



Introduced by

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Ready, Aim, Ask: Developing Diabetes Canada's Brand Positioning Strategy Using Data



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Diabetes Canada



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Senior Vice President, Marketing & Communications

- Leads Diabetes Canada's efforts to increase awareness of and access to information and resources that can improve the quality of life of those living with diabetes.
- Over three decades of experience in brand management, product marketing, fundraising and customer experience
- Co-chair of the Canadian Marketing Association (CMA)'s Not-for-Profit Council and Chair of the Resource Committee of the Tyndale University Board.

For Today's Session



- About Diabetes Canada
- Project Background
- The Set Up:
 - Donor Segmentation
 - Increase in Awareness Calculation
- How We've Used It
- Takeaways

About Diabetes Canada

We are working to improve the quality of life of people living with diabetes.

We provide diabetes education, research, resources, and services.

We've helped millions of people understand, manage and combat complications since 1953.

We are also changing the conversation around diabetes to end discrimination and stigma.

Some Diabetes Facts

Every **3 minutes**
one person in Canada is
diagnosed with diabetes.



Life expectancy
may be shortened by
5 to 15 years

In 2024, **4 million**
people in Canada have been
diagnosed with diabetes – that's
10% of Canada's population.



6 million
people in Canada
are at high risk of
developing diabetes.



People living with diabetes are two to three
times more likely to live with **depression**



Canadians living with diabetes may need to
pay between **\$10,000 - \$18,000**
per year out of their own pocket for
diabetes medications, devices and supplies.

