

Havas People Transforms Sanofi's Employer Brand

Achieving 141% Increase in Career Page Traffic



Impact on Business

Through close collaboration with Havas People, Sanofi was able to drive meaningful engagement by increasing traffic to **Sanofi's website** and job application pages by **141%**, fostering stronger connections.

Sanofi

The Client

Sanofi, headquartered in France, is an innovative healthcare company that operates across 100 countries and consists of more than 80,000 employees. The company specializes in discovering, developing, and delivering medicines and vaccines for millions of people around the world.

HAVAS People

The Agency

Havas People, headquartered in London and New York, is a global leader in employer branding, talent acquisition, and internal communications. The organization is a specialized division of the Havas Group (one of the world's largest advertising and communications networks), which operates in over 100 countries and has 20,000 employees worldwide.

StackAdapt

The Marketing Solution

StackAdapt is a multi-channel advertising platform used by thousands of brands and agencies. The data-driven platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

At a Glance

The Challenge

Sanofi faced low employer brand recognition in a competitive job market, where traditional job postings couldn't attract top talent, requiring a bold strategy to elevate their brand and effectively reach candidates.

The Strategy

Havas People executed a multi-channel campaign to enhance brand awareness and attract top-tier talent, leveraging StackAdapt's precision targeting and data-driven insights to optimize media spend and drive measurable results.

Campaign Highlights



141%

increase in traffic to Sanofi's career page.



14%

uplift in brand awareness, as measured by StackAdapt's Brand Lift Study.



StackAdapt's platform made it easy for us to target the right candidates across multiple channels, ensuring Sanofi's ads reached the most relevant prospects at scale.



+3.4K

new visitors to Sanofi's job page each month during the campaign.



6.5%

increase in CTR when users completed a video or CTV ad before seeing a display ad.



21%

increase in CTR when users completed an audio ad before seeing a display or native ad.

