

Nomination: 20826

Watsons #Type1Story - together raising awareness on kids' diabetes

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| Page: General Information |
| Name of Organization / Company Watsons Philippines |
| Logo Download File (https://asiastevieawards.secure-platform.com/file/32702/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkiJozMjcwMiwiaWYxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmHpQA?watsons%20logo.png) |
| Web Site Address https://www.watsons.com.ph/ (https://www.watsons.com.ph/) |
| Page: Entry Information |
| Entry Title Watsons #Type1Story - together raising awareness on kids' diabetes |
| Category D01 - D11 - Award for Innovation in Video > D09. Award for Innovation in Public Relations Videos |
| Submission Format An Essay of up to 625 Words |
| Essay Watsons #Type1Story - Together Raising Awareness On Kids' Diabetes Campaign Overview: Changing the Narrative for Children with T1D Type 1 Diabetes (T1D) is becoming an increasingly significant health concern in the Philippines, with cases among children growing by 6.1% annually. The key challenge lies in the difficulty children have in expressing their symptoms, often leading to delayed diagnosis and treatment. Watsons recognized this gap and stepped in to address the problem, aiming to change the narrative surrounding T1D. The brand's mission is clear: to help families understand that while T1D is lifelong, with early diagnosis, proper care, and community support, children can lead vibrant, fulfilling lives. The #Type1Story campaign by Watsons Philippines breaks new ground in public relations by going beyond the conventional PR story seeding. It transforms the narratives of children living with T1D into empowering stories of resilience, hope, and joy. These children, often burdened by stigmas surrounding chronic conditions, become the faces of a movement that showcases that living with T1D does not limit their dreams. Instead, it amplifies their strength, courage, and potential. Execution: Bringing T1D Stories to Life The campaign came to life through a series of engaging vertical videos and an omnibus film, spotlighting the children as they navigate daily life—playing sports, attending school, and enjoying adventures. Through creative storytelling, the 3 children living with type 1 diabetes are depicted as a fearless princess, a mighty superhero, and a courageous champion, reinforcing the message that T1D does not limit their potential. Each story showcases the vital role of family and community support in managing the condition and reinforces that T1D is just one part of a child's journey. The video content was shared across Meta, TikTok, and YouTube, allowing the campaign to connect with families and spark conversations within diabetes communities. Watsons also hosted an event to deepen the campaign's educational impact with an insightful talk with the Philippine Pediatric Society's Dr. Tina Ignacio-Alberto, which brought together children and parents from T1D Facebook groups to learn and share their experiences. Impact: Measuring Success Beyond Metrics The #Type1Story campaign made a significant impact, with over 6 million views and nearly 7 million impressions across Meta, TikTok, and YouTube. The campaign achieved an impressive 97.4% view-through rate on YouTube, signaling that the stories resonated deeply with audiences. The campaign generated more than 28,636 engagements, including comments, shares, and discussions, demonstrating widespread interest and participation. The campaign also garnered media coverage across print, online, and social platforms, reaching 5 million people and generating a PR value of 8.88 million. Its success was further evidenced by a 24% increase in sales revenue, a dramatic increase in inquiries for diabetes care products, and a boost in sales of diabetes management tools, illustrating the tangible results of its efforts. Empowering Families and Changing Lives The #Type1Story campaign successfully educated families about Type 1 Diabetes while challenging stigma and offering hope. By showcasing the resilience and strength of children living with T1D, Watsons has proven that children can live full, vibrant lives with the right care and support. The campaign's innovative approach to public relations has not only raised awareness but also sparked positive change in public perceptions of T1D. With its powerful storytelling and impactful messaging, the #Type1Story campaign is a testament to the transformative power of public relations in creating real, lasting impact in communities. |
| For this category please provide An essay of up to 625 words describing the video and the innovative aspect of the video since July 1 2022 that you are nominating, OR a video of up to five (5) minutes in length illustrating the same. A link to the video, which you must attach to your entry through our attachment/link uploading tool as a URL or file upload. Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development. |

Credits

Browne Communications, Inc.

Gobo Creative

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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File 8

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File 9

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File 10

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Do You Have Website URLs you would like to link to

Yes

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