



# HOUSTON, TX

SEPTEMBER 10, 2016

STEP  
OUT® | WALK  
TO STOP DIABETES®

American Diabetes Association.

## EVENT METRICS

**1,395**

TOTAL PARTICIPANTS

**134**

TOTAL RED STRIDERS

**\$425,000**

TOTAL FUNDS RAISED  
as of September 12

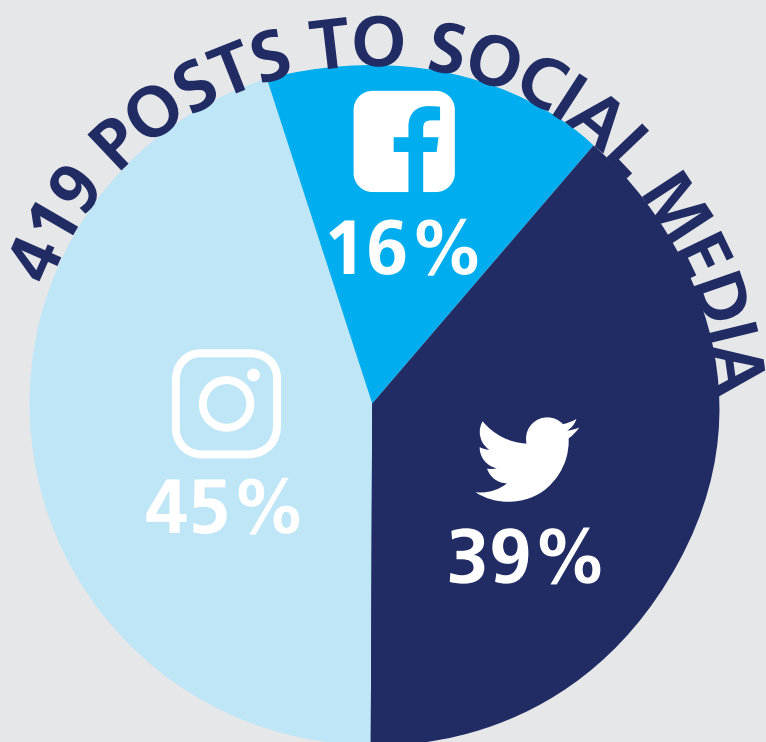
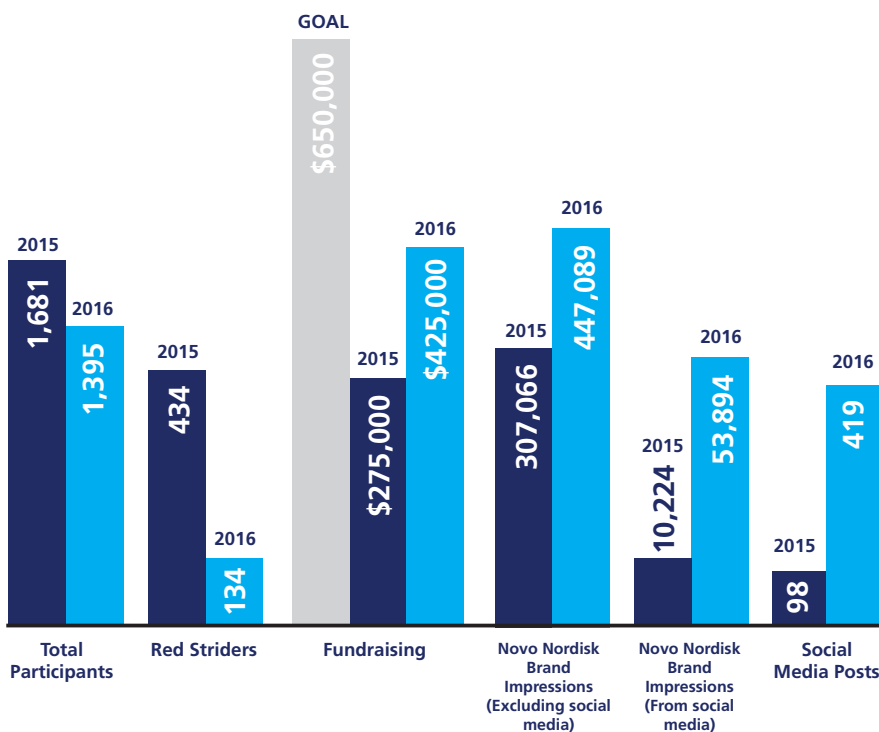
**447,089**

NOVO NORDISK  
BRAND IMPRESSIONS  
(Excluding social media)