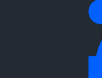
Channels Used



CTV



Audio



DOOH



Video

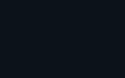


Native

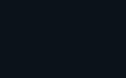


Display

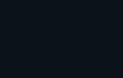
Advertising Solutions Used



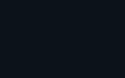
Browsing Audiences



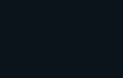
Multi-Channel



Creative Studio



Brand Lift Study



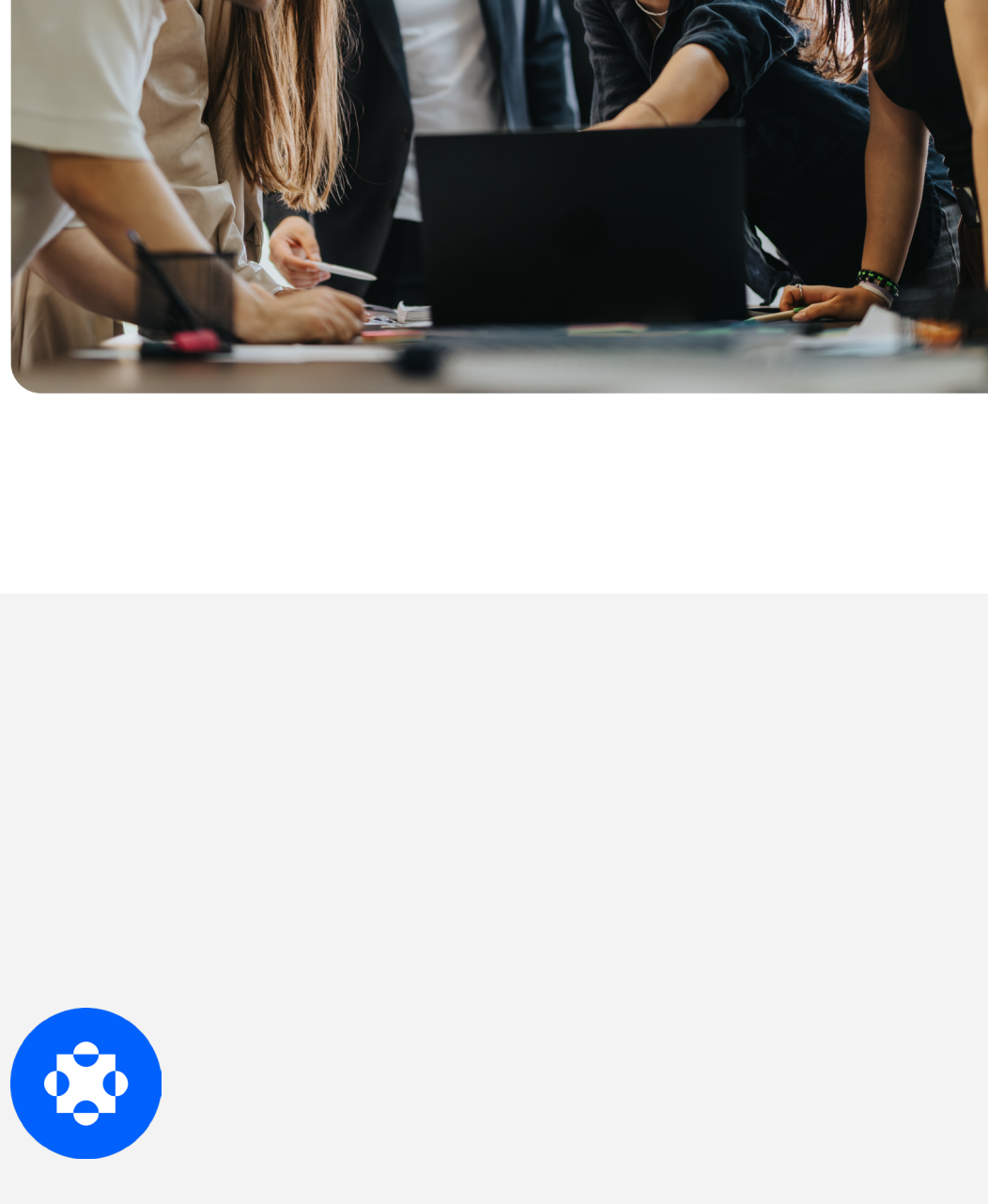
ABM Targeting

Challenge

Nurturing Sanofi's Employer Brand Among Top Talent

Sanofi needed to stand out in a competitive job market where attracting top talent required more than traditional job postings. With low employer brand recognition, they struggled to connect with the right candidates.

To overcome this, Sanofi partnered with Havas People to develop a bold strategy that would elevate their brand and ensure they reached the right talent.



Strategy

Boosting Awareness for Sanofi's Employer Brand

Havas People recognized the need to amplify Sanofi's brand awareness while targeting the most qualified candidates at scale. Their goal was to create a comprehensive marketing plan that would ensure precise targeting, effectively reach the right prospects, and drive online applications.

Their solution? A multi-channel campaign blending creative storytelling, data-driven targeting, and advanced measurement to maximize every media dollar.

Prescribing a Advertising Solution for Precision

To execute the strategy with precision, Havas People partnered with StackAdapt, leveraging their advertising expertise and advanced targeting capabilities. Together, they utilized diverse ad formats and creatives across multiple Advertising channels to drive awareness and engagement at scale.



StackAdapt's platform made it easy for us to target the right candidates across multiple channels, ensuring Sanofi's ads reached the most relevant prospects at scale. Their Creative Studio team was also a huge asset—helping us create eye-catching, consistent ad assets in-house, which really streamlined our efficiency. With the ability to measure and track results, the mid-flight Brand Lift Study provided valuable insights, allowing us to optimize the campaign in real time, boosting brand recall, and driving measurable impact.

