LIVING WITH DIABETES

A CONTENT CASE STUDY

BACKGROUND

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.

CLIENT BRIEF

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 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 it's 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 USP s of the program by way of contextual integration in content pieces and ultimately drive traffic to brand website for detailed information.



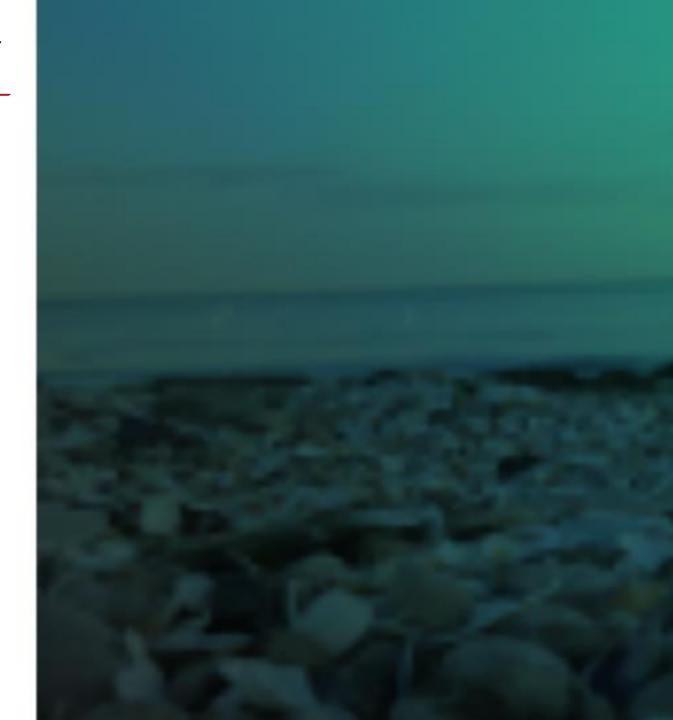
CAMPAIGN STRATEGY

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.

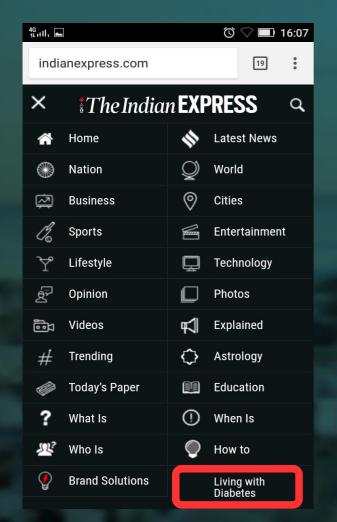
Content hub made discoverable through tactical banner placement on the website homepage.

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.



DISCOVERY





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.



The Indian **EXPRESS**



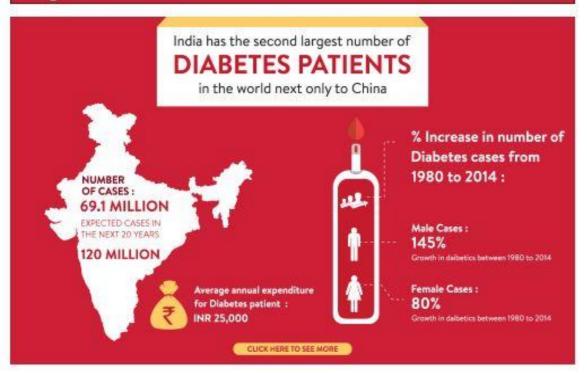




LIVING WITH DIABETES

Be stronger than the disease







Treating chronic diseases requires a lot more than hospitalization: Know the cost



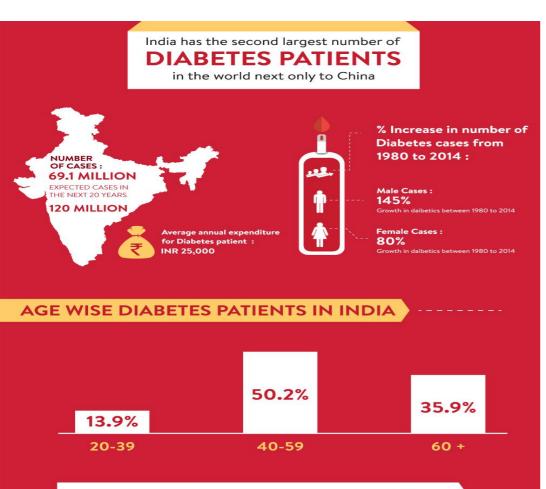
9% of Indians under 35 learn they have diabetes every year. Know the early signs



How to keep diabetes in check (Hint: It's all in the lifestyle!)

CUSTOM CONTENT DESTINATION

Click here to visit micro-site



DIABETES RISK FACTORS



Population who are obese:



Population who are overweight: 21.4%



Population who are physically inactive:

12.1%

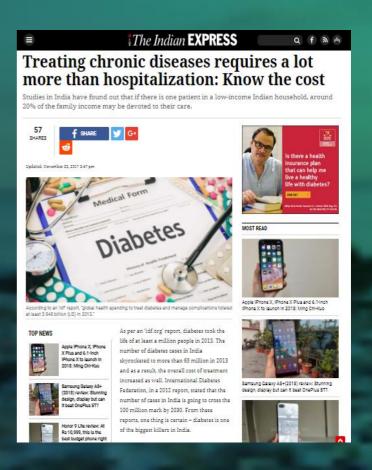
INFOGRAPHIC

The content destination hosted an infographic that built a case for increasing number of Diabetes cases in India.

