

Driving Diabetes Conversations

Engaging Physicians and Patients Across Canada

OVERVIEW

The client aimed to spark meaningful conversations between healthcare providers and individuals living with diabetes, focusing on treatment guidelines to improve patient outcomes and build a stronger, more integrated care network.

APPROACH

Postmedia executed a two-phase sponsored content campaign blending print, video, and digital strategies. Phase 1: An 8-page targeted print supplement featured sponsored content, an infographic flowchart of treatment guidelines, curated editorial, client-provided content, and display ads. 20,000 copies were distributed to family physicians, endocrinologists, associations, and key stakeholders. Digital modules, in-feed ads, and social amplification via Facebook and LinkedIn targeted healthcare providers, nurses, pharmaceutical professionals, and diabetes care workers. Phase 2: A sponsored video interview on National Post, supported by a stakeholder communications package for patient associations, extended the campaign's reach and engagement.

CONCLUSION

The campaign delivered strong engagement across all channels. Phase 1 content achieved 22,500 page views with 3.5 minutes spent on average, far exceeding benchmarks*. Social amplification achieved a 4.35% Facebook CTR (4x benchmark*) and 1.29% LinkedIn CTR (2.2x benchmark*). Phase 2 video reached 7,500 views with an average 4.5-minute watch time (2x benchmark*), demonstrating continued interest and strong social sharing. The multi-channel approach successfully fostered conversations, educated audiences, and strengthened connections between providers and patients.

22.5K

PAGE VIEWS – PHASE 1 CONTENT
22x industry benchmark of 1K*

7.5K

VIDEO VIEWS – PHASE 2
7.5x industry benchmark of 1K*

4.5 min

AVG TIME SPENT ON VIDEO
2x industry benchmark of 2.2 min*

*Benchmarks are industry averages.

