

SANOFI HEALTH GUARDIANS



SANOFI GROUP RUSSIA

RUSSIA IS A KEY
AFFILIATE
FOR SANOFI GROUP

PRESENT IN RUSSIA
SINCE 1970.
LEADER OF THE MARKET¹



€800_{MLN}
SALES IN 2014²
↑
7%

EDUCATIONAL
AND SUPPORT PROGRAMS
FOR PATIENTS AND DOCTORS

45 YEARS
ON THE RUSSIAN MARKET.
MORE THAN 2000 EMPLOYEES³

45 YEARS

SANOFI 

(1) IMS, 2014 г. На рынке без вакцин и препаратов против редких заболеваний
(2) IMS, 2014 г., по курсу 1€=48 руб. Sanofi включает Sanofi, Zentiva, BMS, Джензайм
(3) Sanofi, Sanofi Pasteur, Zentiva, Мериал и Джензайм
Источник: Санофи

SANOFI IS A COMPANY FOCUSED ON PATIENTS' NEEDS



**ЖИЗНЬ ПОСЛЕ
ИНФАРКТА**



МЕДИКО-СОЦИАЛЬНАЯ ПРОГРАММА
ПОМОЩЬ СЕРДЦУ



РАК МОЛОЧНОЙ ЖЕЛЕЗЫ
**Сохраним
ЖИЗНЬ
маме!**

"I HAVE A SIMPLE TASTE. I AM
ALWAYS SATISFIED WITH THE BEST"

OSCAR WILDE

DATA FOR 2014
JANUARY-DECEMBER

31 835
APPLICATIONS

9 576
INTERVIEWS WITH HR-MANAGERS

4 404
SANOFI PROFILE TESTING

2 469
INTERVIEWS
WITH MANAGERS



HIRED

1

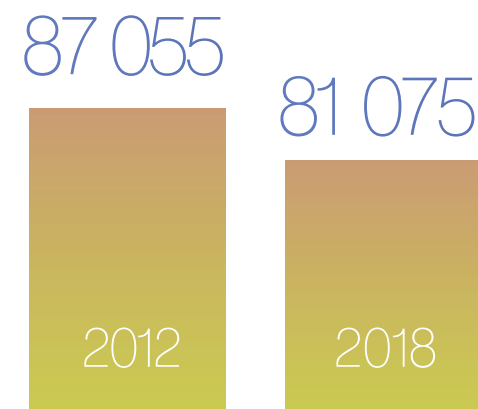
COMPETITION FOR VACANCY

13

SANOFI 

CANDIDATES MARKET ANALYSIS

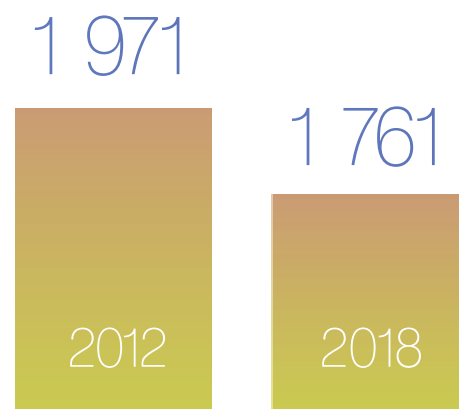
DEMOGRAPHIC HOLE
2012-2018



EMPLOYABLE
POPULATION
IN RUSSIA, K

-7%

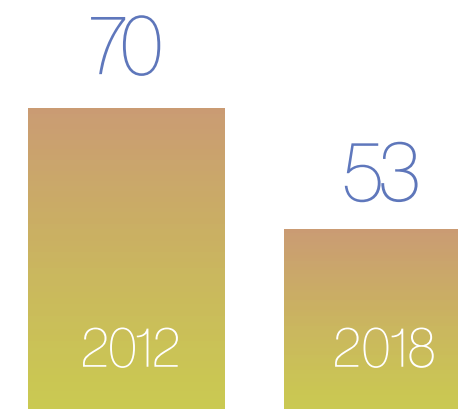
REDUCTION OF NUMBER
OF GRADUATES IN RUSSIA



NUMBER OF
GRADUATES
IN RUSSIA, K

-11%

INSUFFICIENT
COMPETENCY LEVEL
OF GRADUATES



% OF EMPLOYERS
CONSIDERED
COMPETENCY LEVEL
SUFFICIENT

-17%

BUSINESS CASE CHAMPIONSHIP

Начало
успешной карьеры —
в твоих руках



SANOFI HEALTH GUARDIANS

SANOFI HEALTH GUARDIANS:

GOALS

-  TO IMPROVE SANOFI EMPLOYER BRANDING AWARENESS
-  SANOFI CORPORATE AND SOCIAL MISSION AWARENESS
-  THE INTERNSHIP PROGRAM IMPLEMENTATION
-  TO INCREASE HIRING MANAGERS INVOLVEMENT,
COMMITMENT AND CANDIDATES' MARKET AWARENESS
-  BUDGET EFFECTIVENESS