NATIVE ARTICLES

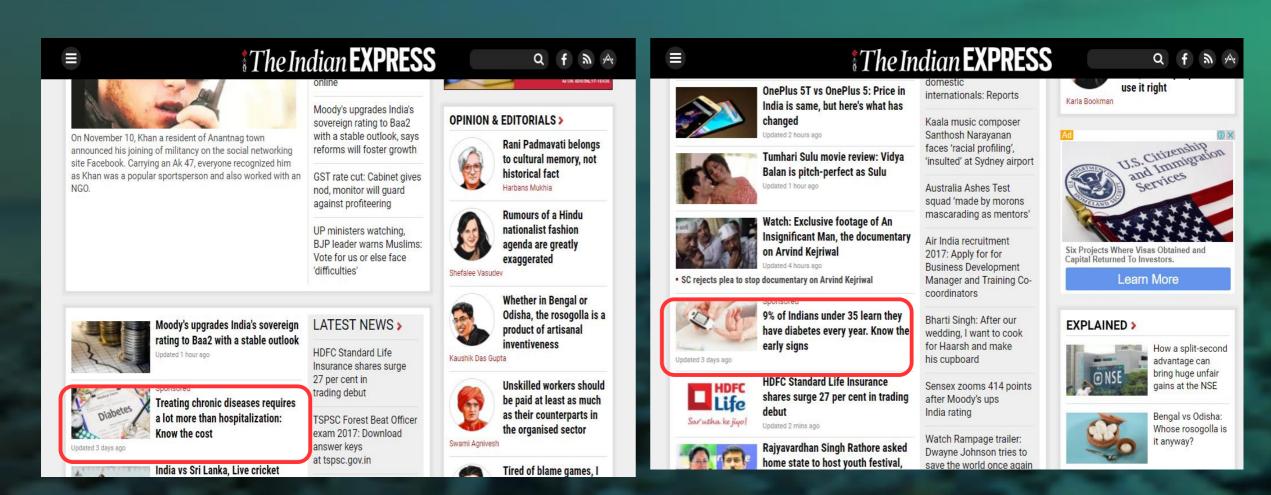






The micro-site also hosted 3 articles which talked about early symptoms, lifestyle related changes and cost of treatment. Each article had a contextual brand integration with a hyperlink redirecting audience to the brand website.

CONTENT PROMOTION ON WEBSITE



Each article was promoted for a period of one week across pages of Indian Express website on Desktop and Mobile

CONTENT PROMOTION ON SOCIAL MEDIA







Each article was promoted on official Indian Express Facebook and twitter accounts by way of Social link posts.





The Indian **EXPRESS**

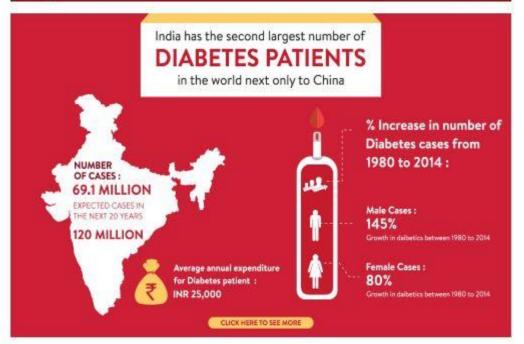




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UNIQUE VISITORS AND PAGEVIEWS

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

Boost Post









(Hint: It's all

that can help me live a healthy

life with diabetes?

ring to the disease.

OST READ

Treating chronic diseases requires a lot more than hospitalization: Know the cost

Studies in India have found out that if there is one patient in a low-income Indian household, around 20% of the family income may be devoted to their care.

TOP NEWS







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As per an 'idf.org' report, diabetes took the

life of at least a million people in 2013. The

skyrocketed to more than 65 million in 2013

and as a result, the overall cost of treatment

of the biggest killers in India.





Apple IPhone X, IPhone X Plus and 6.1-inch



Samsung Galaxy A8+(2018) review: Stunning



tiple IPhone X, IPhone X Plus and 6.14inch hone X to leunch in 2018: Ming Chi-Kuo



Samsung Galaxy A8+(2018) review: Stunning design, display but can it best OnePlus 5T?



increased as well International Diabetes Federation, in a 2012 report, stated that the number of cases in India is going to cross the 100 million mark by 2030. From these reports, one thing is certain - diabetes is one



Apple IPhone X, IPhone

X Plus and 6.1-Inch IPhone X to launch in

2018: Ming Chil-Kuo

msung Galaxy A8+

(2018) review: Stunning design, display but can

Apple IPhone X, IPhone X Plus and 6.1-Inch IPhone X to launch in 2018: Ming Chi-Kuo



Samsung Galaxy AS+ (2018) review: Stunning design, display but can It beat OnePlus 5T?



Honor 9 Lite review: At Rs 10,999, this is the best budget phone right of people die every year owing to the disease. Sometimes it is hereditary. The people with a family history are prone to moderate or high risk. But in a lot of cases, it is observed that the lifestyle of a person plays a huge role. The lifestyle here pertains to the concerned person's eating habits and the amount of physical exercise. Before a person is diagnosed with the disease, there are certain warning signs. These are common symptoms, like increased urination, frequent thirst etc. This also includes a rise in the blond su

Click here to view article



262,700(100.00%)

174,273(100.00%)



Click here to view article







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









Updated: Nevember 23, 2017 3:51 pm



The same study also reported that "the people who smoked, drank heavily, and got little exercise still had a lower diabetes risk if they ate a healthy diet than if they ate jots of saturated fats and few fiber-

TOP NEWS



Apple IPhone X. IPhone X Plus and 6.1-Inch IPhone X to launch in 2018: Ming Chi-Kuo



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MOST READ



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TO SUM IT UP....

TOTAL PAGEVIEWS ON HUB

6.1 lakh

TOTAL UNIQUE VISITORS ON HUB

3.36 lakh

KEY STATISTICS

SOCIAL MEDIA ENGAGEMENT

87

SOCIAL MEDIA REACH

37k

