## 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.

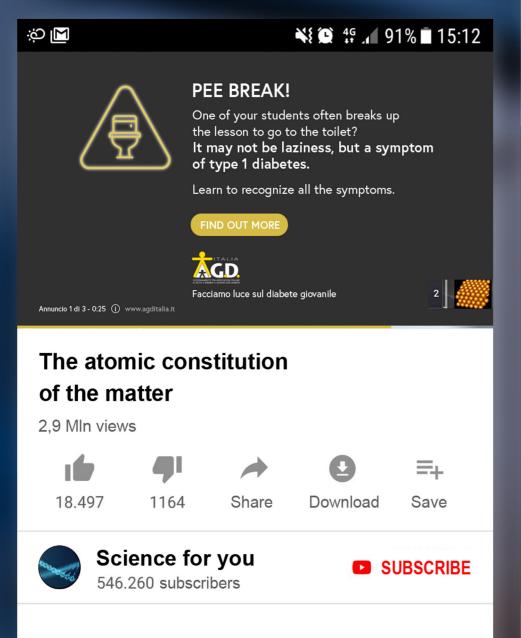
## IDEA

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.

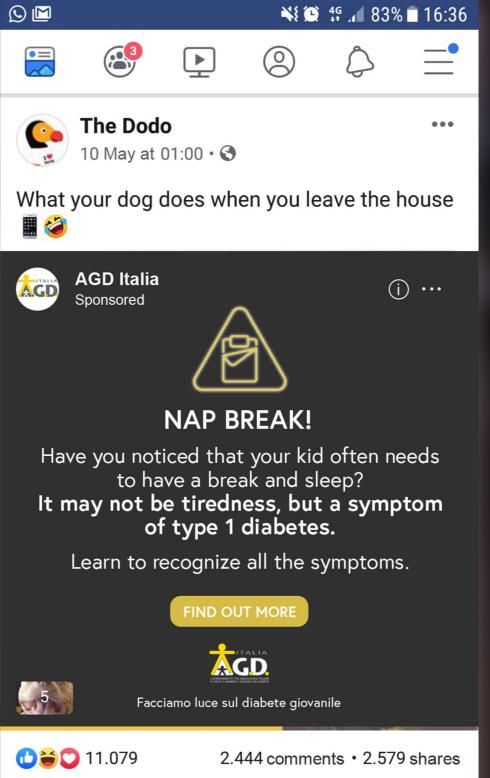
This kind of announcement is typically disturbing for people because it **breaks up the normal fruition** of a content, just like peeing, drinking and resting interrupts children activities.



## 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.

