
World Diabetes Day 2019

What's included in the global WDD2019 campaign package

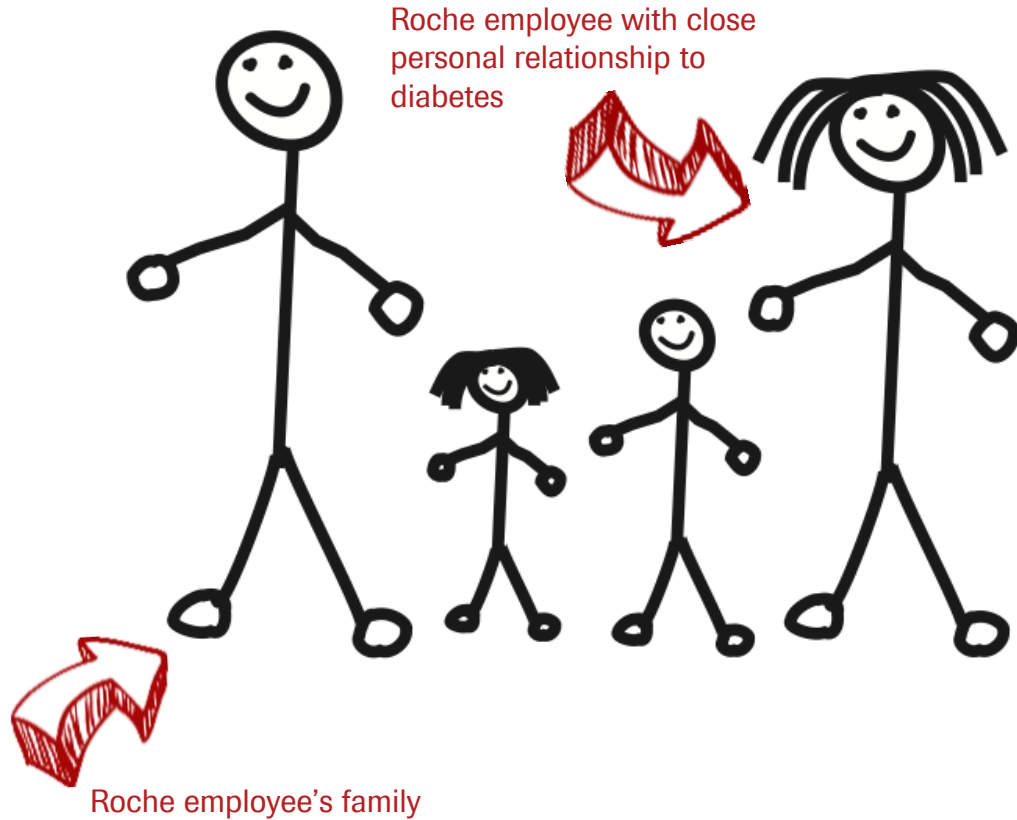




WDD2019 development team (*indicates new)

- **Austria** – Ivana Zivanovic*
- **Norway** – Bent Larson
- **Argentina** – Josefina Chaganek*
- **France** – Marie Chiambretto *
- **UK** – Anna Dewdney
- **Chile** – Consuelo Diaz
- **Russia** – Uliana Farber*
- **Pakistan** – Danish Amjad
- **US** – Cherise Shockley/ Aishariya Bandyopadhyay
- **Australia** – Dasha Gonetskaya
- **Switzerland** – Franziska Bachl*

2019 WDD campaign materials idea



Create a social media/email marketing campaign

- 10 Roche employees around the globe
- Submit stories about their close personal relationship with diabetes focusing on how diabetes impacted their family or how their family impacted their diabetes
- 1- :10-:15 second video about story
- 1-3 images in different poses
- Each provides story in text
- Series of social posts that promote WDD, encourage participation to submit stories (only for use in countries where that is allowed), and focus on story line - People with diabetes support people with diabetes - we understand it, our patients, we can show support from Roche as a company and humanize the brand

**Would you use this
in your market?**

WDD 2019 Creative Brief

Building our awareness campaign



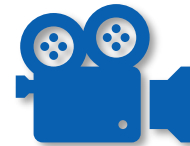
Problem we're trying to solve:

diabetes has an impact on the entire family and support network of those affected, **how can we help people with diabetes start talking about it with those closest to them to get the support they need.**



Facts:

People with diabetes support people with diabetes. We understand the disease. **As a company made up of many people with a close personal relationship with diabetes**, we work tirelessly to help people with diabetes find relief in their everyday diabetes management through products, digital solutions, access, and support.



