

EVENT METRICS

1,059

TOTAL PARTICIPANTS

92

TOTAL RED STRIDERS
AND RED RIDERS

\$234,423

TOTAL FUNDS RAISED
as of June 30

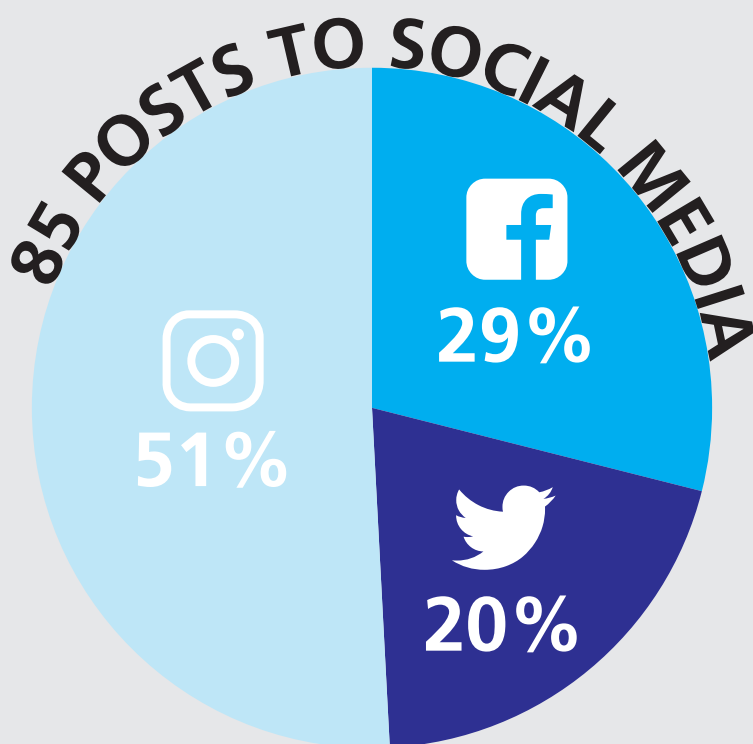
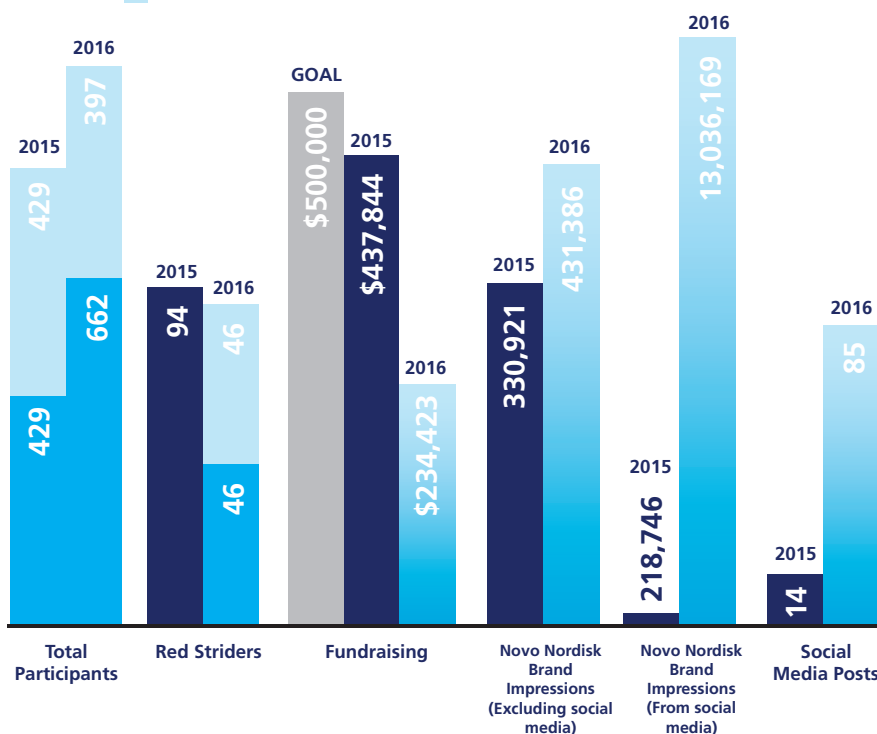
431,386

