



Diabetes Foundation

CONSUMER AWARENESS CAMPAIGN



Showcasing Valuable Services and Resources With Multi-Channel Marketing

The Diabetes Foundation serves low-income, uninsured, and underinsured people who are at risk for or have prediabetes and diabetes. The nonprofit organization offers a wide array of free and affordable classes, resources, and services to help individuals and their families navigate this growing health crisis with greater ease and valuable support. Its challenge has been how to get the word out more effectively about everything it makes available to people who are at risk for prediabetes, or who are living with a prediabetes or diabetes diagnosis.

Rapunzel Creative was engaged to help the Diabetes Foundation boost consumer awareness of the importance of getting screened for prediabetes as well as its offerings through various digital marketing channels. These include digital banner ads, social media ads, a video, landing page, and an email drip campaign.



I got screened for her.

1 in 4 people with **diabetes** don't know it.

[KNOW YOUR RISK](#)

[LEARN MORE](#)

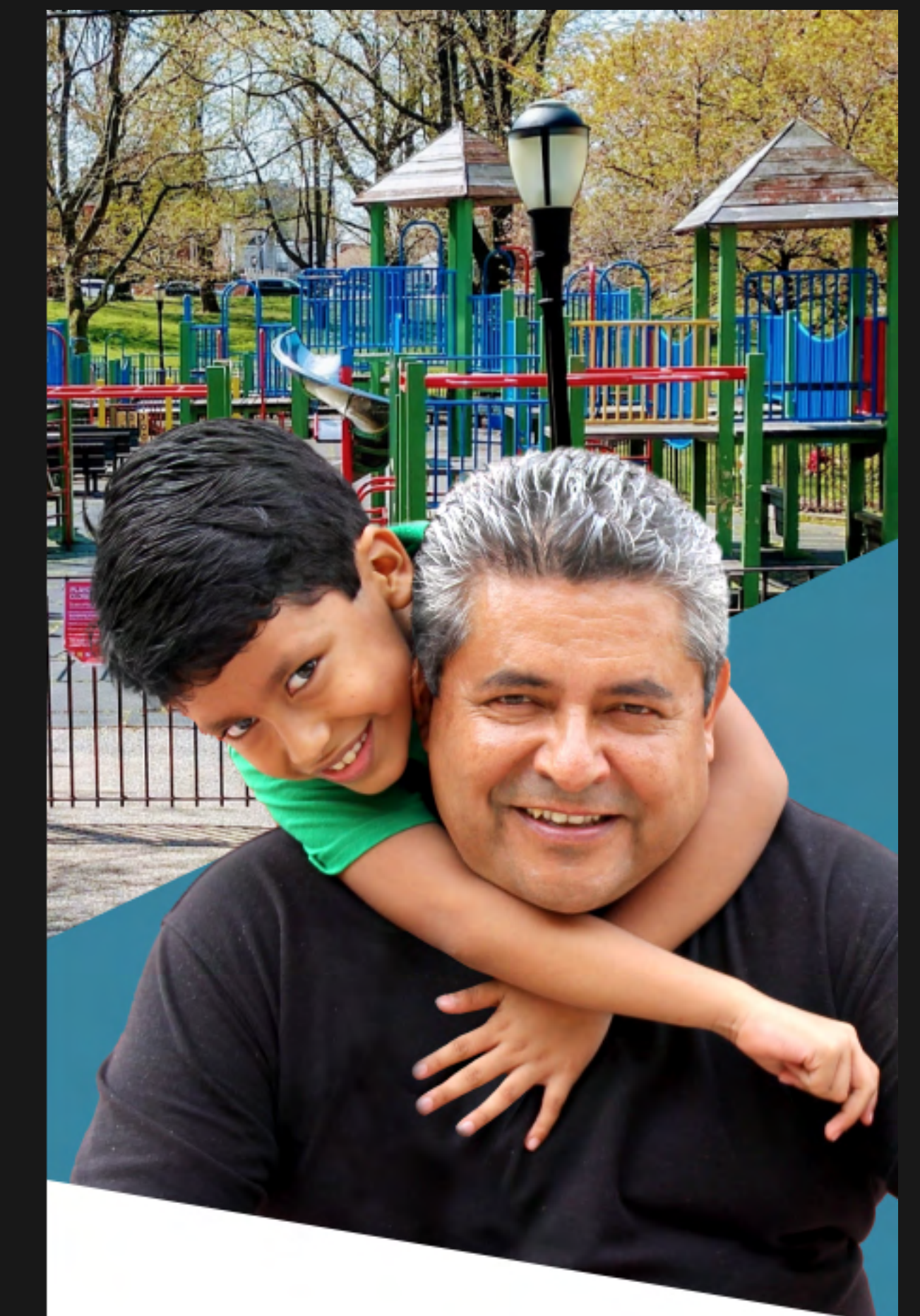


We got screened for each other.

1 in 4 people with **diabetes** don't know it.

[KNOW YOUR RISK](#)

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I got screened for him.

8 in 10 who have **prediabetes** don't know it.

[KNOW YOUR RISK](#)

