

DIABETES HEART QUIZ

Awareness for the cardiovascular risks of diabetes type 2

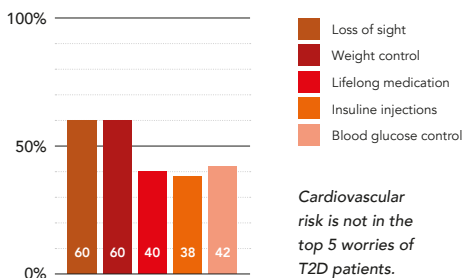


Patients with diabetes, particularly type 2 (T2D), have a higher risk of cardiovascular diseases (CVD). CVD is the number one cause of death amongst patients with diabetes. The knowledge of these risks is still low.

Heart attacks and strokes are the number 1 cause of death amongst T2D patients



Top 5 worries of T2D patients



1 in 14 people in the Netherlands has diabetes.

- This equals 1.200.000 people, of which 100.000 haven't been diagnosed.

Yearly 60.000 people in the Netherlands are diagnosed with diabetes.

- This equals 1.163 people per week, or 166 people a day.

9 in 10 patients with diabetes have type 2.

- 50% of T2D patients die because of a cardiovascular event.

- 58% of T2D patients are known to have heart diseases.

CAMPAIGN GOALS

1. More awareness amongst T2D patients for CVD.
2. Achieve a new mindset and behavioral adjustment amongst T2D patients and make CVD a general point of attention for T2D patients and their doctor.

PARTNERSHIP

Reaching and adjusting behavior is a complicated process, especially when speaking from a pharmaceutical point of view. Recent studies on behaviour, like quitting smoking, show that the public dialogue is one of the most important aspects. This is what we wanted to provide for patients: an easy to use platform to encourage the public

dialogue. To increase our impact, we partnered with the Dutch Diabetes Association (Diabetesvereniging Nederland) and enrolled the campaign together on their Facebook page, website and offline media.

PLATFORM

Given the target audience Facebook is particularly suitable. It is still the most used social medium, specifically amongst older people (40+). Also, Facebook has a large range of targeting options which will limit the audience waste and lets us focus only on people interested in T2D. Lastly Facebook offers a cost-efficient way to reach a large number of people with a moderate budget.

GAMIFICATION

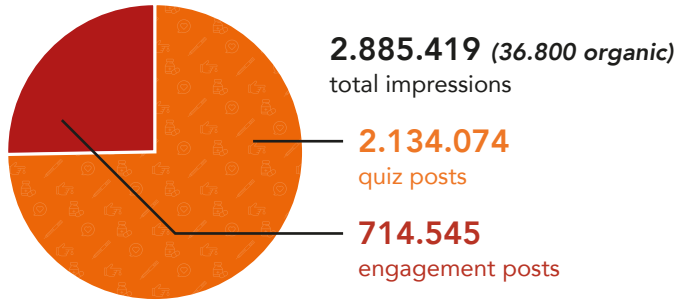
The human brain better understands and retains information when information is presented in the form of games. This is why we chose to present the information in 4 thematic quizzes, each with an incentive provided by the Dutch Diabetes Association.

SUCCESS FORMULA

- Low-key
- Adaptable
- Mobile friendly
- Excels in social surroundings
- Stimulates engagement and dialogue

DIABETES HEART QUIZ

Overall results



372.626 (25.700 organic)
unique people



3.458 (109 organic)
engagements (likes, shares, reactions)



119.810 (1.552 organic)
clicks



35.819 uitgespeelde quizen
15.720 (Quiz 1), 7.819 (Quiz 2),
7.790 (Quiz 3) & 4.490 (Quiz 4).



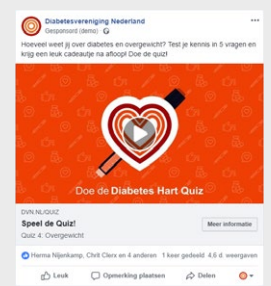
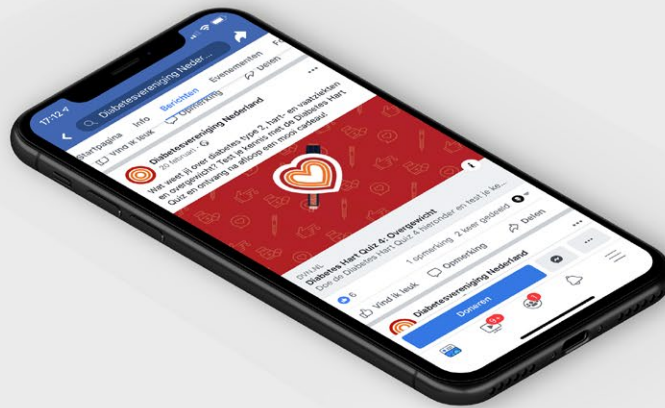
€18.000
mediabudget

CPM €6,24
benchmark €8,55

CPC €0,15
benchmark €1,35

CTR 4,15%
benchmark 0,63%

Assets



ASSETS

- 4 quizzes
- 4 subjects: cardiovascular system; cholesterol; blood pressure; physical health
- 4 quiz videos, each in two different editions
- 6 'Did-you-know?' factual posts

KPI's and results

- 69% played 2 quizzes or more
- Facebook view frequency of 8,21
- Average quizscore 3,3 out of 5:
 - Cardiovascular system (3,8 of 5)
 - Cholesterol (3,6 of 5)
 - Blood pressure (3,0 of 5)
 - Physical health (3,1 of 5)

SHORT EVALUATION

- Impressions, reach and engagement highly transcended expectations
- Relevant and appealing content
- Positive feedback from patients
- Sufficient touchpoints per person to let the message really land!