

BOB RAYNOR

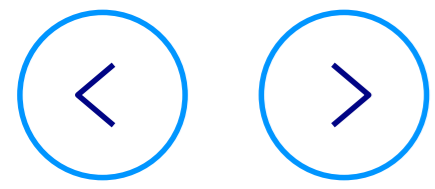
CREATIVE DIRECTOR
DESIGNER
COFFEE LOVER
NICE GUY



RAYNORDESIGN.NET

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What About Bob?

Hi, I'm Bob, a Creative Director with a combined 15 years experience in the Pharmaceutical industry between several of the largest pharma organizations in the world. My most immediate experience involves managing a team of high-end multi-faceted creatives as the AOR for Organon Pharmaceuticals and previously in a similar role as Creative Director for Tag Worldwide, the in-house agency at Pfizer, where I produced brand work across the entire Pfizer product portfolio, including US brand launch campaigns for HCP and DTC projects.

I love building relationships with clients and being in the room where ideas are born. Collaboration and communication are extremely important to me when it comes to the creative process and working with my team. My ability to work in a very reactive, fast-paced environment allows me to think clearly and creatively when the pressure is on.

Want to know more? Let's talk!



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TicoVac U.S. Brand Launch

Our client approached us to be his AOR and help with all launch activities for TicoVac in the US, starting with a refreshing new take on the brand that could stand on its own and bring new life and meaning to the franchise.

We set out to create a modern, beautiful mark that will help showcase this vaccine to the travel market in the US. We started by keeping a strong association to the Global version of the brand through color scheme, while updating the font and type treatment. We then explored additional designs to give it a higher-quality feel, representative of the new target audience in the US.

Our strongest option moved the furthest from the original brand, replacing the V with a beautiful graphic to represent the grass where we find ticks lurking.

After only 2 rounds of revisions, the client selected their favorite choice of logo for the US launch of their brand. The new logo mark uses a strong, friendly color scheme, with modern font treatment that will look great both on-line and in print. The V graphic was enhanced to give a nod to the 3-dose schedule.

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TicoVac U.S. Brand Launch

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TicoVac™
Tick-Borne Encephalitis Vaccine

TicoVac™
Brand Guide

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Pfizer

INTRODUCTION BRAND STRATEGY BRAND ELEMENTS IMAGERY GRAPHIC ELEMENTS **TicoVac™**
Tick-Borne Encephalitis Vaccine

MISSION
Our goal is to establish Pfizer as a trusted, experienced provider of TBE vaccination. This campaign will bring awareness to US travelers, consumers and military troops/dependents about potentially devastating health risks associated with TBE infection and prevention/treatment. We aim to direct consumers to find a healthcare provider regarding TicoVac vaccination. As TBE is not a prevalent disease in the United States, we want to provide information on risks of TBE, the efficacy of TicoVac, and access to patient materials for HCPs. Lastly, we will work to instill confidence in HCPs to consult patients on TicoVac vaccination.

MISSION
Our messaging style will need to reach a wide audience that may only be familiar with one type of tick-borne disease. Therefore, we will take an educational and informative approach with a friendly, trustworthy, positive, and upbeat tone.

Target Audience
- Affluent
- Educated
- Age 30+ years old
- Vacation in Europe and Asia
- Value disease prevention
- Families

Our messaging style will need to reach a wide audience that may only be familiar with one type of tick-borne disease.

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INTRODUCTION BRAND STRATEGY BRAND ELEMENTS IMAGERY GRAPHIC ELEMENTS **TicoVac™**
Tick-Borne Encephalitis Vaccine

INTRODUCTION
In the tick-borne encephalitis (TBE) vaccines market, Pfizer has maintained its leading position with FSME-IMMUN®/TicoVac™ over two decades. TBE is endemic in regions in Europe, as well as Central and Eastern Asia including Northern Japan and Northern China. In recent years, TBE virus was found and TBE cases were reported in previously non-endemic areas. Additionally, TBE has been reported in over 30 countries throughout Europe with changes in climate and human behavior contributing to the identification of new TBE risk areas. All of these are contributing factors to the increased risk of contracting TBE for U.S. travelers and military personnel. No specific treatment exists, but TBE can be prevented by TicoVac™ vaccination. Since the TBE disease risk is relatively unknown for our US market, we see new growth opportunities by increasing awareness and vaccination rates. To tap into these opportunities, we need to strengthen the TicoVac brand with a unified, differentiated branding campaign at HCP (healthcare professional) level. We need to raise awareness among physicians, pharmacists, and nurses as well as consumers. Education about the consequences of the TBE disease and vaccination as the most effective way to prevent TBE is key. The first TBE vaccination approved for use in the US, TicoVac will maintain a unique competitive advantage with its long-term history of clinical study and clinical use as competitors enter the market.

* FSME-IMMUN® is marketed under the brand name of TicoVac™ in Italy, France, Denmark, Norway, Finland, Latvia, Lithuania, Estonia, the UK, Ireland, and the US. In the rest of the branding guide, for practical purposes FSME-IMMUN® brand name will be used.

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INTRODUCTION BRAND STRATEGY BRAND ELEMENTS IMAGERY GRAPHIC ELEMENTS **TicoVac™**
Tick-Borne Encephalitis Vaccine

LOGO
With the approval of TicoVac in the United States in Q3 2021, this new brand will be entering the market as the only available TBE vaccine. With that in mind, we have designed a logo that offers a strong, modern, approachable feel. The color pattern is bold and adventurous, evoking the ideals of our audience. The TicoVac logo-lockup contains 3 key elements:

- 1. Logo Icon**
A beautiful graphic replaces the V to represent the grass where we find ticks lurking. The mark provides movement and draws your eye in and can be utilized as a stand-alone element on other material. The 3 shades of green in the front blade are meant to represent the full 3-dose schedule needed for maximum protection.
- 2. Word Mark**
The name TicoVac is set in a customized version of Gotham Bold. This font is modern, familiar, friendly, and confident.
- 3. Generic Name**
The generic name is set in Gotham Condensed Light. Keeping within the same font family ensures the generic is unified, clear, and easy to read. The generic name must always be set no smaller than 50% of the brand name.

The trademark application for TicoVac in the US is pending at Brand Book publish time. Therefore, use the ™ symbol (ie, TicoVac™) until registration is confirmed in the US. For all trademark-related questions, reach out to Eric Blom (eric.blom@pfizer.com).

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INTRODUCTION BRAND STRATEGY BRAND ELEMENTS IMAGERY GRAPHIC ELEMENTS **TicoVac™**
Tick-Borne Encephalitis Vaccine

ICONS
There are many visual aspects that communicate the essence of a brand to its customers. This design system has been developed to balance our bold brand colors with dynamic photography. Together, these elements illustrate the informative, trustworthy, adventurous tone we want to present to our U.S. patients. The icons in this library are meant to be used in context to help enhance and illustrate a claim or a statistic, not in isolation as a graphic element.

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INTRODUCTION BRAND STRATEGY BRAND ELEMENTS IMAGERY GRAPHIC ELEMENTS **TicoVac™**
Tick-Borne Encephalitis Vaccine

PHOTOGRAPHY
The goal of this image library is to offer a curated selection of travel photography and illustrations that help to educate and raise awareness for a new customer base in the United States that may be unaware of Tick-Borne Encephalitis. It is important that these images focus on the outdoor settings where ticks are prevalent and have a photographic style that utilizes natural light, realistic travel situations, and is not posed or clipped.

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CAMPAIGN

Crisaborole Unbranded Digital Patient Activation Campaign

The unbranded patient “Missing” Campaign launched with multiple tactics: a social media campaign on Facebook, Instagram and Pinterest; display banner Ads, and Google PPC Ads all driving to a Website/ Landing Page with a downloadable Doctor Discussion Guide.

My team was involved in the set up, execution and approval process of every tactic.



