

Turning DE&I into an Accountable Media Metric

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Executive Summary

For businesses that are striving to create diverse and equal organisations, data and analytics can provide many answers. In an industry-first collaboration, healthcare provider Sanofi partnered with MediaSense to carry out an end-to-end audit of their DE&I media buys.

PREPARED BY:



MediaSense[®]

PREPARED FOR:
ISBA Members

The aim was to develop a framework to measure success from a DE&I perspective, and in doing so, empower Sanofi to not only make the right decisions as an employer, but also as an advertiser. A benchmark would also be developed to measure performance moving forward.

While the virtues of a strong DE&I programme have been long understood (a happier workforce, a loyal customer base, more varied and innovative thinking, to name but a few), understanding how it balances in media terms with business growth and sales targets has been harder to quantify.

This project sought to change that and turn DE&I into an accountable media metric.

Here are some of the key considerations from the project...

Project Overview & Considerations

01 What does DE&I mean to you?

Sanofi started this project by working out what both DE&I and DE&I measurement 'looked like to the business'. They developed a number of pillars - some encompassed their internal structuring, for example, employee diversity and how they recruit. Others considered their external projects - who are their advertisements aimed at, and who created them? Also, what domains are they using and are Sanofi, as a healthcare company, reaching the vulnerable communities that they want to?

Taking that time for introspection, and honestly assessing their current DE&I status, gave Sanofi the basis on which to plan their future DE&I media strategy.

02 Data rules

Data can provide truth, a level playing field, and an irrefutable measure to guide DE&I conversations. Through an exclusive partnership with Legacy Media, MediaSense has access to global ESG census data for the entire media industry. Dan Brown, our Director & Digital Practice Leader says: "Data access is critical in order to ensure the accuracy of DE&I calculations. This was a pilot project, and it was very much a deep dive, but going forward it has meant we have the framework to track DE&I performance against targets."

03 Build a scalable, cross-market framework

"We needed a way to score all of Sanofi's partners and publishers, and all the different components of their supply chain," adds Dan. By building a data-led framework and testing it across a range of markets (six currently in this project), MediaSense was able to quantify the different DE&I approaches across each market and recognise opportunities for improvements.

04 Look at your supply chain

The vast majority (95%) of Sanofi's media interactions are external, according to Prasad Ghag, Global Head of Media, Digital & Strategic Planning at Sanofi. A holistic approach to DE&I required Sanofi to evaluate every phase of their supply chain. In terms of advertising, that's everyone from the tech partners to planners, publishers, media owners and the domains.

"We realised that this whole principle that we had designed in terms of DE&I meant that we also wanted our partners to be on the same page and we wanted to measure their ability to maintain diversity," adds Prasad.

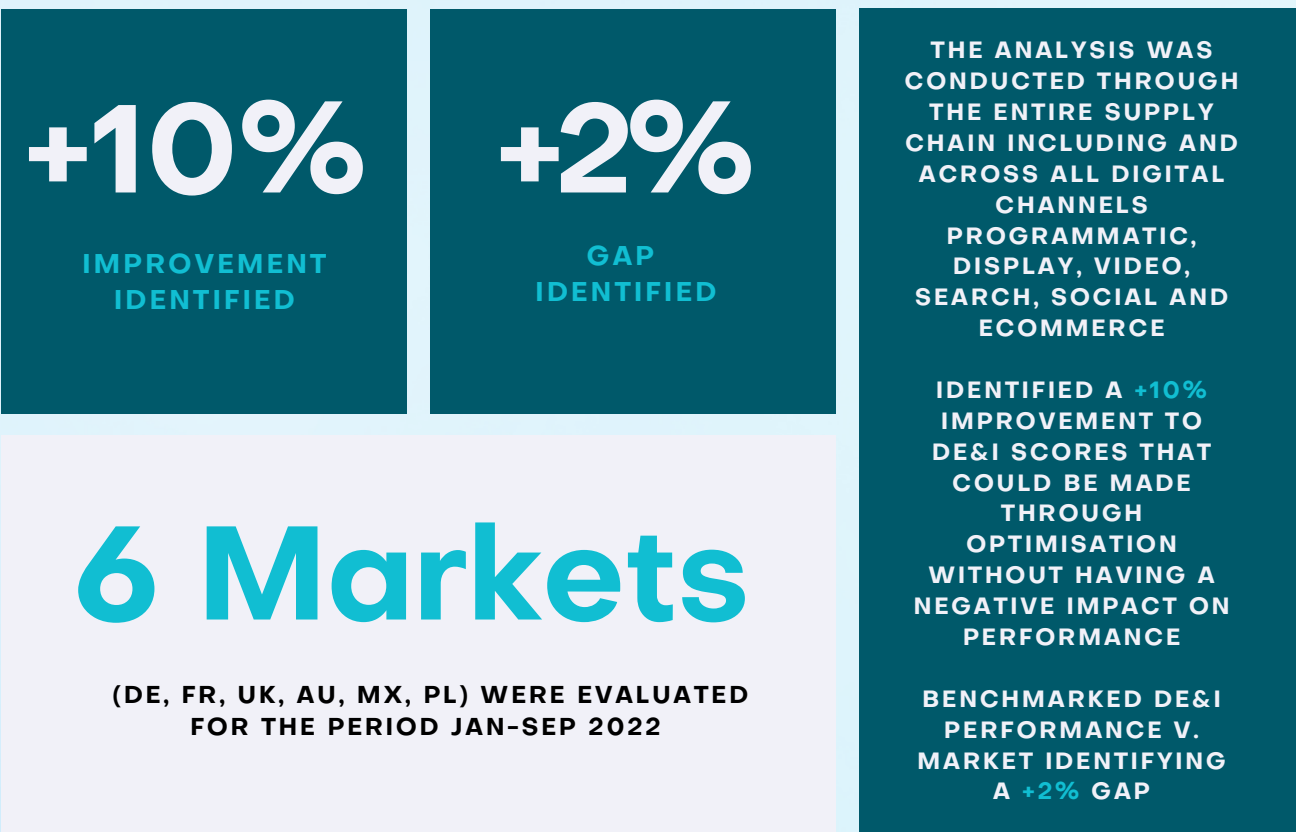
05 Share data, set targets

Then come the conversations. Any supplier that was shown to fall below the benchmarked DE&I standards was told, and the scoring process was explained. Setting joint targets can help partners to understand and respect different company values.

06 Keep looking, keep measuring

While the framework is now built, the work continues as Sanofi take their learnings and inject them into campaigns. By combining DE&I scores with their ongoing market success and business growth, Sanofi and MediaSense can measure a previously intangible data point and Sanofi can select DE&I media buys that can return measurable success.

In Numbers...



Thank you.



MediaSense®

Thank you for taking the time to read these insights. If you have any questions or would like to discuss the project and its measurement process further, please don't hesitate to reach out to us.

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▶ [Watch MediaSense & Sanofi presentation](#)