NOVO NORDISK
BRAND IMPRESSIONS
(Excluding social media)

EVENT METRICS

2015 VS. 2016

2015 Walkers
2016 Riders



TOTAL SOCIAL MEDIA AUDIENCE

13,238,570

NOVO NORDISK SOCIAL MEDIA
BRAND IMPRESSIONS

13,039,127

TOP 3 #HASHTAGS

#StepOutDiabetes

#TourdeCure

#ADA



PRINCETON, NJ

JUNE 26, 2016

STEP OUT TO WALK TO STOP DIABETES

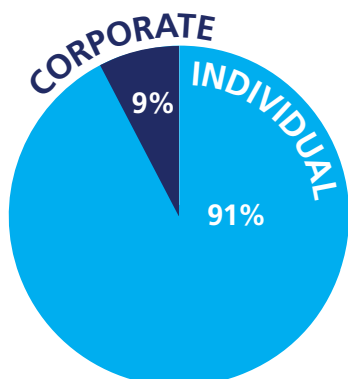
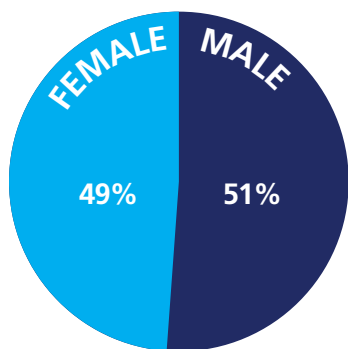
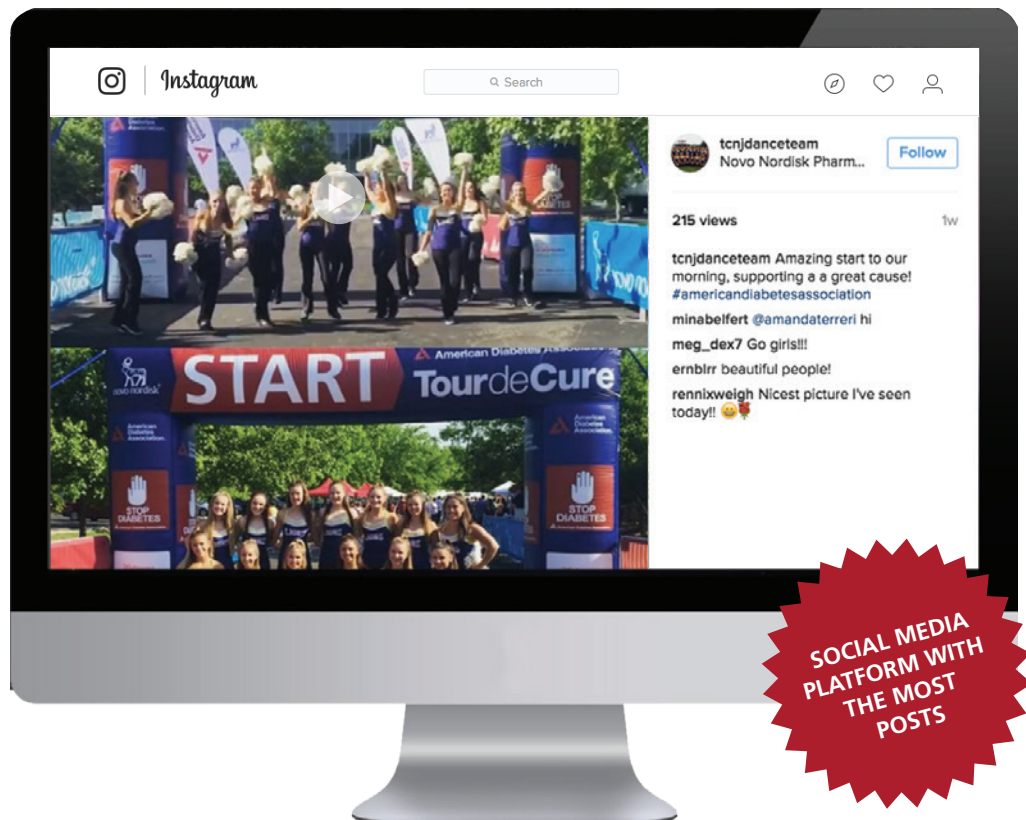
American Diabetes Association



