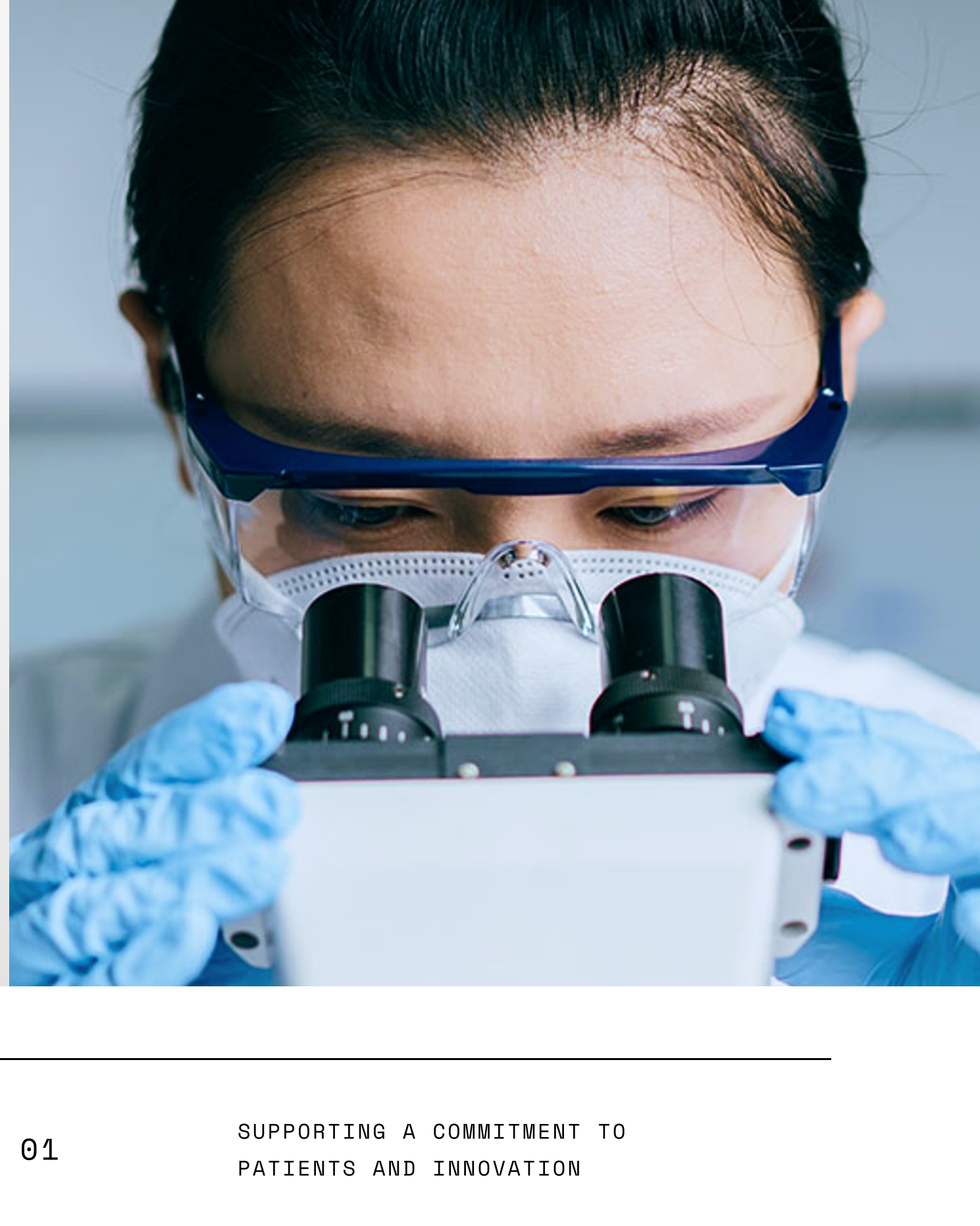


ADVANCING SCIENCE AND MEDICINE FOR A BETTER WORLD

4 MIN READ | CASE STUDY



CONTENT

- 01 SUPPORTING A COMMITMENT TO PATIENTS AND INNOVATION
- 02 UNITING SCIENCE AND CREATIVITY FOR A LONG-TERM CAMPAIGN
- 03 BUILDING A SMOKING CESSATION COMMUNITY
- 04 TAKING A BRAND RELAUNCH SOCIAL