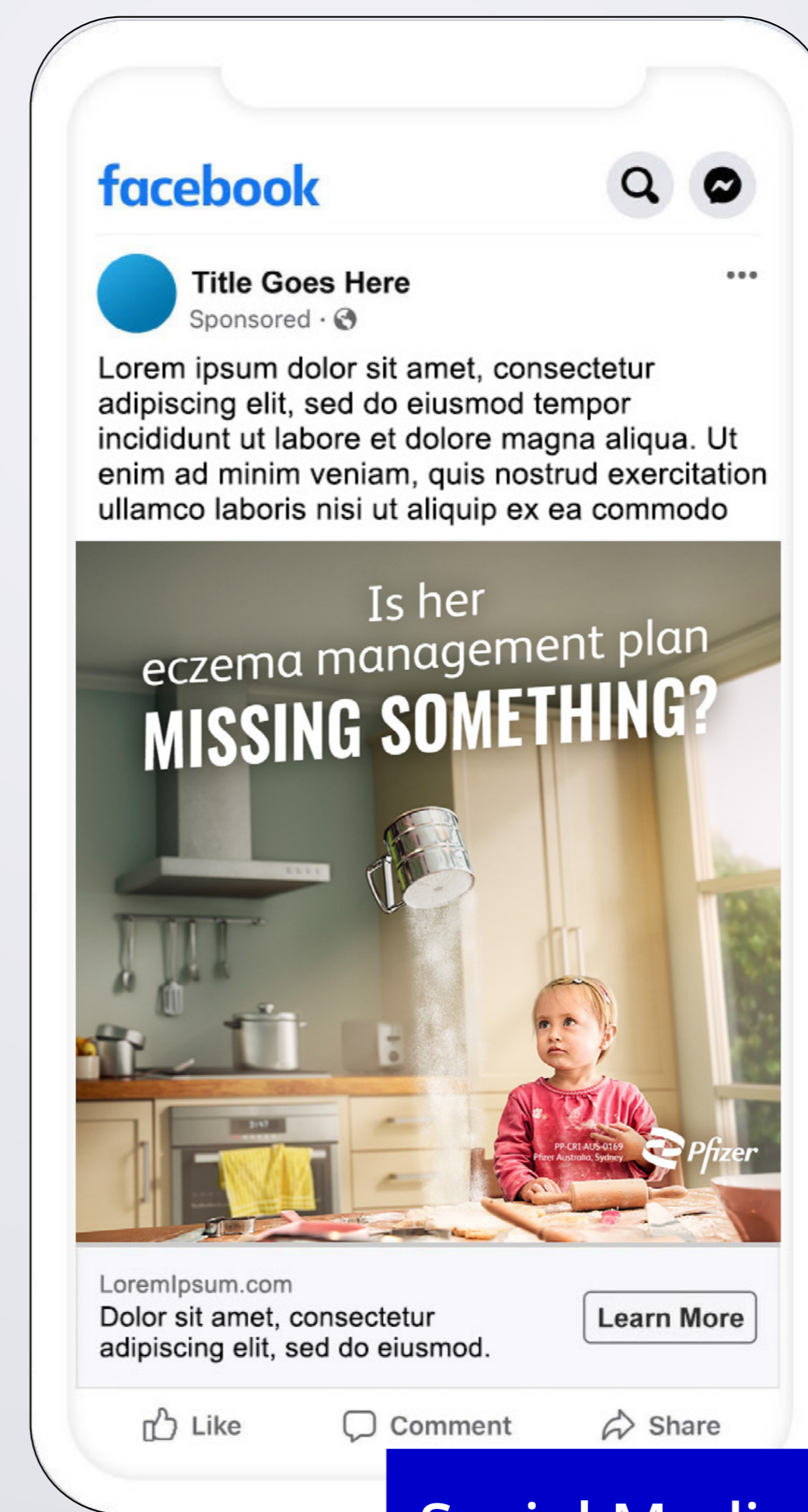
Patient Banner Ad



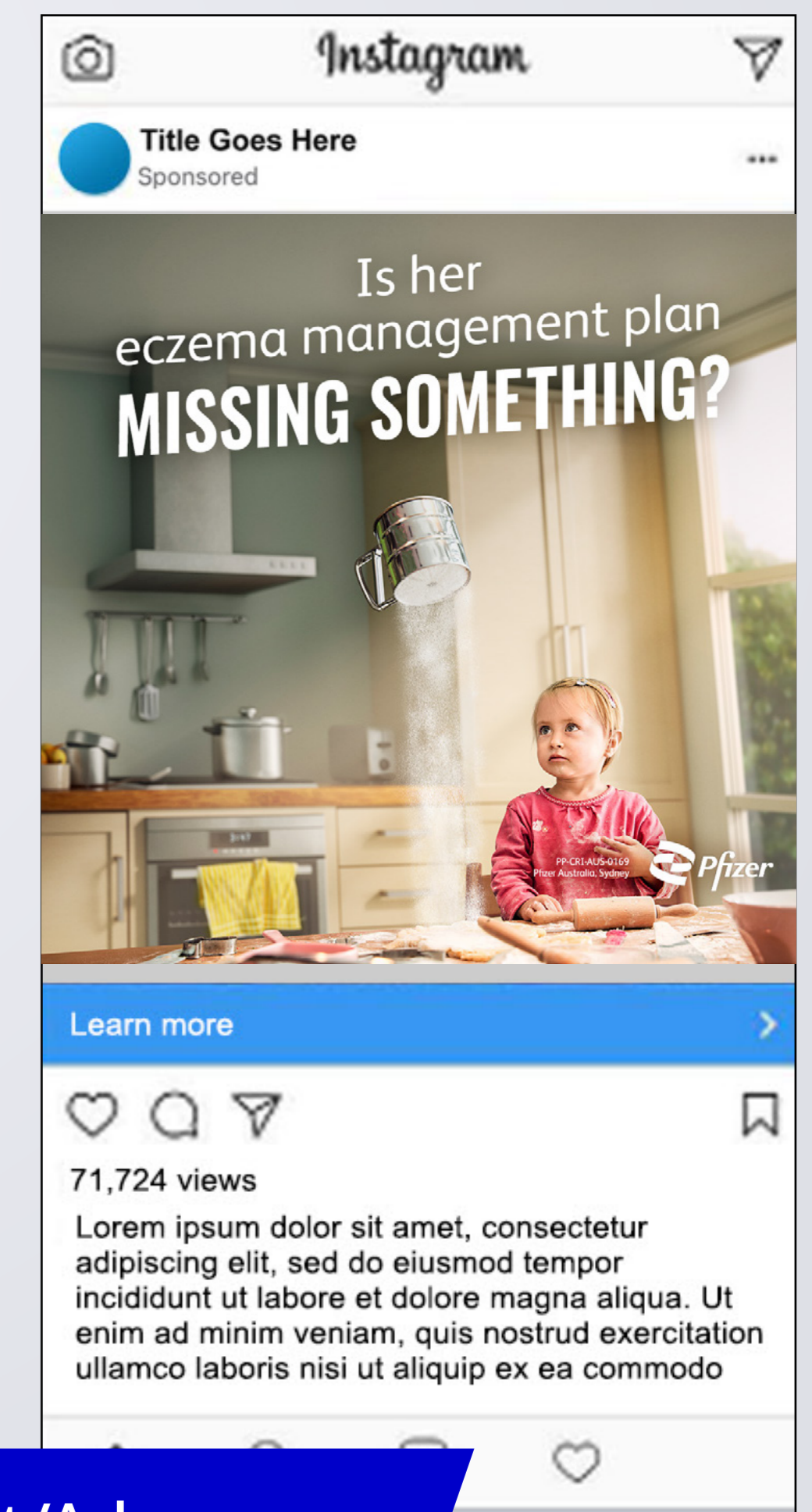
Carousel Display Ad



Google Ad



Social Media Post/Ads

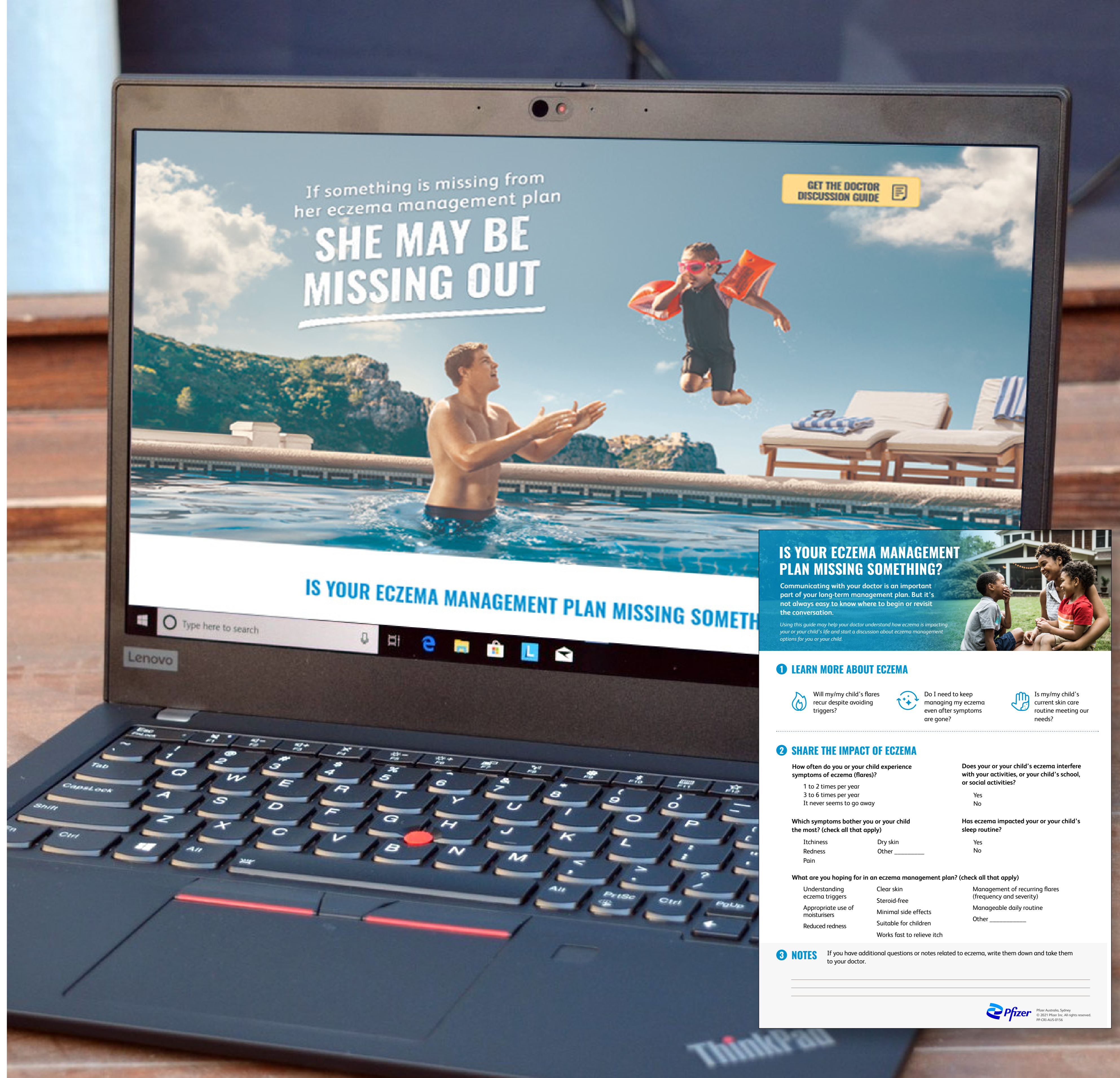


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LivingWith Postcard Leave Behind and Social Carousel Post

As part of the latest updates for the LivingWith App, the Oncology team came to my team to help them develop HCP and patient-facing tactics featuring the newest app updates. We wrote supporting copy, designed several pieces such as leave behind postcards and social media ads.

This Is LIVING With Cancer

CYNTHIA M
LIVING WITH CANCER SINCE 2015

Facing Cancer isn't easy. But LivingWith® may help.

LivingWith® is a FREE app designed to help you and your loved ones take care of your health, wellness, and everyday life. By downloading this helpful tool, you can:

- ✓ Focus on your emotional and physical wellbeing
- ✓ Find resources that address common challenges such as fatigue, pain, sleep, and mood
- ✓ Use a Medication Management tool that provides daily reminders, logging, and tracking
- ✓ Ask for help with daily tasks and personalize who you share updates with within your support circle
- ✓ Stay organized with important information and appointments
- ✓ Find local events and work towards a shared goal

Available in English and Spanish

All this and more, all in one place.
To learn more visit ThisIsLivingWithCancer.com

OR

scan the QR code to download the free app now.

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**Stay Connected.
Get Support.
Track Health.**

LIVINGWITH®

LivingWith® is a FREE app to help people living with cancer and their caregivers manage their health, wellness, and everyday life.

LIVINGWITH®

- ✓ Focus on your emotional and physical wellbeing
- ✓ Find resources that address common challenges
- ✓ Stay organized using a Medication Management tool

LIVINGWITH®

All this and more, all in one place.
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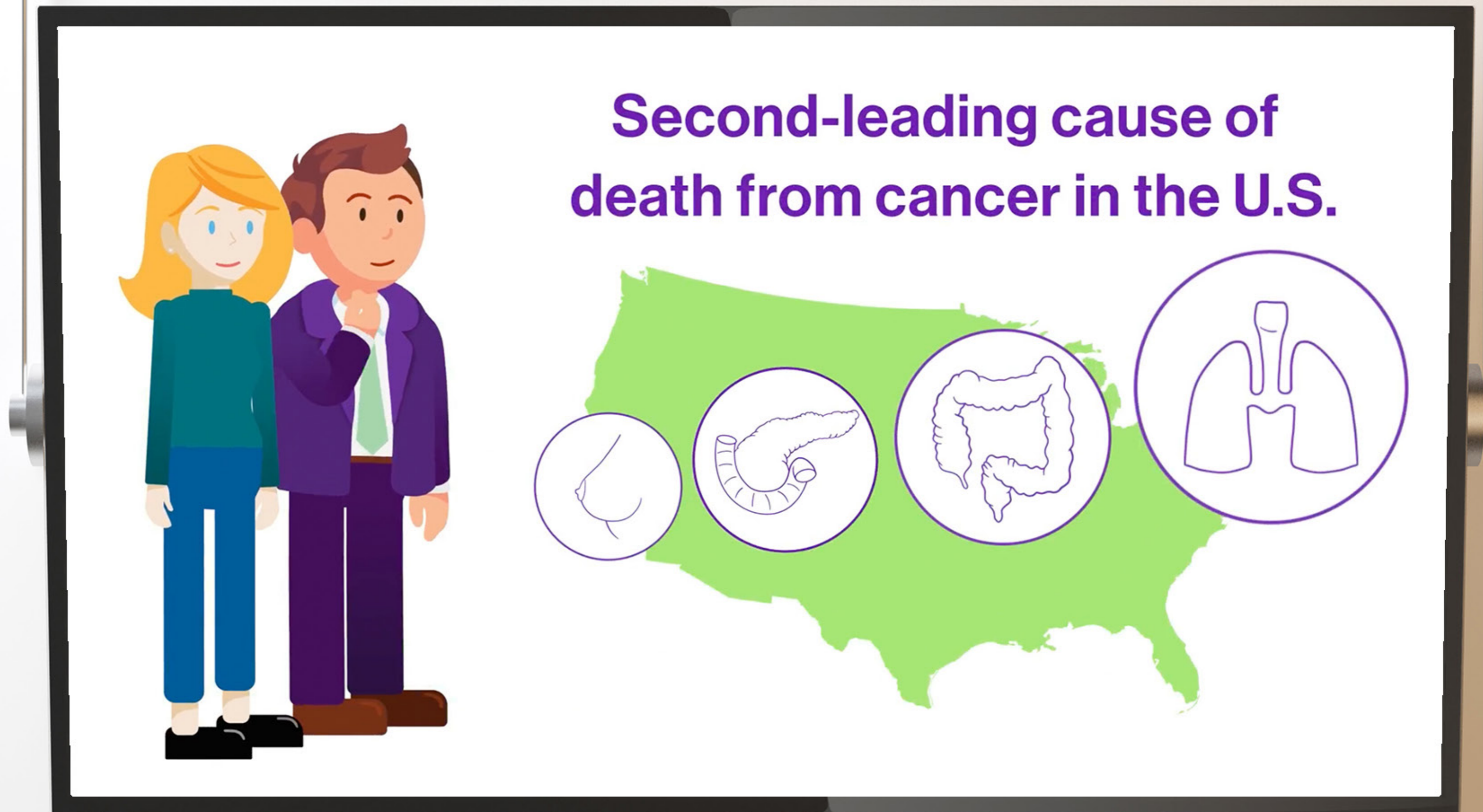
Colorectal Cancer Screening Videos and Pocket Card

In order to highlight the need for colorectal cancer screening, my team worked with the client to develop an original video from concept to final execution.

We managed the script, production, editorial, reference packaging and created the accompanying shot-by-shot storyboards for medical and regulatory review.

As a companion piece, we also designed a downloadable Pocket Card to help HCPs communicate directly with patients about the importance of early CRC screenings including timing, types of screenings and medical outcomes.

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COLORECTAL CANCER SCREENING DECISION SUPPORT

Shared Decision Making is a collaborative process that allows patients and their health care providers to make decisions together, accounting for the best scientific evidence about the available options, the provider's knowledge and experience, and the patient's values and preferences.¹

Agency for Healthcare Research and Quality's (AHRQ) SHARE Approach²

1. Seek your patient's participation
2. Help your patient explore and compare treatment options
3. Assess your patient's values and preferences
4. Reach a decision with your patient
5. Evaluate your patient's decision

Decision making about CRC screening involves the patient weighing the importance of test attributes when making a decision with a health care provider about the right test for them.³

REVIEW TEST ATTRIBUTES. TALK TO YOUR PATIENT ABOUT THEIR VALUES AND PREFERENCES FOR A COLORECTAL CANCER SCREENING TEST.

Offering a choice of two screening options (colonoscopy and stool-based) resulted in greater compliance over colonoscopy alone.⁴

STOOL-BASED TESTS⁵

- Take a stool sample at home and mail it to a lab
- Positive results should be followed with a colonoscopy
- No bowel prep required
- No time off work

hs-gFOBT every year

- ▶ Checks for blood in your stool. Avoid certain foods and medicines for a few days before the test. Doctor provides test kit. Place a little stool on the card. Use one card per bowel movement for 3 separate bowel movements.

FIT every year

- ▶ Checks for blood in your stool. No diet change for this test. Doctor provides test kit. Place a little stool on cards or in vials.

mt-sDNA every 5 years

- ▶ Checks for blood and abnormal DNA from polyps or cancer in your stool. No diet change for this test. Test kit will be shipped to your home. Have a bowel movement into the container provided and collect a small sample of that stool in a vial.

VISUAL EXAMINATIONS⁶

- Clear liquid diet the day before the test.
- Bowel prep: tablets, something to drink, or enema the night before the test will cause diarrhea.
- Time off work to prepare and have doctor perform test

Colonoscopy every 10 years

- ▶ Tube with a tiny camera to look for and remove polyps and cancer inside the entire colon and rectum. Patient is put to sleep with intravenous medication. Will need someone to drive patient home after the test.

CT Colonography every 5 years

- ▶ Looks for polyps and cancer inside the entire colon and rectum with an x-ray machine. Air inserted into the colon with a small tube may cause discomfort. Positive results should be followed with a colonoscopy.

Flexi-Sig every 5 years

- ▶ Tube with a tiny camera to look for polyps and cancer in part of the colon and rectum. Usually no pain medication during the test. May feel pressure and cramping. Positive results should be followed with a colonoscopy.

I am concerned about the time testing will take. | I am concerned about the inconvenience. | I am concerned about the cost. | I am concerned about the side effects. | I am concerned about the accuracy.

CRC = colorectal cancer; hs-gFOBT = high sensitivity guaiac-based fecal occult blood test; mt-sDNA = multi-target stool DNA test; FIT = fecal immunochemical test; CT = computed tomography; Flexi-Sig = flexible sigmoidoscopy.

1. AHRQ. The SHARE Approach: A Model for Shared Decisionmaking - Fact Sheet. <https://www.ahrq.gov/health-literacy/curriculum-tools/shareddesisionmakingbooksharefactsheet/index.html>. Accessed January 6, 2020. 2. Volk RD, et al. CA Cancer J Clin. 2018;68:26-49. 3. American Cancer Society. Using Conversation Cards to Help Your Patients Select an Option for Colorectal Cancer Screening. <https://www.cancer.org/content/cancer-org/cancer-control/en/booklets/flyers/conversation-cards-colorectal-cancer-screening.pdf>. Accessed January 6, 2020. 4. Inadomi JM, et al. Arch Intern Med. 2012;172:975-82.

⁵ FIT-sDNA, OF FIT-sDNA, OF FIT-FECAL DNA
hs-gFOBT = high sensitivity guaiac-based fecal occult blood test; FIT = fecal immunochemical test; mt-sDNA = multi-target stool DNA test; CT = computed tomography; FS = flexible sigmoidoscopy
1. Bibbins Domingo K, et al. JAMA. 2016;315(23):2564-2575. 2. Wolf AMD, et al. CA Cancer J Clin. 2018;68(4):250-281. 3. National Comprehensive Cancer Network. Colorectal Cancer Screening [Version 2.2019]. https://www.nccn.org/professionals/physician_gli/pdf/colorectal_screening.pdf. Accessed January 6, 2020. 4. Rex DK, et al. Am J Gastroenterol. 2017;112(7):1016-1030.

