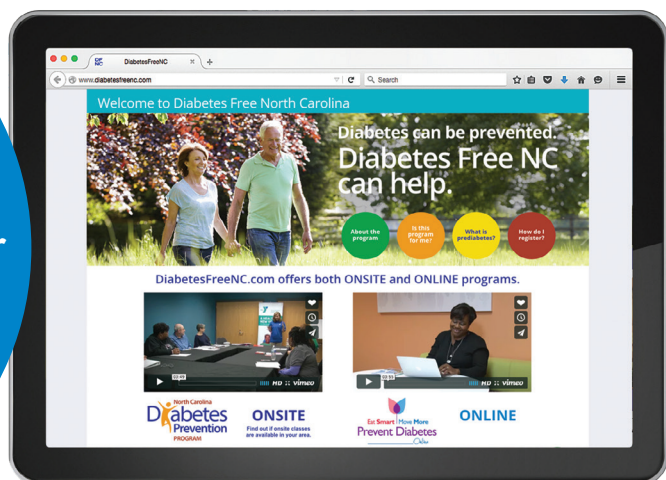


Diabetes Free NC Ad Campaign

OVERVIEW AND IMPLEMENTATION TIPS



**Diabetes Free NC
ads direct viewers to
DiabetesFreeNC.com
to learn about and register
for onsite or online
Diabetes Prevention
Programs.**



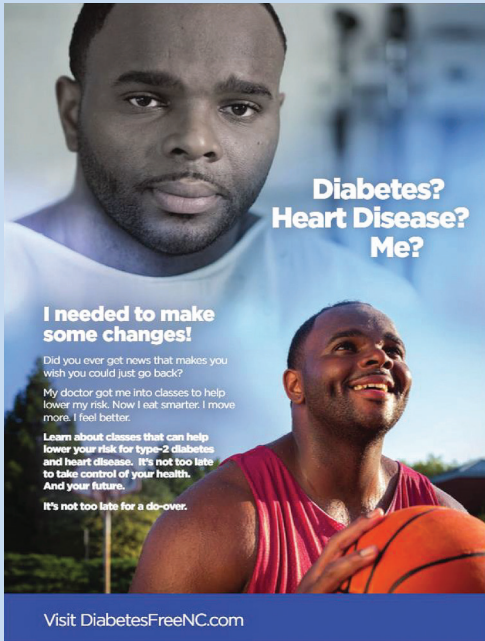
Ads are available in both English and Spanish in the following formats:

PRINT: QUARTER PAGE AND FULL PAGE | **BILLBOARD** | **INTERNET:** BANNER, FACEBOOK, TWITTER | **TV:** 15 SECOND AND 30 SECOND | **RADIO:** 15 SECOND AND 30 SECOND

How to Use the Ads

Co-Brand All Images by Adding Your Logo

- Partnerships are powerful, multi-level networks that boost momentum towards improving the public's health. When two or more organizations agree to work together, this establishes a synergy of communication strategies and marketing through a brand partnership, or a co-brand.
- Co-branding allows a single product or service to be associated with more than one brand name. The object of co-branding is to combine the strength of two brands.
- Partners can co-brand materials adding their logo to the blue ribbon at the bottom of the ad.



Enhance Materials You Already Use

- PowerPoint presentations (Suggested formats: TV, billboard, banner)
 - Use TV ads as an introduction or closure to a lesson, presentation or meeting related to diabetes risk and prevention. Hyperlink to the ad in a PowerPoint presentation.
 - Add banner ads to slides for visual appeal or insert ads on a blank slide as a spacer in between topics.
- Website (Suggested formats: TV, banner, Facebook, Twitter)
- E-newsletters (Suggested formats: banner, billboard)
- Newsletters and fliers (Suggested formats: print, billboard)
- Bulletin Board (Suggested format: full page print)
- Continuous loop play (Suggested formats: TV, radio)
 - Insert ads into a continuous loop play in a lobby, waiting room or community area.

Think Outside the Box

Some formats may lend themselves nicely to other media formats. For example, you can send a billboard image to a printer to create:

- Banners.
- Floor decals.
- Window decals.
- Wall decals.

Buy Advertising

Work with sales reps in your area on media buys for:

- Billboards.
- Local magazines or newspapers.
- Radio spots.
- Local TV stations.
- Internet or mobile media campaigns.

For more information, contact Jen Sohl-Marion, Healthy Eating and Communications Coordinator, at jen.sohl-marion@dhhs.nc.gov.