—Shannon Van Pelt, Communication Strategist, Havas People

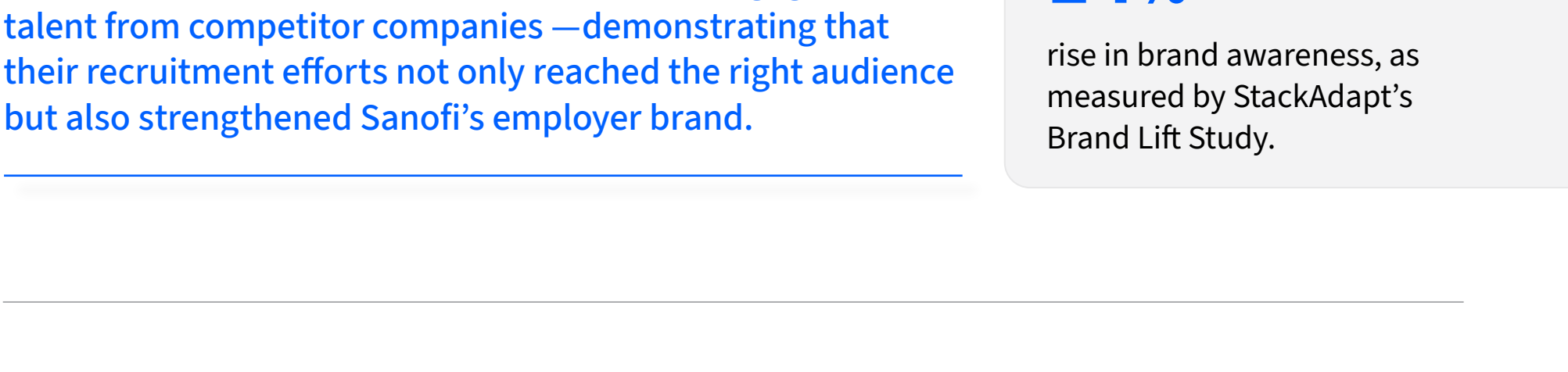
Executing the Campaign

01 Account-Based Marketing (ABM) to Attract Top Talent at Scale

Havas People utilized StackAdapt's in-platform ABM capabilities to target Sanofi's ideal candidate pool—talented professionals from competitor companies or those in roles aligned with Sanofi's job requirements.

By uploading a targeted account list into **StackAdapt's ABM Targeting and Measurement tool**, they were able to forecast reach, track campaign performance, and gain actionable insights, ensuring transparency throughout the process. To further refine targeting, Havas People leveraged StackAdapt's 3rd-party data partnerships and layered on custom **Browsing Audiences**.

This allowed them to identify individuals actively searching for key terms like 'engineer' and roles relevant to Sanofi's openings, ensuring that only the most qualified candidates saw the recruitment ads.



With this approach, Havas People effectively engaged top talent from competitor companies—demonstrating that their recruitment efforts not only reached the right audience but also strengthened Sanofi's employer brand.

14%

rise in brand awareness, as measured by StackAdapt's Brand Lift Study.

02 Multi-Channel Media Engagement for Maximum Impact

With the right audiences identified, Havas People ensured Sanofi's recruitment ads were delivered in the most engaging formats to convert potential job seekers into applicants.

Partnering with StackAdapt as the marketing solution, the campaign was job-relatedly executed across multiple channels. By leveraging dynamic and targeted display, CTV, and video content, StackAdapt made sure the ads resonated with the most engaged job seekers in the formats they preferred.

Channels Used



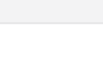
CTV



Audio



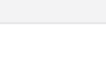
DOOH



Video



Native



Display

This multi-channel strategy ensured broad coverage while maintaining precision, ensuring Sanofi's message connected with the right candidates.

9,000+

clicks leading to greater brand visibility and strong interest from top talent.

3.4K

new visitors to Sanofi's career page each month throughout the campaign.

03 Crafting Custom Display Ads and Repurposing Video for CTV

To keep the campaign engaging, Havas People partnered with **StackAdapt's Creative Studio** to develop dynamic and impactful ad assets that stood out in a crowded market. StackAdapt's Creative Studio leveraged their expertise to craft visually compelling display, CTV, and video content, ensuring alignment with Sanofi's brand messaging.

To maintain momentum, the team also repurposed Sanofi's video content into CTV creatives and refreshed the ads mid-campaign to keep them engaging.