GUIDELINE RECOMMENDATIONS FOR AVERAGE RISK PATIENTS⁷

American Cancer Society, 2018 ⁸	National Comprehensive Cancer Network, 2019 ³	U.S. Multi-Society Task Force, 2017 ⁹
45 years, with average risk of CRC (qualified); 50 years, with average risk of CRC (strong)	50 years	50 years overall (strong); 45 years for African Americans (weak)
75 years	75 years	75 years or life expectancy <10 years
High-sensitivity stool-based test, or a structural (visual) exam, depending on patient preference and test availability	Multiple modalities exist; choice should be based on patient preference and availability	Colonoscopy every 10 years or annual FIT as first-tier options for screening
Annual hs-gFOBT	Annual hs-gFOBT	-
Every 10 years	Every 10 years	Every 10 years (Tier 1)
Annual	Annual	Annual (Tier 1)
Every 5 years	Every 5 years	Every 5 years (Tier 2)
Every 5 years	Every 5 years	Every 5 years (Tier 2)
Every 5 years	Every 5-10 years	Every 5 or 10 years (Tier 2)
-	FS every 10 years with annual FIT	-
-	-	Every 5 years (Tier 3)

Colorectal cancer screening tests should be followed up with a timely colonoscopy.

This update emphasizes the importance of patient preferences and choice in selecting a screening test.⁷

For complete guidelines, levels of evidence for recommendations, and average risk definitions.

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Patient Affairs Liaison Program Video

Our client engaged my team to create a video with the goal of building brand awareness of the Patient Affairs Liaison (PAL) role with external stakeholders. Our idea was to develop a personal interview-style video with the PALs to allow their dedication and emotion show through the camera. The videos were shot on-site at Pfizer's NYC HQ.

My team provided full service creative support for project management, video direction and production as well as working closely with the client to develop an organic series of questions to allow the PALs to share their important message with stakeholders.

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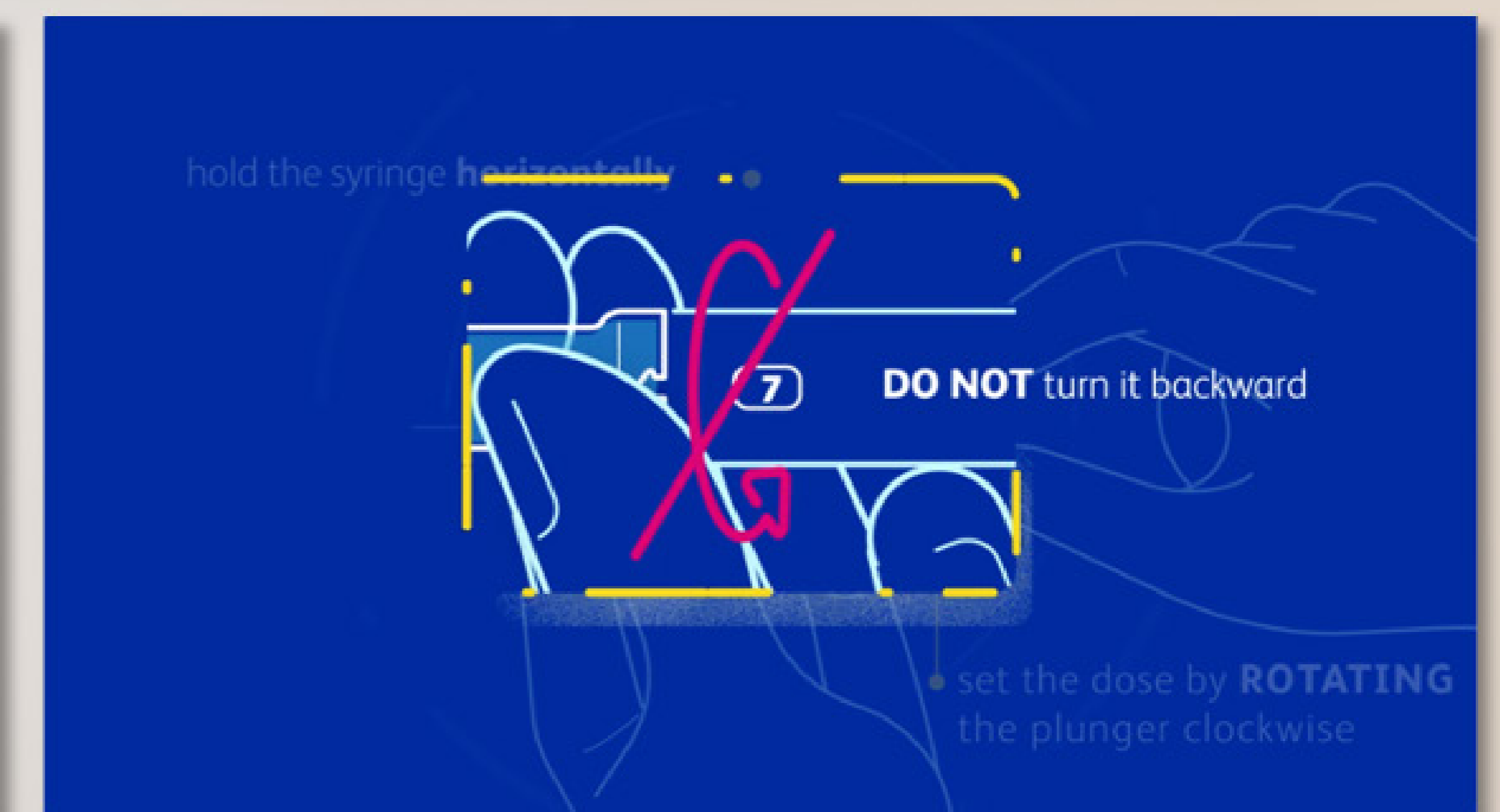
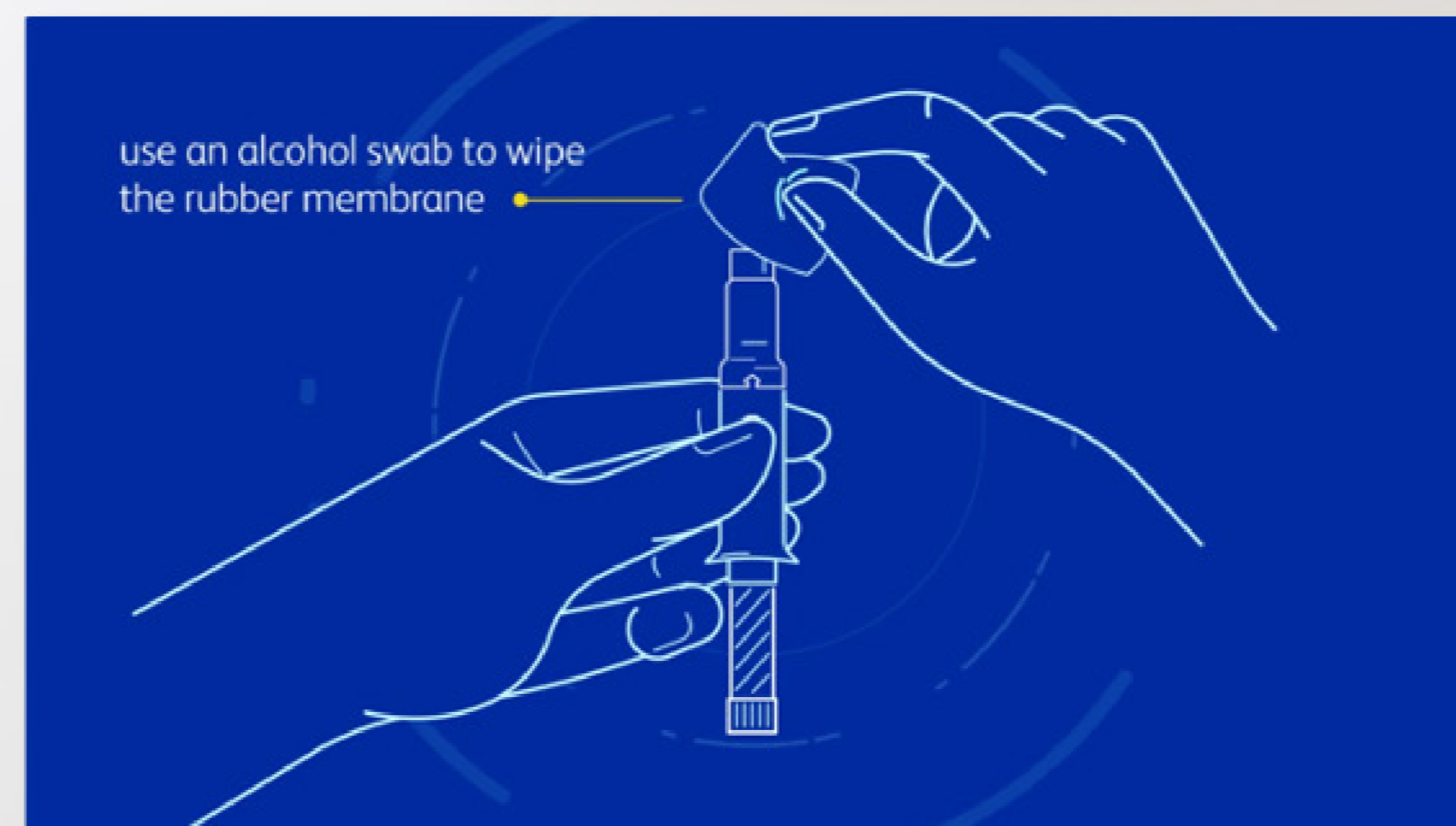
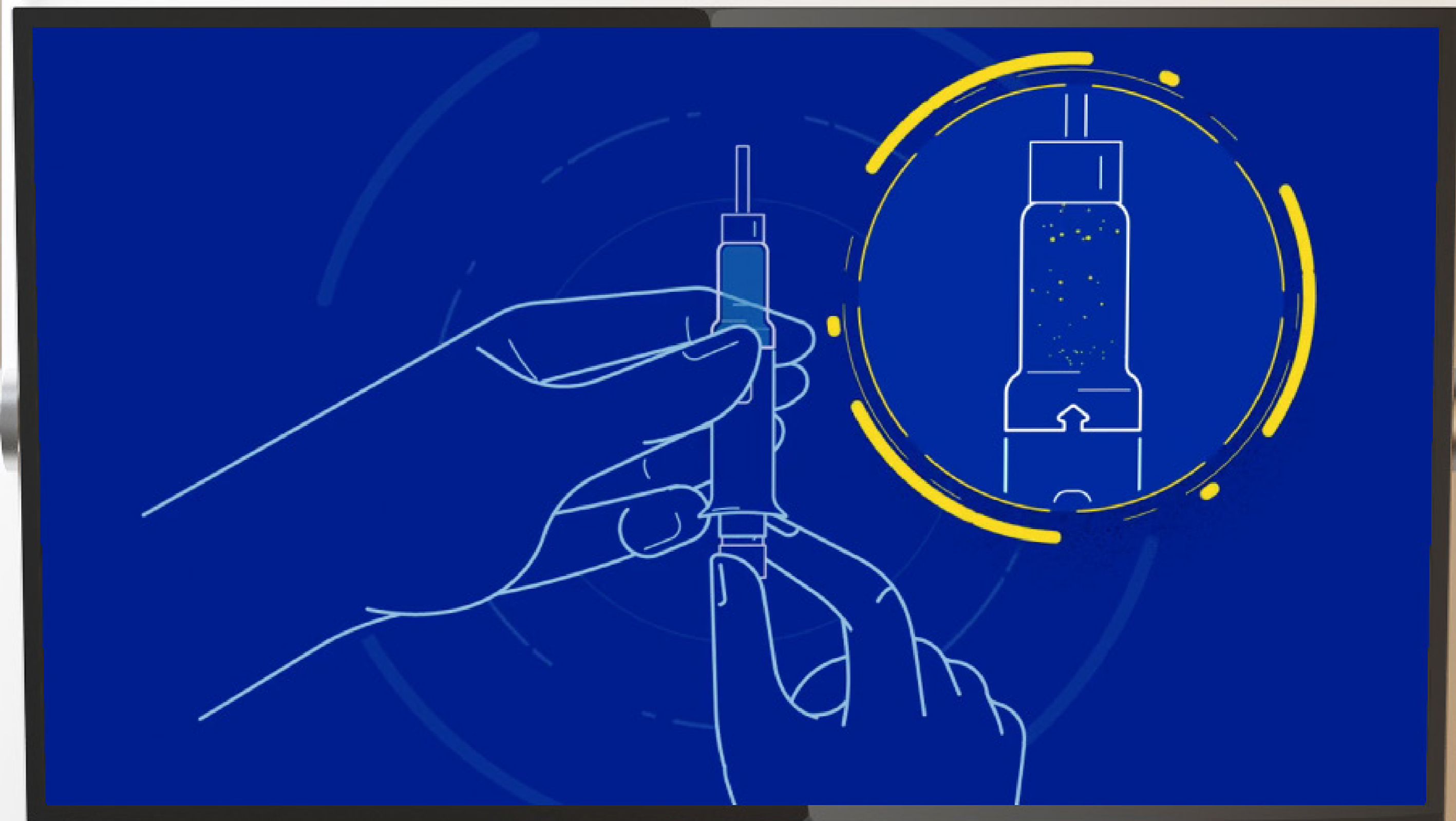
MY WORK

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Caverject Instructional Video Case Study *The Solution*

My team collaborated with the CAVERJECT® IMPULSE Medical Advisory team to design and develop an original animated "Instructions For Use" video. Our creative team worked expediently to gather necessary resources via GCMA, utilizing our global resources and knowledge of Pfizer protocols to meet the restrictive deadline. With laser focus on the patient's perspective, we scripted storyboards, designed the animation and curated the voice-over. The result was a beautiful, easy-to-follow instructional video that personalizes drug administration for patients and caregivers.

With resounding client praise, this patient instructional video is part of an upcoming global dissemination campaign that will continue through 2022. The CE team will remain as a partner to assist in video translations through the global rollout. The success of this project has helped my team to develop a lasting relationship with the Global Brands MA team.



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XACIATO Instructions for Use Video

The XACIATO team needed a fresh, modern, creative way to illustrate the Instructions for use of their medication to patients. They did not have an existing IFU video and need a piece that helped enhance the experience for the patient and also captured the latest label updates.