BUSINESS CASE CHAMPIONSHIP

BUSINESS AND SOCIAL SECTION

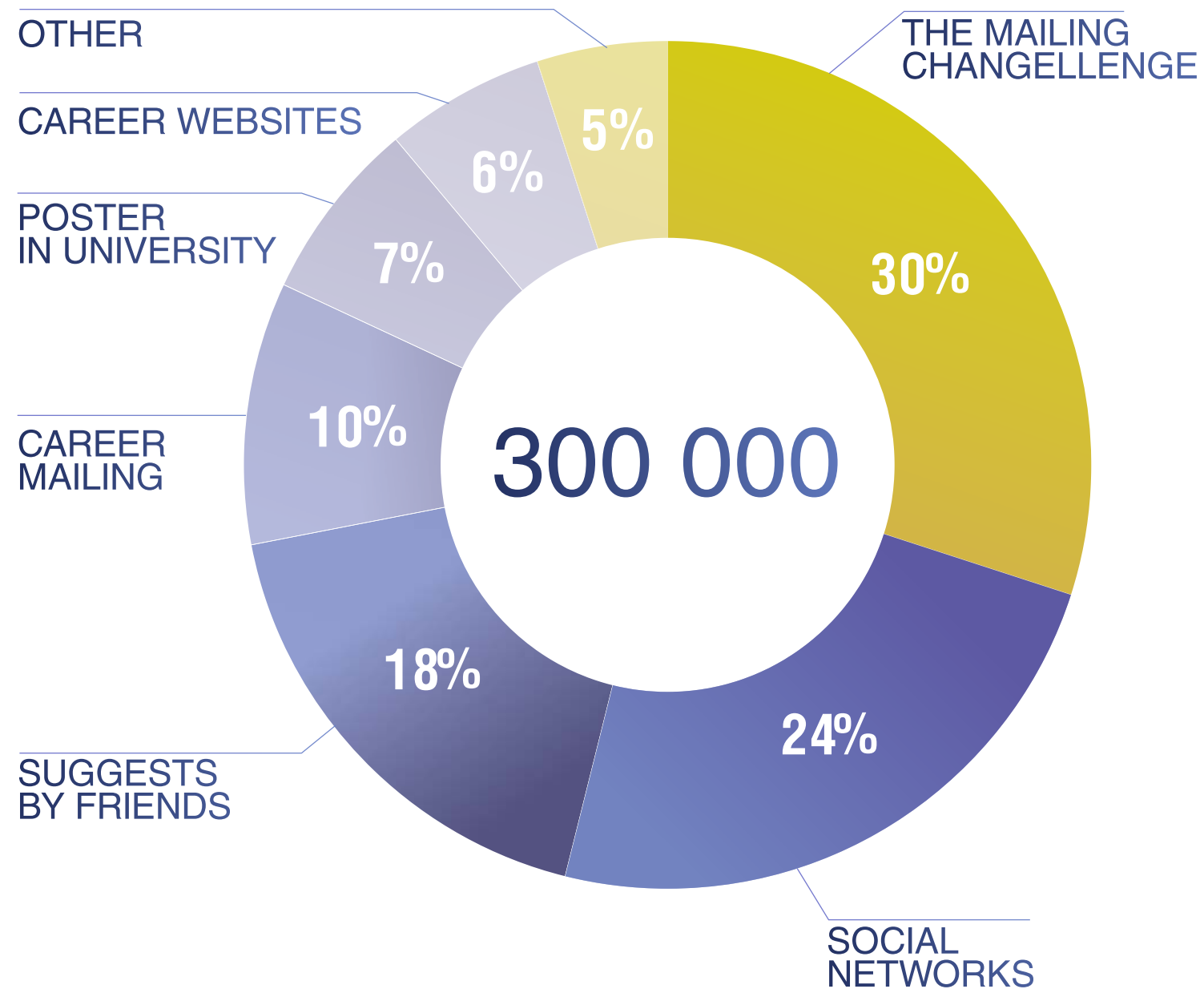
THE VOICE
OF THE PATIENT



QUALITY MEDICAL
TREATMENT



MARKETING CAMPAIGN



CHALLENGE



SOCIAL MARKETING



HSE{career}
JOB.RU

INFORMATION PARTNERS AND OTHERS



SUGGESTED BY FRIENDS



MARKETING IN UNIVERSITIES

PROJECT SCOPE



TEAMS FROM
32 CITIES



1388
PARTICIPANTS



60 UNIVERSITIES

TOP-5 UNIVERSITIES BY QUANTITY OF PARTICIPANTS

422 HSE
121 FINANCIAL UNIVERSITY
99 MSU
82 SPBSU
43 MSMU
15 REGIONAL MEDICAL
UNIVERSITIES OF RUSSIA



1060 PARTICIPANTS
OF BUSINESS
SECTIONS (76%)



328 PARTICIPANTS
OF SOCIAL SECTIONS
(24%)



96 PARTICIPANTS
ARE MEDICAL STUDENTS
(30%)

COVERAGE OF THE ADVERTISING COMPANY

300 000

COVERAGE OF THE ADVERTISING COMPANY
(REAL PEOPLE WHO HAVE SEEN THE INFORMATION
ABOUT THE CHAMPIONSHIP)

