

PROBLEM

Type 1 diabetes is an autoimmune disease usually diagnosed in children and young people. The common belief associates diabetes to adulthood (type 2 diabetes), which is usually caused by an unhealthy lifestyle.

As a result, people are not informed about the symptoms of type 1 diabetes (strong thirst, frequent urination and lack of energy) and, although these are unmistakable, they don't recognize them.



INSIGHT

Children suffering from type 1 diabetes need to pee, drink and rest more often than their peers, **repeatedly interrupting their everyday activities**, like classes, trainings or trips.

Teachers, trainers and parents who aren't aware of the symptoms of type 1 diabetes often **feel annoyed by these non-stop interruptions**, interpreting them as tantrum, laziness or weariness.

IDEA

We will emulate the feeling of annoyance associated with the symptoms of type 1 diabetes through **video ad breaks** on social media platforms and **pop-ups** on online newspapers.

This kind of announcement is typically disturbing for people because it **breaks up the normal fruition** of a content, just like peeing, drinking and resting interrupts children activities.



HOW IT WORKS

AGD Italia develops **non-skippable mid-rolls for YouTube and Facebook** and **full-page pop-ups for the main online newspapers**. Every ad will be specifically targeted on teachers, trainers and parents.

The ad will announce a break in the video or in the article due to one of the symptoms of type 1 diabetes (pee-pee, thirst or fatigue) and **will ask people if they ever noticed the symptom in a child**.

People are then invited to click the button "Find out more" to visit AGD Italia website and learn all the symptoms of type 1 diabetes.

PEE BREAK!
One of your students often breaks up the lesson to go to the toilet?
It may not be laziness, but a symptom of type 1 diabetes.
Learn to recognize all the symptoms.
[FIND OUT MORE](#)

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Annuncio 1 di 3 - 0:25 www.agditalia.it

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The Dodo
10 May at 01:00 •

What your dog does when you leave the house

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NAP BREAK!
Have you noticed that your kid often needs to have a break and sleep?
It may not be tiredness, but a symptom of type 1 diabetes.
Learn to recognize all the symptoms.
[FIND OUT MORE](#)

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11.079 2.444 comments • 2.579 shares

THIRST BREAK!
One of your pupils often needs to take a break during the training to drink?
It may not be weariness, but a symptom of type 1 diabetes.
Learn to recognize all the symptoms.
[FIND OUT MORE](#)

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