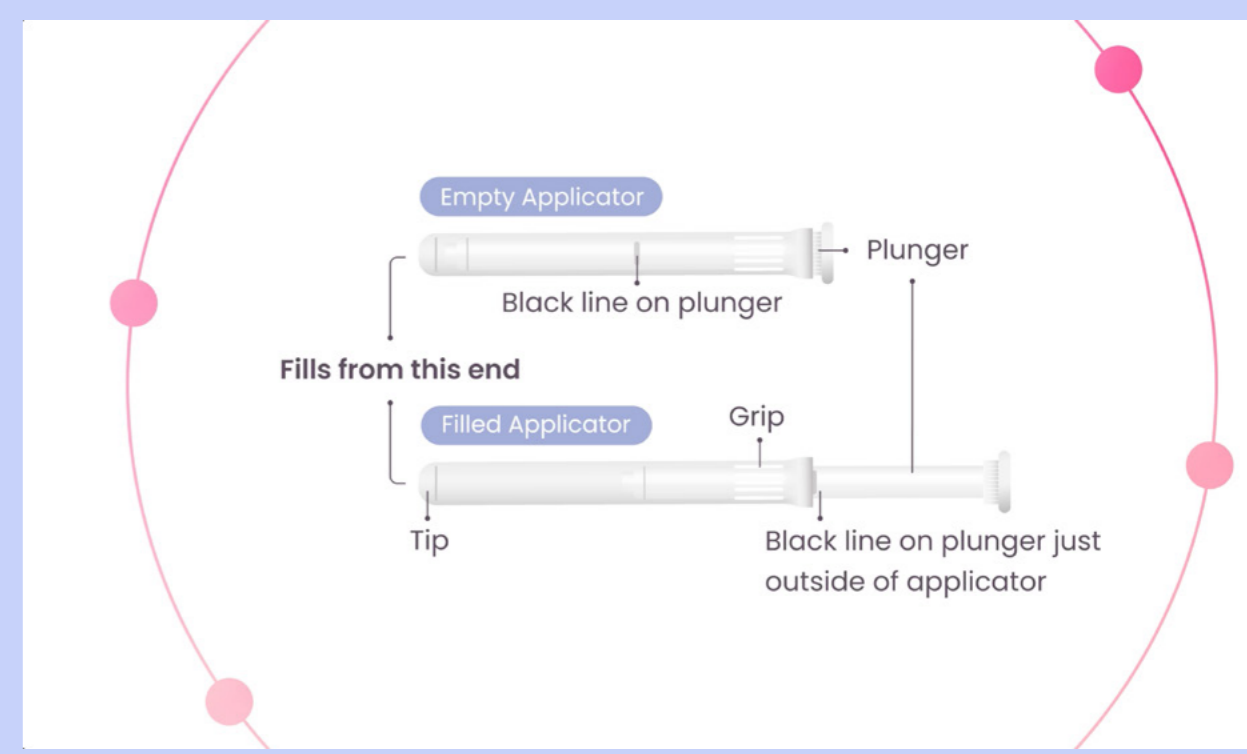
We were able to take their information and develop a video that brought their vision to life with custom illustration, music and voice over.

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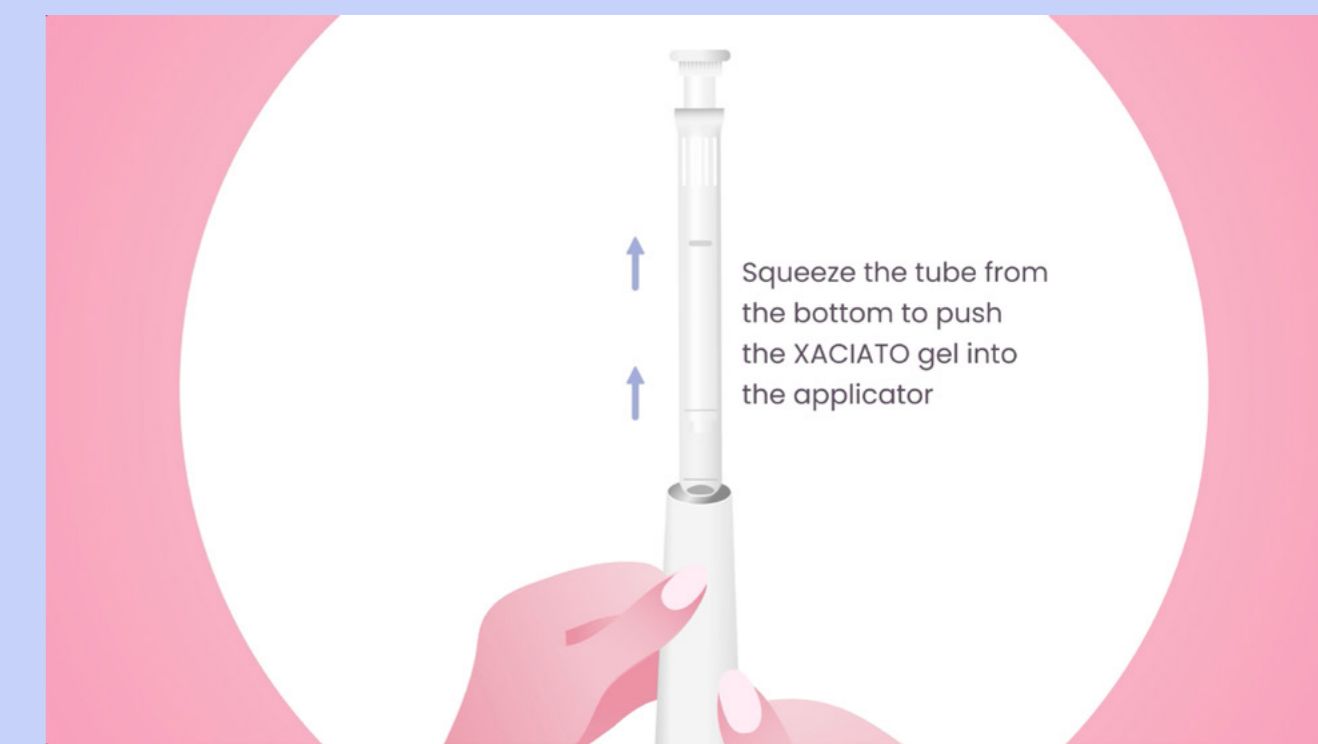
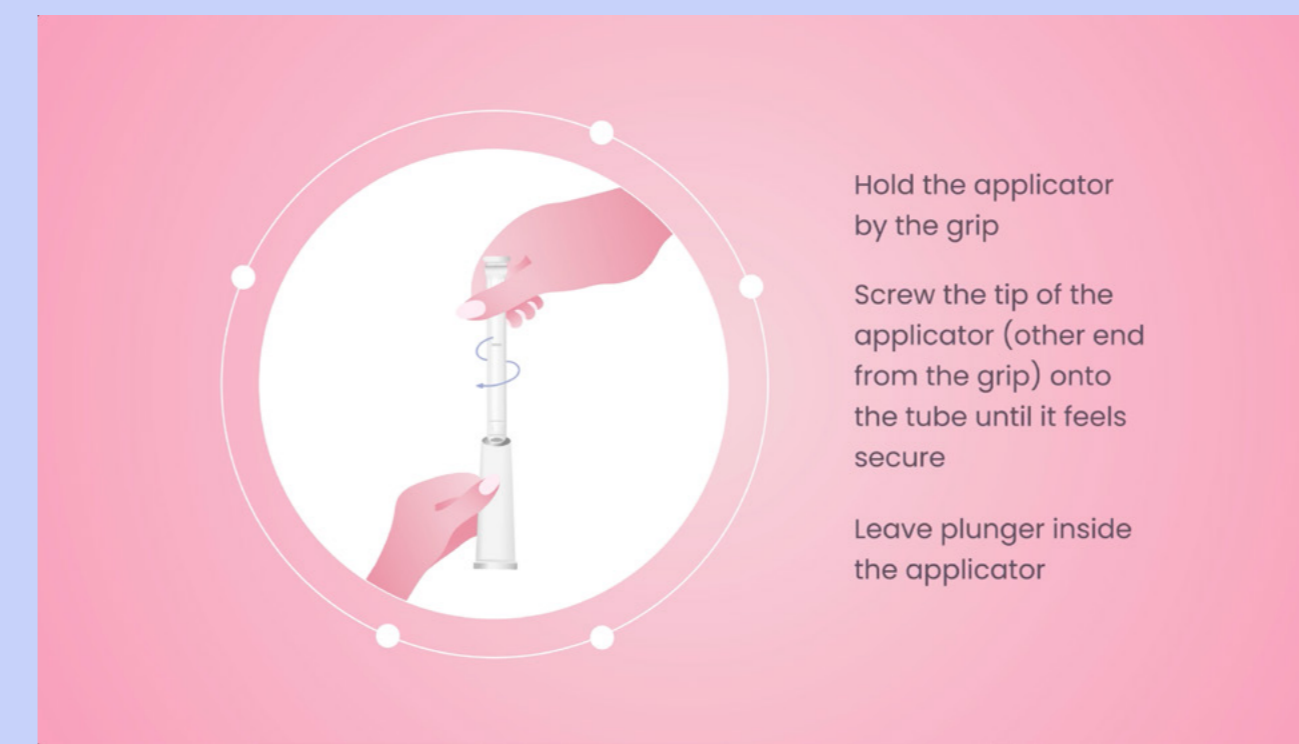
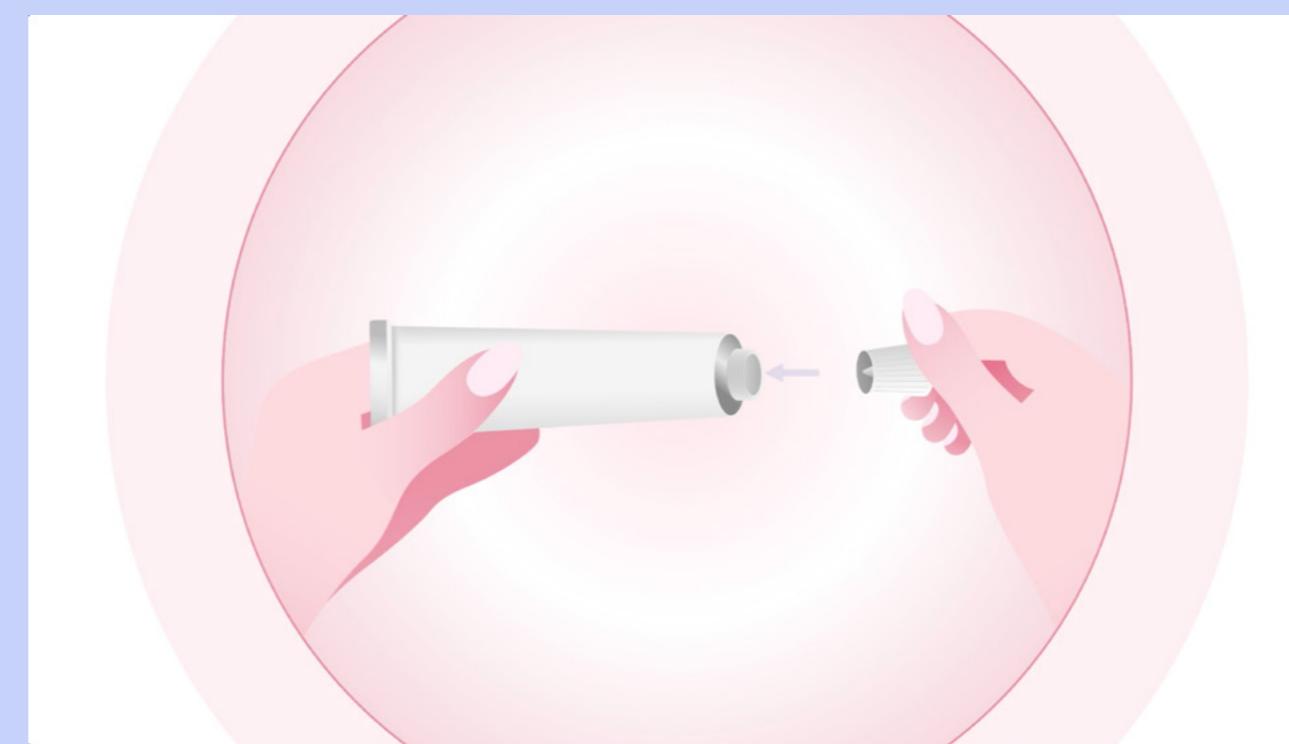
How to administer XACIATO



STEP 1
Prepare to insert the filled applicator



XACIATO™
(clindamycin phosphate)
vaginal gel 2%



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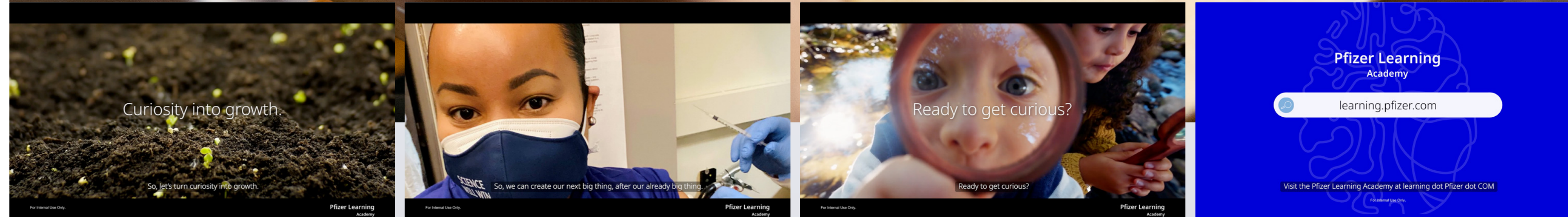
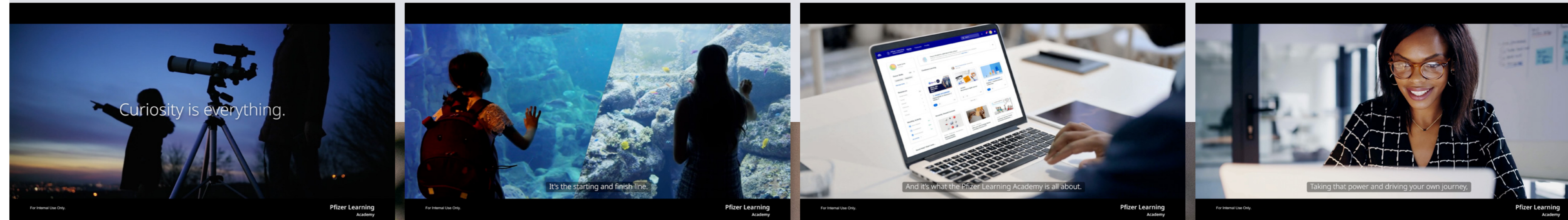
VIDEO

Pfizer Learning Academy Hype Video

Our client with the Pfizer Digital team came to us to help build excitement for the launch of the all new, modern learning platform that will combine 4 different learning systems into one.

Our client worked with an external agency for the copywriting, but relied on My team to produce a beautiful and powerful video that excites and energizes Pfizer colleagues for a new learning experience on the coming platform.

