

Mobile/Social:
App + Game

Omnipod Bay in Animal Crossing™: New Horizons! Space Update

The Omnipod team partnered with mother, Omnipod ambassador, and rocket scientist April Blackwell, to create an out of this world space-themed experience in Omnipod Bay, a diabetes-themed island celebrating diversity and inclusivity for people with diabetes via the popular Nintendo® video game Animal Crossing™: New Horizons. The space update launch was timed with the 2023 Children With Diabetes Conference, leaning into the 2023 theme – space.

The award-winning Omnipod Bay was originally created in 2022 by Omnipod and Porter Novelli in partnership with JDRF, Beyond Type 1, Children with Diabetes, and Kyler Cares Foundation as well as members of the diabetes community.

So that Animal Crossing players can live out their astronaut dreams, the update introduced new custom space-themed outfits and accessories for players' characters to wear in addition to the insulin pumps and diabetes management accessories. We met kids and teens with T1D where they are to help them feel seen, heard and accurately represented – with their diabetes technology. All coming to life in a place that can be easily shared with others to help educate and end diabetes-related stigma!

