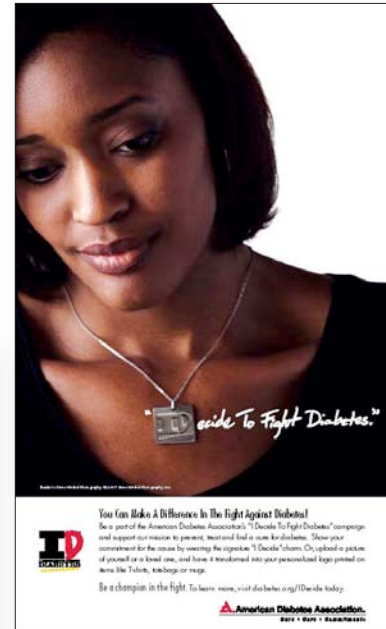


Liberty Medical ID Day Launch • June 13, 2007



## STARTING A MOVEMENT AROUND AMERICA'S BIGGEST HEALTH THREAT

**CHALLENGE** Diabetes affects over 21 million Americans, and another 54 million people are at risk: more victims than AIDS and breast cancer combined, but also a lot more complicated to talk about. And it is very difficult for a cause to stand out in an already overcrowded marketplace. **INSIGHT** Today's consumers are in control, so we decided to give them the brand and make this a personal movement. **IDEA** "I Decide To Fight Diabetes" is about people becoming champions in the fight against diabetes. It's about raising awareness, showing support and raising funds, and it's about real people making a commitment to make healthy lifestyle choices to prevent and fight diabetes. The "I" is the heartbeat of this campaign, enabling people to claim stakes in the ADA. We also created [diabetes.org/IDecide](http://diabetes.org/IDecide) to sell the ID Charm and Gear. Visitors can purchase personalized merchandise — the charm can be engraved and people can upload a photo directly into the "I" part of the ID logo and instantly purchase personalized merchandise — hats, T-shirts, mugs and more. Liberty Medical, Kmart, Novartis and Splenda backed the campaign. Patti LaBelle developed PSAs. Media efforts have paid off as well with coverage from Sherri Shepherd, Mother Love, Reporter Maria Menounos and Health Pioneer Donna Richardson-Joyner. I Decide was featured on CNN, The Weather Channel and CNBC. Other media efforts included ads in *Diabetes Forecast* Magazine, a print PSA in *Ebony* Magazine, ads in *USA Today* and mat stories that appeared in over 1,000 newspapers. Finally, PowerPack developed an "ID Day" program designed for companies to host a day to educate employees about diabetes and to sell ID charms and accessories. **RESULTS** 24,580 charms were sold in the first year, more than double the original goal of 10,000 charms • Over 225,000,000 radio, TV and print impressions • Over \$1,000,000 raised between sponsorships and charm sales