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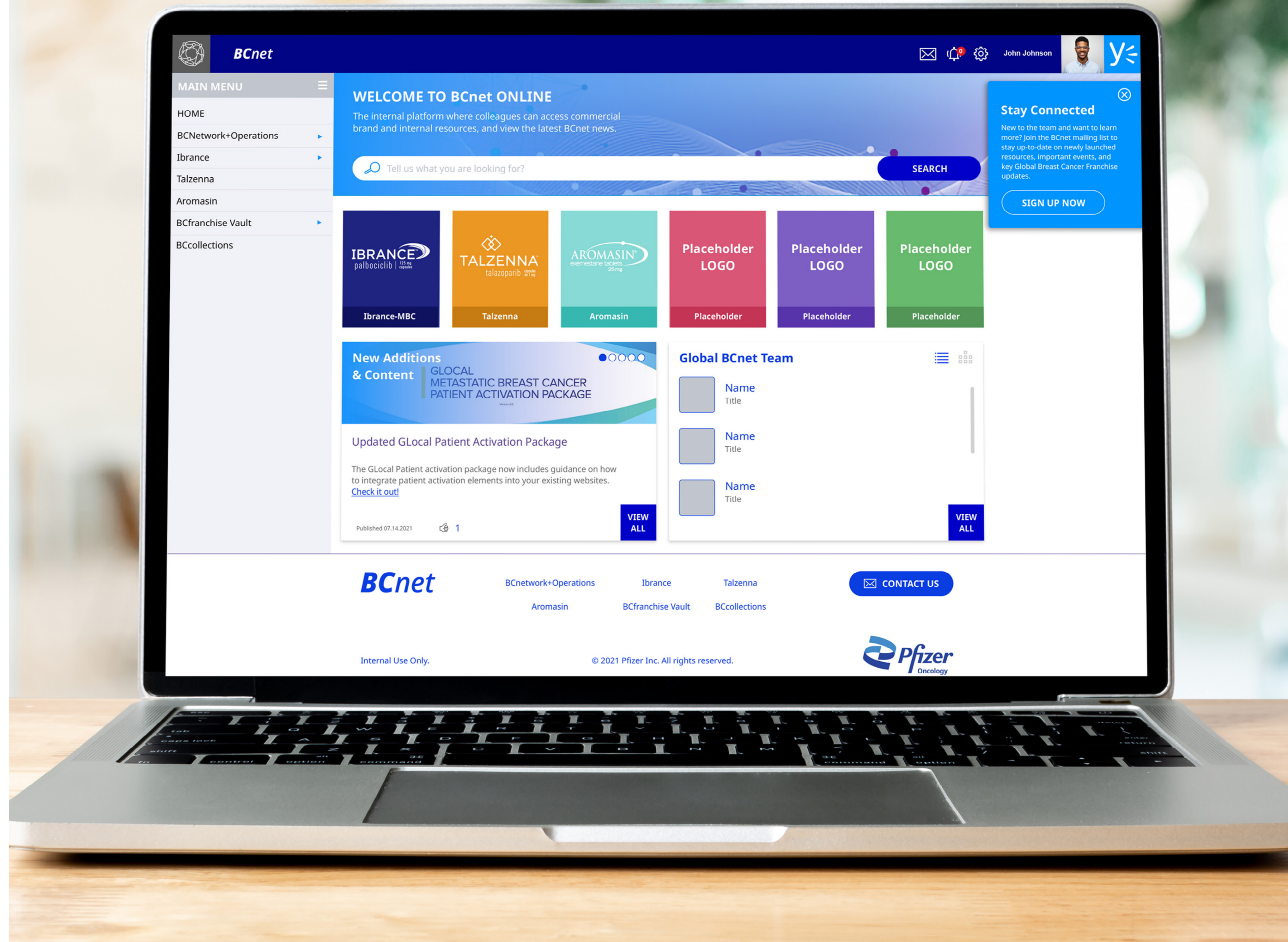
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BCnet Sharepoint Website

My team was contacted by the Breast Cancer Franchise to design an internal communications hub for the team in SharePoint. The goal was to take the updated Pfizer branding and use it to create a colorful, modern, and intuitive platform that could act as the central source for all of the brands within the BC franchise portfolio.

We partnered directly with Pfizer Digital on the development, UAT and launch to make this hub a reality for the BC franchise team.



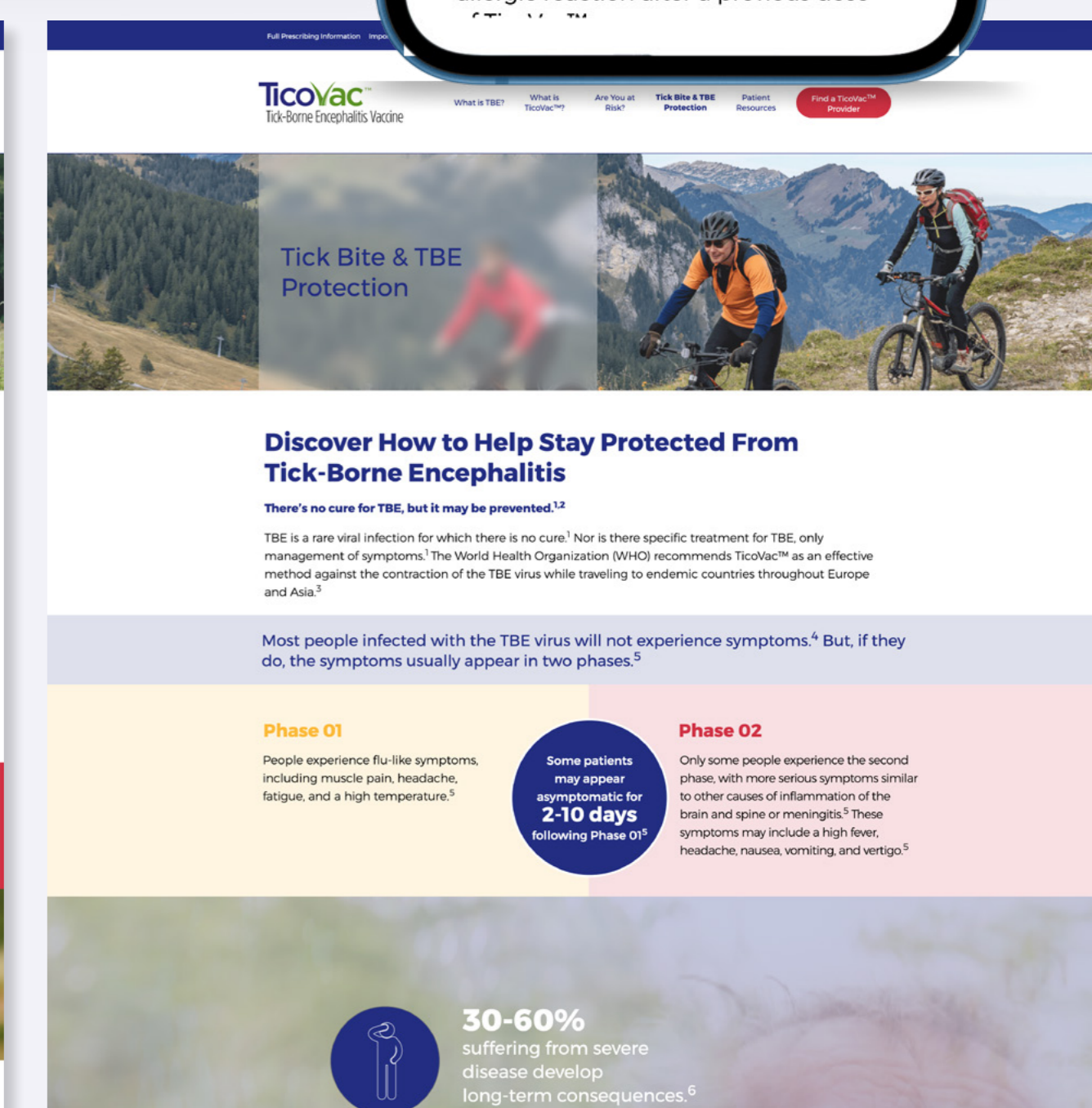
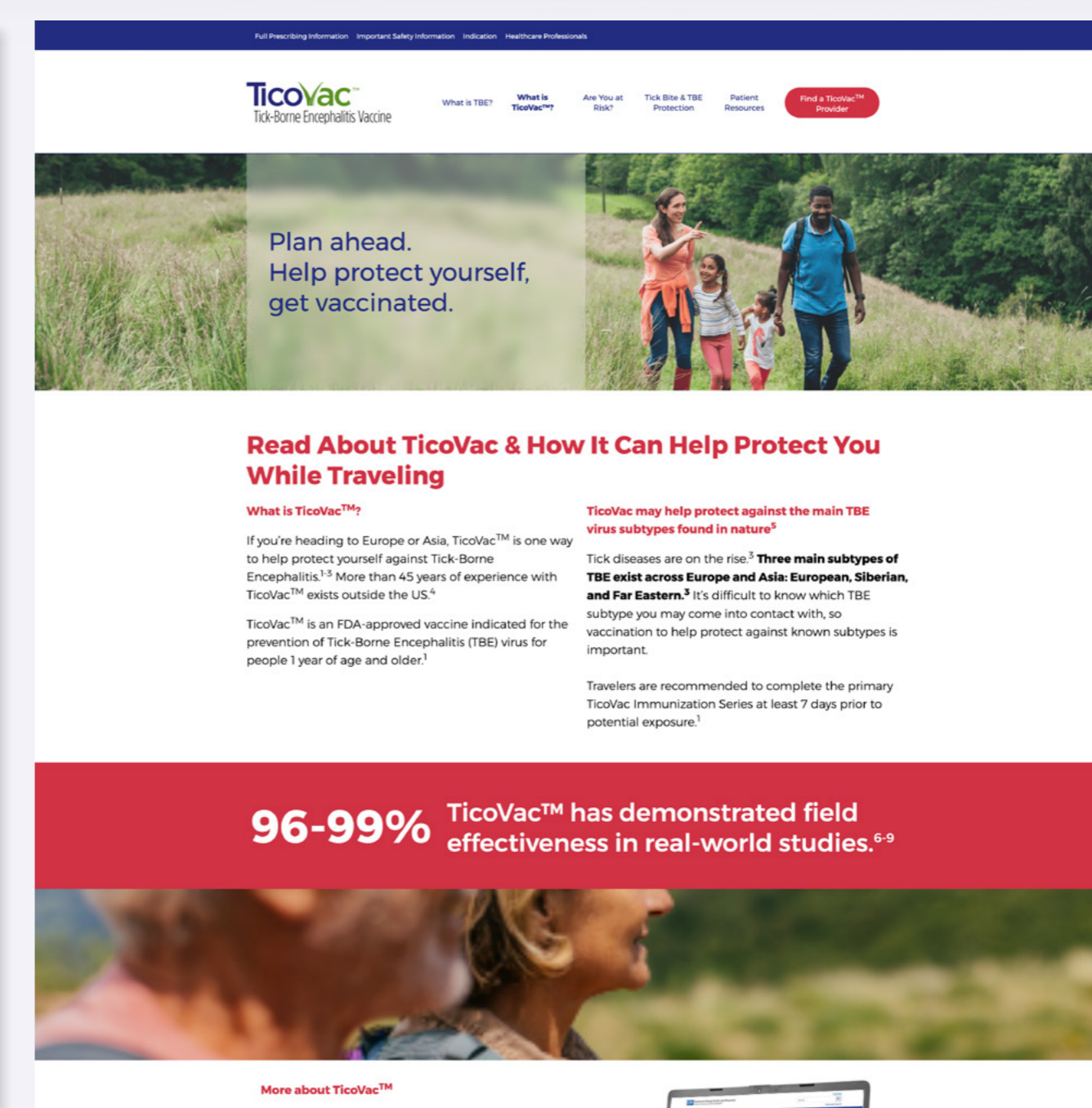
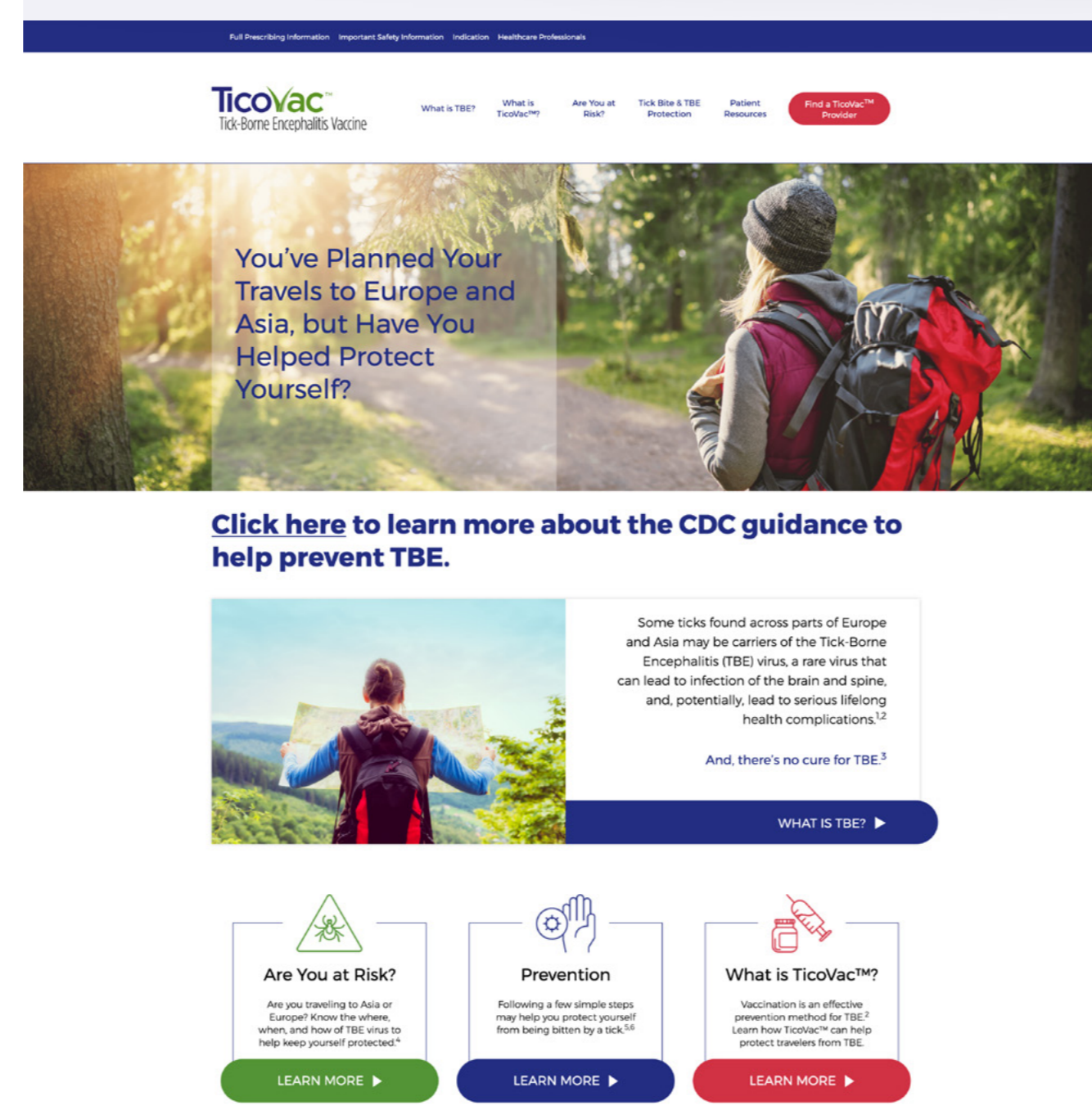
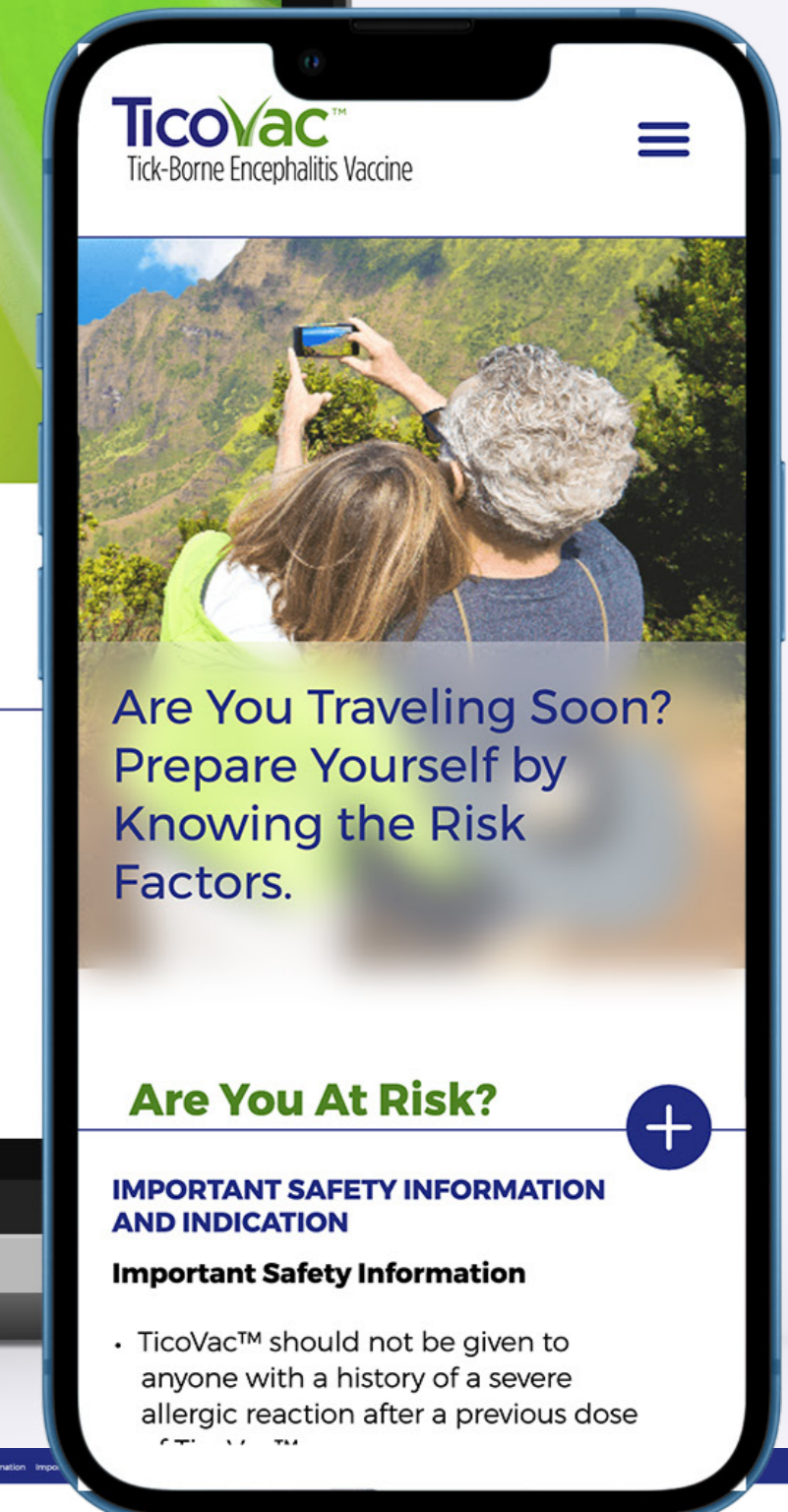
WEBSITES