Big picture:

When you're diagnosed with diabetes, you are taught how to check your blood sugar, dose your medications, and watch your diet, but **no one helps you understand how to apply these concepts to your own lifestyle.**



Objective:

We want to **eliminate the stigma and fear around having diabetes** and **empower people with diabetes to get the support they need.**

What's included



VIDEOS WITH LOCALIZATION



- Jenny - US
- Rodrigo - AR
- Bastiaan - NL
- Urooj - PK
- Carol - CA
- Maxime - BE
- Michaela - AT
- Stephanie - US
- Sarah (mySugr) - DE
- Hamid - PK
- Compilation
- Pending:** *Maylis - FR*



BLOGS WITH SOCIAL/EMAIL



- Food swaps - Breakfast
- Food swaps - Lunch
- Food swaps - Dinner
- Food swaps - Snacks
- Food swaps - Snacks
- Food swaps - Snacks
- Food swaps - Snacks
- Video topic - Jenny
- Video topic - Stephanie
- Video topic - Bastiaan
- Video topic - Urooj
- Video topic - Rodrigo
- Video topic - Carol
- Video topic - Maxime
- Video topic - Michaela
- Video topic - Sarah
- Video topic - compilation

- Overcoming diabetes stereotypes/stigmas
- Sweet Surprises - healthy choices may surprise you (1 or split into 9 - infographic/slideshow)
- Recipes - Low-carb Lasagna (video)
- Recipes - 3 ingredient cookies (video)
- Talking about diabetes (with your family)
- What to do - Diabetes Emergency
- How Roche revolutionized bg monitoring and where we're headed (animation)
- Being active with family
- Family challenge



