

BACKGROUND

Sanofi is a global life science company committed to improving access to healthcare and supporting the people we serve throughout the continuum of care. From prevention to treatment, Sanofi transforms scientific innovations into healthcare solutions, in human vaccine, rare diseases, multiple sclerosis, oncology, immunology, diabetes and cardiovascular and consumer healthcare. Sanofi Hungary is amongst the top 20 corporations with 4 sites around the country. More than 2000 people at Sanofi are dedicated to make a difference on patient's daily life. We at Sanofi whose legacy lies on our precious 100 year old Chinoin heritage, feel special interest not only to represent but also to act on social responsibility.

PROBLEM

All over the world like in Hungary public view on drug makers keeps getting worse. The ongoing controversy over the cost of drugs overshadows many of the advances made by the industry. This may also led to the fact that Sanofi is not an attractive workplace for 'young in mind' employees regardless of sex, race, creed, national origin or of any disability.

We at Sanofi are determined to change the attitude with the idea of **Empowering Social Equality campaign**.

BUSINESS OBJECTIVE

Be an innovative company via true innovative solutions which empowers **all** people life.

MARKETING OBJECTIVE

Our goal is to attract new open-minded and diversified candidates to Sanofi to join our community via creating a compelling **Empowering Social Equality** image.

COMMUNICATION OBJECTIVE

- 1) Build awareness of how conscious and socially responsible our company is where all human beings have a chance to shape future.
- 2) Build a strong and positive employer brand image and eliminate stereotypes against people with disabilities among both target groups.

TARGET GROUP

Our first priority target group is approx. 600k people who live with some kind of disabilities including physical or mental disability too.

Characteristics: Working age people, 18-65 men & women, ABCDE status
Enthusiastic, open minded, tolerate monotony. They have no stereotypes against others.

Second priority group is Hungarian working age people

This group includes Sanofi employers (2000 ppl) as well (who can be the flagships of integration of people with disabilities at Sanofi).

Characteristics: Working age people, 18-65 men & women, ABCDE status. Open minded, tolerant, patient.

INSIGHT

Me, as a disabled person wants to be a full member of a company (and the society as well), because I know that I am capable of doing my job persistently, with enthusiasm and I tolerate monotony but I am afraid of segregation and to be labelled as a not effective worker and member of the company and the society too.

MESSAGES

To develop the Empowering Social Equality campaign with inside & outside communication

Main message: Colorful minds can shape a meaningful future!

- Internal communication message: **Be proud of what we are!** Disability is not a disease but a condition; we are different as much as any other two people. People with disabilities can be effective work force of Sanofi, it is only needed to find the appropriate position and build the infrastructure.
- External communication message: **Join us to shape meaningful and colorful future together!** Sanofi is one the most social responsible companies in Hungary where everybody is considered equal no matter if they are disabled people.

Reason To Believe: As Sanofi is a big economic player, it has the power to build up the appropriate infrastructure and purchase the right work devices. Sanofi is in medical industry that meets these diseases and can create appropriate work conditions.

IDEA

EISEL - Empowering Innovative Social Equality Lab

Step 1: Extend our current Innovation Lab where we would like to attract external candidates and renew our lab as **Empowering Innovative Social Equality Labs** on each sites where every employees can join voluntary to, the key members are disabled people who have the real insight of diseases therefore contributing to the future innovations including workplace conditions, product development etc.

"Join us where colorful minds can meet."

Step 2: Announce ambassadors from labs to promote their innovative activities to external people. Organize school programs to educate social equality to the most open-minded social layer, students.

TASK

Create a recruitment campaign concept and key visuals (can be tailor-made for below mentioned channels) which contribute building awareness of Sanofi as an attractive workplace based on the idea. Use company cubes (logo, colors, typology).

Channels:

1. Recruitment:
 - Influencer marketing via disabled people
 - Event marketing (e.g. Job fairs, schools) where we can reach each target groups.
2. Build awareness:
 - Online (e.g. job sites, linkedin, social media)
 - OOH

MANDATORY

Tone of voice: credible, expert with real disabled people. Build on sensitization.

TIMING

Make 1 year campaign using the above mentioned channels and messages.

BUDGET

6.000.000 HUF + VAT (without media budget)

KPI

Gain 50 people in the first year with minimum 50% permanent disabled
Raise Sanofi awareness by 10%