

Campaign Title: Type 2 Diabetes Prevention

Brand: Ad Council

Company(s) Involved: the magnetic collective, Ogilvy, Ad Council

Category: Impact on the World

Summary

86m Americans have prediabetes. Without lifestyle changes, 15-30% of those will develop type 2 diabetes within 5 years. But 9 in 10 are unaware of their condition, nor do they understand that it is reversible.

29m people in the US have diabetes. Caring for those with diabetes and prediabetes costs \$322bn p.a.; each day 200 people require an amputation, another 1,795 suffer vision loss or blindness.

Our research brought into focus the issue through uncompromising intimacy with the at-risk target, allowing our relationships to evolve over time and from digital to in-home. These unlocked insights towards a [successful campaign](#) that educates and incites action.

The 12-month campaign goals were outpaced in 14 weeks for test completions; 20k visited the National Diabetes Prevention Programs page.

Marketing Challenge

The marketing challenge lies in trying to convince a target that is in denial and, worse still, frozen into inactivity by fear, to take action.

Specifically, our research insights served to confirm and bring to life the extent of the communications challenge, affirming the importance of nudging them into action towards a lifestyle change:

Those at-risk were acutely aware that they could be leading healthier lives

- They knew what a healthy lifestyle *should* look like; the ingoing assumption that we'd need to educate on better choices proved incorrect.
- They were already aware that their current lifestyle put them at higher risk of diabetes and more. Nearly all were surrounded by clear signs—high blood pressure, doctors' warnings, and even close friends and family who had been diagnosed.
- Still, they struggled to establish a healthy routine.

Overcoming the litany of excuses to postpone action for 'later' was their first and biggest hurdle

- Everyday life readily becomes a source of excuses big and small: too many responsibilities, not enough time, my kids won't eat healthy food, the gym is too far...
- With all this, anything 'extra' is quickly relegated to the backburner.

Education and diagnosis stops excuses, spurs action.

- Once they understand what prediabetes is, that they have it, and that it's reversible—excuses are invalidated.

Methodology

We designed a four-phased highly collaborative approach during which Ogilvy, Ad Council, and three Sponsor Organizations were looped in at each step of the way. We drew on key stakeholders' expertise as we developed conversation guides, identified hypotheses and defined strategic territories for the agency to explore creatively.

We spoke with two distinct target groups:

- 1) Those at risk of developing prediabetes: 40-60 years old, higher than average weight and racially diverse. To identify their risk, we used the ADA's risk assessment tool.
- 2) Those diagnosed with prediabetes by a physician within the last 2 years. These conversations helped us understand the impact of diagnosis and what changes and advice have worked (or not) for them.

Our sample over-indexed on African Americans and Hispanics who are genetically at higher risk of type 2 diabetes. Including Spanish-dominant Hispanics, whom we interviewed in their native Spanish.

To inform and inspire the brief, we grounded the thinking in real-life barriers and motivators.

Phase 1: 2 weeks of digital discussions with a total of 27 individuals across the country

- Across weekdays and weekends, participants tracked their daily food and exercise habits, and corresponding physical and emotional feelings.
- We launched a series of activities and questions designed to get to know them and their worlds. Over time we developed an intimate rapport: pinpointing what defines them, their awareness of type 2 diabetes and prediabetes, their health information resources, and more.
- Through this intimate one-on-one forum, we were able to get them to open and dig deep on their motivators for change and key barriers standing in their way. All stakeholders were able to view these conversations live and flag particular areas of interest and surprise.

Phase 2: We selected the 9 most engaging participants from the phase 1 in Memphis and LA for follow-up in-home interviews (including a mix of those diagnosed and at risk)

- Having already established a rapport, we could dig deeper; gaining rich context of their everyday realities from home to family life. We often witnessed emotional moments of realization as they saw the discrepancies between what they knew they should do and the realities of their everyday.
- We limited client attendance to one per ethnography to ensure comfort and

intimacy. For those not present in market, we used the footage from these interviews to compile an emotional video. This proved an inspirational way to identify barriers, motivators, and bring to life the challenge at hand.

- Our additional deliverable from this phase brought to life the 'at risk' target and identified magnetic strategic territories to explore as the agency team developed their creative brief. We folded the planner into parts of our analysis process to ensure that foundational insights were absorbed into the strategy.