43 Photos

1,190 Likes

74% of posts feature Novo Nordisk branded materials



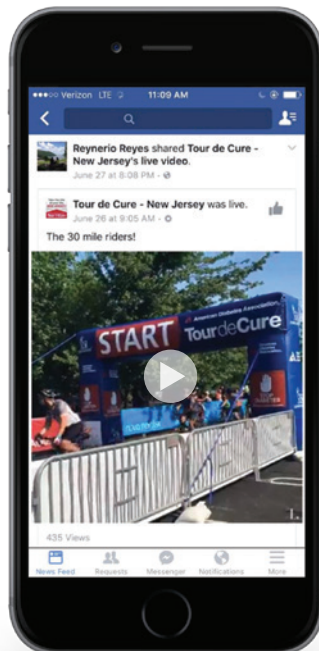
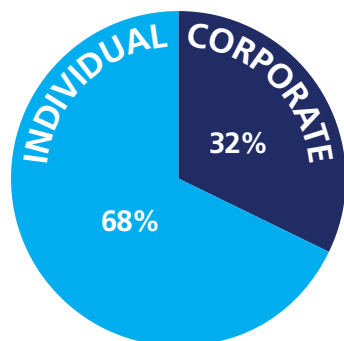
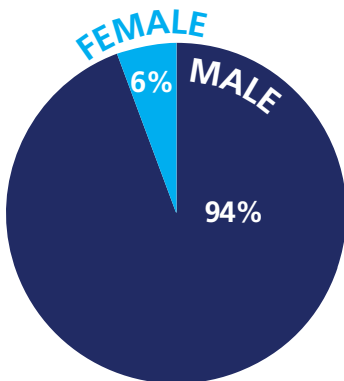
67% of posts feature #StepOutDiabetes

Average likes per post: 27



 **25 Posts**
 **3,117 Likes**
 **3 Shares**

48% of posts feature Novo Nordisk branded materials



Average likes per post: 125



50% of hashtags feature #StepOutDiabetes





PRINCETON, NJ

JUNE 26, 2016

STEP|WALK
OUT TO STOP DIABETES®

American Diabetes Association.

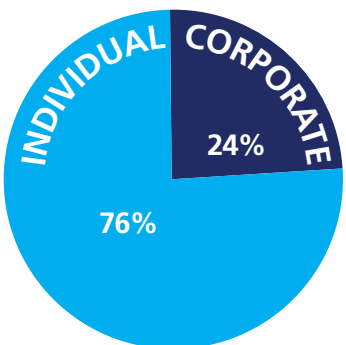
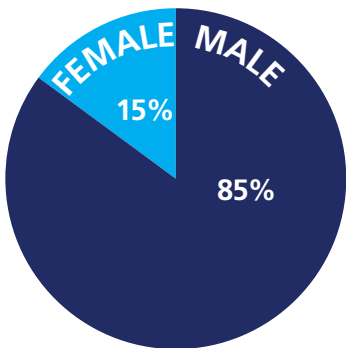


17 Tweets

87 Favorites

11 Retweets

41% of posts feature
#StepOutDiabetes



35% of posts feature Novo Nordisk
branded materials

Average favorites
per post: 20



PRINCETON, NJ
JUNE 26, 2016

STEP|WALK
OUT TO STOP DIABETES®
American Diabetes Association.

NOVO NORDISK PHOTO BOOTH

1221
Participants



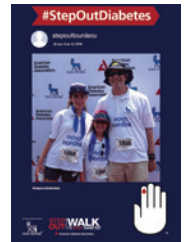
268
Photos taken



549
Prints distributed

NOVO NORDISK SELFIE STATION

264
Participants



149
Prints featuring
#StepOutDiabetes

102
Photos taken



Strategy: Activate social media to expand audience

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

Action: #StepOutDiabetes integration



Step Out Arch



Selfie Board



Repeater Banner

When participants featured #StepOutDiabetes on Instagram or Twitter, they received a 5x7 color print of their photo at the Novo Nordisk Photo Booth.

