



Glucerna Case Study

Situation Analysis / Background

Prior to 2007, Glucerna had taken the straight translation approach from their general market core message, advertising and educational materials to their Spanish language versions. The result? An unstable market share and a warehouse full of unused brochures as they weren't meeting patients' or HealthCare Providers' (HCP) needs.

Objectives

The San Jose Group (SJG) was brought in to remedy this situation and resolve Glucerna's Hispanic challenge. SJG's main goal was to develop communication materials to truly resonate with the Hispanic patient and incorporate the nuances of diabetes while providing HCP's the educational materials they desperately needed.

Strategy

Prior to producing any new materials, Glucerna's message focused on "Staying in control of diabetes" and featured "typical foods" such as potatoes, fresh fruits and bread. This did not accurately depict the Hispanic audience's eating habits. SJG needed to retool both the visuals and overall message defining the selling proposition.

SJG took a more culturally relevant approach. The overall message was changed to "You've just been diagnosed: now what?" The food tables also featured foods pertinent to the Hispanic community, including rice, vegetables and tropical fruits. The television spot portrays the balance between the patient's new lifestyle and their family.

SJG's efforts continued in 2010 developing a 360° approach to ensure all materials were transculturated, speaking to the Hispanic patient. The overall advertising became much more unique, focusing more on family, while becoming more introductory in nature (highlighting where to find Glucerna) and promotionally driven.

