



Insulet

Omnipod's "The Pod Drop"

SITUATION ANALYSIS

Type 1 diabetes (T1D) is a chronic, incurable genetic condition in which a person's pancreas makes little to no insulin. Insulin is what allows glucose, the body's main source of energy, to enter the cells for our muscles and tissue. With no insulin, glucose builds up in the bloodstream and can cause life-threatening complications—heart and blood vessel damage, nerve damage, kidney damage, eye damage, foot damage, skin and mouth conditions, and severe pregnancy complications. T1D cannot be prevented, and commonly presents in childhood, although it can onset at any age. Treatment requires careful monitoring of blood sugar levels, and multiple insulin injections every day.

Insulet's Omnipod® is an astounding piece of medical technology. Brilliantly engineered with beautiful design, it resembles an AirPods charging case and can completely change the daily lives of the millions of people living with T1D. This wearable, wireless and waterproof device delivers personalized continuous insulin for up to three days (72 hours), eliminating the need for multiple daily insulin injections.

In 2024, Insulet, a Boston-based MedTech company renowned for its life-changing Omnipod, a tubeless insulin delivery device, approached Porter Novelli with a clear objective:

Make people living with T1D feel represented, heard and seen.

Diabetes is an invisible, often misunderstood disease. Because of stigma and shame, some people with diabetes will hide their condition. We are constantly trying to remove that stigma.

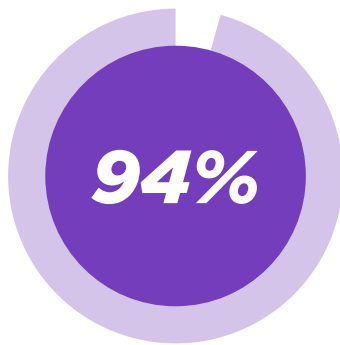
The outcome was one of the most innovative and creative campaigns in recent memory. Fueled by deep insights into the audience, platform and product, it empowered the T1D community to be heard like never before.



RESEARCH + INSIGHTS

T1D is often referred to as an “invisible disease” because it’s a medical condition that is not outwardly visible to others, even healthcare professionals. A person can appear “normal” and healthy while living with the disease. However, for those living with T1D, invisibility encompasses more than just appearance; it signifies a lack of recognition, understanding and representation.

According to a survey Insulet commissioned:



of people with T1D said it’s important to see people with diabetes accurately represented in culture and society.

But sadly, 51 percent of respondents said they rarely or never saw diabetes represented in culture and society.

To raise awareness of the remarkable innovation behind Omnipod, Insulet tasked Porter Novelli with a broad challenge: Engage the T1D community, who often feel overlooked and unrepresented, and make them feel heard, seen and represented.

At Porter Novelli, the team thought, “Feel heard?”

What a good idea.

Through community research, the team found thousands of “Podders”—T1D patients who use the Omnipod. They engaged in casual, open conversation, capturing shared moments that reveal what life with T1D is like. On Instagram and TikTok, the team noticed parallels to the “Get Ready With Me” trend—with users documenting changing an Omnipod site, also known as a Pod change, while sharing their thoughts and daily experiences.

The process of changing a Pod is innately rhythmic. The device makes a number of sounds, with beeps and boops signaling different stages of the process. One beep indicates the Pod had been disconnected from the Controller, another signals when it has been filled with insulin. And in between the electronic sounds, are the “backup singers” – the pop of an insulin vial top, the tap on the needle to remove any air before filling the Pod with insulin, the peel of the adhesive. Every three days a person has to change out their Omnipod, and the symphony of sound begins again.

STRATEGY

Like many teams in the health tech sector, Porter Novelli had to contend with serious contradictions. What Omnipod *did* was incredible—a seamless integration between technology and physiology that was mind-blowing, practical and incredibly beneficial. But what Omnipod *looked like*, by design, was a little white box that could easily have been a set of headphones, a phone charger or a remote. It would be hard to distinguish it visually. But we live in a communications landscape dominated by visual information, where we absorb most messages through our eyes, telling Omnipod’s story would require more than just imagery.

