



## PRESS RELEASE

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### **TF1 group internal communications wins a “Stratégies” magazine 2017 Corporate Communication Grand Prix award**

On 13 September, the TF1 group’s Internal Communications division won the Bronze “Stratégies” award in the Corporate Communications/Internal Communications category.

“Stratégies” magazine awarded this distinction in recognition of the dynamic and coherent ecosystem deployed by the Internal Communications division around the “*Vous faites TF1*” (“You make TF1”) employer brand, which aims to support corporate strategy, foster pride in belonging to the Group, and highlight the importance of what our people do.

To support the brand, the Group upgraded existing vectors of communication (such as the intranet and internal channels) and developed new ones (including a mobile app, a newsletter and exhibition spaces). The overall aim: to share with all our people, across all media (from TV screens and smartphones, to PCs and exhibitions in the TF1 headquarters building), information about how the Group is developing. Every day, 80% of our employees log on to the intranet, to which over 150 items of content are added each month in the form of articles, photos, videos and blog posts focusing on what our people do and the latest news from the Group.

Fanny Chèze, head of internal communications, says: “*For us, ‘Vous Faites TF1’ is a key vector for sharing the values of the TF1 group and fostering team spirit. We are delighted to receive this Grand Prix award from “Stratégies”, which underlines the important role played by internal communications platforms in leading and framing the debate, and building staff loyalty*”.

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