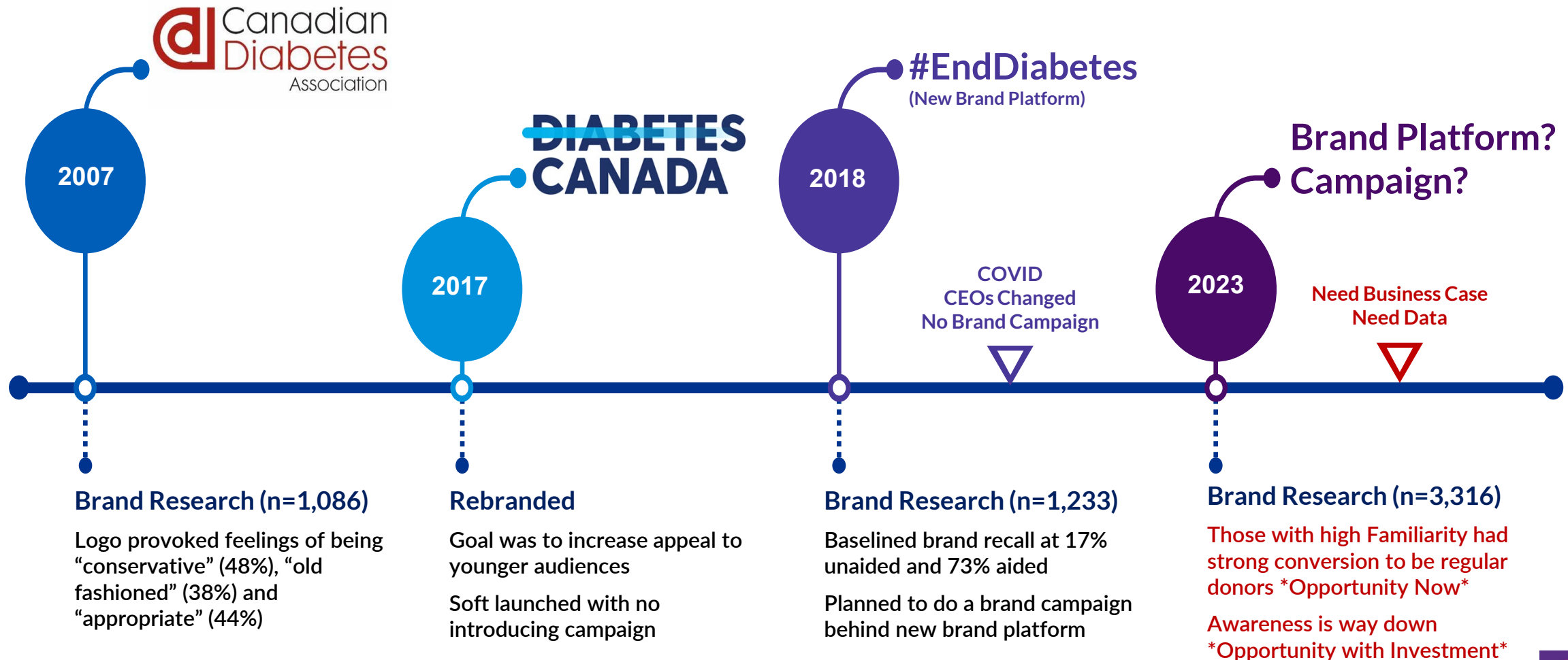


Diabetes costs the
Canadian healthcare
system **\$50 million**
dollars a day.

The Project Background



Project Background

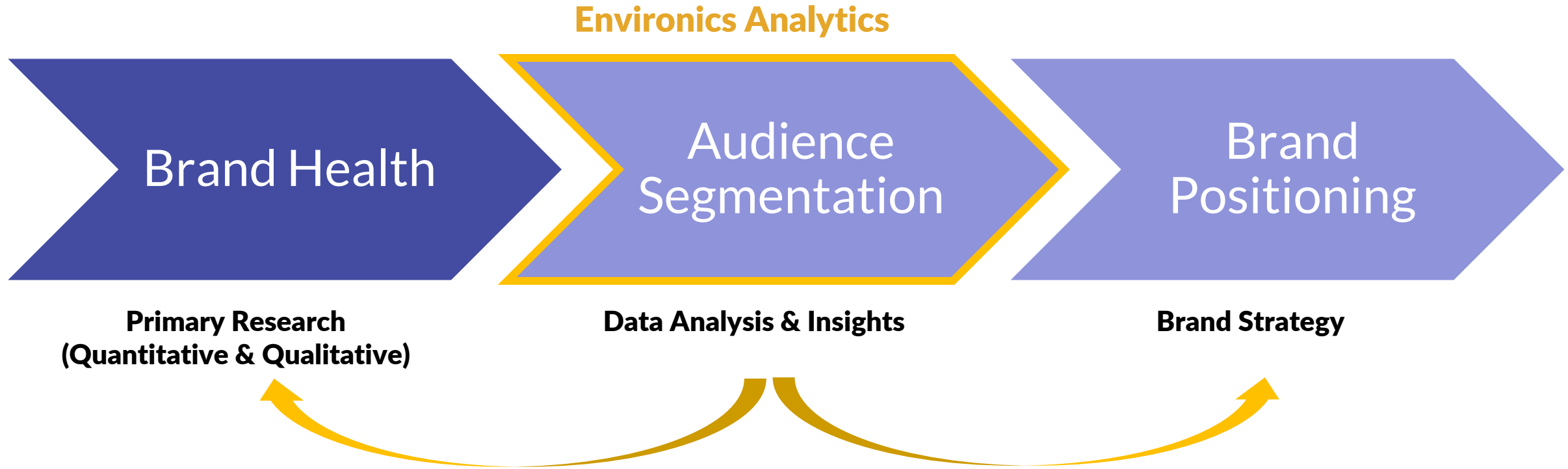


The Project



A project weaving in **several** primary research studies with Environics Analytics' (EA) data and their methodologies.

Diabetes Canada (DC) **engaged EA** to understand its current brand health, its brand position in the Canadian market and the current donor base, and to develop a new segmentation.