WDD PROMOTION GRAPHICS WCMS



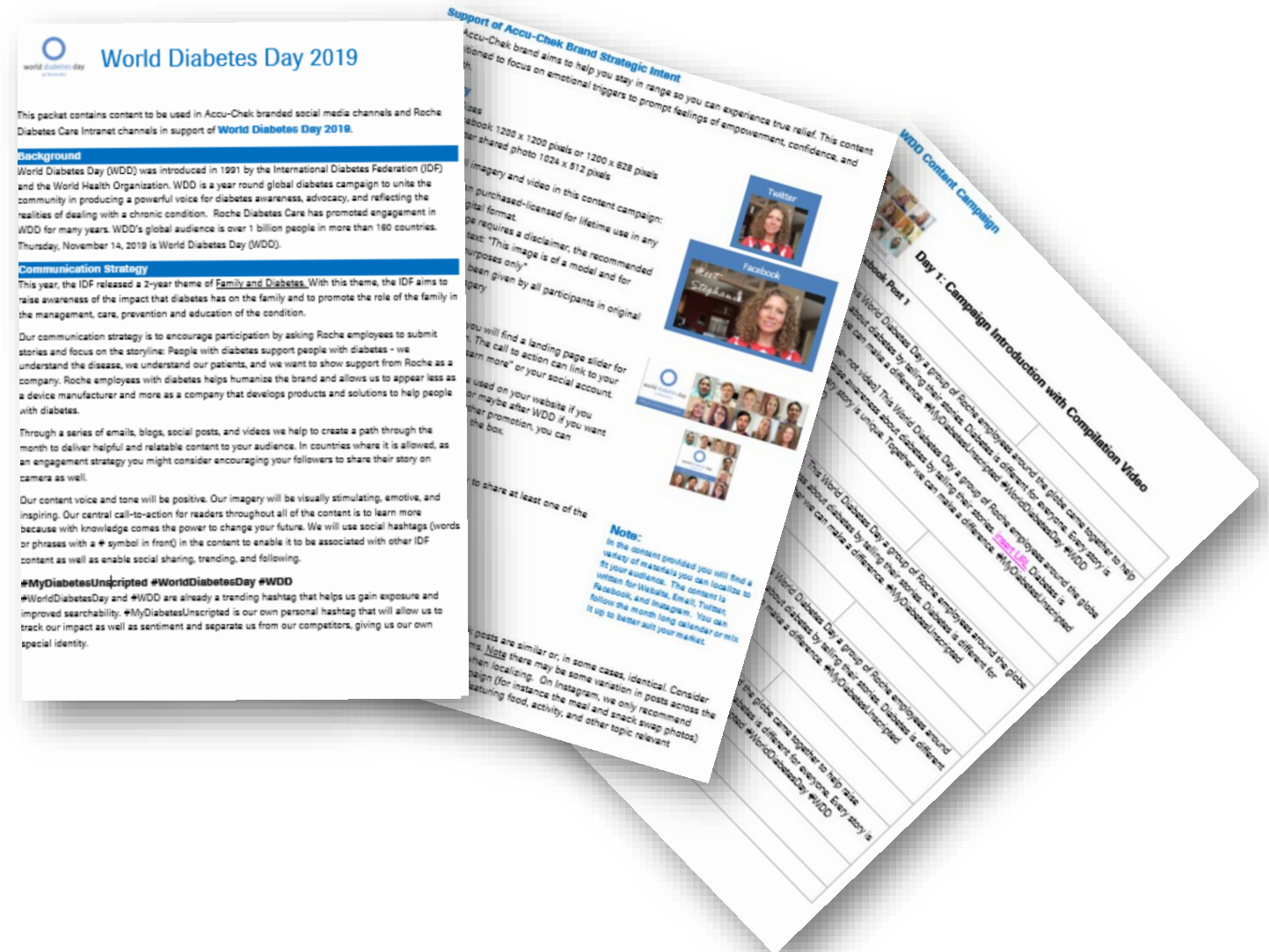
Carousel slider
Promotion box

How it should be used



Implementation Guide: The WDD2019 Collection includes an implementation guide that provides information on every detail of the campaign:

- WDD Background and theme
- communications strategy
- Audience attraction
- a complete list of all the content available in this years' campaign with links to the files in BrandBox



How it should be used



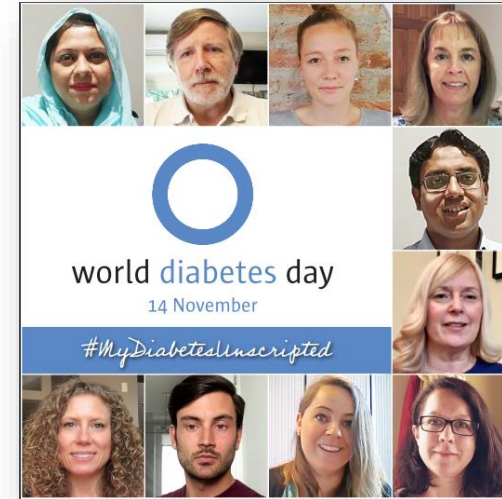
#WorldDiabetesDay #WDD #MyDiabetesUnscripted

How it should be used



A bit about the promotional graphics:

- Easy to use promotional slider and box
- Features faces collage and our signature hashtag #mydiabetesunscripted
- Can link to video on website or collection of WDD information (pending market approach)



How it should be used



Example Promo Box with linked Compilation video in Facebook post

How it should be used



Compilation Video

<https://www.brand.accu-chek.com/l/80ad2cfaae66cd2f/>

A bit about the videos:

- Approx. 90 seconds in length
- Subtitles – easy to localize or provide translation to have localized
- Still images of each individual provided for use in multiple channels as needed
- Content provided to support the use of the video in multiple channels



The videos made my day! They are wonderful... Put me in a mood to go tackle the challenges in what I do- as its worth it! I hope that you let all Roche employees know where these are posted- they are very motivating.