This final layer of creative optimization ensured that high-interest prospects weren't lost in the hiring funnel, effectively converting engaged users into quality applicants.

141%

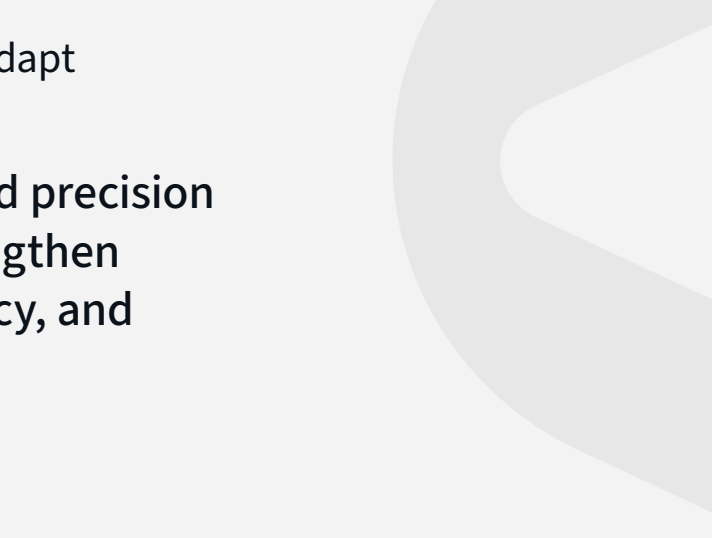
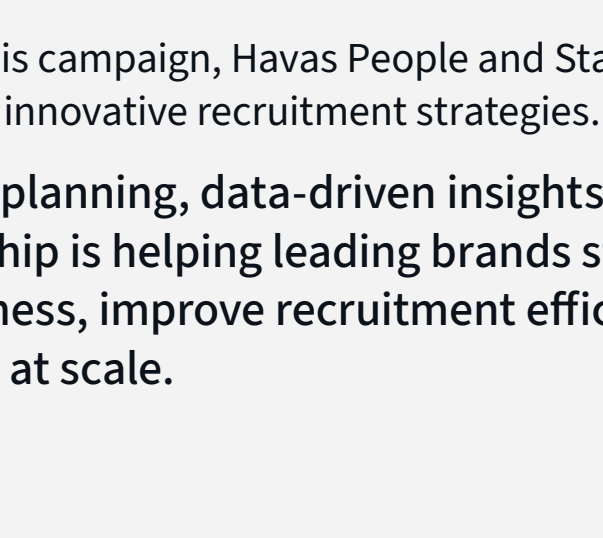
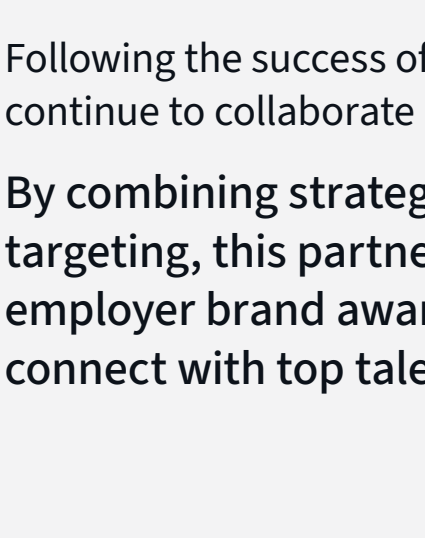
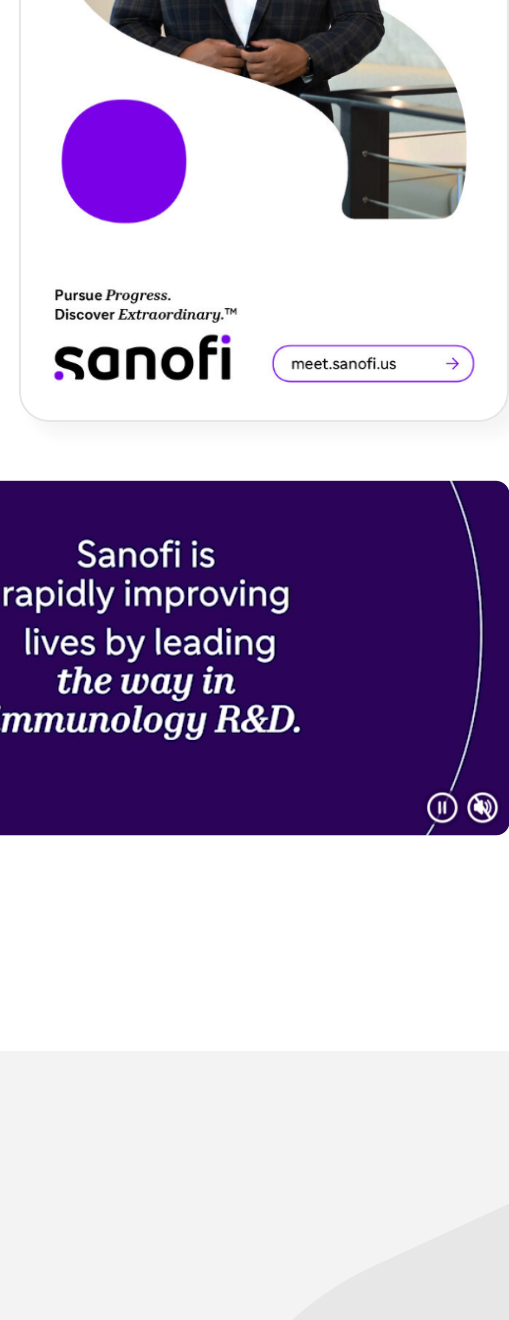
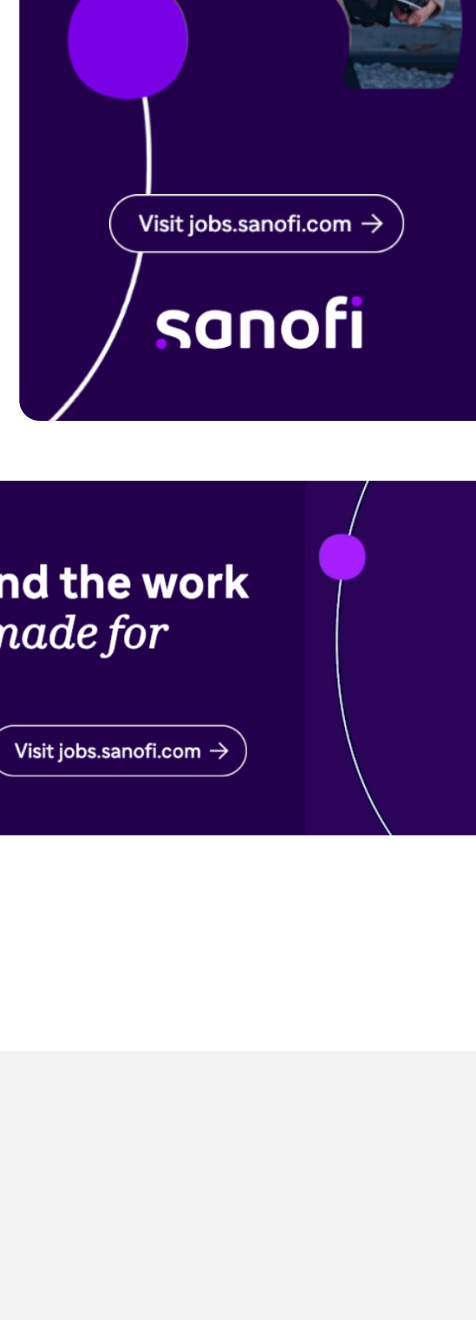
increase in traffic to Sanofi's career page.

40%

of total impressions came from display ads.

99%

completion rate for CTV ads.



Looking Ahead

Following the success of this campaign, Havas People and StackAdapt continue to collaborate on innovative recruitment strategies.

By combining strategic planning, data-driven insights, and precision targeting, this partnership is helping leading brands strengthen employer brand awareness, improve recruitment efficiency, and connect with top talent at scale.