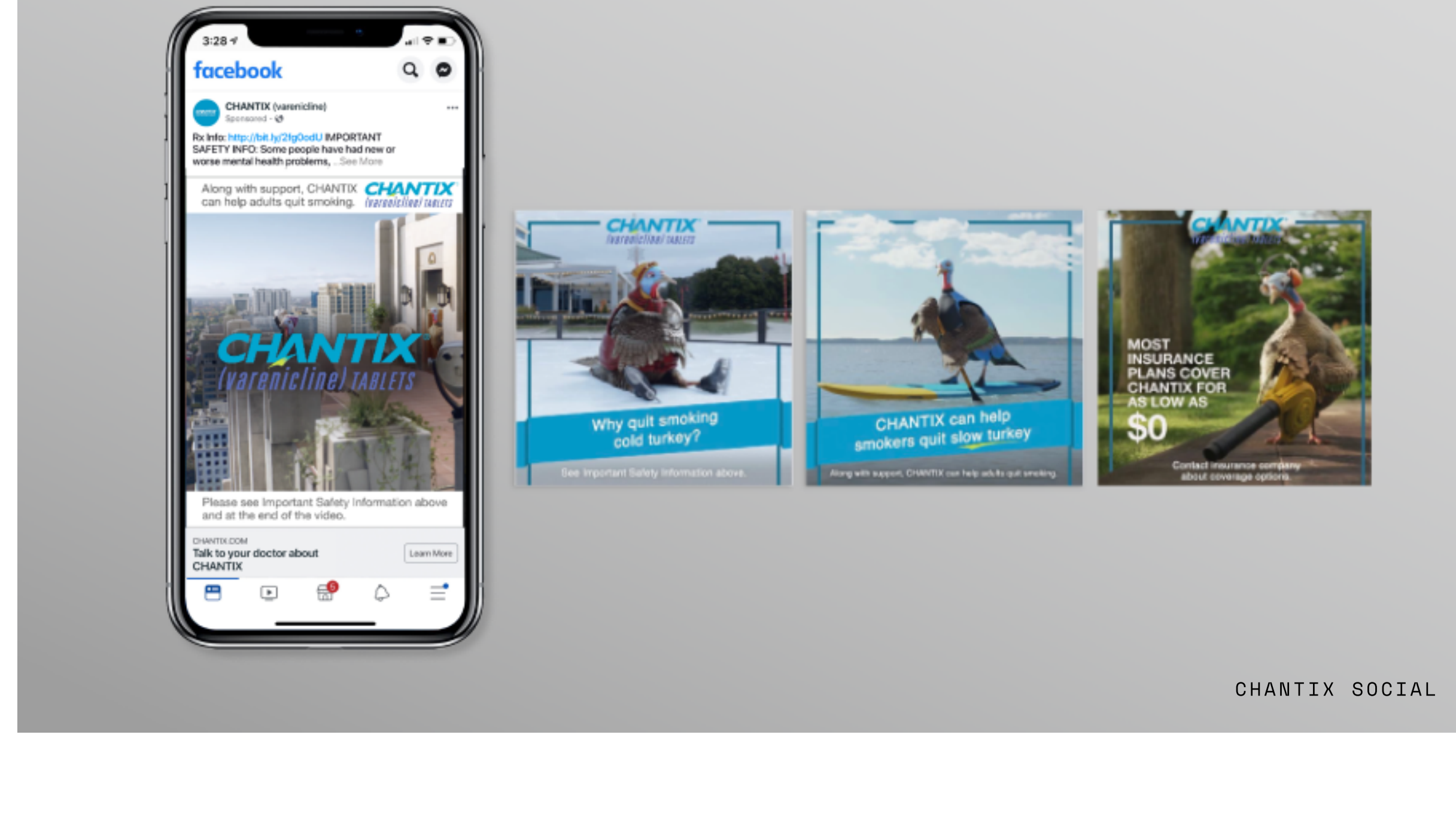
01 SUPPORTING A COMMITMENT TO PATIENTS AND INNOVATION

Since 2014, SJR has collaborated with Pfizer in everything from corporate communications and marketing to social for multiple Pfizer brands (Chantix, Xeljanz).

Our team of digital strategists and medical editors work hand in hand with Pfizer's marketing and communications leaders to push the boundaries of innovative content while navigating a complex regulatory environment. Leaning into deep journalistic roots, our editors combine intellectual rigor with expertise in storytelling to reach targeted audiences.

SJR has executed a range of campaigns and initiatives including but not limited to:

- Corporate narrative development
- Thought leadership
- HCP video engagement campaign
- Corporate storytelling platform
- Unbranded and branded communications campaigns + social



02 UNITING SCIENCE AND CREATIVITY FOR A LONG-TERM CAMPAIGN

As a long-tail engagement strategy following Pfizer's 2016 "Before It Became a Medicine" ad campaign, we created a microsite called Get Science with the goal of improving Pfizer's reputation and knowledge among the public about the drug development process.

The site functioned as an adaptable communications and storytelling platform that highlighted Pfizer's scientific strengths and humanized their talent. Our team worked closely with Pfizer's scientific leaders to translate the technical and scientific details of innovation into an expanding set of formats, including a podcast series. Get Science served as a platform to engage internal and external audiences, providing rich storytelling for social channels.

We produced more than 200 pieces of content over the site's four-year run. At its peak, Get Science drove 800K unique visits, had a 4-minute average time on site and had 10K organic shares of the content across Pfizer social channels.