## EVENT METRICS

2015 VS. 2016

■ 2015 ■ 2016



## TOTAL SOCIAL MEDIA AUDIENCE

**138,582**

NOVO NORDISK SOCIAL MEDIA  
BRAND IMPRESSIONS

**52,810**

### TOP 3 #HASHTAGS

#StepOutHouston2016

#Diabetes

#StepOutDiabetes



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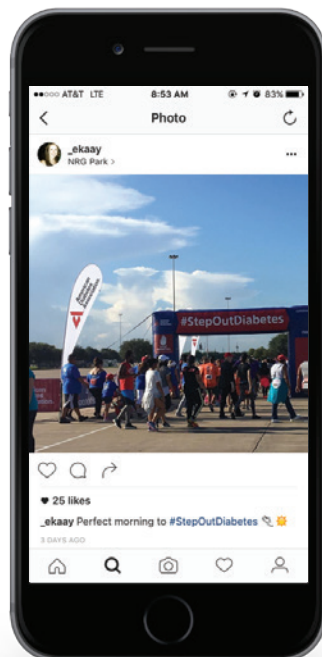
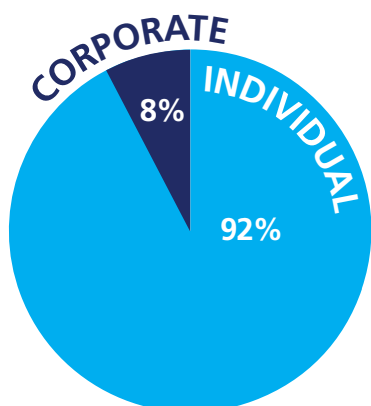
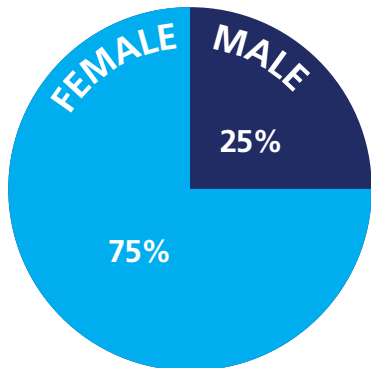
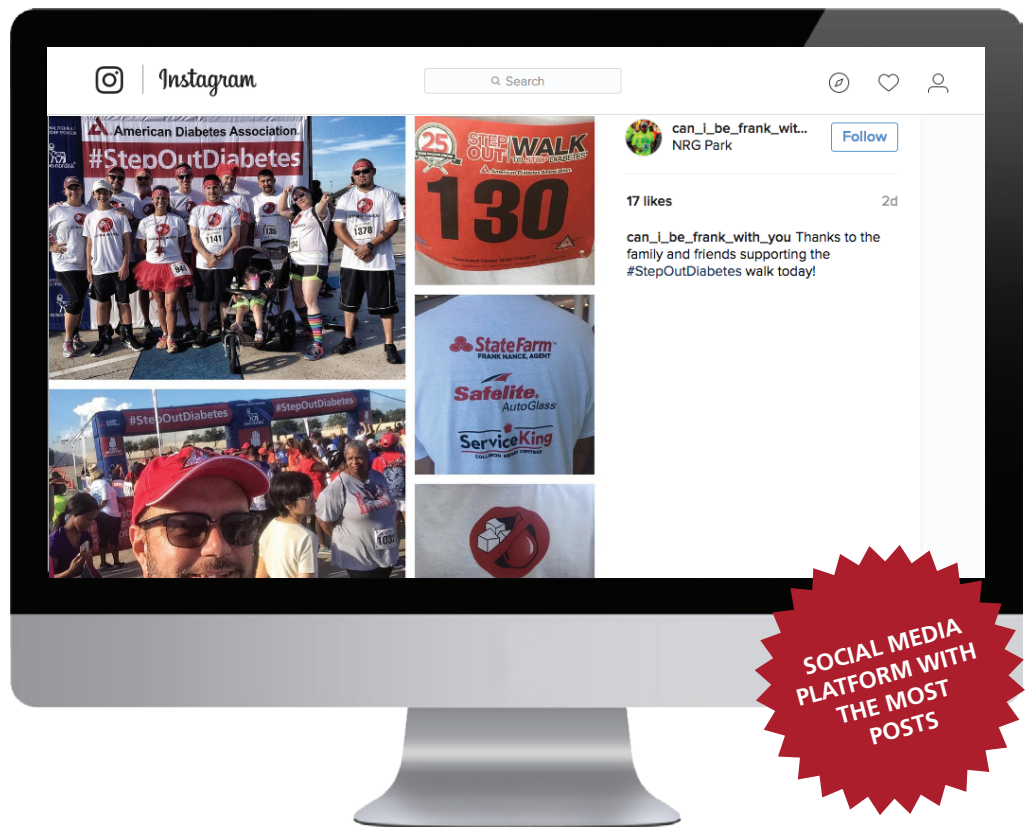
STEP|WALK  
OUT TO STOP DIABETES®

American Diabetes Association.