*Ann Buskirk,
Global Medical Affairs*



Individual Video

<https://www.brand.accu-chek.com/l/d85cebe1792b1a93/>

People with diabetes support people with diabetes

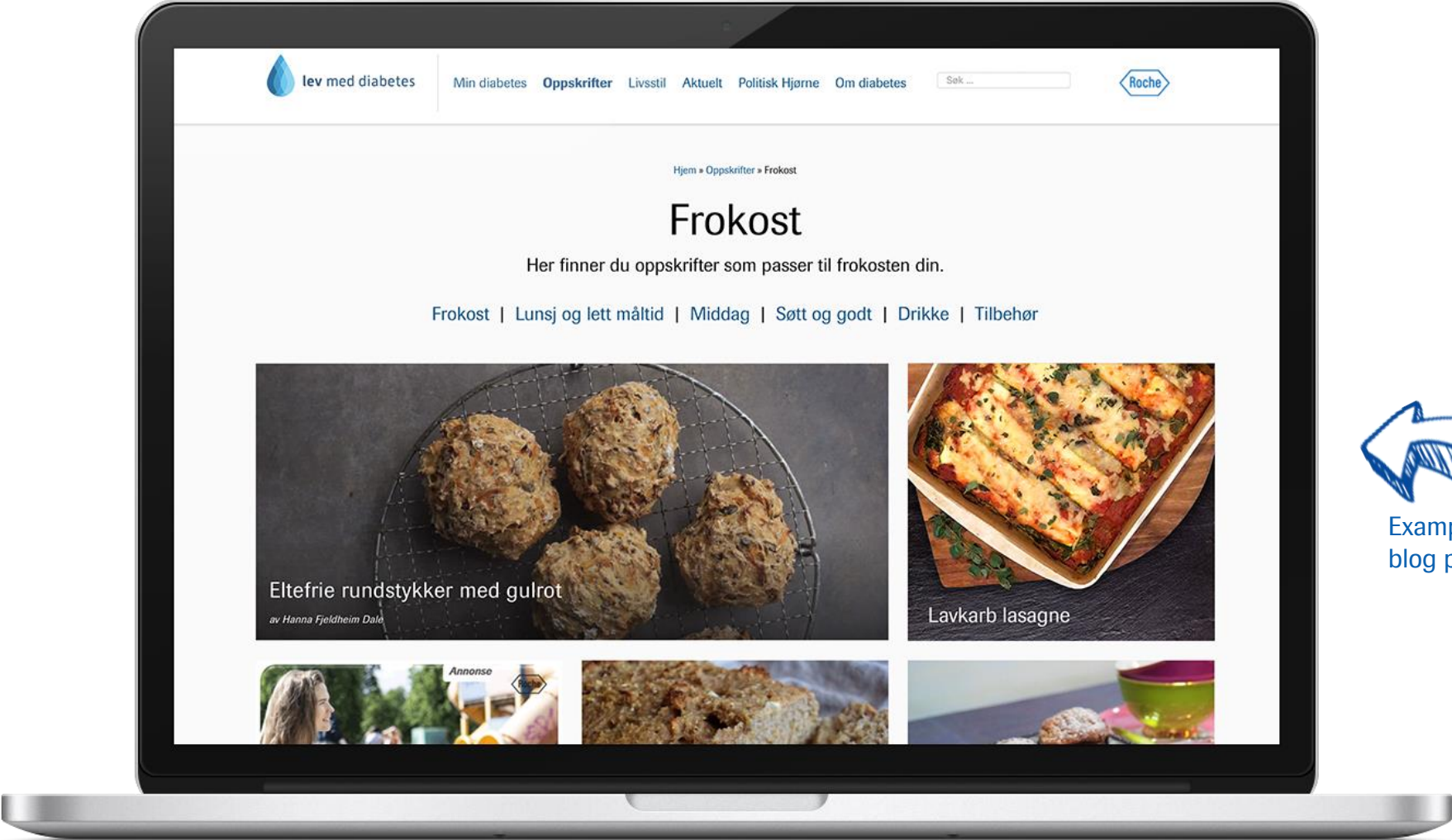


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Hamid - PK
Maylis - FR

How it should be used



Example recipe in blog post

How it should be used



A bit about the emails:

- Videos and blogs are paired together (according to the suggested content calendar)
- Creating a series of 10 in a SFDC journey
- Templates are modular and easy to localize


ACCU-CHEK® Roche

#MyDiabetesUnscripted

world diabetes day
14 November

This World Diabetes Day a group of Roche employees around the globe came together to help raise awareness about diabetes by telling their stories. Diabetes is different for everyone. Every story is unique. Together we can make a difference. #WorldDiabetesDay #WDD #MyDiabetesUnscripted

Meet Stephanie




Living with diabetes can be tough. Hear about how Stephanie made changes in her life to live well with diabetes with her family's support. "Diabetes is like a marathon that you don't win. There is no finish line. You have to keep running."
~Stephanie, United States

Ever get a craving for fresh baked cookies? This quick and healthy recipe only uses four ingredients – which I bet you have on hand right now! Not a fan of chocolate? Simply substitute raisins, cherries, coconut or whatever mix-ins you like best.

