

Pfizer

Pfizer

Scope of work:

- Product Positioning
- Campaigns
- Events
- Collaterals
- TVCs
- Public Relations
- Facebook Management

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Case Study:

Pfizer Prevenar 13

- Public Awareness Campaign 2012
 - + Public Relations
 - + Press Conference
 - + Vaccination Drive

Prevenar 13

- Prevenar 13 Guerilla “Bug Off!” Campaign
- Bug Off! Fight against the deadly pneumococcal bug. Armed with banners, protest boards, headbands and flyers, protesters rallied for supporters as they took the streets of Orchard Road as well as the train service between Somerset and Orchard. The agency was tasked with event conceptualization, design and management as well as public relations.
- This was part of a year-long campaign for Prevenar13 to promote awareness of pneumococcal disease as well as to launch the Adult indication of the vaccine.

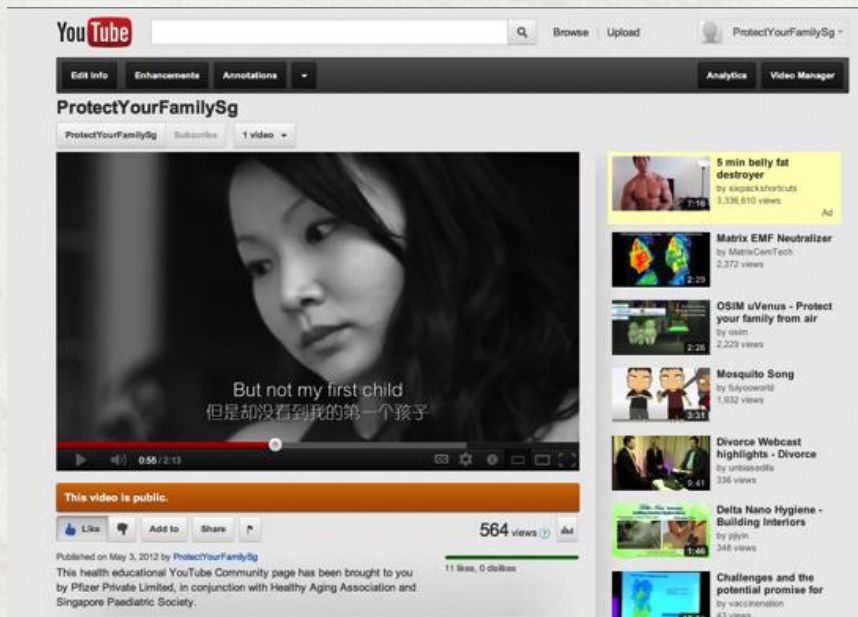
Video: www.youtube.com/watch?v=OF_rHZXoFlo

Disease Awareness Video

Disease Awareness

Video

- Went viral on Facebook
- Screened at Hospitals and Polyclinics islandwide



The image shows a screenshot of a YouTube video player. The video is titled "But not my first child" with the subtitle "但是却没看到我的第一个孩子". The video is published on May 3, 2012, by ProtectYourFamilySg. The video has 564 views and 11 likes. The video player interface includes a search bar, navigation buttons (Browse, Upload), and a channel name "ProtectYourFamilySg". The video player also shows a progress bar and a "This video is public." notification. To the right of the video player, there is a list of recommended videos, including "5 min belly fat destroyer", "Matrix EMF Neutralizer", "OSIM vVenus - Protect your family from air", "Mosquito Song", "Divorce Webcast highlights - Dvorce", "Delta Nano Hygiene - Building Interiors", and "Challenges and the potential promise for".

Link to Disease Awareness

Video <http://www.youtube.com/watch?v=BhpYXruonkg>

Disease Awareness

Video

Partial Transcript

She was always there for me.

My first steps.

My first failure.

My first violin recital.

My first heartbreak.

My first puppy.

My first love.

My first house.

But not my first child.

My mom passed away a month before I delivered.

She had Pneumonia.

It could have been prevented. So now I protect the ones I love.

My Dad

My Child.

Guerrilla Campaign



Link to Guerrilla Event Video:

http://www.youtube.com/watch?v=OF_rHZXoFlo

Pfizer - SMU Inspirar Vaccination Drive

Prevenar 13

Prevenar 13 - SMU Vaccination Drive

Caring for the Community. In partnership with SMU, there was an outreach to the needy elderly in Singapore, where we went down to several elder care facilities as well as Kampong Glam's "Sit & Exercise Event" to educate the elderly on the prevalence of pneumonia and the importance of vaccination as it is contagious and deadly.

It culminated in a 2-day vaccination drive, for the needy elderly. Other than event management and public relations, we also created vaccination cards and premiums such as non woven bags and tissue packets printed with the campaign message and disease information.



