



NOVO NORDISK & EASD

Creating a dynamic, built-to-scale, branded experience for a changing regulatory environment.

THE SYNOPSIS

In a mission to better encourage and support research in the field of diabetes, the European Association for the Study of Diabetes (EASD) hosts a global annual conference and exhibition that brings together intellectual researchers and health practitioners from across the world. Hosted in a different European city each year, this week-long meeting is dedicated to exploring and discussing the latest research, treatment, and care for the disease and is a major event in the organization's campaign against diabetes. As part of the week's events, Novo Nordisk, in partnership with EASD and local organizing

committee, hosts the 5K@EASD, the only activity open to the general public. This run / walk highlights the importance of healthy lifestyle in preventing and controlling diabetes. Each year hundreds of people from over 124 countries complete the 5K@EASD run/walk. As the stewards of the 5K@EASD, Novo Nordisk looked to transform the historically segmented activity into a flagship community event that could grow with their business and integrate with their programs over the near and long-term campaigns. Novo Nordisk partnered with TRACS to develop, design and manage the evolution of the event with an eye towards long-term growth. Our mission was to help match Novo Nordisk's interest in promoting healthier lifestyles by elevating their presence from modest beginnings to a global platform for changing diabetes.

THE SITUATION

For nearly a century, Novo Nordisk has been looking for new ways to empower people with diabetes to manage their condition and live healthier, happier and more active lives. As an anchor to the EASD meeting, the 5K@EASD has always been an exciting and active way to promote metabolic health and to interact with meeting attendees. Novo Nordisk recognized the opportunity to connect with the EASD community along with the local public. They also saw the unique opportunity to connect with key industry stakeholders in a way that would strengthen the brand's position as leaders in healthy lifestyle, a result which would also help to demonstrate their strength in the industry. Novo Nordisk had been positioning its brand for global success, but the annual 5K@EASD participant experience was inconsistent at best. Functioning more like a series of independent annual events instead being a part of a full cohesive and integrated campaign, Novo Nordisk needed to pivot its resources and properly leverage their brand investment in the EASD community. Utilizing TRACS' global connections in athletics and having engaged TRACS for projects across the United States, Canada and South Africa in prior years, Novo Nordisk was interested in having us work with with them to establish the same level of detail and hospitality to this event as they had brought to their other global events. As a result, in 2010, Novo Nordisk partnered with TRACS to help strategically

rebuild and design the 5K@EASD into a great brand framework that would envelop the program into their business and set the event as a cornerstone to their changing diabetes campaign for years to come.

THE CHALLENGES

There were three primary challenges:

- First – How could Novo Nordisk create and maintain a consistent, authentic branded experience for meeting attendees and the public that would not be lost amid high energy and activity levels of a busy global conference?
- Second – How would Novo Nordisk develop a long-term strategy that would allow the event to scale, and scale intelligently alongside their business and in a constantly changing regulatory environment?
- Third – How would Novo Nordisk create and extend a relationship with the EASD delegates and the public by building a community of followers with an impact in both the local and global community?

AN INTRODUCTION & INVITATION

Prior to joining the Novo Nordisk team on the 5K@EASD Run/Walk event in 2010 – we had worked together to design and manage a series of athletic events across the globe and in multiple capacities for Novo Nordisk. We had also worked closely with Novo Nordisk at major conferences in the diabetes community, including the International Diabetes Federation (IDF) World Diabetes Congress and the American Diabetes Association (ADA) Scientific Sessions, both with great success. Novo Nordisk knew they needed a partner who could quickly identify the shortcomings of years past and who would know exactly how to turn those learnings into a positive plan. With confidence and appreciation for our meticulous approach and previous successes together, Novo Nordisk asked us to apply the same level of planning, hospitality and detail that they had experienced in our previous partnerships to their EASD conference strategy.

“I would like also to enhance one very important point: in our park there are yearly organized several runs but I have rarely seen so many happy faces passing the finish. The participants were very satisfied and I could hear many very positive comments on the run and its organization.”