4-Ingredient Cookies

Ingredients
1 large, ripe banana
1/3 cup (85 g) nut butter
3/4 cup (105 g) oats
1/4 cup (37.5 g) chocolate chips

Instructions
Preheat oven to 350°F / 180°C. Mash banana in bowl. Combine nut butter, oats and chocolate chips with banana. Scoop out 15 cookies onto a lined baking sheet. Bake for 10-12 minutes or until firm.



WATCH VIDEO

Notes: Depending on the type of oats you use, sometimes the cookies are a little chewy. Simply put the cookies in a container with a lid when warm to allow the cookies to absorb the moisture. They will be less chewy within 30-60 minutes. If they last through the day, it's typically a good idea to store them in the refrigerator, so they don't go bad. After all, they are made of fruit!

Nutrition Information
Calories 100 | Protein 3 g | Carbohydrate 13 g | Added Sugar 1.6 g | Total Fat 4.5 g | Saturated Fat 1.0 g | Cholesterol 0 mg | Dietary Fibre 2 g | Sodium 20 mg

f t @



We will send 1 email each week for a month leading up to WDD for a total of 4.

Ivana Zivanovic, Austria



How it should be used



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- Creating a series of 10 in a SFDC journey
- Templates are modular and easy to localize

Find templates in **Shared** Content section of SFMC under

World Diabetes Day > 2019 > Emails



The screenshot displays the Content Builder interface. At the top, there is a 'Content Builder' header with a cloud icon. Below the header, the main area is divided into two tabs: 'LOCAL' and 'SHARED'. The 'SHARED' tab is active and highlighted in yellow. Under the 'SHARED' tab, there is a search bar and a 'Show Folders' checkbox. Below these, there is a breadcrumb trail: '2 Content Items | Shared Content > World Diabetes Day >'. A table lists content items with a 'Name' column. Two items are visible: 'WDD19 - Compilation' and 'WDD19 - Stephanie'. On the left side of the interface, there is a tree view of folders. The 'World Diabetes Day' folder is expanded, showing sub-folders for '2018' and '2019'. The '2019' folder is also expanded, showing sub-folders for 'Emails', 'Images', and 'Templates'. The 'Emails' folder is highlighted in yellow.

How it should be used



A bit about the infographics:

Make it work for you

- Infographics
- Individual posts
- Slideshow
- Content – social, web



World Diabetes Day 2019

SNACK SWAP SOCIAL MEDIA POSTS

BLOG TEXT

Sometimes plain water can seem, well...plain. How can water compete with sports drinks, soft drinks and juices readily available in a rainbow array of fruits and flavors? Try making your own fruit-infused water at home! Your fruit water can be as simple as adding a squeeze of citrus and a few slices of lemon, lime or orange. For even more flavor and variety, check out these [posts](#).

Localization note: Substitute a fruit-infused water link relevant to your region.

SOCIAL MEDIA TEXT

Facebook: Sometimes plain water can seem, well...plain. Did you know you can change the flavor without adding carbs and calories? Lemon, Lime, Strawberry, the flavor options are endless! For even more flavor and variety, check out these [posts](#).

Localization note: Substitute a fruit-infused water link relevant to your region.

Twitter: Did you know you can change the flavor without adding carbs and calories? Lemon, Lime, Strawberry, the flavor options are endless!

Instagram: Dress up your water without adding carbs and calories?