187 Photos  
1,594 Likes

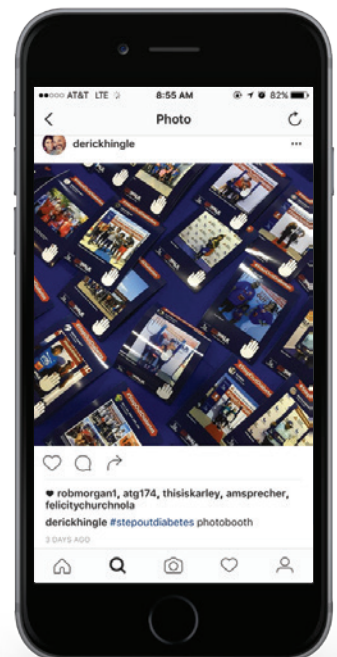
82% of posts  
feature Novo Nordisk  
branded materials



90% of posts featured  
#StepOutDiabetes



79% of posts featured  
Step Out Banner

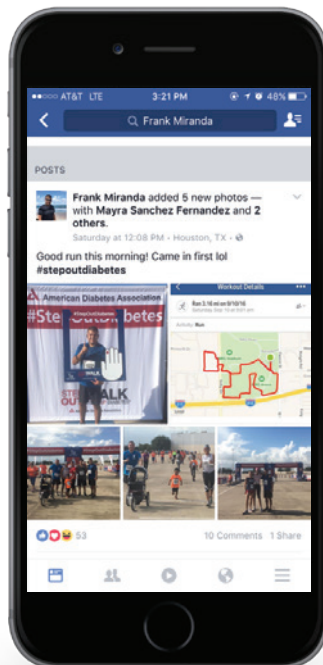
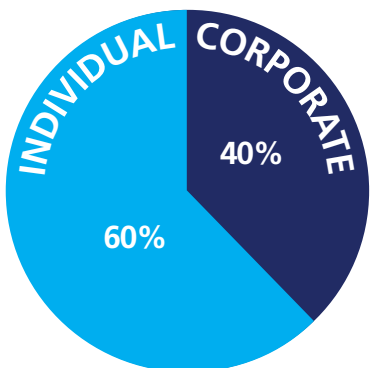
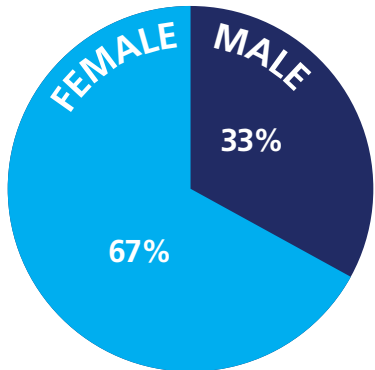
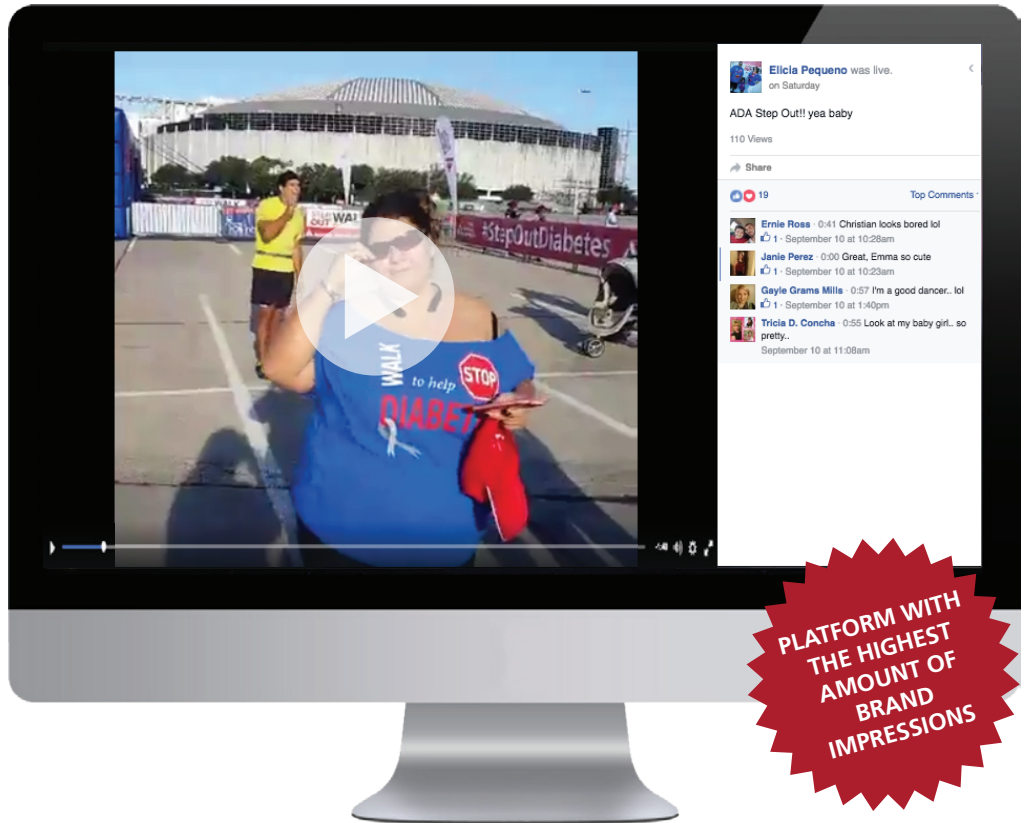