TicoVac™ Consumer Website

The TicoVac US Campaign launch included 3 branded websites for HCP, Consumer and Military Families. All sites were clean and modern with large bold graphic and subtle animated icons throughout to appeal to a more mature and affluent US traveler who may be vacationing in more exotic areas of the world.

The messaging we developed was educational in nature as TBE is not endemic to the United States and most Americans only associate ticks with Lyme Disease.

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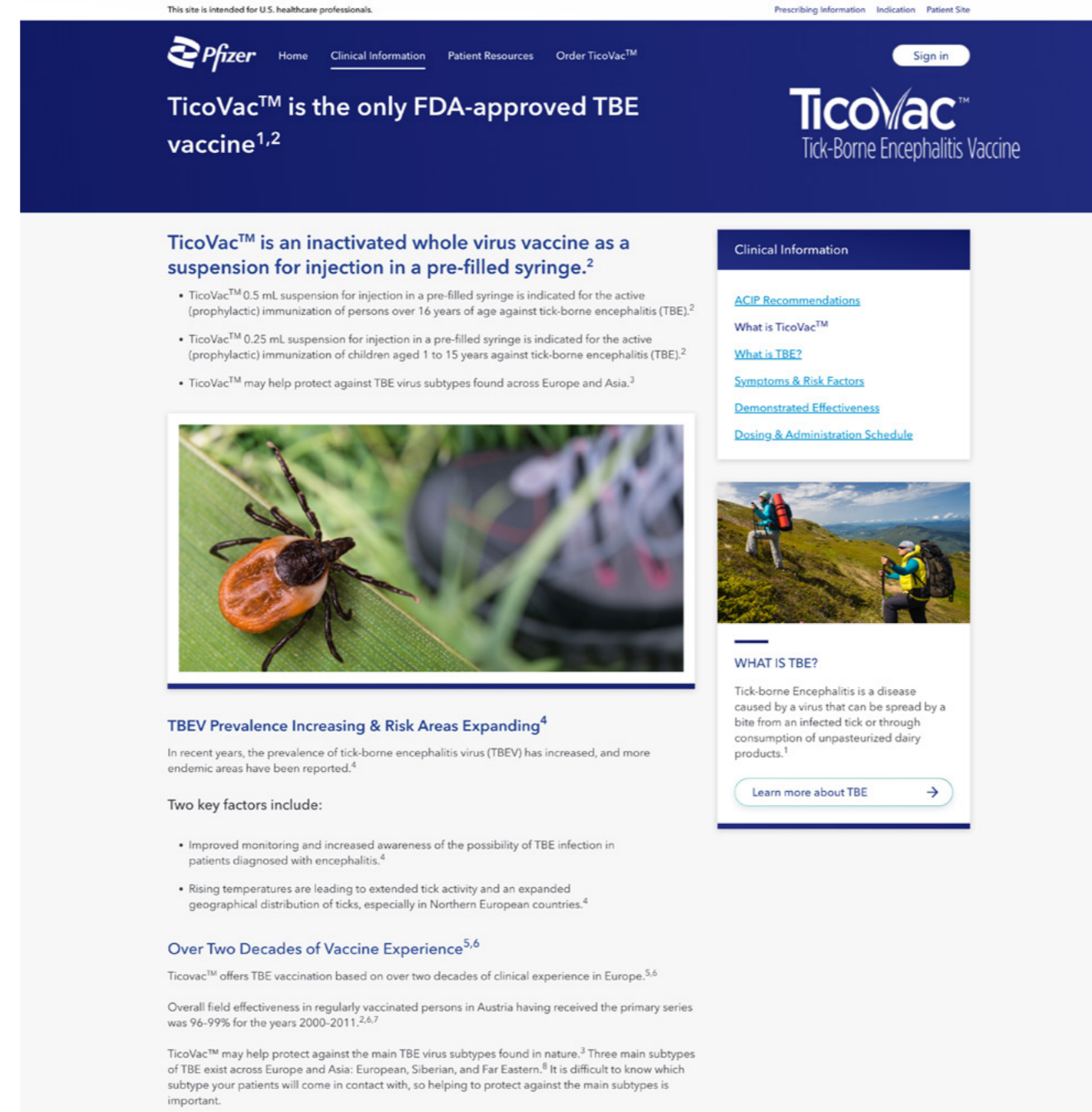
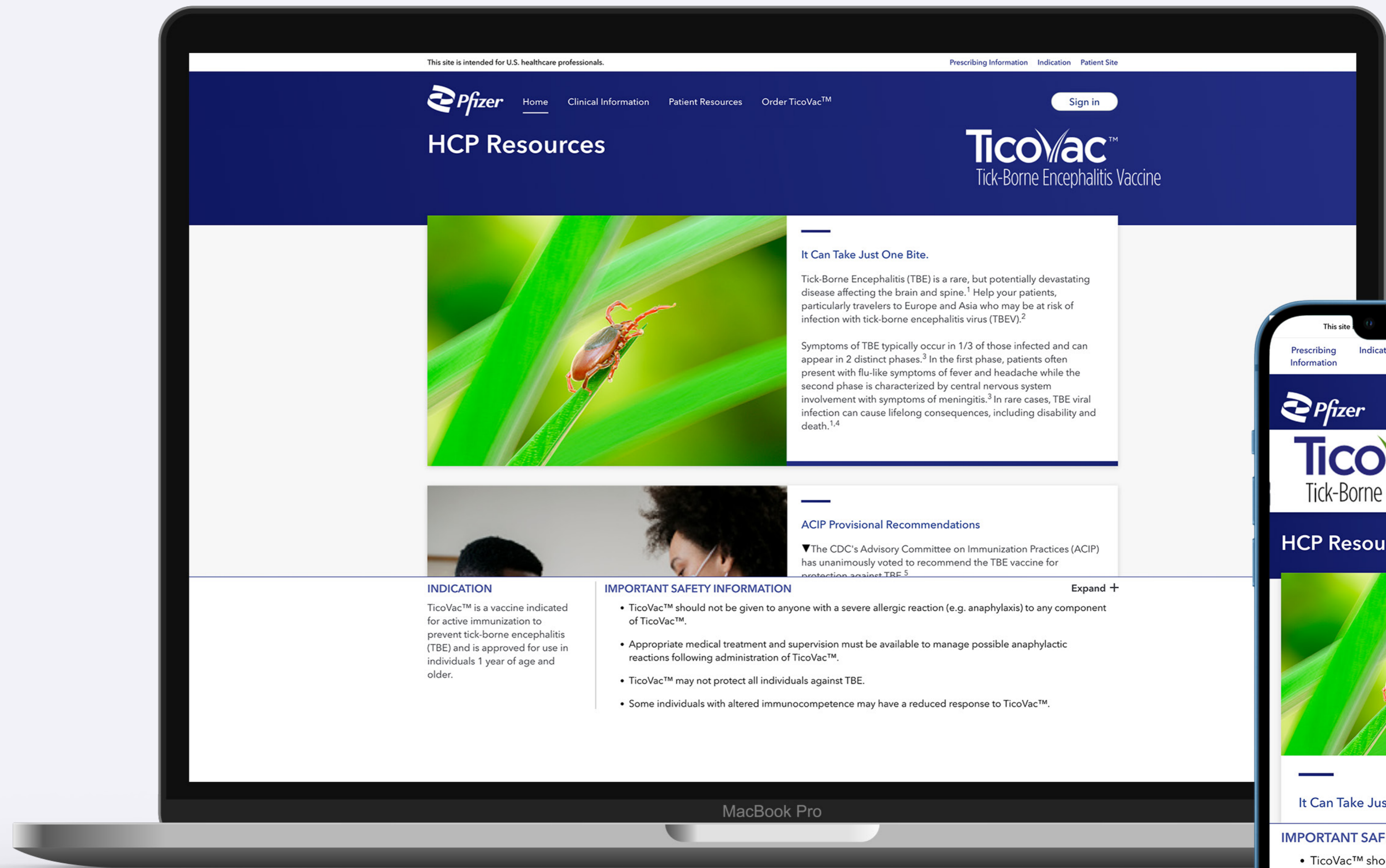
WEBSITES