The team kept reflecting on the thousands of people in the community sharing videos of their Omnipod site changes. The content was warm, funny and heartfelt. For T1D patients, the content was relatable; for those without diabetes, it fostered empathy and understanding. But it was the honesty and openness that made these videos so powerful. To try to replicate or approximate them, like a traditional medical campaign, would be impossible and unremarkable.

Porter Novelli recognized that engaging this community and making them feel understood required more than just visually recreating the content in a standard campaign.

We didn’t want to appropriate them—our goal was to celebrate them. Taking the idea of ‘making them feel heard’ to heart, the team developed an incredible idea—one that sidestepped the cliches and visual clutter of more standard campaigns completely. However, flawless execution and genuine community inclusion would be critical for its success.

Insulet’s marketing strategy has consistently focused on appearing in unexpected, culturally relevant ways to connect with individuals living with T1D in the places and spaces they live their lives. To bring this vision to life for this project, Porter Novelli sought an influencer outside the diabetes space who could authentically showcase the Pod change process while celebrating the community.



EXECUTION + TACTICS

Porter Novelli contacted award-winning music producer and YouTube sensation Andrew Huang to discuss the challenge and the solution we envisioned. We aimed to leverage Andrew's musical talent to create a song for the campaign, but also sought to tap into his extensive and unique social media following. With over 2.4 million subscribers on YouTube and more than 370,000 followers on Instagram, Andrew's collaboration brought significant exposure, bridging the gap between the diabetes community and the broader non-diabetes audience.

We paired Huang with popular Podder® and content creator Lexie Peterson. Lexie shared her daily lived experience with Omnipod, demonstrating what a site change involved—acting as a “diabetes ambassador” to Andrew.

The result was **“The Pod Drop”** - a [catchy, one-minute electronic track](#) constructed entirely from the sounds involved in changing an Omnipod. From the sound of peeling back the wrapper of a new Pod to the beep confirmation after the pod has been filled with insulin, it was the sound of managing T1D. And it slapped.



More than a year in the making, “The Pod Drop (Pod Change Theme Song)” launched on social media and became available on all major music streaming platforms.

Suddenly, the invisible disease could be heard wherever music played — across Spotify, Apple Music, Amazon Music, more.

Visitors to the Omnipod site could download the one-minute song and add it to their personal playlists or socials. For every social post that included “The Pod Drop,” Omnipod donated \$1 to Breakthrough T1D, a non-profit dedicated to type 1 diabetes research.

“The Pod Drop” was catchy and left a lasting impression on listeners. When married to the heartfelt content from Podders, it harnessed the transformative power of music to foster connection. It became a theme song for those living with T1D, introducing the topic into pop culture in a way that avoided the typical disease-and-symptom approach, which can often marginalize people to mere labels of their disease.

RESULTS

The Pod Drop (Pod Change Theme Song)” delivered astounding results: over one million organic music video views/plays across social media channels (930,000+ [views on Facebook](#), 62,000+ views on Instagram, 17,000+ views on YouTube), amounting to an astonishing.

1 5 7 DAYS **4** HOURS **4 5** MINUTES

OF WATCH/LISTEN TIME!

Facebook saw the most views/plays, time spent watching per play, and total time spent watching the videos. Our research and insights show the T1D audience is 2.6x more likely (than U.S. general population) to be on Facebook, further cementing the success of this campaign.

And, most importantly, we saw **100 percent positive feedback from the community:**

*Love the pod drop!
I love my Omnipod 5*

*I bet you never in your wildest
dreams thought you'd do
something like this in your life.
That's what makes it so awesome!*

*I have been following you
for a decade and I've had
diabetes for even longer; this
makes me so happy!*

*W for type 1 diabetics
everywhere 🙌*

For the client, brand awareness was huge, as the Omnipod name was featured in the song title, cover art and artist name across all music streaming platforms. Critically, the song serves as a powerful recognition and tribute to Podders, fulfilling the campaign’s goal of creating representation where there was previously none. The song harnessed the best qualities of social media, allowing the T1D community to represent themselves in ways they never had before. As innovative as the product it championed, the song became a powerful tool for promoting dialogues that bring T1D into our shared culture. It was a fun, creative way for them to share and educate with others. With “The Pod Drop,” they celebrated who they were, as they moved to the groove of their shared experiences and their own lived truth. **Truly heard at last.**