



Joint Winners: Hall & Partners & Sanofi Genzyme Partnership: The story of our success



Stuart Cooper, Adelphi with winners, Julie Veyrard, BioMérieux, Marie Bennett, Hall & Partners and Philippe Thiery, Sanofi Genzyme

Marie Bennett, Hall & Partners: During the EphMRA Conference last year, we heard the announcement for the new awards & the great opportunity it represents for work to be recognised within the industry. The Excellence in Collaboration award was ideal given our successful partnership over the years.

Excellence in Collaboration is all about trust, and people behaviours. Our partnership has allowed us to explore new ways for agencies and clients to work together, delivering efficiencies as well as inventive solutions to better address business questions.

We have been able to go beyond the expectations for a MR agency/client collaboration.

Furthermore, it is this kind of collaboration that has reinforced the role and importance of Global MR with Sanofi Genzyme – a presence amongst the brand teams and senior management, perceived as a trusted advisor.

Ultimately, the customer insights and messages are reaching the right people – the brand teams and senior management – and guiding critical decision-making. But what really makes it special is the long-term commitment.

We 'met' in 2011, upon the creation of the MS franchise.

With two brands to launch, at the same time and within the same therapeutic area, we were embarking on uncharted territory... this had never been done before within the Pharma Industry!

An opportunity therefore existed to build a strong relationship, and the shared expertise over the years has led to market research really being a core and valued component of Global Brand Planning and Performance. It has been recognised as a best practice at Sanofi.

We are honoured and proud to win this award; we were up against some tough competition, so it's great to have the recognition that our style of collaboration is well received, and continually heading in the right direction.

If you're thinking of making a submission next year, go for it! Everyone should have the opportunity for their work to be recognised. In addition, these awards help us constantly improve and challenge the way the industry operates - so the stiffer the competition, the higher the standards of the work, resulting in better outputs - a win-win.