

Hoorah Digital adds Antistax, Viral Choice to Sanofi portfolio

Sanofi has appointed Hoorah Digital as the digital agency for its Antistax and Viral Choice brands.

The agency was first appointed by Sanofi in 2018 to work on the Essentiale brand. Hoorah will now extend its expertise in brand strategy development, creative design, website management, social media management and e-commerce to the Antistax and Viral Choice brands.

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