REFERENCES

[Body Armor Mixed Berry Super Drink](#): 70 calories, 28 g carbs, Fruit infused water: 0 calories, 0 carbohydrates

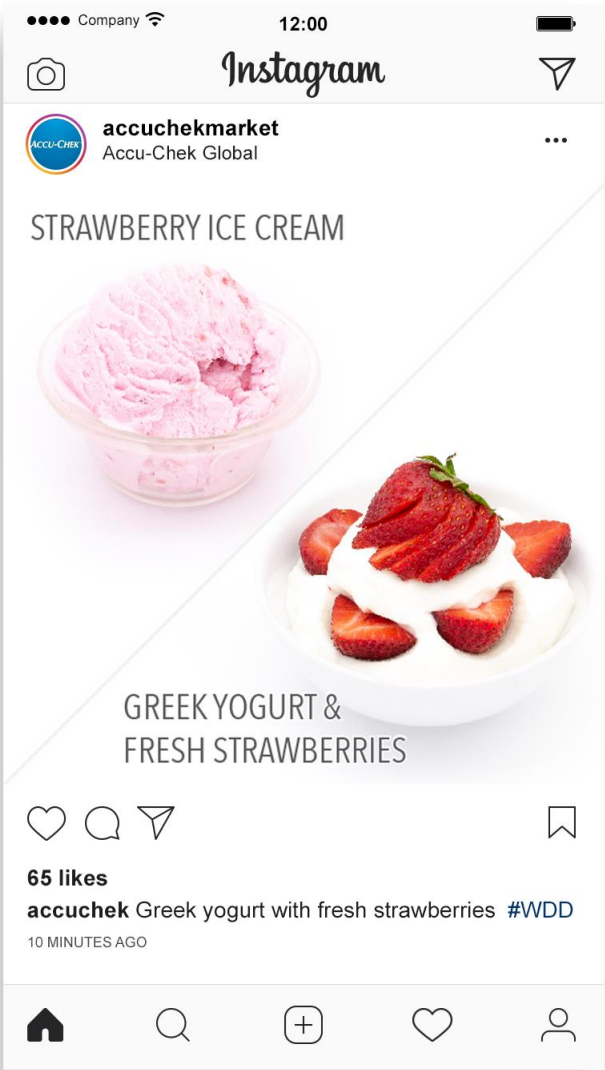
[Fiji Lichee Drink](#): 140 calories, 41 g carbs



How it should be used



Example Instagram Food Swaps post



How it should be used



Our suggested content calendar:
Provides a video or blog post for the month of November leading up to WDD and then some after.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					<p>1 My diabetes story compilation/teaser video and image</p>	<p>2 Blog article and image: Talking about diabetes (with your family)</p>
<p>3 My Diabetes story Rodrigo video and image</p>	<p>4 Blog article and image: Family Challenge to Get Moving</p>	<p>5 My Diabetes story Bastiaan video and image</p>	<p>6 Blog article and image: Signs & Symptoms of Diabetes</p>	<p>7 My Diabetes story Urooj video and image</p>	<p>8 Sweet Surprises infographic, image(s) or GIFs***</p>	<p>9 My Diabetes story Michaela video and image</p>
<p>10 Blog article: Overcoming diabetes stereotypes and stigmas*</p>	<p>11 My Diabetes story Maxime video and image</p> <p>Post about upcoming WDD event (if available)</p>	<p>12 Meal swaps (taking care of diabetes – cooking for family; consider these meal swaps)</p>	<p>13 My diabetes story Sarah video and image</p>	<p>14 WDD Post about WDD and/or local event; Recipe video and image for low-carb lasagna</p>	<p>15 My diabetes story Carol video and image</p>	<p>16 Blog article and image: What to Do in a Diabetes Emergency</p>
<p>17 My diabetes story Stephanie video and image</p>	<p>18 Recipe video and image for 4-ingredient cookies</p>	<p>19 My diabetes story Jenny video and image</p>	<p>20 Roche evolution of BG monitoring</p>	<p>21 My diabetes story Hamid video and image</p>	<p>22 3-4 posts morning, mid-day, afternoon and evening for snack swaps**</p>	<p>23</p>
24	25	26	27	28	29	30

How it should be used



Our suggested content calendar:
 Provides a video or blog post for the month of November leading up to WDD and then some after.