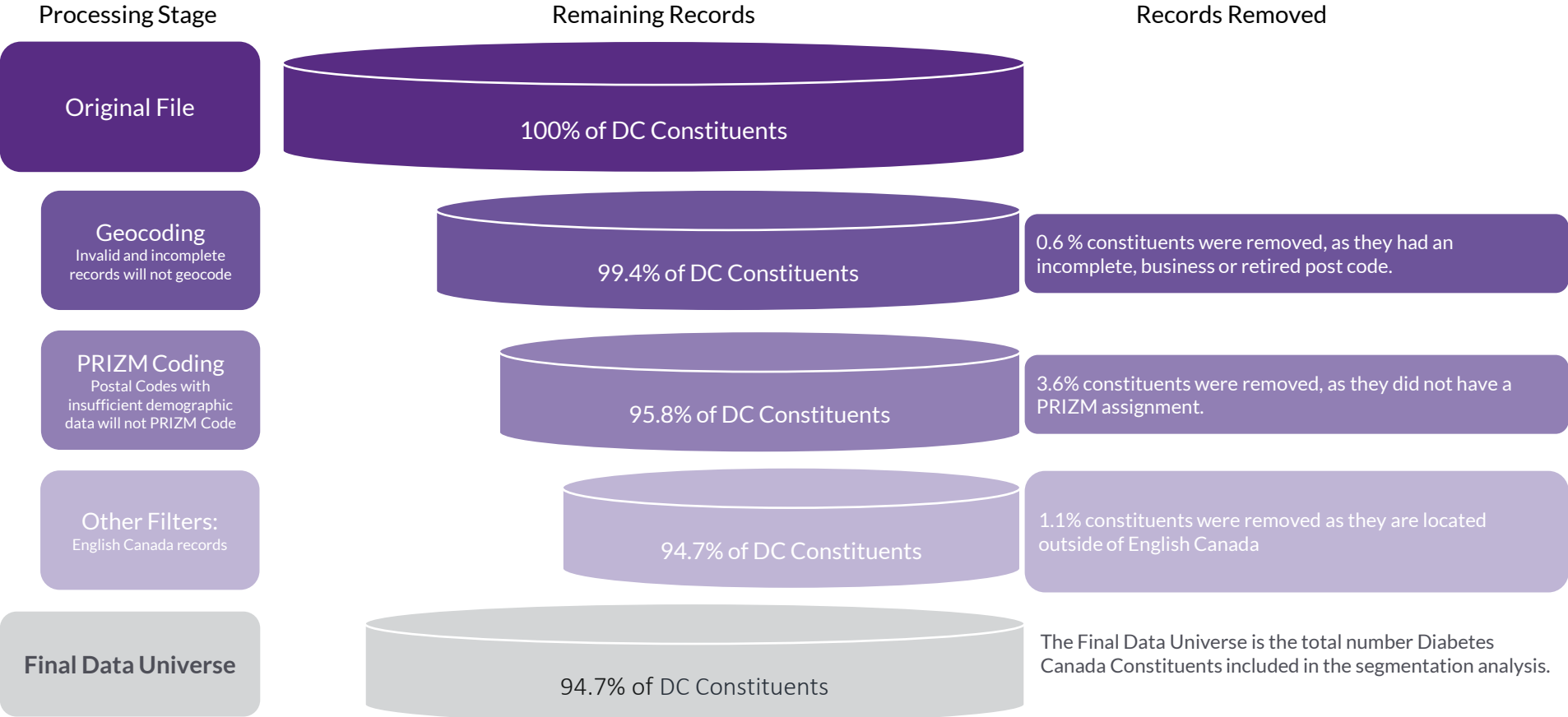


Audience Segmentation EA Analysis



Data Used in Segmentation – Step 1

DC shared their database of Donors, People Affected by Diabetes, Volunteers, and Healthcare Providers for EA to create a cleaned Master File for EA’s segmentation analysis.



Audience Segmentation – Step 2



EA analyzed the DC file against their PRIZM 2023 database and DemoStats 2023 to generate persona specific to Diabetes Canada.

		Total English Households (11.8M)	
Persona 1	Affluent DC Constituents	1.1 M	9.0 %
Persona 2	Long Tenured Constituents	1.2 M	9.8 %
Persona 3	Caregiving Families	1.1 M	9.5 %
Persona 4	Modest Senior	623.3K	5.3 %
Persona 5	Rural Seniors	1.2 M	10.2 %
Persona 6	Rural Caregiving Families	614.9K	5.2 %
Persona 7	Diverse People With Diabetes	747.7K	6.3 %
Persona 8	Suburban Retiree Donors	1.2 M	9.7 %
Persona 9	One-Time Gift Families	538.6K	4.5 %

Index Colours	<80	81-110	110+
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Audience Segmentation – Step 3

EA then mapped these Persona and how they **index** onto how DC views its target audiences.

