

## Hopscotch Europe Scoops Top Prize for LinkedIn at SABRE Awards

*Sanofi campaign recognised as a leader in its field at EMEA PR awards ceremony*

**DUBLIN 3<sup>rd</sup> June 2016** – Hopscotch Europe is delighted to announce that we won our first SABRE Award at the 2016 EMEA awards ceremony last week!



The SABRE Awards, hosted by the Holmes Report, recognise excellence in the PR industry and our digital team scooped an In2 SABRE Award, which is awarded in recognition of innovation and insight for digital content creation.

Winning in the category 'Best Use of LinkedIn', the award is the result of our work for the employer brand of global pharmaceutical giant Sanofi, the fifth largest pharmaceutical company in the world. Always centring on innovation, we launched two online milestone campaigns with the aim of promoting Sanofi as an excellent employer and thus attracting top talent. In addition to this, we also managed their LinkedIn corporate page.

Our first campaign centred on creating a select discussion group to cultivate top talent, which discussed themes ranging from E-Reputations, Open Innovation and eHealth. As the group grew to nearly 1,000 members, so too did the needs of our audience, and we began to conduct interviews with high-achieving members of the group.

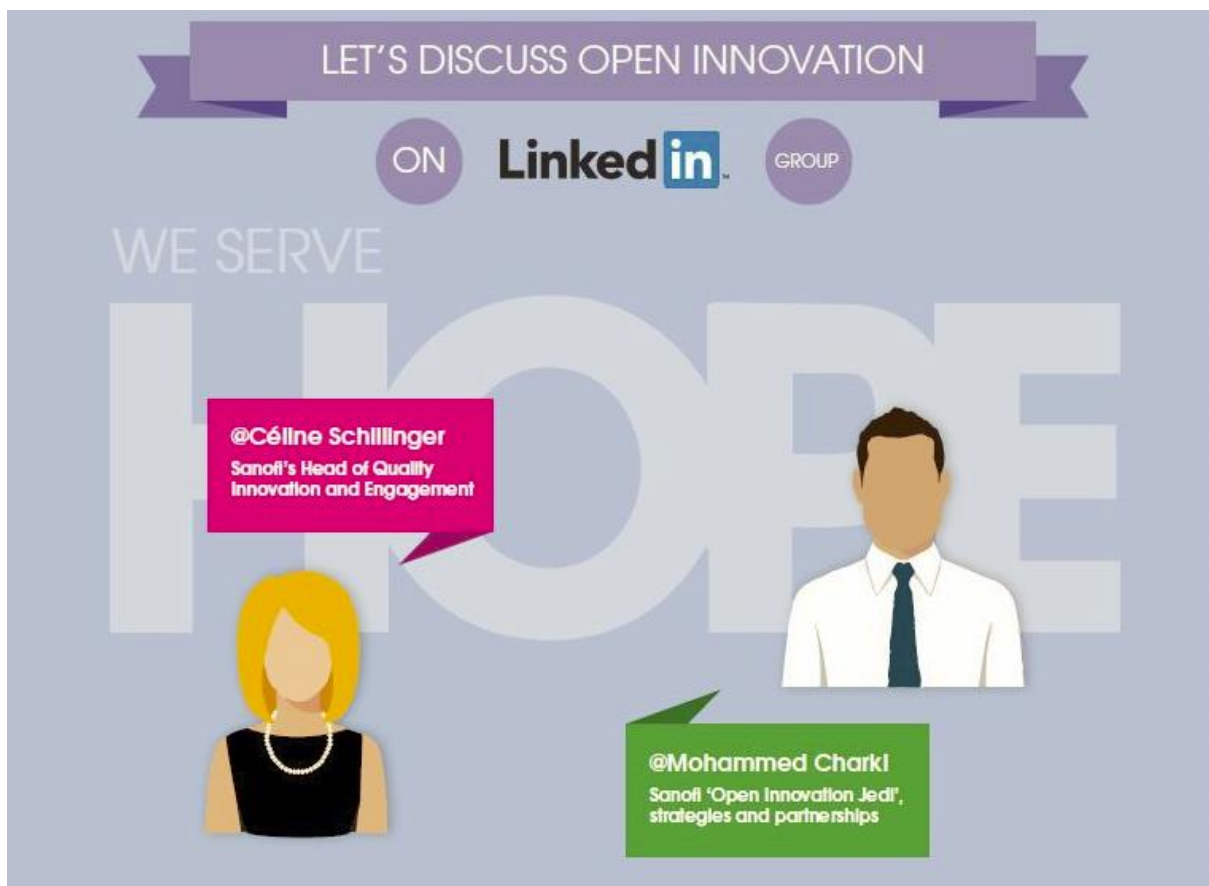
This group soon became an outlet for Sanofi employees to celebrate the successes of their colleagues, thus further promoting them as key employer brand to non-Sanofi members of the group.

Our second campaign focussed on the creation of original content for their LinkedIn corporate page. Celebrating the page's followers, we ran a series of campaigns focussing on their demographics.

This series proved to be a huge success, gaining the most engagement out of all other content throughout the year.

Not only did these two campaigns generate high rates of engagement, but 15% of Sanofi's global recruits in 2015 came from LinkedIn, significantly more than in previous years.

We would like to take this time to thank and congratulate our digital team for their hard-work and dedication in achieving this result, and we are delighted to continue our collaboration with Sanofi into the future.



### About Hopscotch Europe

Hopscotch Europe is the European hub of Global Top 30 communication group Hopscotch Global PR Group (previously Public Système Hopscotch, see [www.hopscotchgroupe.com](http://www.hopscotchgroupe.com)).

From its central base in Dublin, Ireland, teams of multi-cultural consultants design and implement faster, simpler and smarter Media, Digital and Social PR campaigns across Europe serving a very diverse client portfolio, from global consumer brands (AccorHotels, BRF, Dole Foods, ESPN) to industry leaders (GE Energy, Vinci Energies, Alcan EP, Mondi AG), institutions and NGOs (Conservation International, Ivory Coast Presidency, Agence Française de Développement) and fast growing technology and digital economy players such as Spire, DxO, SOL Republic, Yelp and JetSmarter. For further information, see [www.hopscotch.eu](http://www.hopscotch.eu)