

# 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.

