

Charlie Kimball



Category | Marketing Communications

Charlie Kimball *Race with Insulin* Marketing Campaign

A comprehensive campaign built around race car driver Charlie Kimball to drive awareness and increase visibility of Novo Nordisk Inc., Levemir® FlexPen® and NovoLog through media relations and direct patient and physician interaction, both in-person and online.

Project submitted by Ambre Morley, Associate Director of Product Communications, U.S. Diabetes Marketing

PROJECT SUMMARY

The purpose of this multifaceted campaign is to reinforce the benefits of and drive patient requests for Levemir® FlexPen® and NovoLog®. The campaign also aimed to motivate patients to take action by speaking to their doctor about treatment with NNI products. We did this by engaging a spokesperson who took our products, had a compelling story to reach consumers through traditional and social media, and was able to participate in speaking appearances/autograph signings with patients and health care providers.

NNI is Charlie Kimball's sponsor – he wears Levemir® FlexPen® and NovoLog® proudly on his suit, car and helmet. We have forged a partnership with Charlie as our brand advocate, helping spread the message that with proper treatment, diabetes does not have to get in the way of your dreams.



RESULTS

Since March 2009, the campaign has generated major exposure for NNI, Levemir® FlexPen® and NovoLog® through 134 national and local media placements reaching more than 93 million consumers. At least one key brand message has been included in 87% of all coverage (NNI, Levemir® FlexPen®, NovoLog®). We have earned national coverage via an Associated Press story, feature articles in four diabetes trades, and a segment on the Los Angeles NBC affiliate that was syndicated to NBC in New York City. We have also seen results recently in Eli Lilly's hometown with a full-length feature on Charlie in the *Indianapolis Star* and profiles on all four major television networks.

We have engaged Charlie in strategic events for the field sales team, where he visited pediatric units, commercial model institutions and hard-to-reach customers. His presence has opened doors and enhanced our relationships and credibility as a company that cares about patients with diabetes. Charlie has attended 11 American Diabetes Association Expos and Taking Control of Your Diabetes conferences on behalf of NNI and will appear at five more this year, reaching thousands of patients with his story and brand visibility.

In 2009, we made history by creating the first branded pharmaceutical Twitter page – @racewithinsulin. Through the account, Charlie personally tweets about his day, his races, NNI and the products he takes everyday to manage his diabetes. The account recently won the Dosie Award for best branded Twitter page from industry blog "Dose of Digital" and currently boasts more than 1,000 followers.

