

Tin Can extends healthcare client portfolio with three wins from Sanofi

Tin Can PR has won three major pieces of PR business from Sanofi. Tin Can has been awarded Sanofi's corporate PR for South Africa and the PR for its Consumer Health Division. In addition, the company's PharmaChoice Nutraceutical Division has renewed Tin Can's contract for the fifth year running.

The agency will be responsible for profiling Sanofi's TB, diabetes and pediatric initiatives, among others and the consumer and trade PR for product launches and brand profiling for Sanofi's Consumer Health Division's Essentiale, Maalox and IcyHot brands.

Tin Can will also profile PharmaChoice's five major brands including market leading ViralChoice and HeartChoice brands.

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