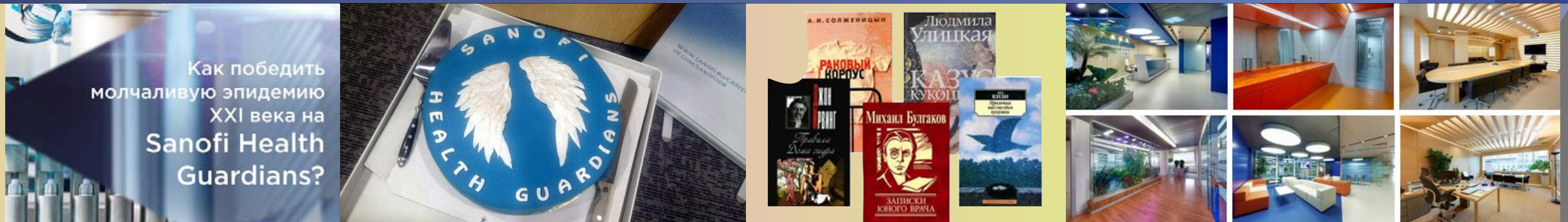
80

THE NUMBER OF PARTICIPANTS
OF SEMIFINAL TOURS

20
FINAL

VK SANOFI SOCIAL MEDIA

GROUP VKONTAKTE “CAREER IN SANOFI” [VK.COM/SANOFIJOB](https://vk.com/sanofijob)



UNIQUE GROUP
VISITORS
6 855



THE MAXIMUM
NUMBER OF VIEWS
OF GROUP PER DAY
1 630



FULL COVERAGE
OF THE GROUP
IN JANUARY
40 473



GROWTH
OF THE GROUP
**TWICE
MORE**

BRIGHT IDEAS

НОВЫЕ ТЕХНОЛОГИИ ИЗМЕНЯЮТ ОБРАЗ ЖИЗНИ ПАЦИЕНТА И СДЕЛАЮТ ЕГО СЕМЬЮ БОЛЕЕ ВОВЛЕЧЕННОЙ В ПРОЦЕСС ЛЕЧЕНИЯ

УМНАЯ ОДЕЖДА – ПРИМЕР ТОГО, КАК МОЖНО ТРАНСФОРМИРОВАТЬ ИНФОРМАЦИЮ И ДЕЛАТЬ ЕЕ ПОНЯТНОЙ ДЛЯ ПАЦИЕНТОВ

МНЕАЛТН-ПРИЛОЖЕНИЯ
(МОБИЛЬНОЕ ЗДРАВООХРАНЕНИЕ)