		Total English Households (11.8M)		Donors	People with Lived Experience	Volunteers	Shoppers	Healthcare Professionals
Persona 1	Affluent DC Constituents	1.1 M	9.0 %					
Persona 2	Long Tenured Constituents	1.2 M	9.8 %					
Persona 3	Caregiving Families	1.1 M	9.5 %					
Persona 4	Modest Senior	623.3K	5.3 %					
Persona 5	Rural Seniors	1.2 M	10.2 %					
Persona 6	Rural Caregiving Families	614.9K	5.2 %					
Persona 7	Diverse People With Diabetes	747.7K	6.3 %					
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Audience Segmentation – Step 4

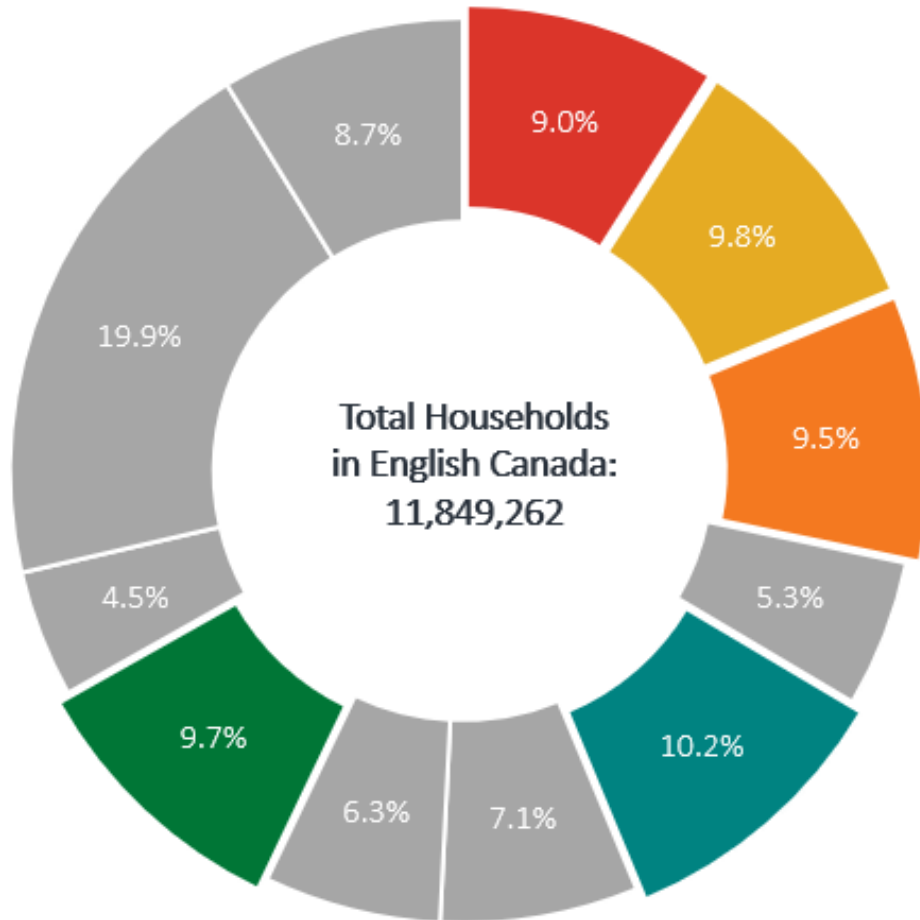


EA further analyzed each persona along **several factors** relevant to DC mission.

		Total English Households (11.8M)		Factor 1	Factor 2	Factor 2	Factor 3	Factor 4
Persona 1	Affluent DC Constituents	1.1 M	9.0 %					
Persona 2	Long Tenured Constituents	1.2 M	9.8 %		<div>✓ Type 1 Diabetes</div> <div>✓ Type 2 Diabetes</div> <div>✓ Caregiver</div> <div>✓ Attended D-Camps</div> <div>✓ Giving Patterns</div> <div>✓ High Risk of Diabetes Communities</div> <div>✓ Demographics</div> <div>✓ Geographic Dispersion</div> <div>✓ Social Values</div> <div>✓ Living with Diabetes Experience</div>			
Persona 3	Caregiving Families	1.1 M	9.5 %					
Persona 4	Modest Senior	623.3K	5.3 %					
Persona 5	Rural Seniors	1.2 M	10.2 %					
Persona 6	Rural Caregiving Families	614.9K	5.2 %					
Persona 7	Diverse People With Diabetes	747.7K	6.3 %					
Persona 8	Suburban Retiree Donors	1.2 M	9.7 %					
Persona 9	One-Time Gift Families	538.6K	4.5 %					