Richard Freuis, Director of Quality Urban Design
GE Urbana Parque das Nações

UNDERSTANDING THE LANDSCAPE

In 2010, the EASD conference was to take place in Stockholm. Our first order of priority was to understand, at every level, why and how the events were designed, managed and executed in previous years. It was crucial to know where successes and failures took place and how we could adapt the learnings, which they would be immediately improved upon. Giving context to the event landscape and to Novo Nordisk’s own business objectives would be paramount in paving a roadmap for this and future years. The business had also launched a global marketing campaign titled “change diabetes” — one that was geared towards building awareness and driving action in the fight against the disease. We saw this as an immediate opportunity to integrate into the EASD event and to maximize the brand’s equity with the larger awareness and engagement of this program.c



BUILDING THE STRATEGY

Novo Nordisk had experienced the best practices we had deployed at prior events in North America and in South Africa, so they had searched for a way to initiate an event framework to scale. So our strategy was designed to grow the event from the inside out; to focus on the delegates first, to strengthen the brand second, and over the course of the next few years, to engage the public more.

Tactically – we translated our strategy into four primary objectives:

- To standardize the presentation of the Novo Nordisk brand at the event (something that had never been achieved in previous years).
- To give attendees a memorable brand experience like they had never seen before
- To integrate the brand with local culture to provide relevance and value while at the event

- To develop a fully integrated digital web presence that would provide extensive event details, capture race registration, and that would present a more cohesive brand experience in the time leading up to and following the event.

INTEGRATING THE EXPERIENCE

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ENHANCING THE BRAND'S EQUITY IN THE PUBLIC

In 2011, the EASD annual meetings moved to Lisbon, Portugal. The strategy for year two was to initiate and strengthen public involvement as well as to provide exposure to the Novo Nordisk brand. After the initial successes of the event in Stockholm, Novo Nordisk truly recognized the opportunity to make a positive impact on their brand by shifting the stake in raising diabetes awareness with the public.

As a result and in addition to developing the race itself, we created a signature branded environment just outside the EASD meeting space on the banks of the Rio Tejo adjacent to the Parque das Nações, a picturesque area of the city that would also host the start of the 5K@EASD. We found a great opportunity to create a branded footprint in the area that would see a large amount of public traffic, and would extend Novo Nordisk's brand presence from inside the congress center and into the public view.





QUALITY NOT QUANTITY

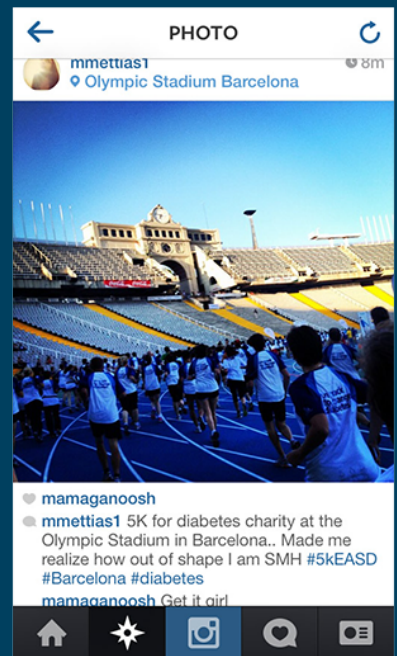
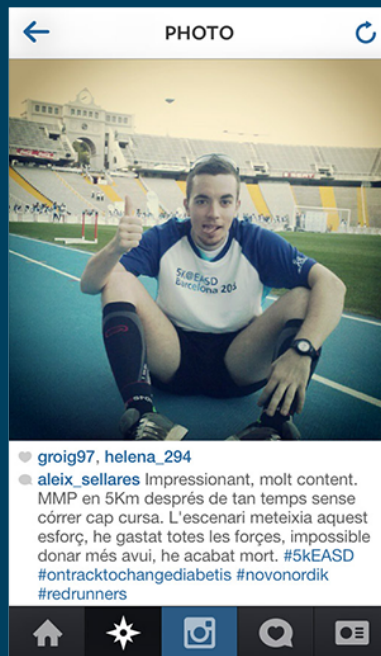
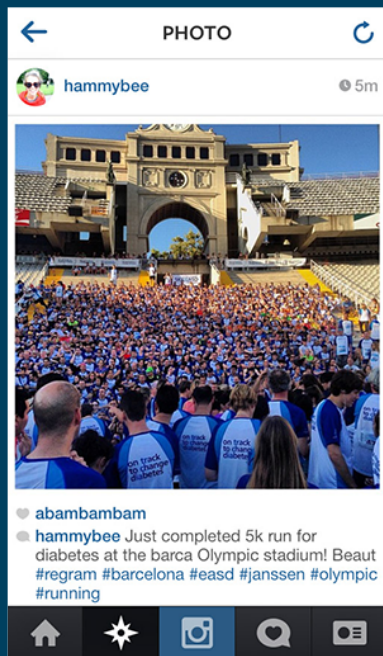
With the growth plan in motion and having the metrics to measure Novo Nordisk's success in the prior years, we arrived at a position to provide real, lasting value to our attendees and the public who were participating in the events. Strategically – Novo Nordisk now saw the brand at a position where collectively, we could focus on designing quality experiences and not just towards the quantity of attendees; an effort that was winning and enabled us to focus on growing a more unified, international community. In 2012 and '13 – we took the event to Berlin and Barcelona. Our plan was to create a shared fitness experience for the public and invited guests, an experience that on any given day, participants would not have the opportunity to be a part of. This was a draw that would pay off big for Novo Nordisk. Its success hinged on finding the perfect venue – one that was within budget, close to the EASD meeting space, attractive to the international meeting attendees but would also be a draw for the local public. The Berlin Olympic Stadium and the Barcelona Olympic Stadium became that draw in each respective year. With monumental venues in place - it gave attendees an opportunity to be a part of a totally unique, full-

