LIVING WITH DIABETES

A CONTENT CASE STUDY
World Diabetes Day is an internationally celebrated global awareness campaign focusing on Diabetes melitus, held on 14 November every year. It was jointly introduced in 1991 by World Health Organization and International Diabetes Federation amidst concern over an escalating Diabetes epidemic. It is a significant day as it also marks the birthday of the man who co-discovered insulin, Frederick Banting.
On the occasion of World Diabetes Day, Aditya Birla Health Insurance wanted to promote their 'Chronic Management Program' which protects a person by covering him from Day 1 of Diabetes.

- Covers doctor consultation
- Covers diagnostic tests
- Covers cost of medicines
- Inpatient Hospitalization cover post 90 days*
- Wellness coaches guide you to make healthy choices
- Earn up to 30% of your policy premium as HealthReturns™
DEMOGRAPHICS

- Sex: Male/ Female
- Age Group: 25 +
- Location: PAN India (Tier 1, Tier 2 cities)

PSYCHOGRAPHICS

Working professionals

Prone to lifestyle related disease due to work stress, lack of proper diet and physical inactivity.
CAMPAIGN OBJECTIVE

PRIMARY OBJECTIVE
Create awareness about Diabetes and its various aspects including symptoms, causes, medication and cost of treatment, thereby creating a need to provide for the same by purchasing Aditya Birla Health Chronic Management Program.

SECONDARY OBJECTIVE
Highlight USPs of the program by way of contextual integration in content pieces and ultimately drive traffic to brand website for detailed information.
CAMPAIGN STRATEGY

We created a custom content destination on Indian Express, titled 'Living with Diabetes' which was aimed at educating audience about the killer disease and contextually promoting the brand's offering.

**Campaign Duration**: 1 month

**Activity**: Schematic population and promotion of multiple content pieces across Indian Express website and Social Media.

**Content creation**: We created a series of 4 content pieces comprising of 3 articles and infographic, where every week one content piece was published and promoted.
CONTENT DISCOVERY AND PROMOTION

NATIVE PROMOTION

Each content piece populated on the hub was made discoverable and promoted natively via spots on IE homepage and inside pages.

Content hub made discoverable through tactical banner placement on the website homepage.

SOCIAL PROMOTION

Huge social media following of the official IE accounts on Twitter and Facebook leveraged to drive traffic to the hub and engagement on social channels.
CAMPAIGN EXECUTION
Dedicated tab on Desktop and Mobile redirecting audience to the custom content destination. Brand logo was flashed when audience hovered their mouse over the dedicated tab on Desktop.
India has the second largest number of diabetes patients in the world next only to China.

Number of Cases: 69.1 Million
Expected Cases in the next 20 years: 120 Million

Average annual expenditure for Diabetes patient: INR 23,000

% Increase in number of Diabetes cases from 1980 to 2014:

Male Cases: 145%
Growth in diabetes between 1980 to 2014

Female Cases: 80%
Growth in diabetes between 1980 to 2014

Click here to visit micro-site.
The content destination hosted an infographic that built a case for increasing number of Diabetes cases in India.
The micro-site also hosted 3 articles which talked about early symptoms, lifestyle related changes and cost of treatment. Each article had a contextual brand integration with a hyperlink redirecting audience to the brand website.
Each article was promoted for a period of one week across pages of Indian Express website on Desktop and Mobile.
Each article was promoted on official Indian Express Facebook and twitter accounts by way of Social link posts.
CAMPAIGN RESULTS
The content destination received over 6.1 lakh views and over 3.36 lakh unique visitors.
Treating chronic diseases requires a lot more than hospitalization: Know the cost

As per an 'idf.org' report, diabetes took the life of at least a million people in 2013. The number of diabetes cases in India skyrocketed to more than 65.

INDIANEXPRESS.COM

11,586 people reached

Click here to view article
9% of Indians under 35 learn they have diabetes every year. Know the early signs

Diabetes is a matter of grave concern in India. More than 50 million people are currently suffering from the disease and the number continues to increase...

INDIANEXPRESS.COM
How to keep diabetes in check (Hint: It’s all in the lifestyle!)

Diabetes is a danger to Indian populace. A lot of people die every year owing to the disease.

INDIANEXPRESS.COM

5,537 people reached

58,951

Click here to view article.
<table>
<thead>
<tr>
<th>TOTAL PAGEVIEWS ON HUB</th>
<th>TOTAL UNIQUE VISITORS ON HUB</th>
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THANK YOU