

CASE STUDY: DIABETES BLOOD GLUCOSE METER MANUFACTURER WITH FORMER NBA PLAYER



The Situation:

Blood glucose monitoring manufacturer sought an inspirational personality with diabetes to appear in national television commercials representing their brand and conveying a message that having diabetes doesn't have to stop someone from living a full, active life.

Broader Reach: To complement the commercial spots, Arluck Promotions proposed leveraging the personality on a more strategic level to reach a broader audience through the creation of events and media coverage.

Goals of the project:

- Leverage personality across multiple media channels
- Create integrated marketing and public relations campaign
- Reach multiple audiences: consumers with diabetes, consumers with diabetic family members, media, and health care professionals
- Find inspirational yet “down-to-earth” personality; someone consumers with diabetes and their loved ones could believe in and connect with

Strategy:

Arluck Promotions developed and presented the value of working with Chris Dudley, a former NBA player with diabetes, on a more strategic level. Chris is an advocate for diabetes research, controls his diabetes through proper diet, exercise, monitoring and close disease management from his healthcare team. Chris also has a foundation which is dedicated to children with diabetes, empowering and encouraging kids through education, advocacy and awareness. The foundation also runs the only week-long basketball camp for kids with diabetes.

Together with the BGM manufacturer, Arluck Promotions developed specific marketing programs to complement the advertising campaign:

- Public Relations
- Speaking Opportunities
- Clinics
- Contests

Programs

Advertising Campaign

The goal of the advertising campaign was to portray how someone living with diabetes was able to achieve his goals and excel at the professional sports level by proper management of his diabetes.

Print, TV, Online

- Television: 60- and 30-second spots were produced and aired nationally during morning, noon and evening newscasts as well as on key cable outlets.
- Print: Included runs in the key diabetes trade, diabetes consumer and retail consumer publications.
- Online: Web site was created to promote off-line activities. Banner ads were placed on key diabetes publications' web sites and specific section of the company's web site included photos, the television spot, and information about the athlete.

Online Contest

The online contest was called "Take Chris Dudley to School" and asked parents to submit short essays explaining why their child with diabetes should get to bring the former NBA center to school on International Diabetes Day (November 14). The school visit included a presentation program to the students about the importance of controlling and how people with diabetes can do anything they put their mind to.

The contest was launched through a New York City media tour and included appearances on: Good Day New York, ESPN's Cold Pizza, Fox Sports Radio, Fox News Radio, USA Radio Networks and ABC Sports Radio. Additional pick-up through a press release garnered coverage on more than 50 web sites including Children with Diabetes (as well as in the site's eNewsletter push to more than 2,000 families of children with diabetes), Forbes.com, Seattle Post Intelligencer, and the Kansas City Star.

In addition, a national diabetes foundation sent the manufacturer's press release about the contest to all chapters and placed it on the national Web site.

Further coverage was garnered on the day of the player's appearance at the winning child's school. NBA's Inside Stuff television program sent a production crew to film the athlete and the winner for the day and ESPN conducted interviews from the school via satellite. In addition, NBA.com posted a video to their web site with interviews and highlights from the athlete's visit. The local Detroit print and TV media covered the player's day at the school.

Local Market One-day Basketball Clinic

Integrating a sales and public relations effort, Arluck Promotions partnered with the manufacturer and the athlete to host a key market-specific one-day basketball camp for children with diabetes. The local sales team promoted the clinic to the local area pediatric endocrinologists' offices, diabetes educators and the Juvenile Diabetes Research Foundation.

Speaking Opportunities

Children with Diabetes Friends for Life Conference

The former NBA player kicked off the Children with Diabetes conference by participating in the ribbon-cutting ceremony, which expanded the reach of the manufacturer to more parents of children with diabetes. The CWD conference has more than 3,000 attendees, including 800 children with diabetes. The athlete signed autographs at the manufacturer's trade show booth, which generated the most traffic of any booth at the show. He also conducted mini-clinics with the children in the sports area of the show and participated in a parents' education panel discussion with other type 1 diabetic athletes.

American Association of Diabetes Educators

A further extension of the marketing program was having the athlete speak at a national health care professional association conference, the American Association of Diabetes Educators. He spoke at the manufacturer's trade show booth several times a day throughout the conference, detailing how the healthcare professionals in his life have made a difference in his care and health, especially during his time as a professional athlete. It was a unique, but effective use of the athlete, as most other speakers at the event were researchers or practitioners.

Conclusion

Overall, Arluck Promotions helped develop several programs that leveraged the use of a former NBA player as a spokesperson. The campaign crossed over several customer segments and included a comprehensive marketing program (advertising, public relations, marketing and sales).

With just three public relations pushes, the BGM manufacturer was able to capture more than \$253,000 worth of publicity (ad equivalent value, which is actually a low value since earned media has a higher influence than advertising) and more than 2.8 million impressions.

The integrated plan and multiple platforms in which the athlete was utilized increased awareness for the BGM manufacturer. Working together we exceeded the value of the original solo advertising campaign and delivered significant return on investment.