Clinic Collaterals - Mirror Invite Card



Facebook “Lookalike Contest”

Facebook "Lookalike Contest" Voting Page

LOOKALIKE CONTEST



A warm smile of a loving fami...

Like 9



My baby girl and her nanny enj...

Like 1



My Wonderful Grandmother and L...

Like 14k



same look!!!! it is the EYES!

Like 1.8k



Loving, from all angles.

Like 7



Grandmother's Pure Love.

Like 8



4 Generations of happiness and...

Like 2



HEALTH IS WEALTH :)

Like 135



SHE IS IN MY HEART

Like 3



Do I look like My Lovely Grand...

Like 71k

11213141516

WHAT IS PNEUMOCOCCAL DISEASE?

PAEDIATRIC

ADULT



CONTEST

MEDIA

Most number of Likes registered was 22 Jan 2013 at **10767**

The screenshot shows the Facebook interface for the 'Protect Your Family' page. At the top, the Facebook logo and search bar are visible. The page header includes 'Protect Your Family', 'Timeline', 'Now', and an 'Admin Panel' button. The main content area features a large graphic with the text 'PROTECT YOUR FAMILY TODAY.' and a photograph of an elderly woman hugging a young child. To the right of the graphic, text describes Pneumococcal disease (PD) as a life-threatening illness and encourages vaccination. Below this, a blue button says 'Like Us Now!' followed by the text 'to find out more about PD'. A large pink arrow points downwards from this text. The page name 'Protect Your Family' is displayed with '3,995 likes · 93 talking about this'. At the bottom, there are three tabs: 'Community' (with text about protecting families from PD), 'About', and 'Photos'. The 'Photos' tab is active, showing a 'LOOKALIKE CONTEST' for an iPhone 5, with 3,995 likes and a 'Protectyourfamily.sg' link.

facebook Search for people, places and things Cherisse Fa

You are posting, commenting and liking as Protect Your Family — Change to Cherisse Faith

Protect Your Family Timeline Now Admin Panel

PROTECT YOUR FAMILY TODAY.

Pneumococcal disease (PD) is a life threatening disease that can affect people of all ages but children younger than 5 and adults 50 years of age and older are at an increased risk.^{1,2}

Love your family, protect them from PD by ensuring that both you and your loved ones are vaccinated.

www.ProtectYourFamily.sg

Like Us Now! to find out more about PD

Protect Your Family
3,995 likes · 93 talking about this

Community
If you love your family, protect them from the deadly Pneumococcal Disease. Kids under 5 and older folks above 50 are the most vulnerable. Speak to your doctor to find out more.

About

LOOKALIKE CONTEST
iPhone 5
1st PRIZE: 1 iPhone 5
2nd PRIZE: 1 iPhone 5

3,995 Likes

Protectyourfamily.sg

Facebook "Lookalike Contest" SMRT Hanger



Facebook "Lookalike Contest" SMRT iView

LOOKALIKE CONTEST

Does your little boy look like his granddad or does your baby girl look like her granny? Send us a picture to take part in our "Lookalike Contest" to win attractive prizes.



1ST PRIZE
iPhone 5 16GB

2ND PRIZE
The NEW iPad 16GB with WiFi

3RD PRIZE
Apple iPad 2 16GB with WiFi

Winning Is Easy!

Step 1: Snap your picture!

Step 2: Visit www.facebook.com/protectyourfamilysg and LIKE our page.

Step 3: Send us your entry to www.facebook.com/protectyourfamilysg by 08.12.2012, 12pm SGT.

Step 4: Get your friends and family to join our page and vote for your entry by 06.01.2013, 12pm SGT. Picture with the most votes wins!



Pneumococcal disease is a life threatening disease that can affect people of all ages but children younger than 5 and adults 50 years of age and older are at an increased risk.^{1,2} Love your family, protect them by ensuring they are vaccinated.

*Terms and conditions apply.




Website



“Lookalike Contest”
Radio Ad

Radio Ad

SFX: (Elderly man coughing)

FVO: Dad, did you get vaccinated against pneumococcal disease?

MVO: (Elderly man) What's that?

FVO: It can be related to pneumonia which can be life-threatening. Children under five and adults 50 and above could be at risk, so they are advised to get a vaccination to prevent it.

MVO: Let's get vaccinated and take little Timmy, too.

MUSIC: (Lively, uplifting)

ANNCR: Protect your loved ones and get vaccinated against pneumococcal disease. In celebration of healthy families, join the Lookalike Contest at facebook.com/protectyourfamilysg. Exciting prizes to be won!

This health message is brought to you by Pfizer.

PR Results

