

# Pfizer

YOUR TICKET TO NORMAL

By: Alyssa Brant, Emily Everette, Ryan Haisch, Roland Huie, Kai Vieira da Rosa



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# Summary

## Pfizer: A Global Health Promoter

Pfizer is an American based, science-backed pharmaceutical corporation. Working in 180 countries, Pfizer's goal is to bring healthy improvements to the lives of it's users. A multi-billion dollar company, Pfizer has their hands in many of the medicines that people use on a day to day basis. Apart from creating some of the most used pharmaceuticals in America, such as Advil and EpiPen, Pfizer is also one of the three approved Covid-19 vaccines in the US. Pfizer plans to roll out 200 million COVID vaccine doses to the US by May. The two-dose vaccine is up to 97 percent effective to takers.

# Pfizer Marketing Mix

## PRODUCT

- Research based healthcare goods
- Messenger RNA Covid vaccine

## PLACE

- Based in New York
- Global community in 180 countries
- Covid vaccines are in 44 now

## PRICE

- \$42 billion revenue
- Net income of \$7.74 million
- Expected sale of \$15 billion worth of Covid-19 vaccines in 2021

## PROMOTION

- Ads in medical journals
- "Green initiative"
- Free of cost drugs
- U.S. Global Leadership Coalition

## SWOT

### Strengths

- Community involvement
- Global presence/status
- Transparency
- Reliability

### Weaknesses

- Lack of trust
- Big Pharma
- Negative Feedback
- Recognition

### Opportunity

- COVID Vaccine
- Developing countries
- Trust
- Awareness

### Threats

- Vaccine Competition
- Anti-Vaxxers
- Side effects to vaccine
- Fake news

# SWOT & Client Analysis

## MARKET ANALYSIS

The market for scientific health products are polarized. Division is obvious in the production and acceptance of the COVID vaccine.

- One side are early adopters of vaccine
- Other side are rejecters
- Rejecters are known as "Anti-Vaxxers"

People who reject the COVID vaccine influence the market negatively for Pfizer and for the health and safety of the general public. Bridging the gap between these two groups is crucial for the continued sale of the Pfizer COVID vaccine and community health and safety

## KEY PROBLEMS

- Anti-Vaxxers
- Distribution
- Misinformation

## COMPETITIVE ADVANTAGE

- First approved vaccine
- 97% efficacy
- Future Messenger RNA research



# Target Market & Key Strategy

- People who live in larger cities
- Ages 18-50
- People who enjoy larger scenes
- Pfizer vaccine will be a ticket to larger events
- Giving Anti-Vaxxers a ticket



## Demographics

People who live in larger cities.

Ranging from ages 18-50.

People in larger building or living quarters.

Not Specified on a certain gender or amount of annual income.



## Physcographics

People who participate in large gatherings. (sporting events, religious ceremonies, concerts night clubs.)

Returning to normal and allowing our Pfizer vaccine to be the ticket.



# Objectives

For one year

- **Increase Vaccination Numbers**
- **Spread Awareness about Pfizer and COVID-19**
- **Build Trust Through Others Sharing Their Experience**
- **Incentivize People To Get the Vaccine So They Can Go to Special Events with Large Numbers of People**
- **Reduce Costs of Advertising**

To promote and improve communication between Pfizer and consumers, Pfizer needs to change their approach once the vaccine is more readily available to generate an effective FOMO marketing technique. This will provide incentive angle that is unused by competitors.

# COVID19



# The Problem:

Pfizer is one of the world's premier biopharmaceutical companies. However, Pfizer faces consumer resistance from anti-vaxxers. With few competitors, high demand, and a large market who wants to get "back to normal," Pfizer has an excellent opportunity to promote trust and make the vaccine more desirable.

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# The Solution:

