

# Disease Awareness #2

## CASE STUDY

The client wanted to spark meaningful conversations between physicians and individuals living with diabetes, focusing on treatment guidelines to improve patient outcomes. By fostering collaboration among healthcare providers, patients, and support organizations, the goal was to build a stronger, more integrated care network. To achieve this, the client partnered with Postmedia to design a comprehensive campaign that blended targeted print and digital strategies, delivering impactful content across multiple channels.

## STRATEGY

In partnership with the client, Postmedia developed a strategic sponsored content campaign delivered in two phases.

### 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 distributed to Family Physicians, Associations, Endocrinologists, and key stakeholders

### Phase 2:

A sponsored video interview hosted on the National Post, complemented by a stakeholder communications package distributed to Patient Associations for promotion through their owned channels.

### Audience acquisition tactics:

- Content modules in health channels across Postmedia.
- In feed ads on the postmedia network.
- Social Media amplification via Facebook and LinkedIn targeting healthcare providers.
- Custom segments targeting doctors, nursing, pharmaceutical science, and diabetes care workers.



## RESULTS

High engagement with the Phase 1 article was very impressive given the technical theme of the story, with 22.5K page views and a 3.5-minute average time spent, exceeding benchmarks. The phase 2 video achieved 7.5K views, with viewers spending an average of 4.5 minutes, demonstrating continued strong interest and significant social sharing, indicating lasting impact.

22.5K

PHASE 1 TOTAL PAGE  
VIEWS CONTENT  
22x Industry Benchmark 1K

3.5min

PHASE 1 TIME SPENT  
1.6x Industry Benchmark 2.2 min

4.35/1.29%

PHASE 1 FACEBOOK/LINKEDIN CTR  
FB 4x Industry Benchmark 1%  
LI 2.2x Industry Benchmark 0.6%

7.5K

PHASE 2 VIDEO VIEWS  
7.5x Industry Benchmark 1K

4.5min

PHASE 2 TIME SPENT  
2.0x Industry Benchmark 2.2 min

2.72/0.91%

PHASE 2 FACEBOOK/LINKEDIN CTR  
FB 2.7x Industry Benchmark 1%  
LI 1.6x Industry Benchmark 0.6%