access experience that brought together individuals from both sides of the spectrum. What a great experience it would be to enable someone to run a race in the same stadium the 1936 Olympics were hosted? We knew the draw would be big, and that bringing together key individuals from all perspectives would award Novo Nordisk with the credibility to engage, rally and unite this new community around a shared goal that would help to change diabetes.





Posts on Social Media



“The big attraction of the race was the scene in which we ran. The Olympic stadium hosted the start and finish... In addition the organization selflessly provided all kind of facilities... you cannot ask for more. I did not hesitate to sign up.”

Alex SELLERAS GONZALEZ
finished the Barcelona 5K@EASD in 18:42

FULL INTEGRATION

In 2014 at the most recent 5K@EASD in Vienna, our integrated program extended to include targeted marketing, public relations and social media outreach, exclusive brand symposiums / exhibitions and mobile fundraising in support of the race event itself. We have elevated our clients' successes by extending the share-of-voice in the market in both pre- and post-event discussions to provide a true community discussion. To extend the reach of the 5K@EASD, we partnered with the World Diabetes Foundation and their "Mali Project" that has connected our community to 250 children with Type 1 diabetes and caregivers in Sub-Saharan Africa. By providing 5k@EASD participants the option to purchase their runner shirt., 100% of proceeds were directly contributed to the project by providing over €10k in capital fundraising for those children in need.



THE RESULTS

The 5K@EASD has evolved to become the premier event for Novo Nordisk and for the EASD Annual Meetings. Novo Nordisk has now found a new, wholly integrated success from refocusing and re-prioritizing efforts to evolve in building the event framework.

- 11,447 Booth Attendees
- 14,016 Total Registrants
- 4,559 Total Finishers
- 1,830 Symposium Attendees

2010 Stockholm

- Stabilize event with professional management
- Manage brand assets & user experience
- Probe user experience for insights for future editions
- Leverage Stockholm's Royal Kungliga Djurgården experience

2011 Lisbon

- Leverage insights to build EASD community engagement
- Create brand-centric user experiences
- Partner with Associação Protectora dos Diabéticos de Portugal (APDP)
- Build brand experiences around Lisbon's signature Parque das Nações

2012 Berlin

- Partner with Diabetes Deutsche Gesellschaft (DDG) to expand public outreach

- Leverage Berlin Olympiastadion & Olympiapark experience
- Expand public outreach to include Berlin students

2013 Barcelona

- Partner with Associació de Diabètics de Catalunya (ADC)
- Build social media friendly event concepts
- Leverage Barcelona Olympic Stadium experience
- Leverage Team Novo Nordisk athlete spokespersons

2014 Barcelona

- Expand footprint beyond local community via advanced marketing, social media & mobile fundraising
- Partner with Österreichische Diabetes Gesellschaft (ODG) to launch Face Diabetes campaign
- Partner with World Diabetes Foundation (WDF) to fundraise for Mali Project
- Leverage Vienna's signature Prater Park experience

Built from a strong footprint and a solid strategic vision and flawlessly executed brand experiences, the future of the 5K@EASD is bright with continued opportunity and success.

**thank you for
changing diabetes**