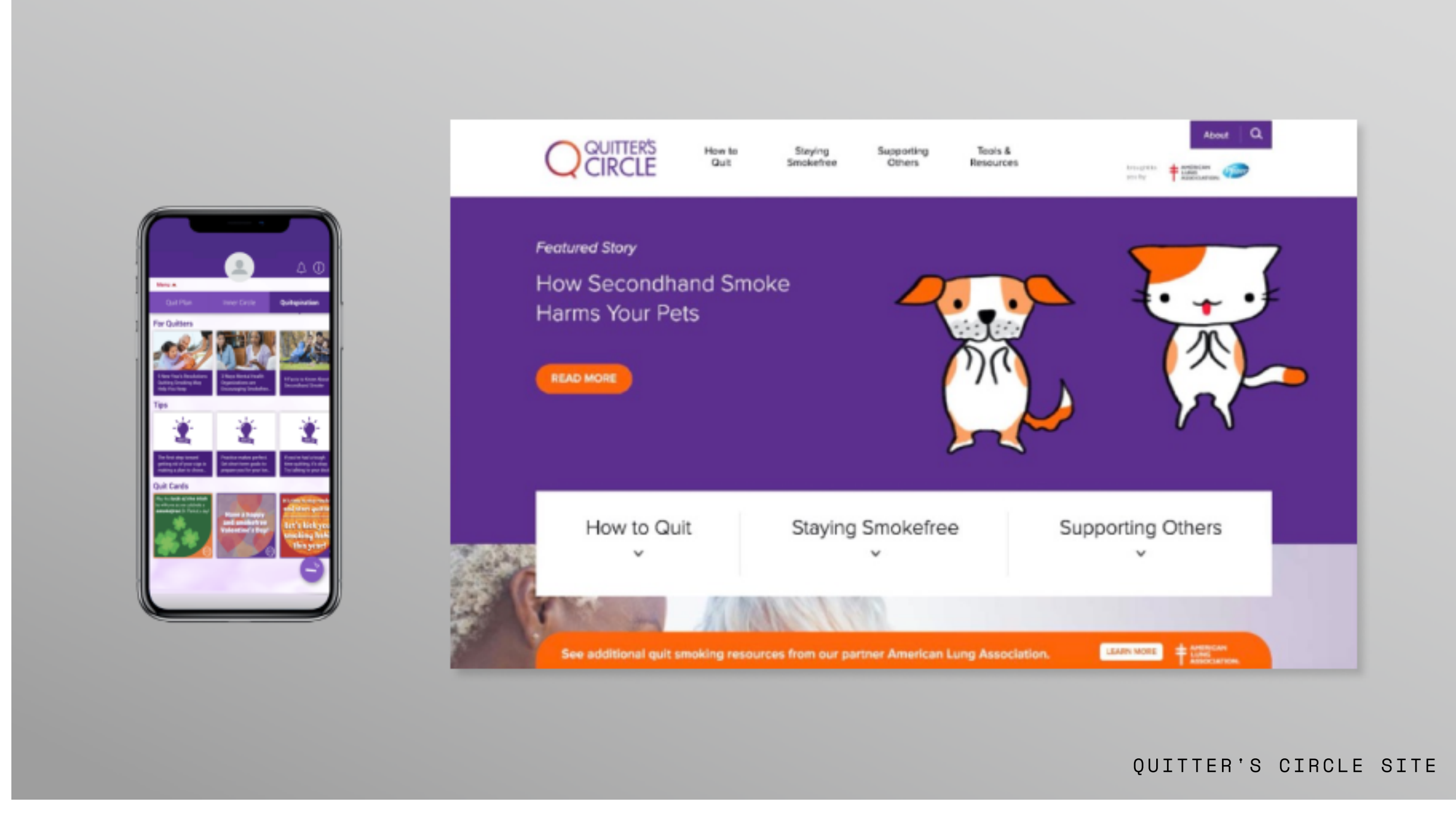


03 BUILDING A SMOKING CESSATION COMMUNITY

We led the campaign strategy and positioning for Quitter's Circle, an unbranded communications campaign in partnership with the American Lung Association that focused on engaging quitters and their supporters. Quitter's Circle stood in contrast to more fear-based PSA campaigns in-market, instead taking on smoking cessation through a "gain-framing" lens.

Quitter's Circle grew across site, social and mobile app touch points and went on to win multiple awards, including the MM&M award for Best Medical Digital Initiative for Consumers. The site drove 1.2M+ visits, prompted 50K HCP discussions, and boasted 175K community members.

The site program was sunsetted in 2020 when Chantix went off patent, but it remains a best-in-class example within Pfizer and the broader sector.