31% of users posted  
multiple times

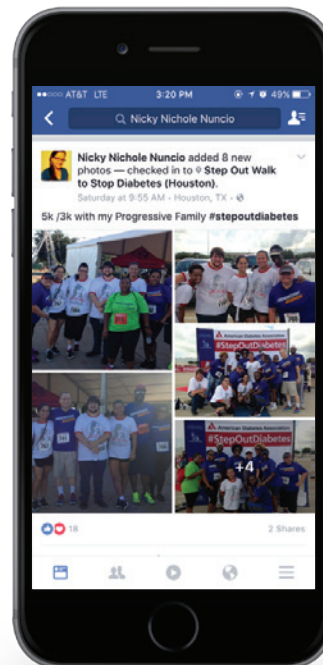


 **68 Posts**  
 **593 Likes**  
 **34 Shares**

**37% of posts feature Novo Nordisk branded materials**



**12% of posts featured multiple photos**



**25% of posts featured #StepOutDiabetes**



**94% of posts featured a photo**



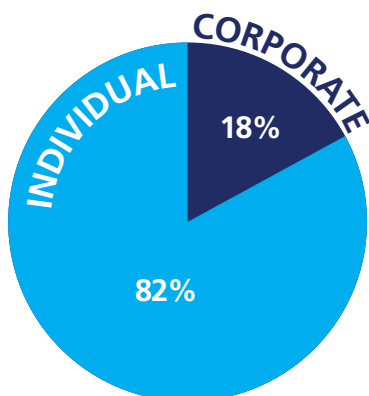
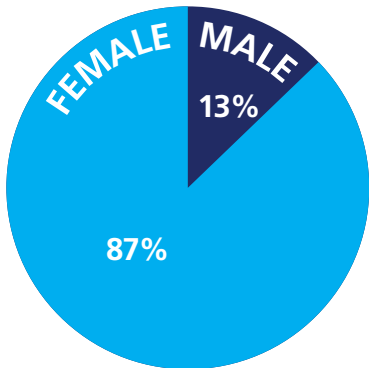