Index Colours	<80	81-110	110+
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Audience Segmentation – Step 5



- **Prioritized** down to 5 segments with DC that marketing teams could action, considering:
 - higher prevalence of diabetes lived experience
 - higher penetration of healthcare professionals
 - social values
 - charitable giving patterns
- Proceeded with **qualitative research** for more insights to enrich the profile of each persona and specific testing

01 Cultivate

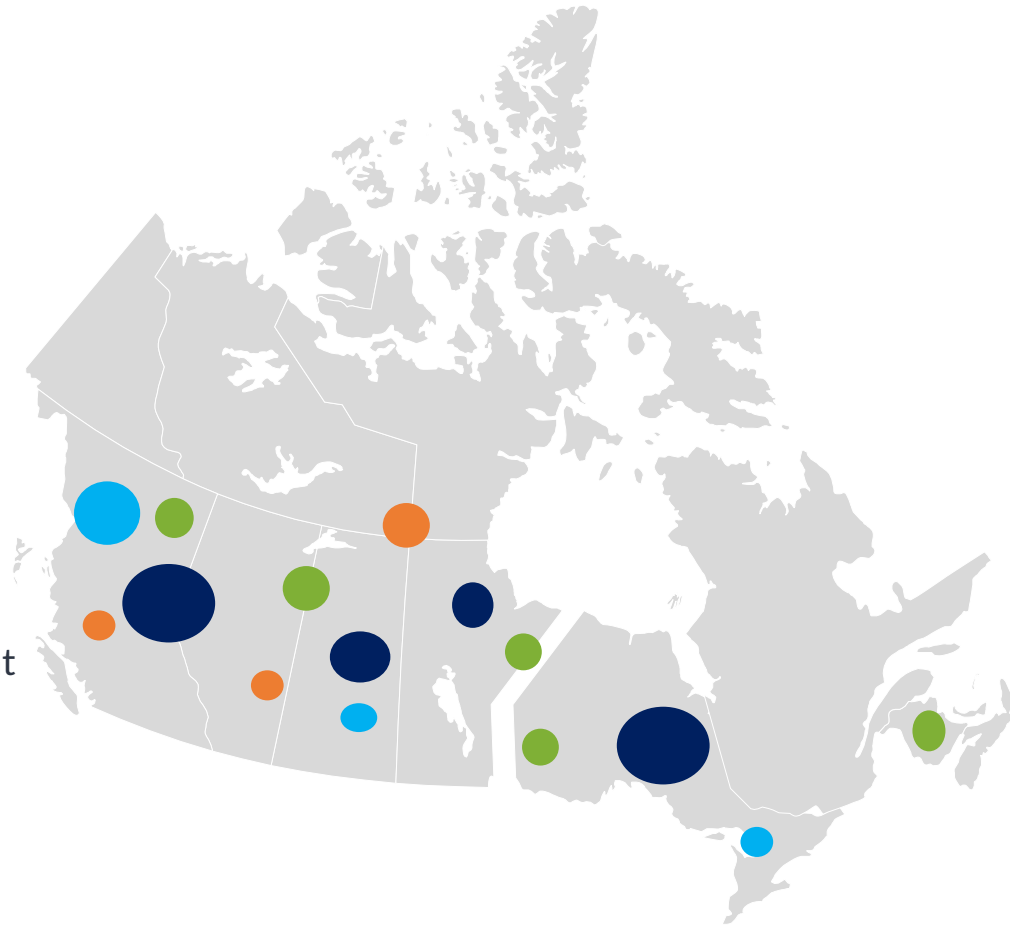
- Identify untapped opportunities
- Prioritize efforts to increase engagement with high potential persona
- Find and nurture look alikes

E.g., Door-to-door and direct response marketing by target postal codes

02 Steward

- Retain with high touch engagement
- Tailored messaging and journeys

E.g., Recognition and in-person relationship building



03 Re-engage

- Cost optimize engagement
- General journeys
- Test up-sell/cross-sell

E.g., move to digital, share new content and programs to test interest

04 Maintain

- Monitor unsubscribe rates
- Low uptake on up-sell/cross-sell

E.g., Continue with regular mailings particularly year-end

Wait.... what about the
business case?

