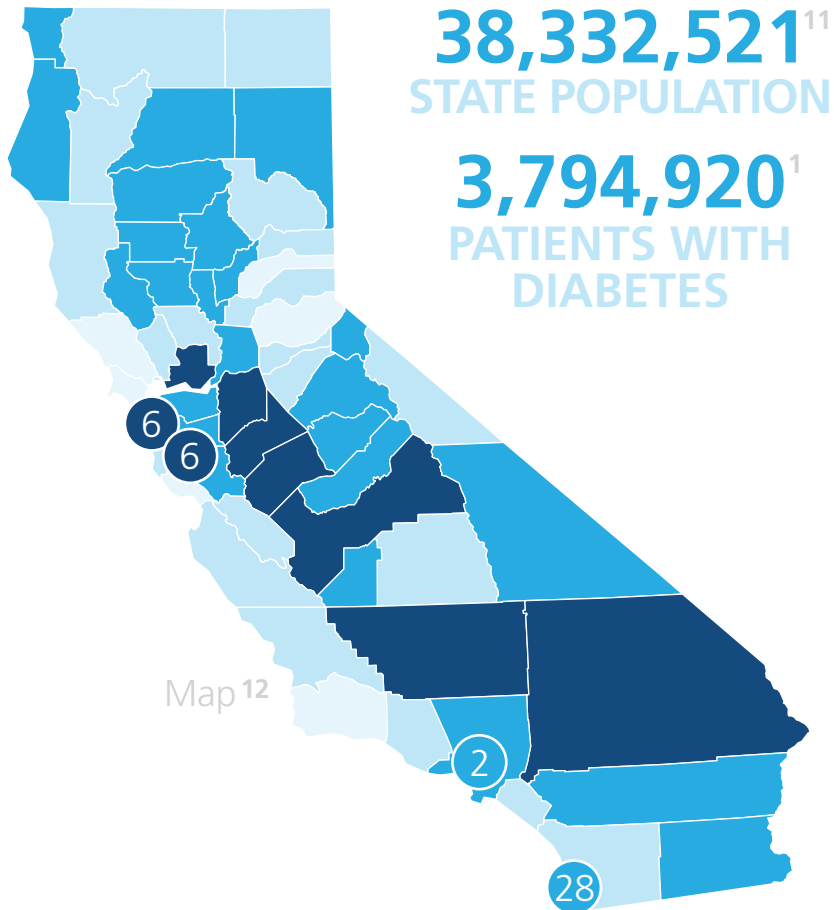
\$2,791,164



2,949<sup>5</sup>

# STEP OUT ACTIVATION 2016

## CALIFORNIA REGIONAL FOCUS

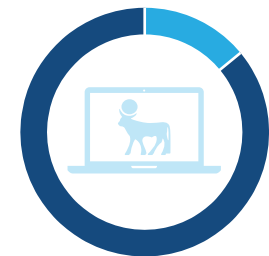


### TIER 1

- 2 Los Angeles
- 28 San Diego

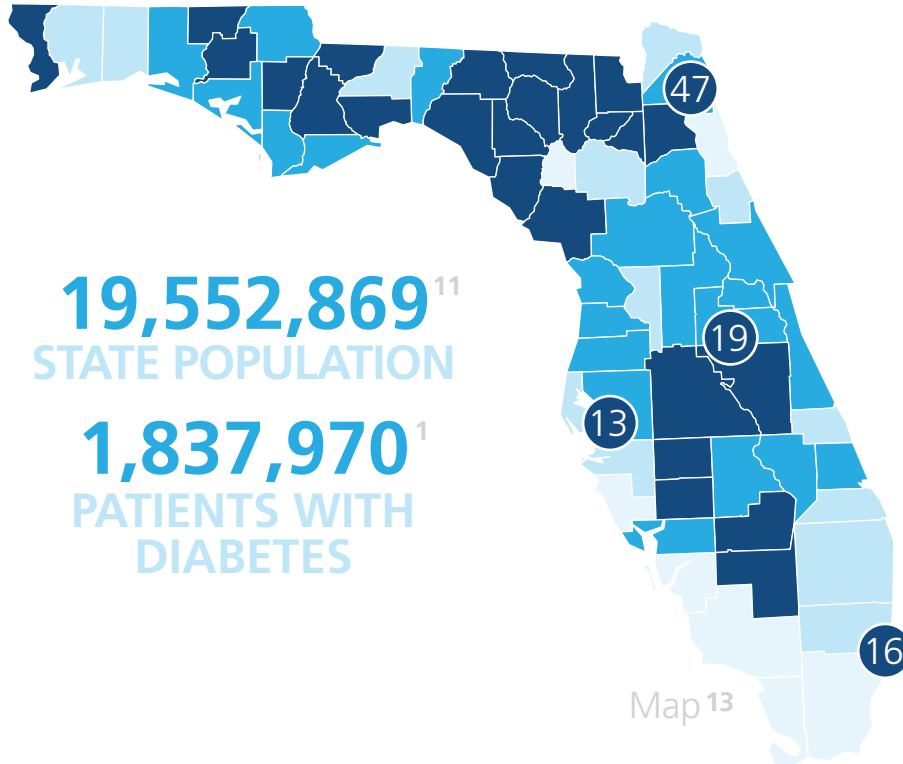
### TIER 2 + 3

- 6 San Francisco (2)
- 6 San Jose (3)



