



Press Release

For Immediate Release

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SANOFI, HAVAS MEDIA NETWORK, AND INSTEP HEALTH WIN THE ESTEEMED 2023 PM360 GOLD TRAILBLAZER AWARD FOR THE 2022 *FLUZONE HD* NAVIGATOR DTC CAMPAIGN.

New York, NY, October 13th, 2023 — *PM360*, a leading trade magazine for marketing decision-makers in the pharmaceutical, biotech, medical device, and diagnostics industries, has named the 2022 *Fluzone HD* Navigator Ad Campaign from Sanofi, Havas Media Network with help from McCann Health, and InStep Health as the Direct-to-Consumer Trailblazer Awards 2023 Gold winner.

In recent years, consumers have overwhelmingly preferred to receive flu vaccinations in a pharmacy. Sanofi was interested in media activations to help seniors locate a pharmacy for *Fluzone HD*. The brand felt that informing consumers of nearby *Fluzone HD*-stocked pharmacies could improve their likelihood of vaccinating with the brand and expand market share in regions historically favorable to competitive vaccine products.

InStep Health's Digital Navigator banner ads were an integral solution. An interactive utility in the banner encouraged viewers to visit local pharmacies—specifically those likely to stock *Fluzone HD*. They targeted consumers 65 years and older who had received a competing flu shot within the past three years.

The campaign ran during flu season in over 450 zip codes spanning 15 states. The geographic regions were chosen based on their density of medical claims for at least one variety of differentiated flu shots in the prior three years. InStep Health Navigator Ads delivered a streamlined consumer experience that condensed the steps to locate essential information. As a result, ad engagement was 20% higher than a standard HTML banner. “The huge test-vs-

control lift we saw in getting people to follow through on flu vaccination because of the Navigator Ad was very real. This award also celebrates the raison d'être behind our Navigator ads – that healthcare is difficult to navigate, and patients need easy-to-use digital tools that help them make informed choices. It worked spectacularly for vaccines, and it will work in many other clinical areas”, says Dan Wilmer, InStep Health’s Chief Product Officer.

“InStep Health is uniquely positioned in the marketplace to deliver on our retail goals, and they developed a customized solution for Sanofi Flu initiatives to help consumers find our vaccines. We look forward to partnering with them in the future as the retail space becomes a more important vaccination destination”, says Peter Zenobi, Director, Influenza Consumer Marketing at Sanofi.

Since 2009, the *PM360* Trailblazer Awards have recognized outstanding achievement and innovation in healthcare marketing. The PM360 Editorial Advisory Board, a distinguished cross-section of industry experts, judges the nominations each year. Initiatives are selected in 18 distinct categories. Silver and Gold winners were selected in each category for their ability to stand out in the complex, ever-changing healthcare environment. They were judged on content, format, success in reaching the targeted audience, and overall quality.

“At the start of the award submission process, we challenged potential candidates to show us how they imagined a better way to communicate and engage with HCPs, patients, caregivers, payers, and any other healthcare stakeholders over the past year,” says Anna Stashower, CEO and Publisher of *PM360*. “The 36 winners within our Initiative categories truly surpassed our highest expectations and demonstrated how empathy, innovation, and a little imagination can result in powerful and difference-making campaigns and programs.”

In total, 73 winners were named across eight categories: Companies of the Year, CEOs of the Year, Products of the Year, Marketer of the Year, Marketing Team of the Year, Lifetime Achievement, Brand Champions, and Initiatives. The winners were honored during a gala on October 3, 2023, held at Gotham Hall in New York City. The winners will be featured in the November issue of *PM360* and on www.pm360online.com.

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About *PM360*

PM360 is the premier, must-read magazine for marketing decision-makers in the pharmaceutical, biotech, diagnostics, and medical device industries. Published monthly, *PM360* is the only journal focusing on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal’s targeted and insightful editorial focuses on issues that directly impact critical decision-making, including the planning and implementation of cutting-edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the “360” in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy

and productive marketing professionals to stay at the top of their game.