After creative brief approval, the agency developed 2 potential creative routes, which we explored in creative development research; illuminating the most magnetic way forward and helping refine the executions.

Phase 3: 4 x 2-hour workshops and 4 x 1hr IDIs with a fresh sample in Atlanta, GA and Fort Lee, NJ

- For each route, we explored relevance, clarity, comprehension, and the ability to create a sense of urgency to take action and take the risk assessment test via a series of executional examples (incl. TV, print, www & OOH).
- From this, we identified the route with the most potential to drive behavior change and recommended optimizations that eventually became the final campaign that launched in January 2016.

Phase 4: UX microsite optimization

- Prior to launch of the campaign, we collaborated with Ogilvy for a Spanish-language UX testing to ensure the campaign micro-site was clear, easy to use, and contained answers to all the key questions.

Creative Execution

The 'Prediabetes doesn't care about your excuses' strategy taps into the core insight that everyone makes excuses and knows that they could (and should) be living healthier lives.

The creative answer to the communications challenge was a direct and overt embrace of the foundational insight: How do you get people to take a risk test for something they're either completely unaware of or in total denial about? -- **You make the risk test unavoidable.**

Instead of creating ads about prediabetes awareness, Ogilvy created online film and radio ads that were themselves, the risk test.

An odd-yet-credible doctor character delivers the risk test questions, and the audience is asked to count on their fingers to determine their risk "score". Every time someone viewed or listened, it was another test completed.

We then pushed our audience to visit the campaign website, DoIHavePrediabetes.org, to learn more about the condition and get a more robust explanation of their risk. Other channel assets (digital display, social, OOH, and print) also drove to the website or to sign-up for our texting program, providing alternative methods to take the risk test: online or via text message.

In summary, this creative idea allowed for the requisite directness and forcefulness balanced with humor to break down the 'excuses' i.e., barriers to action, and chunk these actions into small, accomplishable steps. The first step being to simply take the test, which you've accomplished by simply viewing or reading the ad.

LAUNCH DATE: 1/21/2016

MEDIA PLACEMENT

- VIDEO
 - Element: :60 Film
 - Placement/Location: Online
 - Date Range: 1/21/2016 – Ongoing
- CAMPAIGN WEBSITE
 - Element: Campaign Website
 - Placement/Location: Online, www.DoIHavePrediabetes.org
 - Date Range: 1/21/2016 – Ongoing
- BANNERS
 - Element: Online Display Banners

- Placement/Location: Online
- Date Range: February 2016 – Ongoing
- SOCIAL
 - Element: Social Media Ads
 - Placement: Facebook
 - Date Range: April 2016 – Ongoing
- RADIO
 - Element: :30/:60 Radio
 - Placement: Initial support on stations in Orlando, Austin, and Las Vegas. Additional placements, (including online radio) pending
 - Date Range: March 2016 – Ongoing
- DIGITAL MAGAZINE
 - Element: Digital print ads
 - Placement: *Food & Wine, Better Homes & Gardens, Eating Well*, other publications pending
 - Date Range: March 2016 – Ongoing

URLS

- VIDEO:
 - URL: <https://www.youtube.com/watch?v=s020q-FE0H4&nohtml5=False>
 - TYPE: Online Video
- CAMPAIGN WEBSITE:
 - URL: www.DoIHavePrediabetes.org

Business Results

The final campaign brought to life the research insights by addressing the target candidly and without drawing on fear-inducing tropes common in health messaging. This direct approach disarmed the target, helping them recognize that they can and must do something.

The [campaign](#) enjoyed strong launch coverage ranging from Dr. Oz to CBS News Good Morning America, Telemundo, Univision and other outlets. The advertising community embraced the campaign, providing targeted support across all media types to the value of \$19.3m as of July 2016, 30% of this media coverage was in Spanish language.

The results are evident in the campaign metrics: the key goal was to drive visits to the [microsite](#). The 12-month goal of 400-500k visitors was surpassed within 8 months, totaling 680k visitors. Within this microsite, various actions informed additional success metrics:

- Assess risk: The 12-month goal of 30-50K risk test completions was outpaced in 14 weeks. Within 8 months, 220k were completed online and 18k were downloaded.
- Search local lifestyle programs: Reflected in 20k clicks to National Diabetes Prevention Programs page

To add to this, the campaign's online video enjoyed 147k views, which included 94k for the :60s 'take the test' video.

A fresh round of creative is currently in development based on the same strategy.