The Business Case

The brand team needed:

1. Senior leadership **approval to fund** the brand platform and brand campaign development work, and later a media launch budget.
2. Ensure the Board was open to a possible **change in brand positioning**.

To do this, the team was going to have answer the question:

Is growing brand a good investment?

Every Marketer in the NFP Sector Knows...



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fineartamerica.com

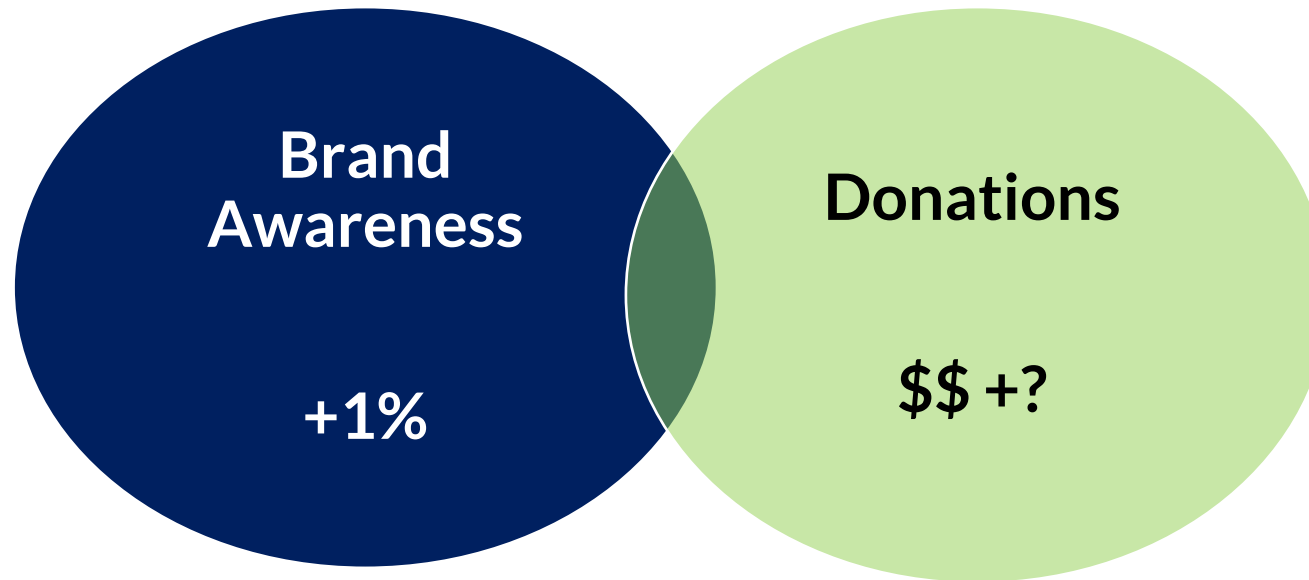


VectorStock

Environics Analytics Extra Task

Answer the question:

For every 1% increase in brand awareness, how much would regular donor giving to DC increase by?