Day 3: Meet Rodrigo

	Facebook Post 1	
<p>[Post video] Meet Rodrigo. He shared his diabetes diagnosis with his family and educated them on how they can best support him. "From that moment on, my family became my allies. I call them my guardians." – Rodrigo, Argentina Roche employees around the world sharing their diabetes story. #MyDiabetesUnscripted #WorldDiabetesDay #WDD</p> <p>[If posting social image- not video] Meet Rodrigo. Visit insert URL to watch his story about how he shared his diabetes diagnosis with his family and educated them on how they can best support him. "From that moment on, my family became my allies. I call them my guardians." –Rodrigo, Argentina Roche employees around the world sharing their diabetes story. #MyDiabetesUnscripted #WorldDiabetesDay #WDD</p>		
	Twitter Post 1	
<p>[Post social image] Visit insert URL to watch Rodrigo's story of sharing his diagnosis and asking for support from his family. Diabetes is different for everyone. Every story is unique. Together we can make a difference. #MyDiabetesUnscripted #WorldDiabetesDay #WDD</p>		
	Instagram Post 1	
<p>[Post social image or video] Meet Rodrigo. Watch his story about how he shared his diabetes diagnosis with his family and educated them on how they can best support him. Diabetes is different for everyone. Every story is unique. Together we can make a difference. #MyDiabetesUnscripted #WorldDiabetesDay #WDD</p>		
	Email	
<p>Meet Rodrigo. He shared his diabetes diagnosis with his family and educated them on how they can best support him. "From that moment on, my family became my allies. I call them my guardians." –Rodrigo, Argentina Roche employees around the world sharing their diabetes story. #MyDiabetesUnscripted #WorldDiabetesDay #WDD</p>		
	Blog	
<p>https://www.brand.bccu-chek.com/1/7f3845a4d20f4fab/</p>		

Posting Strategy

World Diabetes Day, for the most part, is an opportunity to generate **awareness** about the disease and our role with it, **It is also an opportunity to take advantage of a captive audience with a lead generation campaign.**

If you are interested in using this campaign as a **lead generation** opportunity...

we recommend
**investing in
some paid
media.**

Once you determine the strategic approach that's best for you **submit a ticket** for assistance.

Posting Strategy

Post boosting

Existing audience

promotes your original non-paid/organic content higher in the newsfeed



Ad campaign

New audience,

Measure clicks to website, app installs, website conversions, video views, and other metrics,

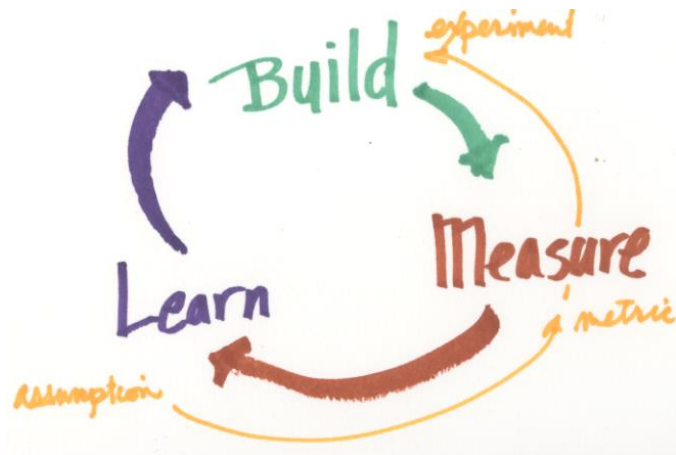
Place a call-to-action button on your post such as “learn more”, “sign up”, “download” and “contact us”.

Measuring your Campaign

If you are interested in measuring the success of the campaign submit a ticket to request an individual consultation on how to best do that based on the goals of the campaign – awareness vs. lead generation.

Recommendations: If you are planning to use WDD as...

1. an Awareness campaign focus on hashtags and UTM tags to track.
2. a Lead Generation campaign, you'll want to focus on the same components as the Awareness campaign + tagging CTA



When setting up your campaign, let Stephanie Swaim know that you'll be using the global campaign materials to help us better account for your 2019 WDD campaign.

Where to find the campaign materials

Login to BrandBox >>
Click on the banner link
“GO TO COLLECTION”

Want to search for something? 113 Lisa V McCool Settings

ACCU-CHEK BrandBox HOME ASSETS COLLECTIONS WORKFLOW UPLOAD ASSETS Roche

#MyDiabetesUnscripted world diabetes day 14 November GO TO COLLECTION

BGM CGM IDS Quicklinks

- Product Images >
- Lifestyle Images >
- DC Intranet Portfolio >
- Leveraging Medical Value >
- Agency Asset Requirements >

Support Help and How-To's Lancing Other