# STEP OUT ACTIVATION 2016

## FLORIDA REGIONAL FOCUS



### TIER 3

- 13 Tampa
- 16 Ft. Lauderdale
- 19 Orlando
- 47 Jacksonville



6,325



552,842<sup>4</sup>



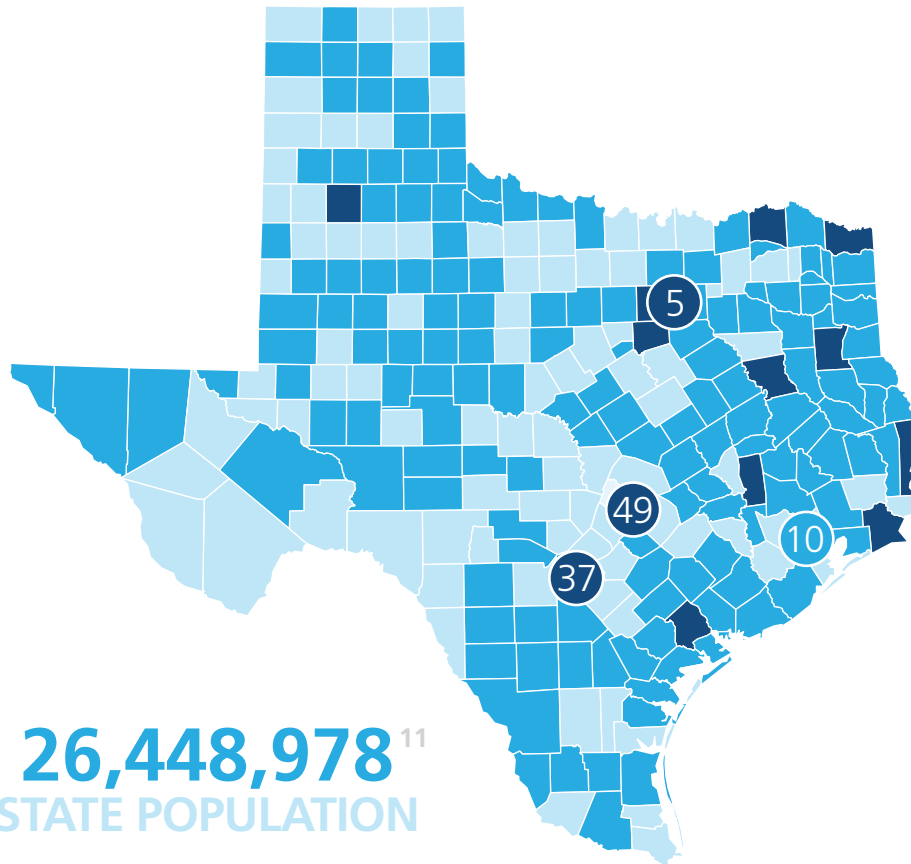
\$1,143,072



1,001<sup>5</sup>

# STEP OUT ACTIVATION 2016

## TEXAS REGIONAL FOCUS



**26,448,978**<sup>11</sup>  
STATE POPULATION

**2,882,939**<sup>1</sup>  
PATIENTS WITH  
DIABETES

### TIER 1

**10** Houston



6,237



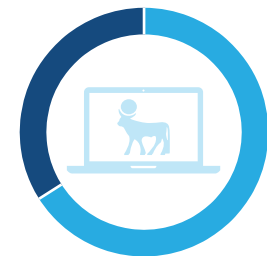
\$974,367

### TIER 2 + 3

**5** Dallas - Ft. Worth (2)

**37** San Antonio (3)

**49** Austin (3)



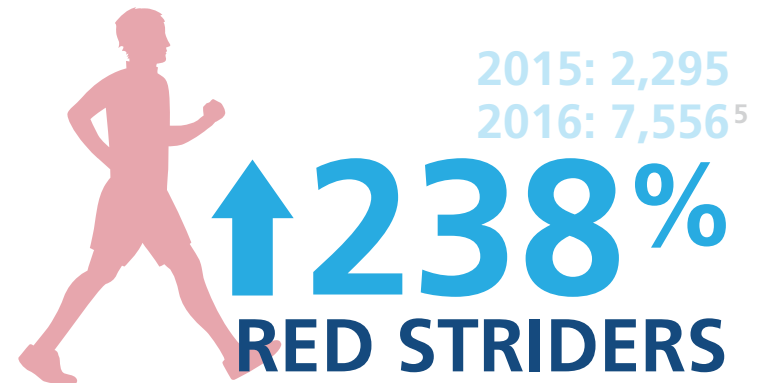
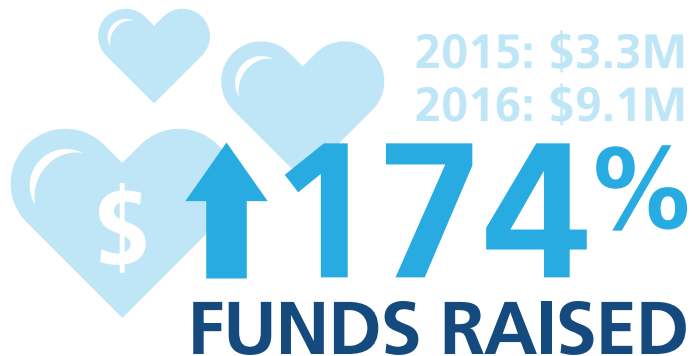
920,004<sup>4</sup>



1,156<sup>5</sup>

# STEP OUT ACTIVATION 2016

PROJECTED % GROWTH FROM 2015



# STEP OUT ACTIVATION 2016

## APPENDIX

1. Center for Disease Control and Prevention. 2013. Diagnosed Diabetes, Age Adjusted Rate (per 100), Adults. [ONLINE] Available at: <http://gis.cdc.gov/grasp/diabetes/DiabetesAtlas.html>. [Accessed 14 December 15].
2. Novo Nordisk brand impressions 7,982,923 is from the 2015 Step Out Social media report.
3. IDF. International Diabetes Federation. Global Diabetes Plan 2011-2021. Brussels, Belgium: International Diabetes Federation; 2012.
4. Novo Nordisk brand impressions for 2016 is an estimate based on 2015 Step Out actuals and 2016 Tier Activation plan.
5. Red Striders is an estimation based on the average Red Striders per participants in 2015 tier one cites (about 1 Red Strider per 6 participants).
6. 8.5 million patients diagnosed with diabetes in California, Florida and Texas a calculation of each state's population (from the US Census Bureau) and the percent of diagnosed patients with diabetes from each state (from the CDC atlas).