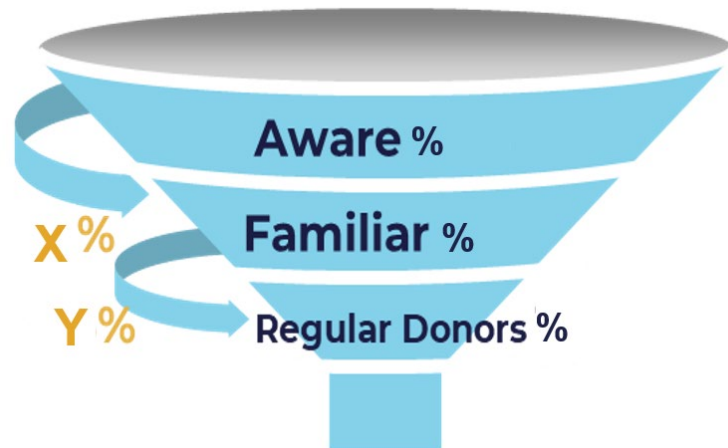


Donor Insights – Increase in Awareness Calculation



Increase in Awareness by 1%

Scenario 1: Total lifetime donors using DC data

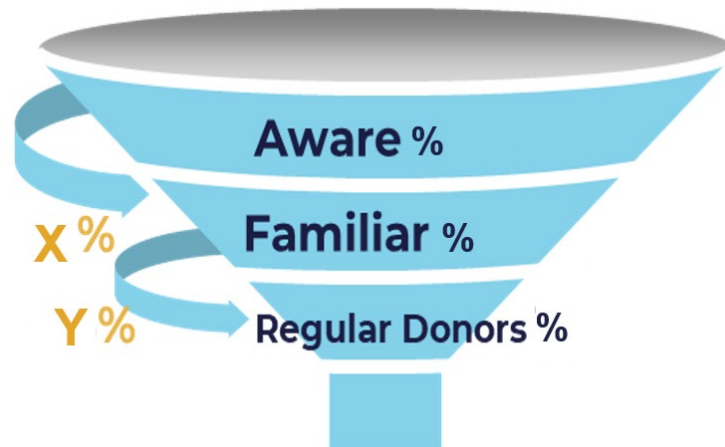


EA calculated the inferred conversation rates (x%, y%) along the marketing funnel using the data from the brand research and DC donor database.

Increase in Awareness by 1%

Scenario 1: Total lifetime donors distribution using DC data

DC Data



- Total # of DC Donors in a year (TD#)
- Average annual \$ Donation per DC Donor (\$110)

EA Calculated

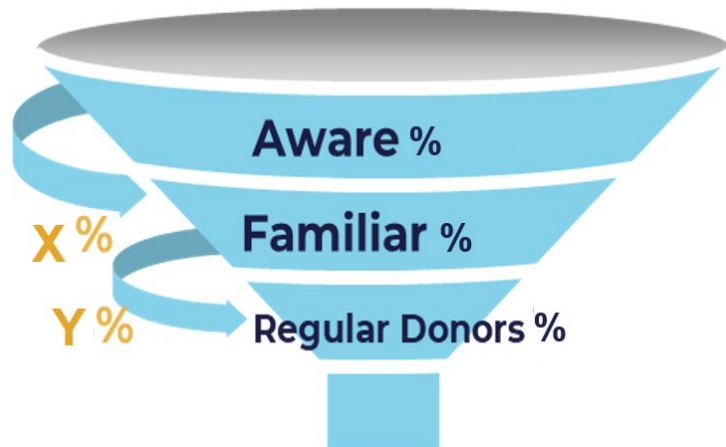


- New Donors in a 5Y Period = (TD#)*(%RD) = 6,000 Donors
- Increase in Donations = 6,000 * \$110 = **\$660,000**
- Average annual increase = \$660,000 / 5 = **\$132,000**

Increase in Awareness by 1%

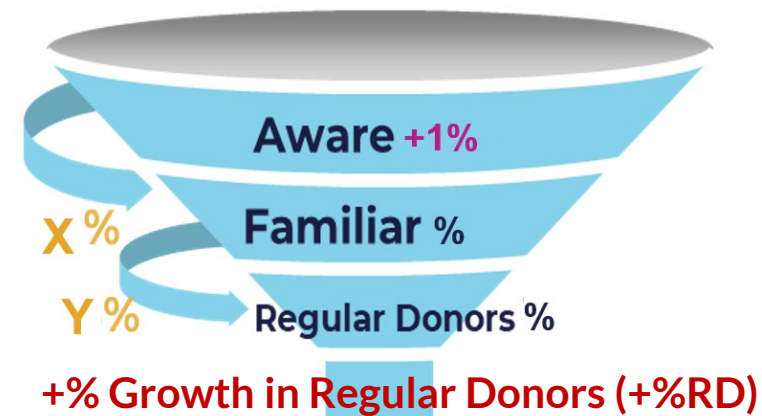
Scenario 2: Cross checked with market data to show what the funds would be if DC attracted donors at a rate equal to the market