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Digital & Social Media Ads

The Rapunzel team created a series of digital ads in multiple formats, for a run of native ads and social media ads. The ads, which focus on people at risk for prediabetes, showed a cross-section of the target audience with family members, encouraging users to get “screened for them.” The ads included compelling statistics about the hidden prevalence of prediabetes and diabetes nationwide and in New Jersey, where the Diabetes Foundation is located. All ads advised readers to “know your risk” and were linked to a new landing page we created.



Diabetes Foundation

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KNOW YOUR RISK

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Diabetes Foundation

I got screened for all of us.

1 in 4 people with **diabetes** don't know it.

KNOW YOUR RISK

LEARN MORE



Diabetes Foundation

I got screened for him.

1 in 4 people with **diabetes** don't know it.

KNOW YOUR RISK

LEARN MORE



Diabetes Foundation

Me hice la prueba por él.

8 de cada 10 personas tiene **prediabetes** y no lo sabe.

CONOZCA SU RIESGO

APRENDE MÁS



Diabetes Foundation

Nos hicimos la prueba por el otro.

1 de cada 4 personas tiene **diabetes** y no lo sabe.

CONOZCA SU RIESGO

APRENDE MÁS



Diabetes Foundation

Me hice la prueba por ella.

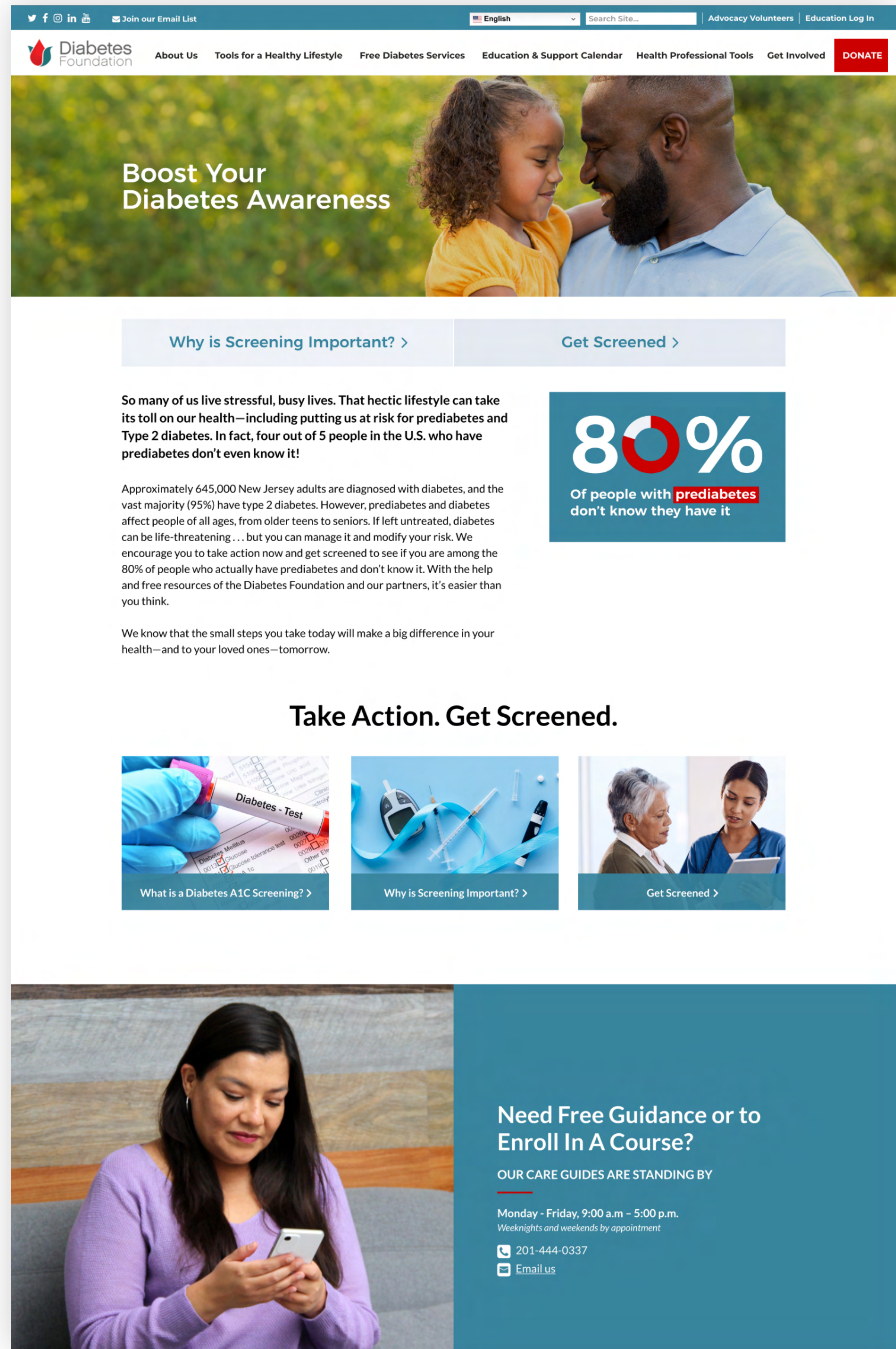
1 de cada 4 personas tiene **diabetes** y no lo sabe.