164 Tweets

199 Favorites

61 Retweets

30% of posts feature Novo Nordisk branded materials



34% of posts featured #StepOutDiabetes



18% of users posted multiple times



74% of individual posts featured photos



# HOUSTON, TX

SEPTEMBER 10, 2016



## NOVO NORDISK PHOTO BOOTH

723  
Participants



240  
Photos taken

402  
Participants  
used  
selfie boards



## SOCIAL MEDIA GROWTH

2015 Posts VS. 2016 Posts ■ 2015 ■ 2016



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





## PAGE VIEWS

September 6 - September 12

**321**

Total Page Views ▲583%

## PAGE LIKES

September 6 - September 12

**23**

Page Likes ▲283%

## VIDEOS

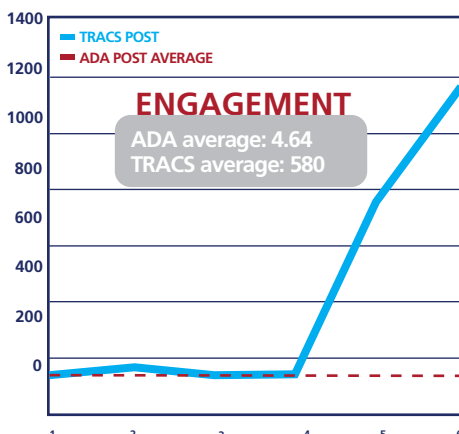
September 6 - September 12

**223**

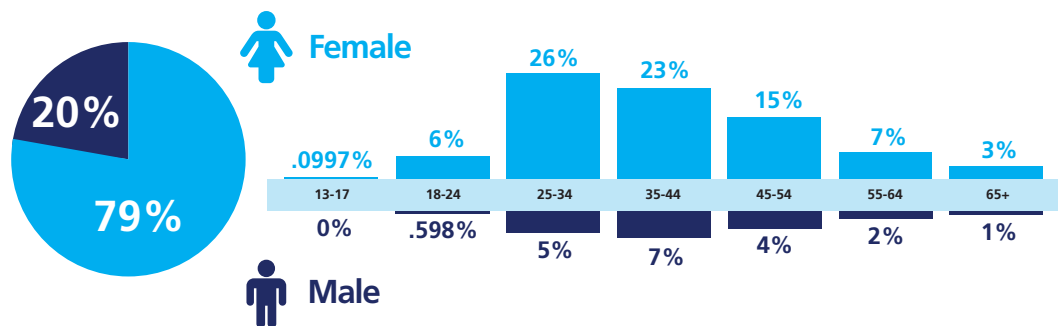
Total Video Views ▲169%

## ENGAGEMENT

Total number of post clicks, likes, shares, and comments from September, 6 - 12.



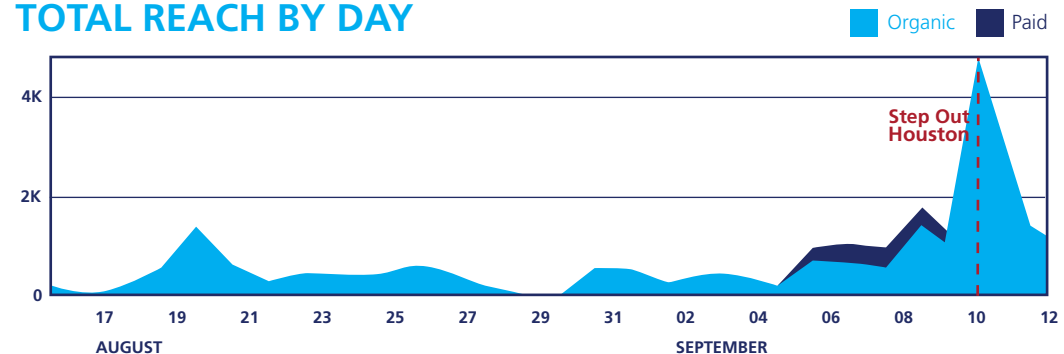
## PEOPLE WHO LIKE YOUR PAGE



## TOTAL REACH - 22,194

Reach is the number of unique users who saw your page's posts from August 17 to September 12.

## TOTAL REACH BY DAY



## TRACS POSTS PUBLISHED FROM STEP OUT HOUSTON FACEBOOK PAGE

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/12/2016 12:18 pm 6	 Photo Booth			224	2.1K 6	<a href="#">Boost Post</a>
09/10/2016 4:39 pm 5	 Houston Step Out Walk			508	1.3K 191	<a href="#">Boost Post</a>
09/10/2016 1:48 pm 4	 Come get your picture taken and get a free photo print at the Novo			172	13 7	<a href="#">Boost Post</a>
09/10/2016 10:45 am 3	 Don't forget to come by the Novo Nordisk photo booth to have your			177	13 9	<a href="#">Boost Post</a>
09/10/2016 10:18 am 2	 Thanks to everyone who came out for the Step Out Walk at NRG St			331	39 35	<a href="#">Boost Post</a>
09/10/2016 9:02 am 1	 This morning we are at NRG Stadium for Step Out Walk! It's a beaut			226	16 19	<a href="#">Boost Post</a>



## EXPANDED FOOTPRINT

Novo Nordisk expanded presence beyond the start/finish area.

## VENUE MAP



2016 Step Out Houston featured an expanded footprint including a 5K run and 3K walk.

The American Diabetes Association EXPO had over 5,000 people in attendance and was located steps away from the start of the walk.

Novo Nordisk Photo Booth located inside NRG Center by main entrance and across from Step Out registration pick-up.

## NRG CENTER



Postcards were distributed to everyone entering the EXPO and everyone taking selfies by the start/finish structure. Participants were encouraged to come to the Novo Nordisk photo booth to receive a free print.