Market Data



- Total Household Population 18+ = 24.2M

EA Calculated

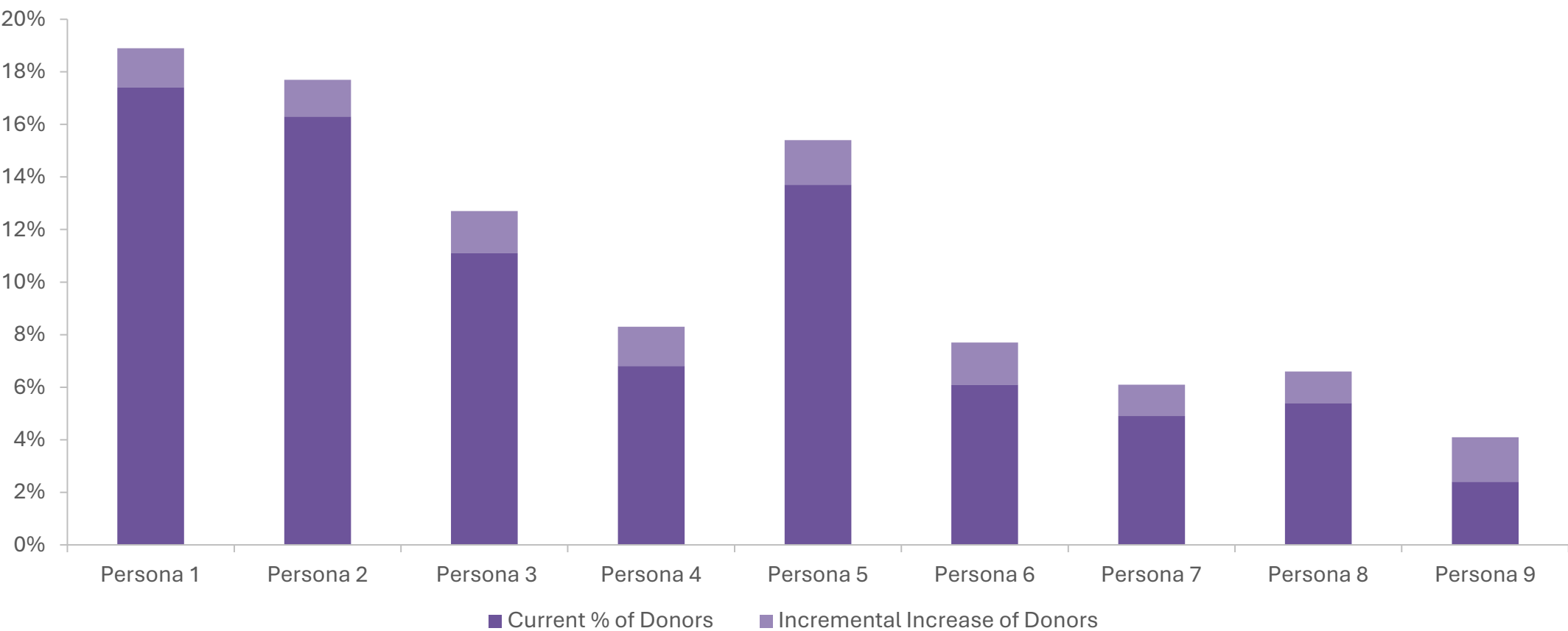


- New Donors in a 5Y Period = (TD#)*(%RD) = 5,000 Donors
- Increase in Donations = 5,000 * \$110 = **\$550,000**
- Annual Donation Increase = \$550,000 / 5 = \$110,000

Increase in Awareness by 1%



EA then related these two scenarios to each specific target audience based on their presence within DC’s database and the Canadian market.



Results

- **Confirming, yes, growing brand awareness is a good investment, up to a level. EA's analysis provided DC with a range to invest.**
- DC's Leadership and Board approved the brand team moving forward to develop a new brand platform and brand campaign. Currently in development.
- New DC persona profiles are being used for media targeting and tailoring messaging.
- The personas included in DC's database to track behaviours and results overtime.

Takeaways



- Data provides better insights into audience segment behaviours and values
- Data enables more informed, evidence-based decisions
- Data helps optimize marketing campaigns for better returns
- Data can guide new investment opportunities or choices between investments
- Data sources can be blended to answer business questions
- **Data sometimes requires some expert help to extract its full value**

Questions?



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