



FOR YOUR
SweetHeart

Where **diabetes** and
heart disease meet

Situation Analysis

Type 2 diabetes (T2D) takes a massive toll on the heart. Among people with T2D, it can lead to cardiovascular disease (CVD), and even death.

In 2016, a groundbreaking treatment from Boehringer Ingelheim (BI) and Lilly was approved as the first and only treatment to reduce the risk of cardiovascular (CV) death among adults with T2D and established CVD. And it was our job to **make people aware of this connection** and speak to their doctor about treatment options and lifestyle changes they could make that might reduce the risk.

Research and Insights

We used a combination of primary and secondary research to help inform our approach to build awareness of the T2D/CVD link:



A **national survey** confirmed our main challenge: more than half of Americans with T2D are unaware of the link between their condition and their heart health. And if they didn't know about the risks, they wouldn't know to talk to their doctor about how to manage it



A **media audit** revealed that T2D/CVD information had been available for decades, but it was not breaking through the clutter of other well-known complications like amputations and blindness



Focus groups found that even after learning the facts about the connection, they were still not receptive to information about managing their risk until it was made personal



A **social media** audit showed our core audience of adults (aged 45 – 54) with T2D were actively consuming content on Facebook and Twitter, but were not active sharers — they didn't want their peers to know they had T2D. Still, social media would be a powerful platform to get the message out there to those who need it



Market research indicated that unbranded health campaigns drive action at a **64 percent** higher rate than branded awareness efforts



One **core human truth** showed that we take care of ourselves **for the sake of the ones we love**

Knowing this, how could BI and Lilly get people with T2D to understand the connection between T2D and CVD so that they would take action and see what treatment options were available?

Planning

From our focus groups, we knew that another boring, branded, statistics-driven health campaign wouldn't work. Those with T2D are already overwhelmed with information about urgent lifestyle changes they need to make, and not prioritizing managing their heart risk. We had to make it **personal**.

Loved ones typically play a critical role in healthcare decisions that can influence behavior change. For example, an adult might not put on their seatbelt in the car alone, but may if their child is with them and asks them to.

So to motivate behavior change and make the message stick, we enlisted these powerful allies – loved ones – to create **For Your SweetHeart®: Where diabetes and heart disease meet**.

We encouraged people to know their heart disease risk as a demonstration of affection for their SweetHeart.

SweetHeart Patient Pairs



Malcolm
& Briana



Jacqueline
& Sadegh



Dr. Karol Watson
& Edward

For Your SweetHeart had three main goals, mapped to the user journey uncovered in our focus groups, that we used to guide our audiences' experience with our assets:

1. Increase **awareness** of the link between T2D and CVD among our target audience of adults with T2D aged 45-54 – get them to know the facts
2. Make the link **personal and relevant** to get adults to **consider** their risk and take action
3. Engage the T2D community through content sharing and a precise **call-to-action** (take the *Heart You Quiz* and sign up for more information)



With a clearly defined user journey, we mapped out a phased approach for *For Your SweetHeart*:

- **Phase one – Focused on Facts:** We launched with the problem front and center, using our eye-opening survey results and Dr. Travis Stork, a trusted and recognized physician, and host of *The Doctors*, to explain the link between T2D and heart disease.
- **Phase two – Building the Emotional Connection:** Using spokespeople, such as Angela Bassett, and real-life SweetHeart stories, we made the link personal to motivate our audience to take action, not just for themselves, but for their SweetHearts.

Execution

In just one year, the *For Your SweetHeart* movement has grown to include **10 advocacy partners, eight experts, 16 in-person events, 14 videos, robust social media, two press releases and more than 20 media and consumer materials**, asking people with T2D to take every preventive step to protect their hearts for the sake of their health and the people they cherish the most.

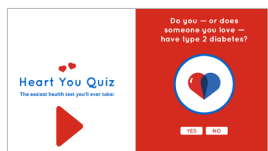
The movement prompted integration across BI-Lilly functional areas including those focused on healthcare providers, advocacy groups, patients and health systems, creating a surround-sound approach to motivate people with T2D.

Phase one highlights:

- Partnered with Dr. Travis Stork to create engaging video/social media content, participate in a national media tour, and host a segment on *The Doctors* to explain the connection between T2D and CVD
- Launched **ForYourSweetHeart.com** as a resource for people to learn about the T2D/CVD link and how to talk to their doctor about it
- Created the *Heart You Quiz*, the world's easiest, one-question health test to educate people on their personal risk for heart disease. To increase reach, we made the quiz available in two formats – a clickable version on the website and a video version in which Dr. Stork walks viewers through the quiz



Dr. Travis Stork,
physician and host
of *The Doctors*



Phase two highlights:

- Enlisted real-life SweetHearts, including award-winning actress Angela Bassett, to share their personal SweetHeart stories via traditional and social media
- Amplified our story with a national radio/TV PSA featuring Angela Bassett honoring her mother who had T2D and died of heart disease and her uncle who also has T2D. The PSA has remained in the **top ten percent** of PSAs nationwide since its July 2017 launch!



Angela Bassett,
award-winning
actress



All tactics drove our audience to visit ForYourSweetHeart.com to take the *Heart You Quiz* and sign up for more information.

[Watch our case study to see even more.](#)

Evaluation

The campaign was designed with analytics in mind – each tactic ladder up to a phase in the user journey driving people from awareness to action. We assigned a primary KPI to measure each step, and have already exceeded these metrics, reaching more than **510.6 million** people. **More T2D patients are having conversations with their doctor about their heart risk, paving the way to breakthrough treatments.**

- **Awareness (Primary KPI: video views):** Seven million people viewed the videos online and the PSA received **433.5 million** impressions. Our analytics showed users who viewed a video were almost twice as likely to sign up (5.6% conversion rate) compared to people who didn't view a video (2.3% conversion rate). Ongoing media education and two media tours with our spokespeople secured nearly **1,500 media placements** raising awareness of the campaign in outlets such as *Essence*, *Huffington Post*, *Parade*, *PEOPLE* and *USA Today*
- **Consideration (Primary KPI: Heart You Quiz completions):** More than **1.1 million** people have taken the *Heart You Quiz* to assess their risk; 20% of ForYourSweetHeart.com visitors took the *Heart You Quiz*
- **Action (Primary KPI: Sign ups):** More than **4,000** people have signed up for more information

And we're not finished yet. The **For Your SweetHeart** movement continues to empower people with diabetes to talk to their doctor about their increased risk for heart disease and potential treatment options to manage it.