7. 33% of all Step Out participants located in California, Florida and Texas is a calculation of the total Step Out participants (68,160) and the total participants in the CA,FL,& TX (22,301) from the Step Out ADA website.
8. 3 cities not activated in California are Riverside (1,069 participants), Valencia (494 participants), & La Quinta (378 participants).
9. 2 cities not activated in Florida are West Palm Beach (366 participants) and Pensacola (163 participants).
10. 4 cities not activated in Texas are Lubbock (504 participants), Corpus Christi (478 participants), Midland (278 participants), and Odessa (111 participants).
11. United States Census Bureau. 2013. Annual Estimates of the Resident Population: 2013 Population Estimates. [ONLINE] Available at: <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>. [Accessed 06 January 16].
12. Centers for Disease Control and Prevention. 2013. Diagnosed Diabetes, Age-Adjusted Rate Percentage 2012 California. [ONLINE] Available at: <http://www.cdc.gov/diabetes/atlas/countydata/atlas.html?filter=filter4,California&indicator=i3>. [Accessed 06 January 16].
13. Centers for Disease Control and Prevention. 2013. Diagnosed Diabetes, Age-Adjusted Rate Percentage 2012 Florida. [ONLINE] Available at: <http://www.cdc.gov/diabetes/atlas/countydata/atlas.html?filter=filter4,Florida&indicator=i3>. [Accessed 06 January 16].
14. Centers for Disease Control and Prevention. 2013. Diagnosed Diabetes, Age-Adjusted Rate Percentage 2012 Texas. [ONLINE] Available at: <http://www.cdc.gov/diabetes/atlas/countydata/atlas.html?filter=filter4,Texas&indicator=i3>. [Accessed 06 January 16].