Results



29.6K
IMPRESSIONS



268.3K
IMPRESSIONS

TOTAL

297.9K
IMPRESSIONS



Photo at Event



Post to Social Media with #StepOutDiabetes



Novo Nordisk Photo Booth

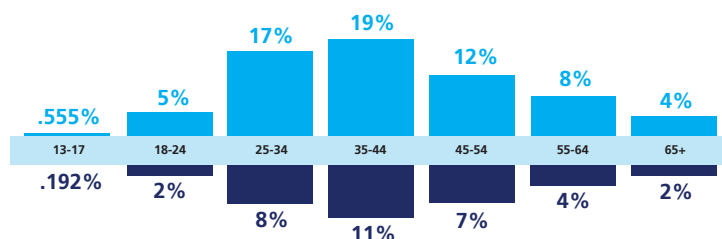
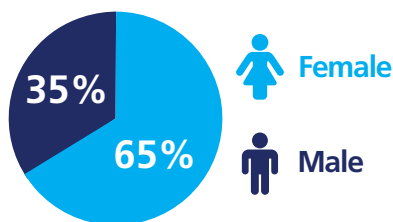
149

Photos printed using #StepOutDiabetes



Tour de Cure New Jersey

PEOPLE WHO LIKE YOUR PAGE

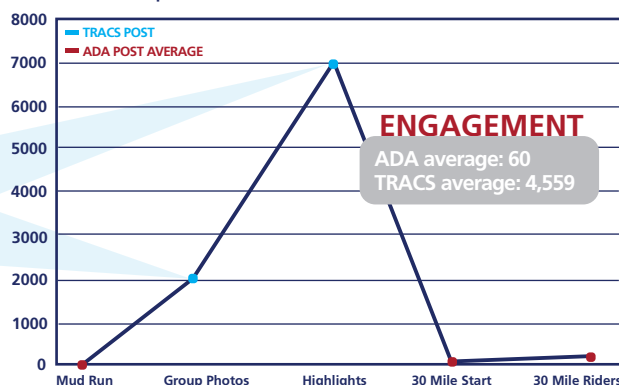


Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/30/2016 5:17 pm	Team Diabetes: Your First Mud Run	Tracs Posts	Global	0	0	Boost Event
06/27/2016 12:00 pm	Group Photos	Tracs Posts	Global	229	2.1K	Boost Post
06/26/2016 12:00 pm	Princeton Tour de Cure + Step Out Walk Highlights	Tracs Posts	Global	219	7K	Boost Post
06/26/2016 9:18 am	Start of the 30 mile ride with a pep talk from Stephen England	Tracs Posts	Global	21	2	Boost Post
06/26/2016 9:05 am	The 30 mile riders!	Tracs Posts	Global	932	114	Boost Post

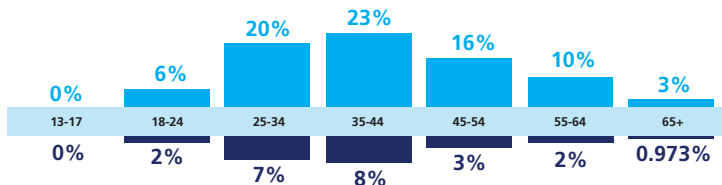
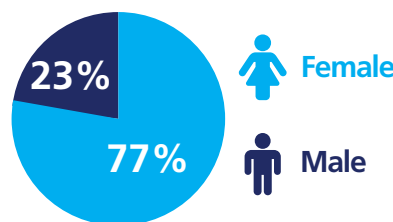
ENGAGEMENT

Total number of post clicks, likes, shares, and comments.



Step Out: Walk to Stop Diabetes New Jersey

PEOPLE WHO LIKE YOUR PAGE



Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/05/2016 12:48 pm	Your First Mud Run is the ONLY mud run in the country where bot	Tracs Posts	Global	7	1	Boost Post
06/26/2016 12:00 pm	Princeton Tour de Cure + Step Out Walk Highlights	Tracs Posts	Global	119	1.8K	Boost Post
06/26/2016 12:00 pm	Group Photos	Tracs Posts	Global	0	0	Boost Post
06/26/2016 11:06 am	Photos from Step Out: Walk to Stop Diabetes - New Jersey's post	Tracs Posts	Global	44	5	Boost Post
06/26/2016 10:46 am	Thank you Ben Vereen!	Tracs Posts	Global	184	33	Boost Post

ENGAGEMENT

Total number of post clicks, likes, shares, and comments.