TicoVac™ HCP Website

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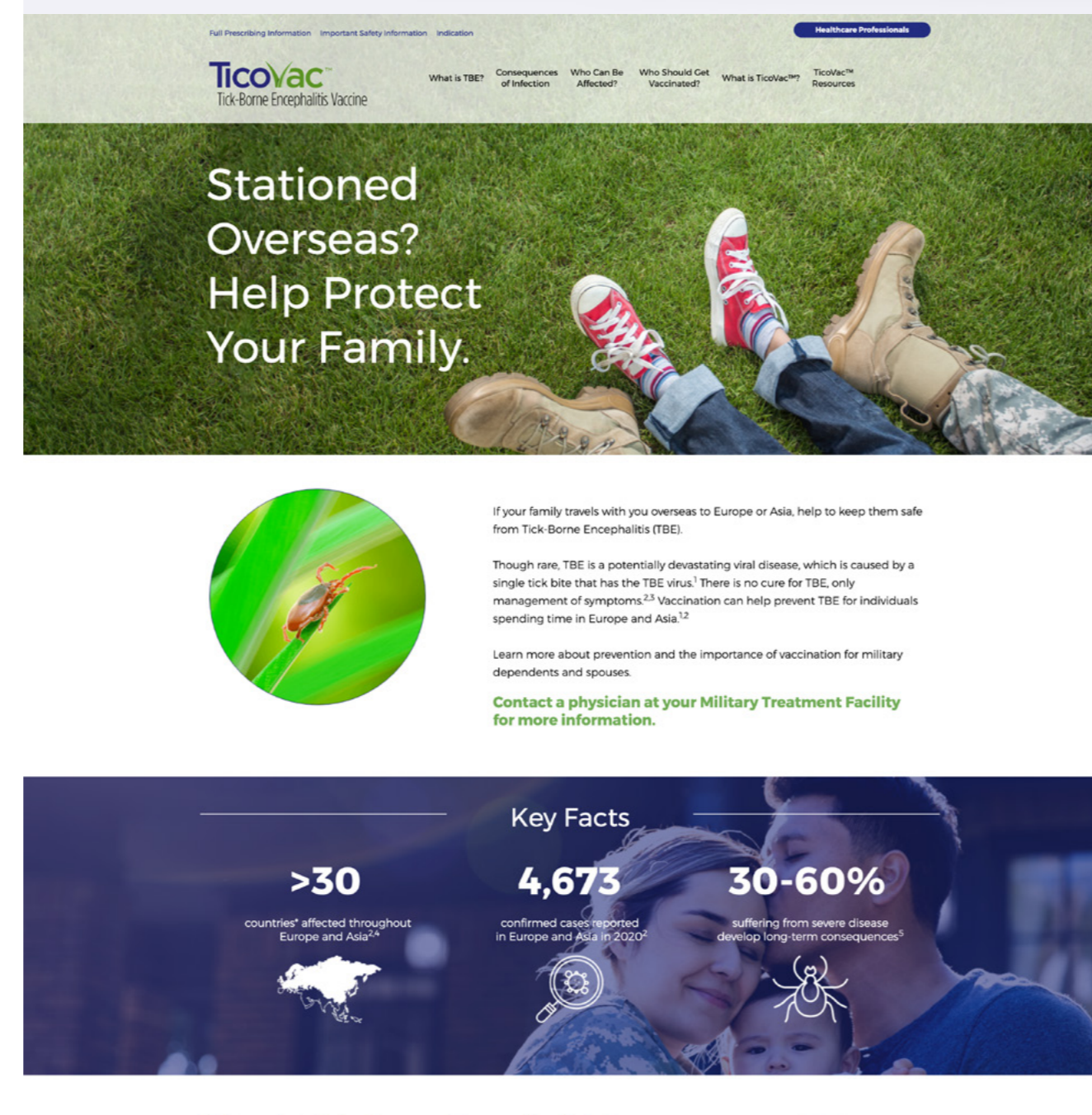
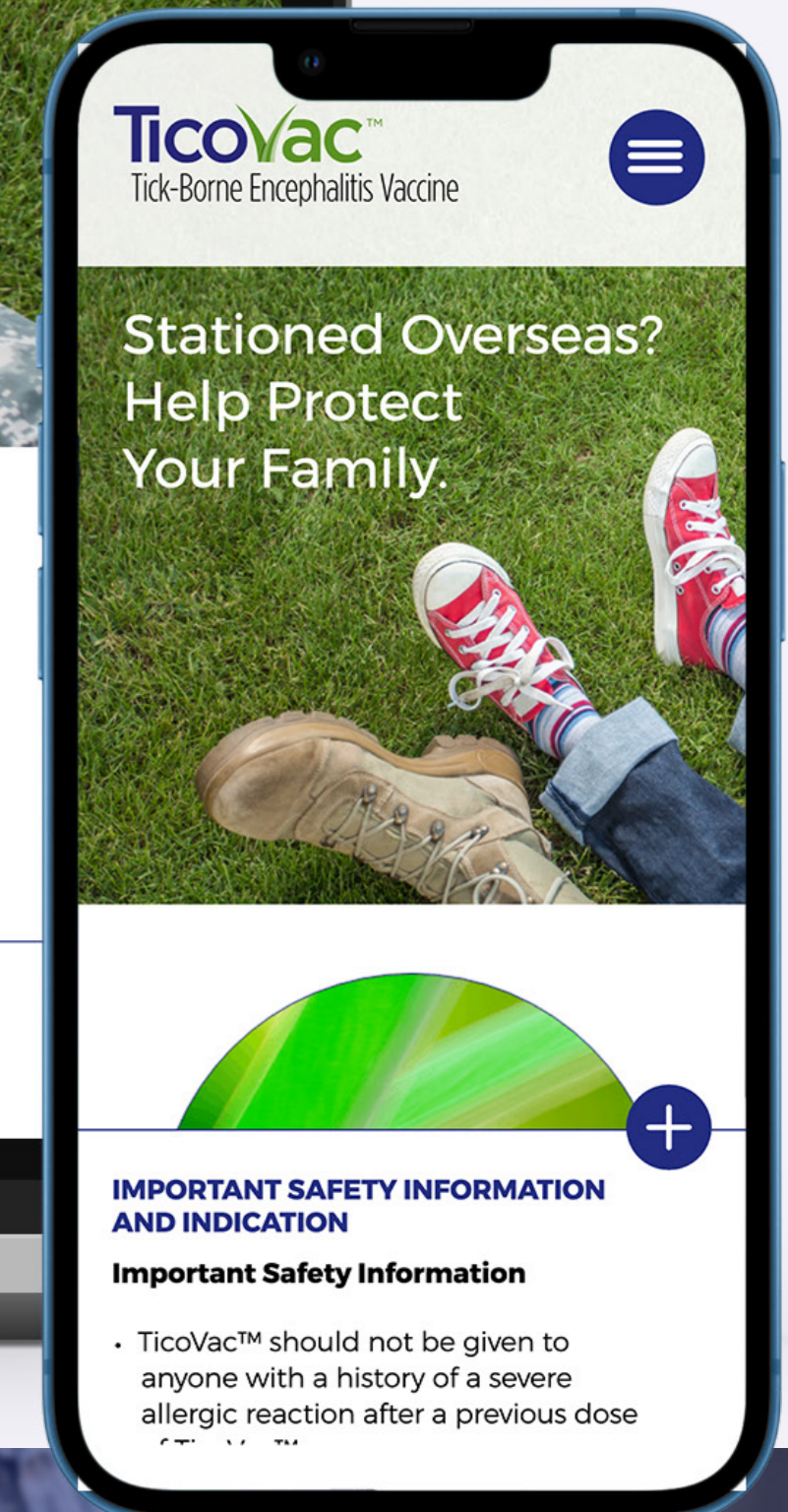
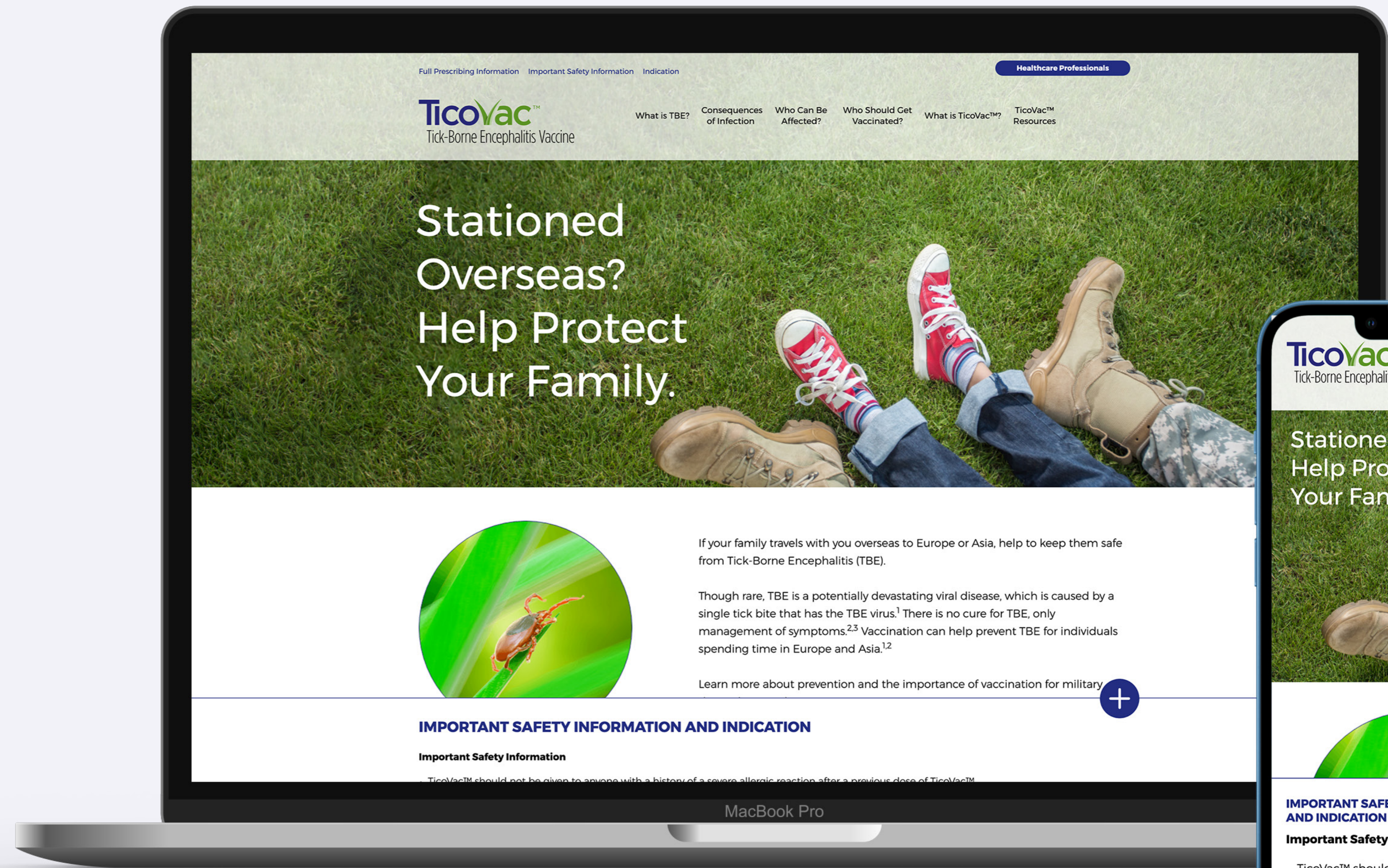
WEBSITES

TicoVac™ Military Website

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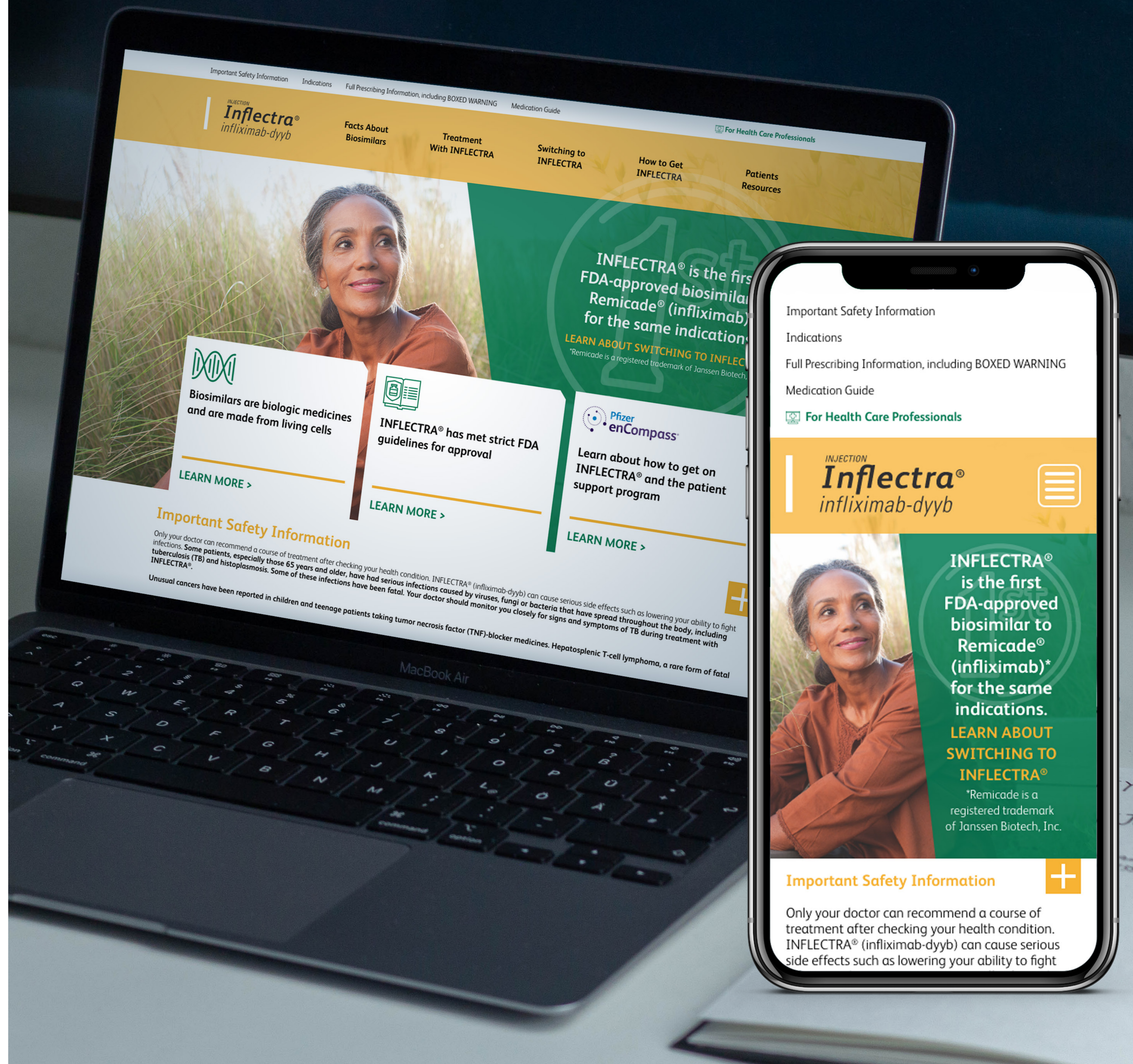
CONTACT

Inflectra Consumer Website

The I&I Biosimilars marketing team approached my team to update their existing consumer website.

We provided several high-end concepts showcasing a modern look and feel which compliments their current marketing materials. We then delivered on our creative by designing a modern, brand-compliant website. We then guided the piece through regulatory review and helped with UAT of the site before launch.