CONOZCA SU RIESGO

APRENDE MÁS

Landing Page

The campaign landing page was developed for people who may have prediabetes; the goal is to create greater diabetes awareness. The page has prominent links about getting screened for the condition and pertinent statistics about the vast number of people who have prediabetes, including those who don't even know it. It comprises a wealth of information about risk factors, screening, content about the risk of developing type 2 diabetes, and a section detailing the symptoms. Another section links out to the resources and services the Diabetes Foundation offers.



Video

Rapunzel Creative wrote and produced a video—in both English and Spanish—that ties directly into the “get screened” consumer campaign for prediabetes. People who represent the target audience are shown with loved ones in short vignettes explaining that they got screened (for her, for him, for them; to know their risk). The VoiceOver explains that the Diabetes Foundation can help viewers take that important step. The project comprised a 30-second master version and several shorter “cut-downs” to use on social media.

YOU CAN WATCH IT HERE: <https://vimeo.com/864465488>





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We got screened for each other.
1 in 4 people with **diabetes** don't know it. [KNOW YOUR RISK](#)

 [LEARN MORE](#)




I got screened for them.
8 in 10 who have **prediabetes** don't know it. [KNOW YOUR RISK](#)


 [LEARN MORE](#)



I got screened for him.
1 in 4 people with **diabetes** don't know it. [KNOW YOUR RISK](#)

 [LEARN MORE](#)



 **Diabetes Foundation**

We got screened for each other.
1 in 4 people with **diabetes** don't know it.

[KNOW YOUR RISK](#)

[LEARN MORE](#)



 **Diabetes Foundation**

We got screened for each other.
1 in 4 people with **diabetes** don't know it.


[KNOW YOUR RISK](#)

[LEARN MORE](#)



Me hice la prueba por él.

8 de cada 10 personas tiene **prediabetes** y no lo sabe.