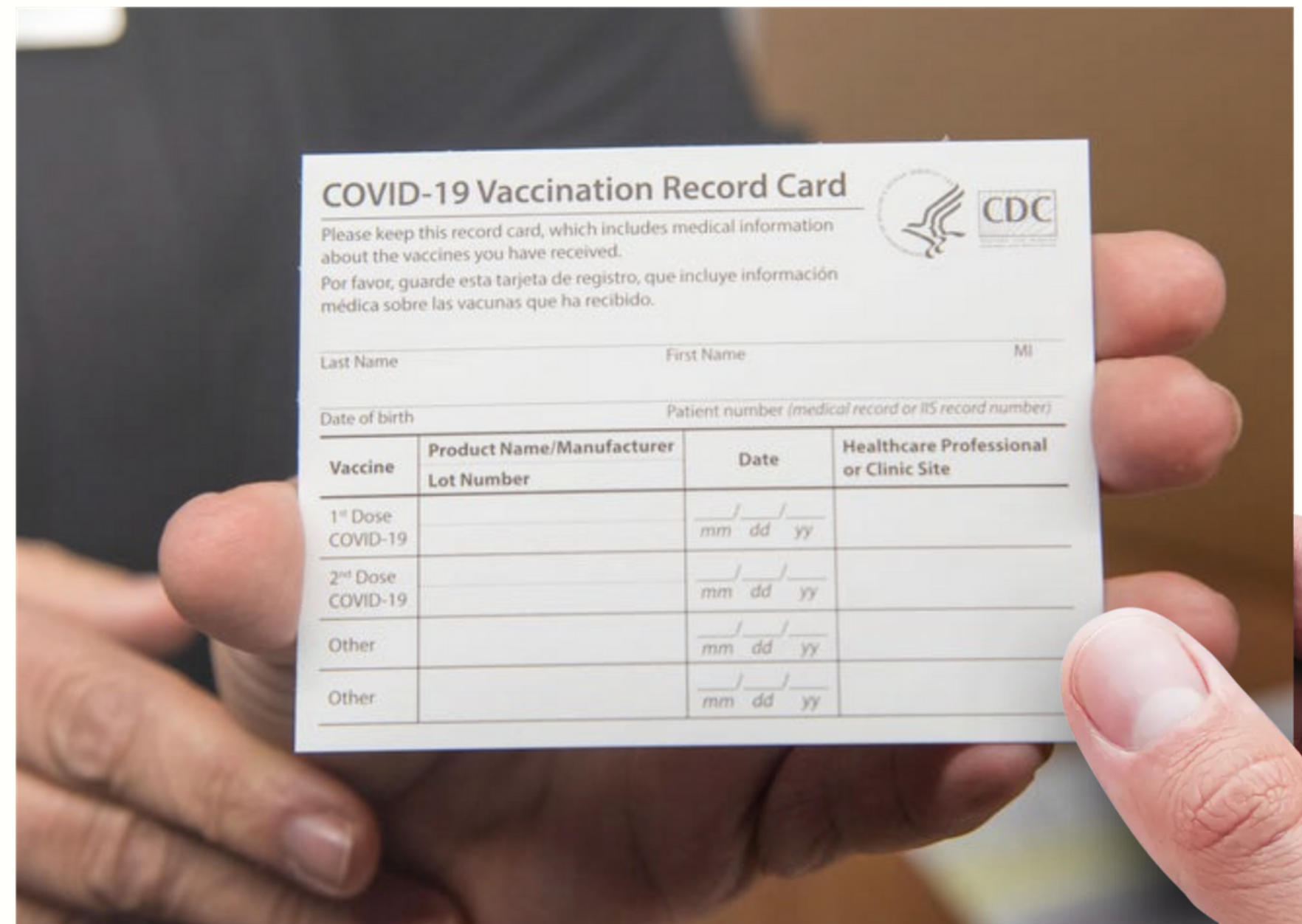
Pfizer can create a brand identity surrounded by trust, freedom, and as a "ticket to normal." This new image and voice will set new tones and prospective for the COVID-19 vaccine to encourage consumers to choose Pfizer's COVID-19 vaccine as their return to "normal."



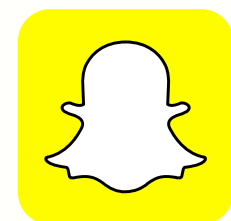
# Creative Strategy

**Pfizer fulfilled and delivered their promise to America by releasing a COVID-19 vaccine that you can trust.**

- However, vaccine release is not enough.
- Must create organic want for vaccine to revitalize the community
- Building a campaign that emphasizes Pfizer's values
- Campaign provides a new voice through providing a platform for consumers
- Using organic consumer word of mouth, people will see how Pfizer's COVID-19 vaccine is the "ticket to normal."



**Social Media Advertising**



# Social Media Campaign

## Introduction

Get the world excited about getting back to normal.

Talk about opportunities that the vaccine provides

## Engagement

Generate social media trends and interactions between Pfizer and target market.

Reward vaccinated people with social opportunities

## Reflection

Demonstrate the benefits of being vaccinated.

Showcase results and testimonies of vaccinated people





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# The Message

Lets be real, we all know the FOMO during the pandemic way too well.

However, with the Pfizer COVID-19 vaccine, you can get your "ticket to normal."