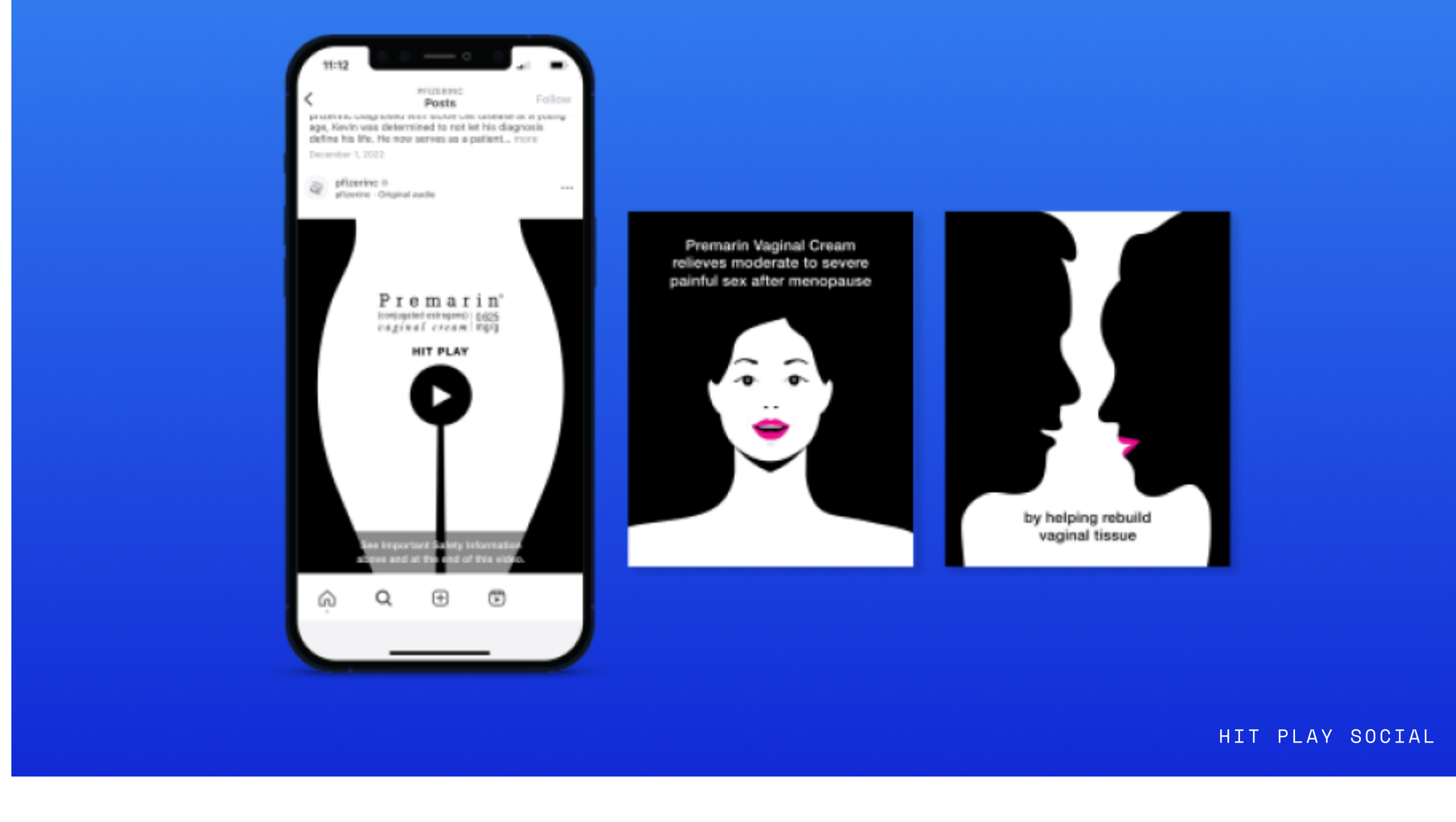
04 TAKING A BRAND RELAUNCH SOCIAL

As the menopausal therapy market became more competitive, our Premarin Vaginal Cream clients turned to SJR to protect its market share with an innovative brand campaign.

Together, we developed a Facebook-first approach to engage our core audience with a suite of assets that spoke directly to their needs, applying A/B testing to get data that could be integrated into the creative.

This was a leap forward for a team who historically relied on TV, DTC and other traditional channels to roll out campaigns.

The winning concept, Hit Play, had the lowest cost per landing page view (CPLPV) at \$0.66, and is now being rolled out across other brand touch points. We continue to evolve the campaign to stay apace of rapidly changing social media trends and are now building content for Instagram



AT SJR, WE UNDERSTAND THE UNIQUE CHALLENGES FACING THE PHARMACEUTICAL INDUSTRY TODAY AND CONTINUE TO PARTNER WITH PFIZER ON THEIR MISSION TO CREATE A HEALTHIER WORLD.