Diabetes Foundation

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[KNOW YOUR RISK](#)

[LEARN MORE](#)

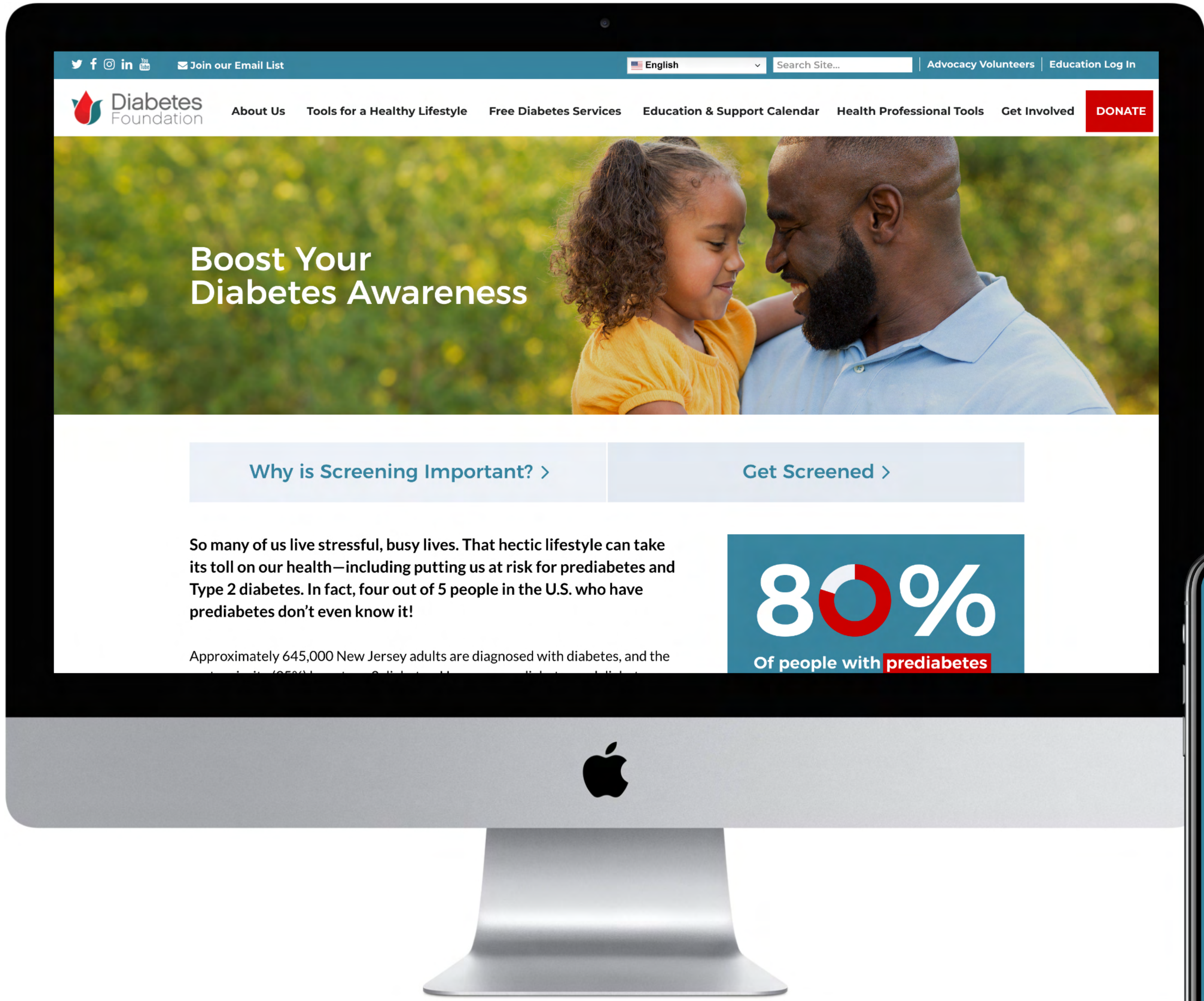



Diabetes Foundation

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8 in 10 who have **prediabetes** don't know it.