To create a successful campaign...

- Work on connecting with pro-vaxxers
- Also need to target anti-vaxxers
- Use social media and influencers to target niche and large demographics
- Generate FOMO as marketing strategy
- Gain FREE marketing using these techniques
- Gain consumer trust
- Increase awareness about vaccine benefits

# #PfizerTicketToNormal

*"In 2020, there are 3.96 billion people actively using social media in the world, and this is an increase of 10.9% year-on-year from 3.48 billion in 2019."*

- Use social media to generate FOMO
- [#PfizerTicketToNormal](#) to share and highlight vaccination benefits
- [#PfizerTicketToNormal](#) highlights missed opportunities for unvaccinated people
- Impossible to avoid FOMO when connected to social media

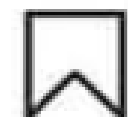
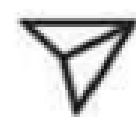
**No one** wants to feel like they are **missing out** on the nostalgia of normal.

Using social pressure will drive, incentivize, change, and initiate consumers to get the vaccine as their "ticket to normal."





Pfizer Official • [Follow](#)



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**Pfizer Official** Are you excited to get back to normal? Share what you love and are back to doing after receiving your vaccine. Use the hashtag: [#PfizerTicketToNormal](#) ... more

[View all 20 comments](#)

5 MINS



# Media Budget: \$60m

## Video Ads: \$25m

TV:	\$10m
Hulu:	\$15m
YouTube:	\$5m

## Audio Ads: \$10m

Spotify:	\$5m
Pandora:	\$5m

## Digital Ads: \$5m

Google Display:	\$2.5m
Google Search:	\$2.5m

## Social Ads: \$10m

Facebook:	\$3m
Instagram:	\$2.5m
Twitter:	\$1.5m
Influencer:	\$3m

## Outdoor Ads: \$10m

Murals:	\$5m
Bus Station:	\$5m

# Integrated Marketing Communications and Activities

Influencer Voice

Short Video Ads

Outdoor Ads





## #PFIZERTICKETTONORMAL

- Influencer support will create FOMO
- Goal: make vaccinations a "ticket to normal"
- Influencer confirmation is like word-of-mouth strategy
- Large diversity of influencers = large diversity demographics & psychographics
- Encourage vaccinations for an Pfizer sponsored event

## SHORT VIDEO ADS

- Short video ads for short attention span
- Use on Snapchat, YouTube, Facebook, and broadcast TV
- Ads feature pre-COVID experiences, Pfizer vaccine is the "ticket to normal"
- Vaccinated people are living life like "normal."
- Unvaccinated people are still living life in fear
- Range from 7-10 seconds for Snapchat
- 15-60 seconds for other social media platforms
- Broadcast TV may have longer formats

## NOSTALGIA = FOMO?

- Outdoor advertising in high foot traffic areas affected by COVID-19
- Remind people what life could be like again
- Using pre-COVID nostalgia to create future vision and FOMO
- Eye catching ads in shopping malls, busy streets, and transit centers
- People who go out feel obliged to vaccinate as their "ticket to normal"
- Promote "Ticket to Normal" events for vaccinated people



## The Ultimate Goal

The ultimate goal is to create the fear of missing out. As more people get vaccinated and COVID restrictions lessen, Pfizer's goal is to persuade people to get vaccinated ASAP to join their friends and family in activities impacted by the pandemic.

We want the advertising to get people to attend a Pfizer sponsored events where proof of vaccination is required. Events will include sporting, music, and religious events. These events will require proof of vaccination as part of the entry.



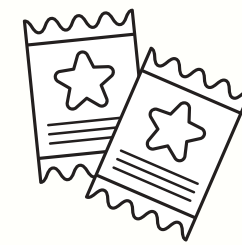


# Measuring Success!



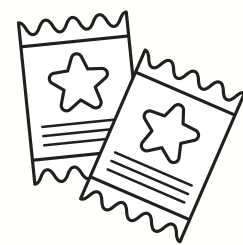
## Event Numbers

The main way to track vaccinations through the attendees at events!



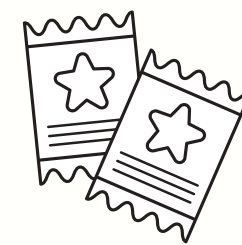
## #PfizerTicketToNormal

Number of hashtag uses to show off Pfizer Vaccines



## Sponsored Surveys

Surveys given out at event during waiting times. Surveys will be promoted using influencers.



## Social Media Analytics

Watching social media interactions, shares, tags to evaluate the spread of message