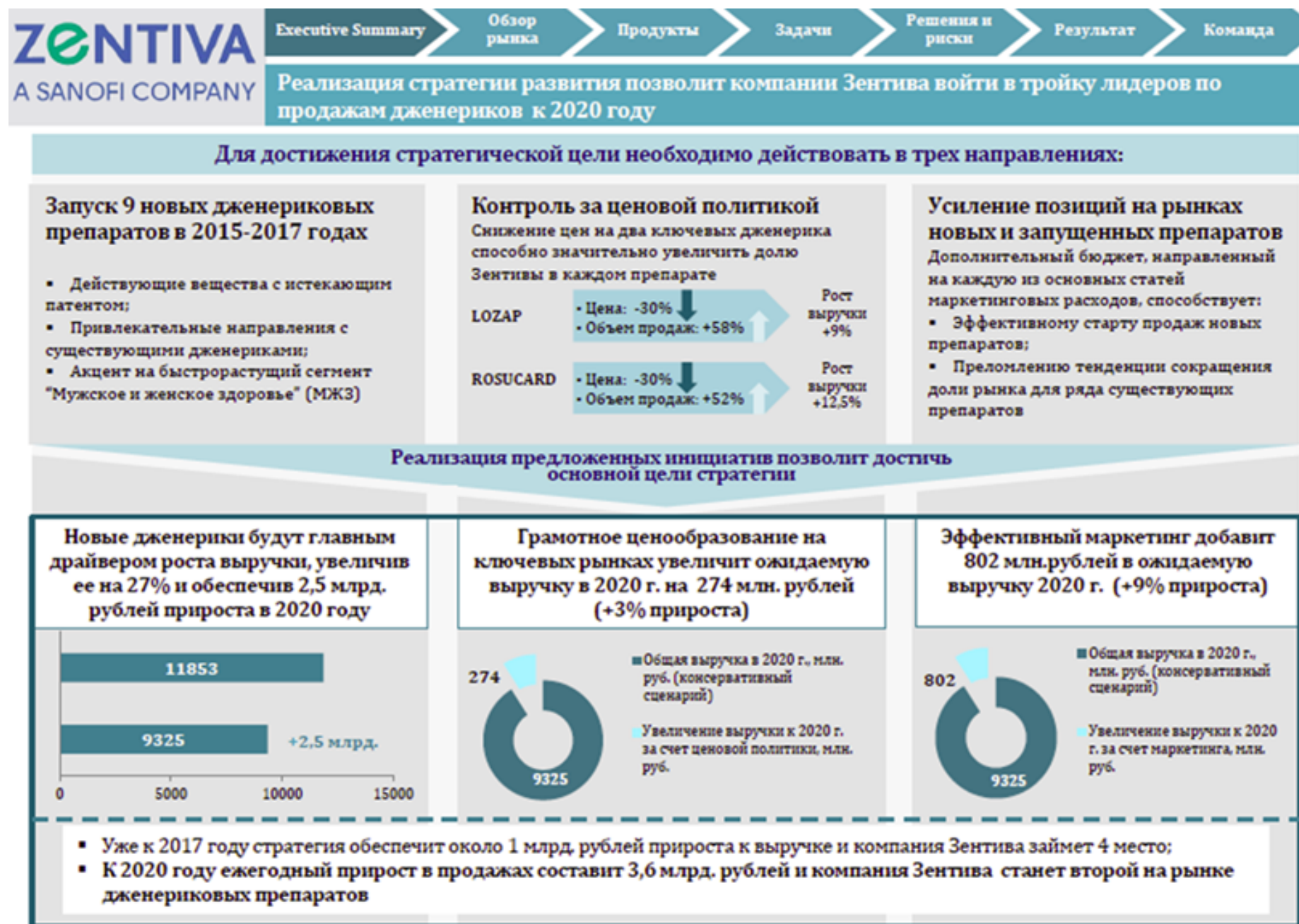
THE NEW TECHNOLOGY IS AIMED TO IMPROVE DIABETES PATIENTS LIFE QUALITY

BRIGHT IDEAS

Инициативы для изменения образа жизни пациентов помогут диабетикам как в развитых городах, так и в сельской местности



BRIGHT IDEAS



THE PARTICIPANTS PROPOSED A NUMBER OF NEW GENERICS ETHINYLESTRADIOL + DIENOGEST, GESTODENE + ETHINYLESTRADIOL

SYNERGY: BUSINESS AND STUDENTS



RESULTS

TO IMPROVE SANOFI EMPLOYER BRANDING AWARENESS



COVERAGE OF THE ADVERTISING CAMPAIGN — 300,000 PEOPLE



6,850 PEOPLE ATTENDED THE GROUP VKONTAKTE DURING THE CAMPAIGN



9,000 UNIQUE PAGE VIEWS OF CHAMPIONSHIP



30% OF PARTICIPANTS OF THE CHAMPIONSHIP ARE FROM MEDICAL UNIVERSITIES



60 UNIVERSITIES

RESULTS

SANOFI CORPORATE AND SOCIAL MISSION AWARENESS



328 PARTICIPANTS (24% OF ALL) HAVE SOLVED A TASK OF SOCIAL SECTION



96 PARTICIPANTS ARE MEDICAL STUDENTS (30%)

RESULTS

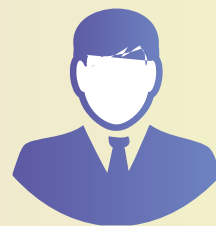
THE INTERNSHIP PROGRAM IMPLEMENTATION



24 INTERNS ARE ON BOARD

THE CANDIDATES DATABASE FOR FUTURE INTERNSHIP PROGRAM 2015 WAVES IS FORMED

TO INCREASE HIRING MANAGERS INVOLVEMENT,
COMMITMENT AND CANDIDATES' MARKET AWARENESS



HIGH QUALITY
OF CANDIDATES

THE AVERAGE SCORE OF THE PARTICIPANTS

72.6% WORK WITH FIGURES

59.3% WORK WITH TEXT

A young man with dark hair and a light beard, wearing a white dress shirt and a dark tie, is shown from the chest up. He has large, white, feathered angel wings attached to his back. He is looking out of a window with vertical blinds, his hands clasped in front of him. The scene is bathed in soft, natural light. A large, semi-transparent blue geometric shape, consisting of several overlapping triangles, is positioned in the foreground, partially obscuring the man and the text.

THANK
YOU!