



# DYASONIC

## THE CHALLENGE

Type 1 diabetes (T1D) is an “invisible condition”—underrepresented and rarely understood. While wearing diabetes technology makes people living with T1D visible, it creates vulnerability: fear of judgment, pressure to hide devices, delayed adoption, internalized shame.

## THE INSIGHT

Heroes don't hide who they are—they're celebrated for it. Marvel has spent decades making the “different” feel powerful.

## THE SOLUTION

Insulet partnered with Marvel to create *Dyasonic: Sound of Strength*—a custom comic featuring Omnya, the first hero in the Marvel universe living with T1D. Written by acclaimed writer Paul Allor (who lives with diabetes himself), the story follows Omnya's transformation from isolation and frustration to discovering her inner strength and confidence with her diabetes technology, an Omnipod 5. When her glucose levels are in range, she transforms into Dyasonic and can take on anything or anyone.

Dyasonic was introduced to the T1D community through an online video teaser, sparking mass excitement. At two different diabetes conferences and a pop-up event, Dyasonic fans were able to pick up their own copy and see themselves reflected in the Marvel universe. Digital activations, including social storytelling, influencer partnerships and custom GIPHYs flooded the community while global media outreach amplified the comic, campaign and importance of T1D representation. Dyasonic gave healthcare providers a meaningful way to connect with their patients, and empower patients of all ages to unleash their inner superhero.



## THE IMPACT

Dyasonic reframed diabetes technology from something to hide into something to claim. It changed how people with diabetes saw themselves and their diabetes technology. In a medium where people already gather to find heroes, one custom comic became a cultural milestone: proof that when you give a community a hero that looks like them, you don't just change minds. You change lives.

## RESULTS

**1400+** pop-up visitors

**265K** social followers engaged

**128M** earned media impressions across 23 stories

**600K+** Dyasonic GIPHYs shared

**SIGNIFICANT LIFT** in pediatric device adoption and sales

**FIRST HERO** in Marvel Universe with type 1 diabetes





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### Community Influencers



### Teaser Video



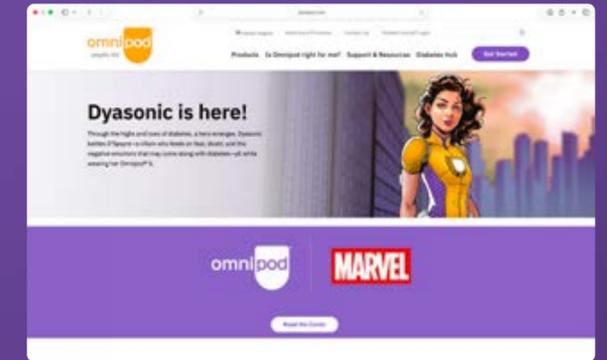
### Paid Social



### Earned Media



### Landing Page



### GIPHY Stickers



### Events in London, Chicago and Orlando

