



Health



**Diversely
Digital**

Previous Health Clients

DiABETES UK
CARE. CONNECT. CAMPAIGN.

gsk
GlaxoSmithKline

Benecol

NHS
SMOKEFREE

**FOOD
STANDARDS
AGENCY**

Optimax
LASER EYE SURGERY SPECIALISTS

NATIONAL BLOOD
SERVICE

**General
Dental
Council**

protecting patients,
regulating the dental team

**ADVANCED
Hair Studio®**
London • Melbourne • Brussels •
Johannesburg • Hong Kong • Bombay

NHS
Blood and Transplant

NHS
Hepatitis C

National Blood Service

- Target audience
 - Increase awareness of NBS amongst UK Asians
- Sites used
 - Times of India, Rediff, Hindustan Times, IndiWo.com, redhotcurry.com, IBNlive.com
- Creatives used
 - 728x90 and 300x250



When NBS used mainstream creatives to target Asians the response rate was **0.03%**

When creatives with Asian celebrities were used, campaign response improved tenfold: **0.33%**

This shows if the right creative is used then you will get a response from your audience

- Target audience
 - To make South Asian audiences aware of the promotion on offer
- Sites used
 - A wide range from our South Asian portfolio including Times of India, Santa Banta, Hindustan Times and others.
- Creative's used
 - 300x250, 728x90 and other standard formats



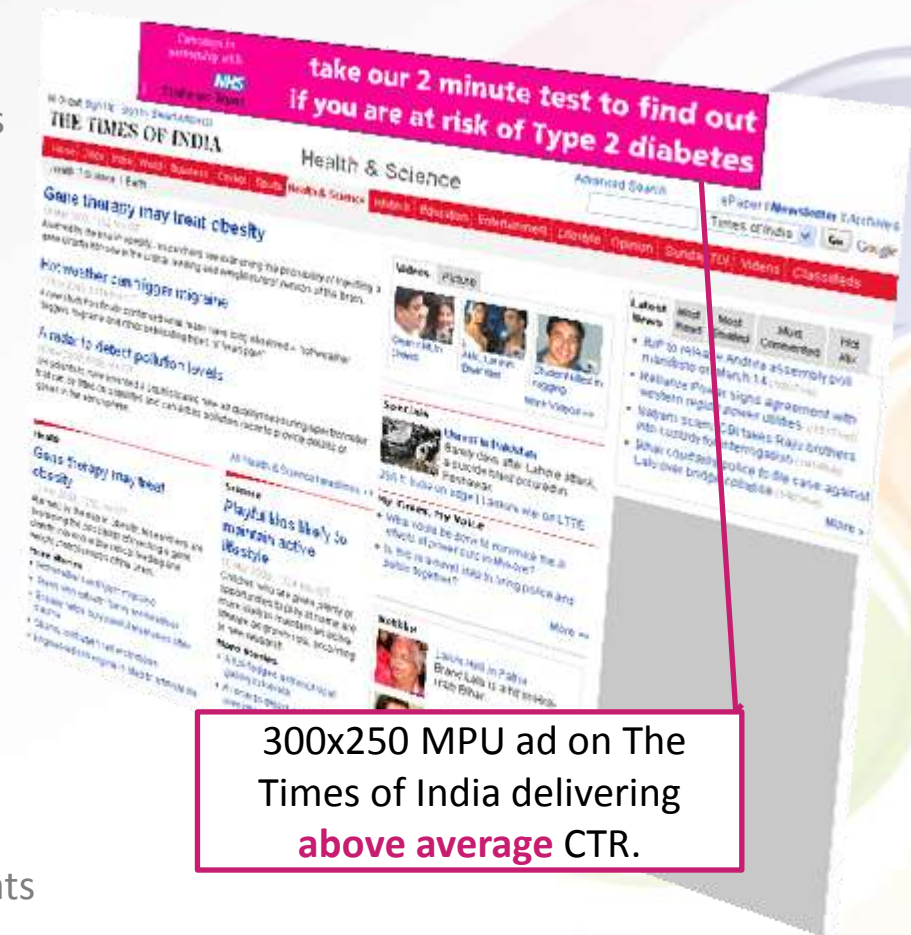
53% of Asians have reported site problems.
Asians are **four times** more likely to need glasses or corrective surgery
RNIB 2010