[KNOW YOUR RISK](#)

[LEARN MORE](#)



Boost Your Diabetes Awareness

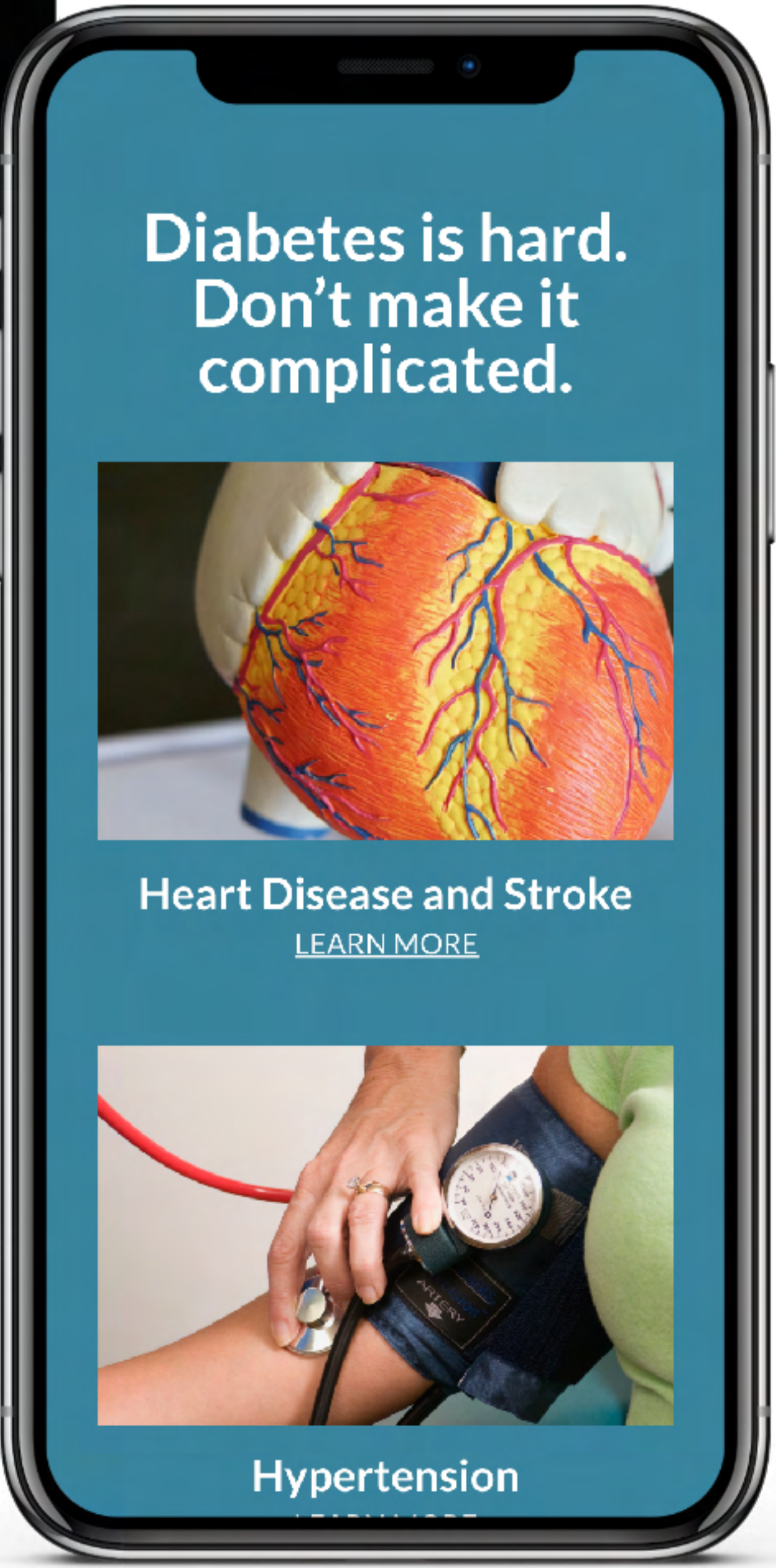
[Why is Screening Important? >](#)

[Get Screened >](#)

So many of us live stressful, busy lives. That hectic lifestyle can take its toll on our health—including putting us at risk for prediabetes and Type 2 diabetes. In fact, four out of 5 people in the U.S. who have prediabetes don't even know it!



Approximately 645,000 New Jersey adults are diagnosed with diabetes, and the...



Diabetes is hard. Don't make it complicated.



Heart Disease and Stroke
[LEARN MORE](#)



Hypertension



Diabetes Foundation

View the campaign landing page at

DiabetesFoundationInc.org/DiabetesAwareness/

View the campaign video at

<https://vimeo.com/864465488>

WORK BY

Rapunzel  Creative