CTR's for the campaign were **above the average** industry accepted CTR

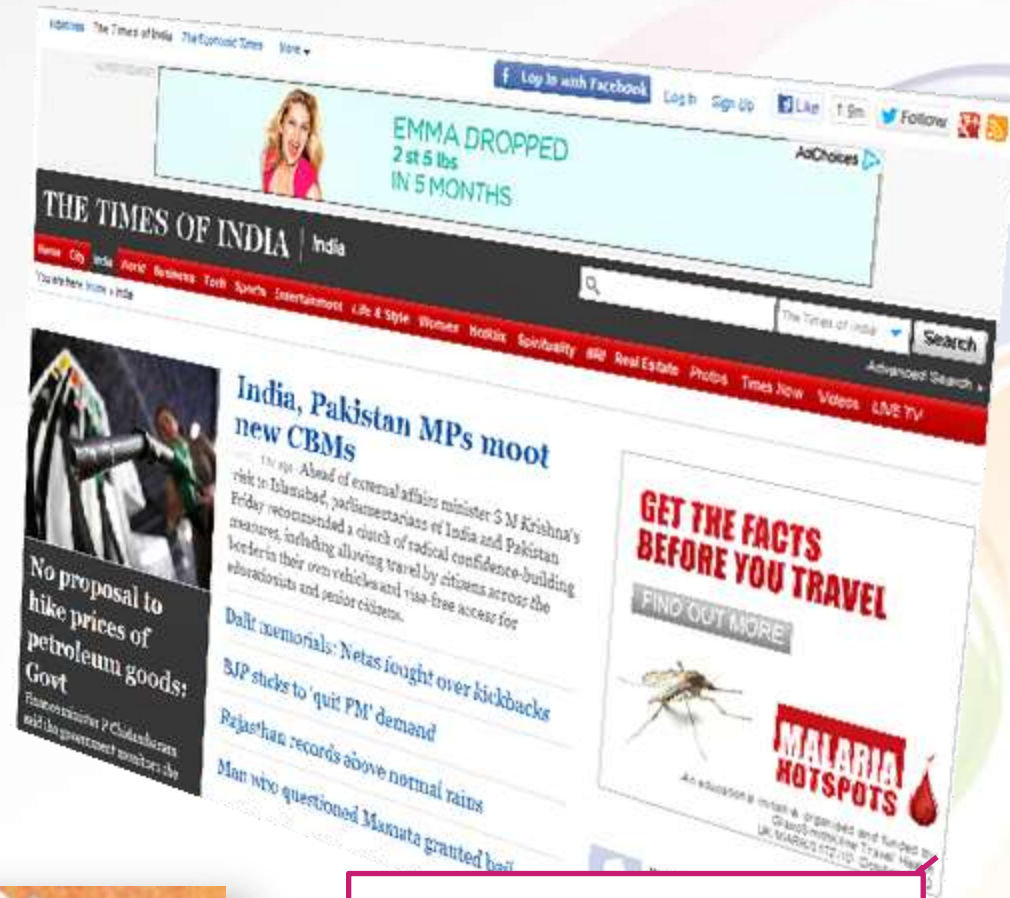
- Target audience
 - To encourage South Asian to take a diabetes test
- Sites used
 - Wide range from our South Asian and portfolio Times of India, Economic Times, One India and others.
- Creative's used
 - 300x250, 728x90 and other standard formats

British people of **South Asian, African** or **African Caribbean** descent are significantly more likely to develop Type 2 diabetes. BBC



300x250 MPU ad on The Times of India delivering **above average** CTR.

- Target audience
 - South Asians living in the UK, that may travel back home.
- Sites used
 - Wide range from our South Asian portfolio including Pakistani and Indian sites such as, Times of India and Express News PK
- Creative's used
 - 300x250 and 728x90



Campaign delivered more than **double** the average CTR

Thank you



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