VISIT PFIZERINFLECTRA.COM



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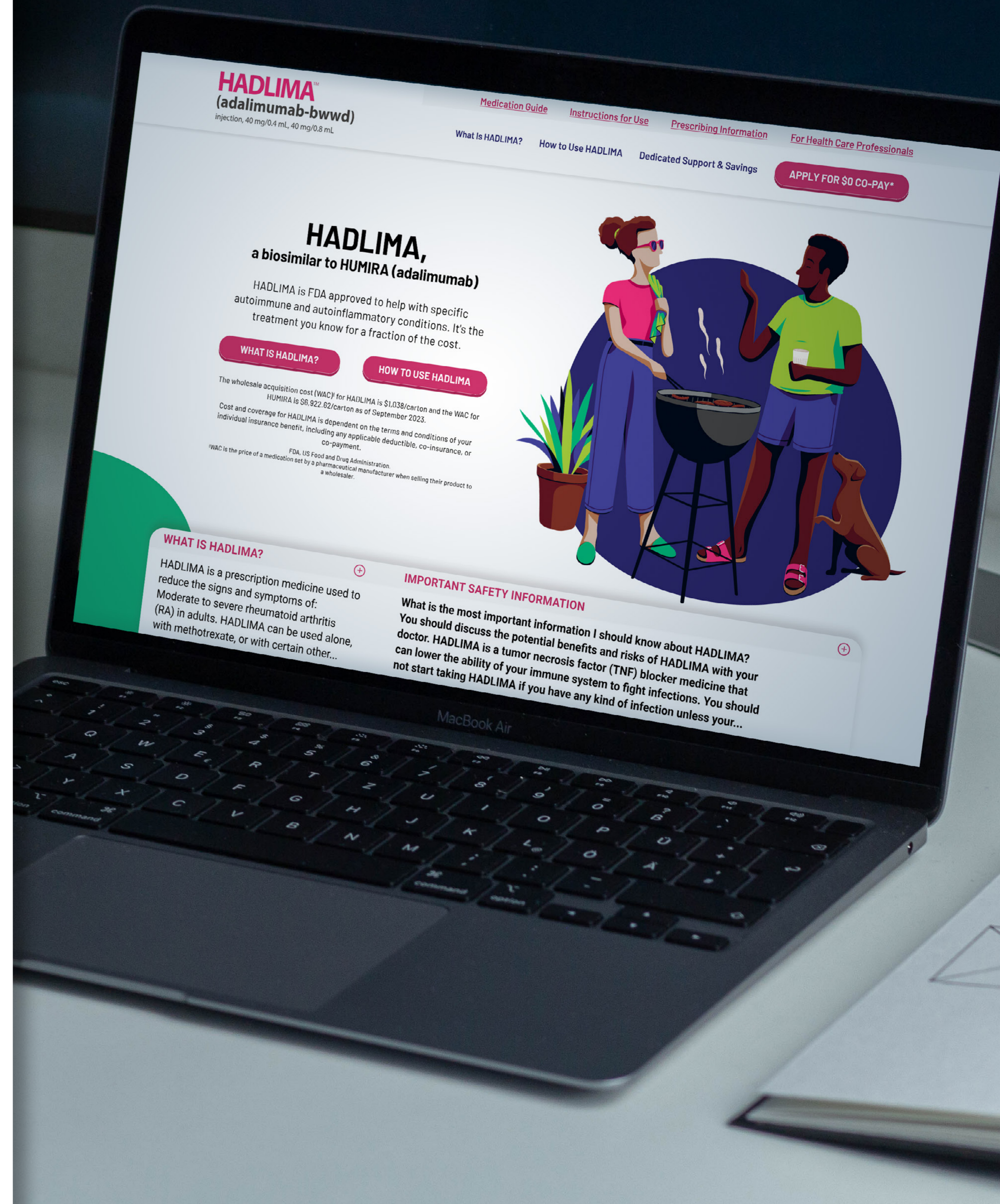
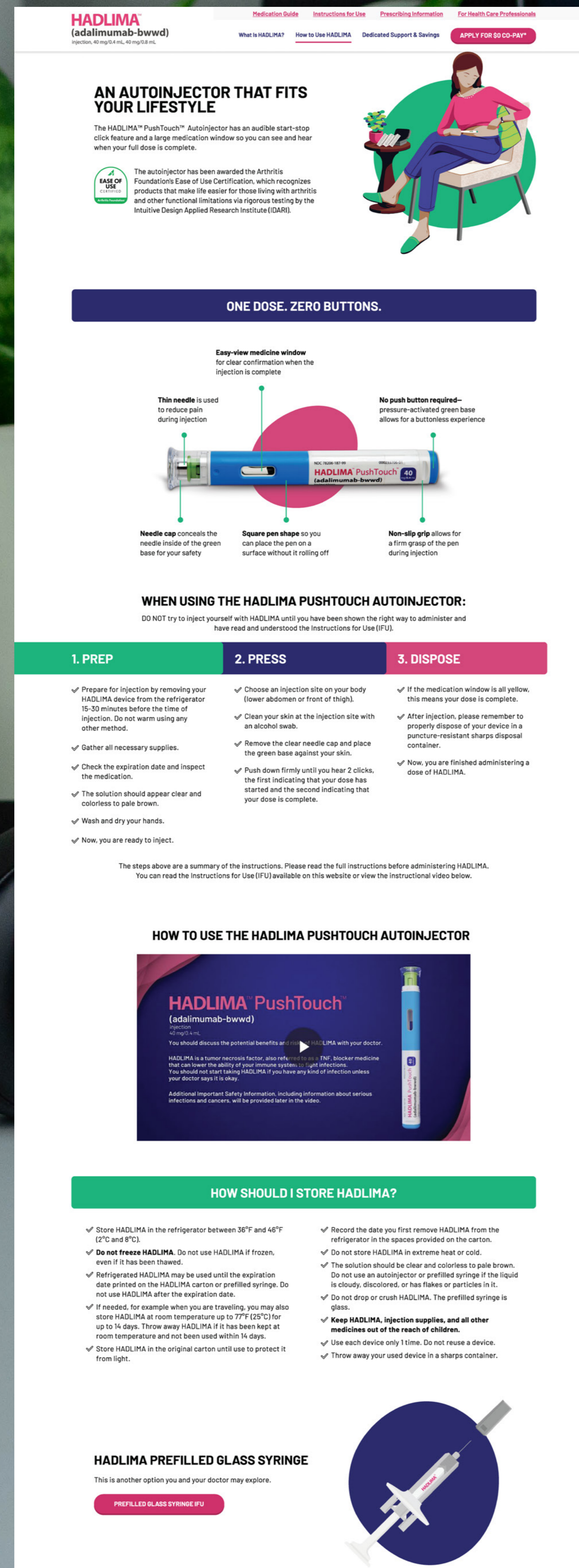
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Hadlima.com Refresh

Our HADLIMA partners engaged us to update the content, UI and UX of their consumer site. We guided the process of better organizing the flow of the website, adapting content from newly approved resources and owning the regulatory submission process to refresh and enhance the experience for patients using the site.



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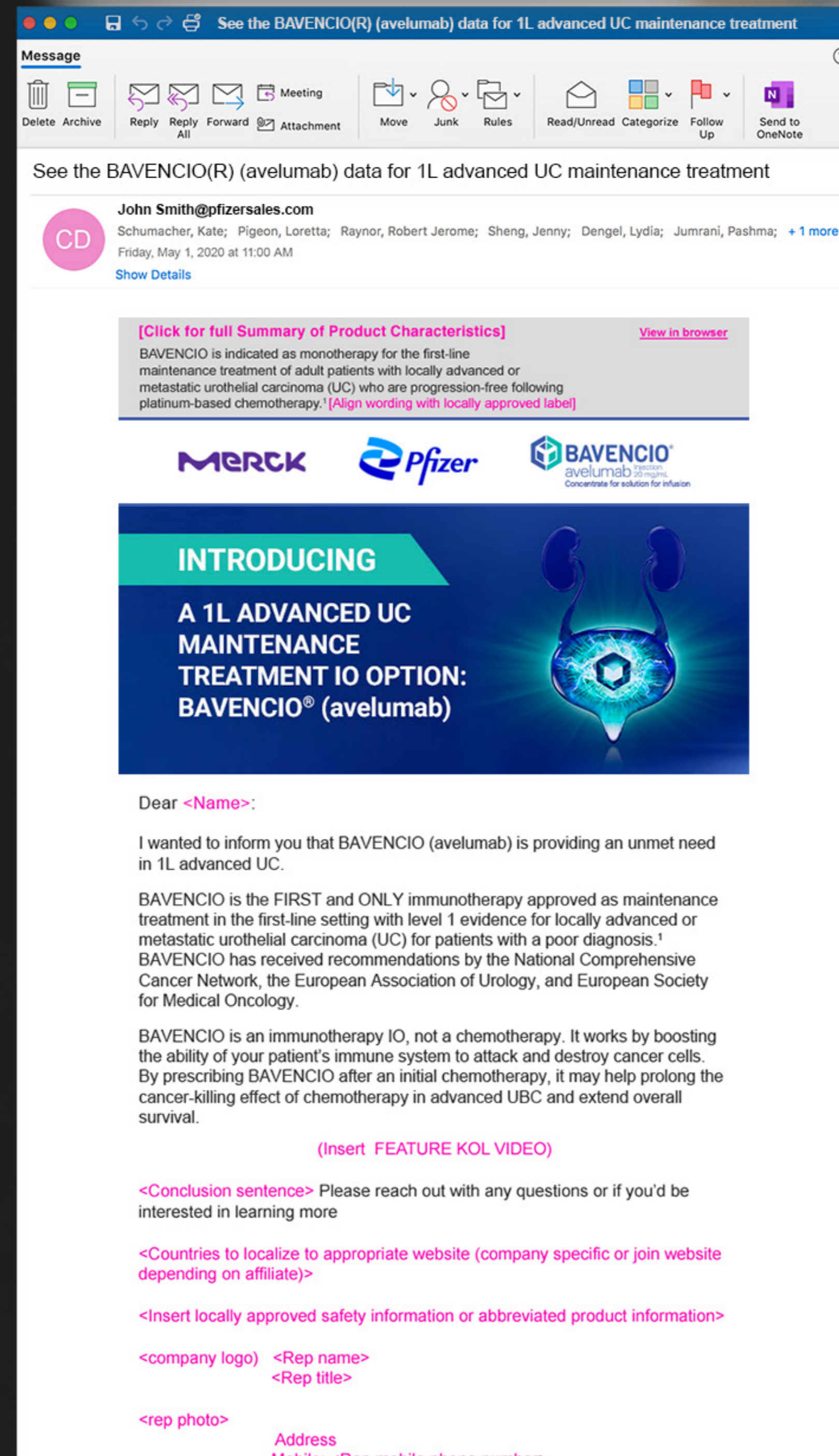
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Bavencio RTE Series

Our marketing partners with Bavencio came to us to develop a new series of 6 RTE blasts using the proprietary new Pfizer platform called CANVAS. We wrote copy that supported their new indications and designed layouts that fit the new RTE system at Pfizer. We also worked to manage the regulatory process for approval.



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Staquis® HCP E-mail Campaign

My team helped the Staquis marketing team in their branded HCP Campaign launched with multiple tactics: 4 rounds of 3rd Party Email distributions, 2 waves of 6 expandable banner ads, and an educational webinar for HCPs.

My team was involved in the execution and approval process of every tactic.

 pfizerconnect.com.au 1 800 270 761 Send Medical Enquiry

Crisaborole

As you know, atopic dermatitis (eczema) is a chronic inflammatory skin disorder involving skin barrier and immune dysfunction.^{1,2} The chronic nature of the disease means long-term management is required to control exacerbations and flareups.^{1,3}

[LEARN MORE ABOUT CRISABOROLE HERE](#)

Understanding the pathogenesis of atopic dermatitis

Atopic dermatitis is a chronic inflammatory skin condition driven by skin barrier disruption and immune system abnormalities⁴

- Atopic dermatitis is associated with excessive cytokine production, which contributes to the signs and symptoms of atopic dermatitis⁴
- These cytokines are regulated at the intracellular level by overactive PDE4 enzymes in immune cells⁴
- Overactive PDE4 degrades cAMP to AMP, resulting in the overproduction of inflammatory cytokines⁴
- Overactive PDE4 is one of the many potential factors involved in the pathophysiology of atopic dermatitis⁴



AMP= adenosine monophosphate; cAMP = cyclic adenosine monophosphate; PDE4 = phosphodiesterase-4.


Crisaborole as a PDE4 inhibitor.⁵

Phosphodiesterase 4 (PDE4) is a key regulator of inflammatory cytokine production in atopic dermatitis through the degradation of cyclic AMP. PDE4 activity is increased in circulating inflammatory cells of patients with atopic dermatitis.^{6,7}

Crisaborole – a boron-based molecule that selectively inhibits PDE4⁴


-  Inclusion of a boron atom enables crisaborole to assume a tetrahedral configuration within the PDE4 enzyme catalytic site^{4,8}
-  Greater affinity for PDE4 isoforms than other PDE enzymes^{4,8}
-  Low molecular weight (251 Daltons) facilitates effective penetration of the skin⁴
-  Once crisaborole reaches systemic circulation after topical application, it is metabolised into inactive metabolites, limiting systemic exposure⁴

HCP Third Party Email


Registration is now open [Click Here](#) 


Leading Scientific Conversations in Atopic Dermatitis

May 25, 21:00 EDT (Toronto/New York) and
May 27, 12:00 EDT (Toronto/New York)



REGISTER HERE [CLICK HERE ▶](#) **ADD TO CALENDAR** [CLICK HERE ▶](#)

 **Adelaide Hebert, MD**
Professor, Department of Dermatology
Director, Pediatric Dermatology University of Texas Health Science Center
Houston, Texas, USA

 **Seemal R. Desai, MD, FAAD**
Founder & Medical Director Innovative Dermatology, PA Plano, Texas, USA
Clinical Assistant Professor Department of Dermatology, University of Texas
Southwestern Medical Center Dallas, Texas, USA

Dear Dr. <<insert title and surname>>>,

It is with great pleasure that we announce **SpearheAD 2021 – Leading Scientific Conversations in Atopic Dermatitis**, the first in a series of live webinars on the management of atopic dermatitis patients. The 90 minute webinar, led by two esteemed global experts in the field of Atopic Dermatitis, will be followed by a live Q&A session.

This webinar series has been developed as part of Pfizer's commitment to transform the treatment of dermatological diseases, like Atopic Dermatitis, by delivering breakthrough treatments that address the unique needs of these patients.

The overall learning objectives of this live online webinar will be to:

- Review the current approaches to long term management of mild to moderate Atopic Dermatitis
- Highlight the role of PDE4 in Atopic Dermatitis Pathophysiology
- Understand the place of Crisaborole in the atopic dermatitis treatment paradigm

We hope you can attend what will be a cutting edge exploration of hot topics in

Webinar Invitation Email

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TicoVac HCP E-mail Campaign

Part of our campaign launch was to develop an awareness campaign among HCPs to alert them of the dangers of TBE and also provide education on the disease they can use to share with their patients.

This time-sensitive campaign went out in concert with the CDC recommendations in Q1 2022.

Tick-Borne Encephalitis (TBE):
A Travel Risk to Consider

What Is Tick-Borne Encephalitis (TBE)?

Please [click here](#) for TicoVac™ Full Prescribing Information.

SELECT SAFETY INFORMATION

- TicoVac™ should not be given to anyone with a severe allergic reaction (e.g. anaphylaxis) to any component of TicoVac™.
- Appropriate medical treatment and supervision must be available to manage possible anaphylactic reactions following administration of TicoVac™.

INDICATION
TicoVac™ is a vaccine indicated for active immunization to prevent tick-borne encephalitis (TBE) and is approved for use in individuals 1 year of age and older.

CONTINUED BELOW

Dear Dr. [Name],

Tick-borne encephalitis (TBE) is a rare but serious viral infection which may involve the central nervous system, including the brain and spine.¹ The TBE virus can be transmitted to humans immediately after a single bite from a tick infected with the TBE virus.^{2,3}

The consumption of contaminated dairy products that are unpasteurized can also result in TBE infection.³ Unfortunately, ticks infected with the virus are not confined to one country, but can be found in over 30 countries across Europe and Asia, and are often most active from April through November.^{2,3}

TBE symptoms typically appear in 2 distinct phases, with specific symptoms for each phase.⁴

- Phase 1 Symptoms include fever, headache, body pain (myalgia and arthralgia), fatigue, general malaise, anorexia, and nausea, among other symptoms.^{5,6}
- Some patients may appear asymptomatic for 2-10 days following Phase 1.⁴
- Phase 2 may present more severe symptoms, including the presence of meningitis, meningoencephalitis, and meningoencephalomyelitis.^{5,6}
- Some individuals may experience long-term neurologic symptoms or in rare cases, death.^{1,7}

There is no cure for TBE currently available, only supportive and symptomatic management.^{2,7}

Click below to learn about TicoVac™, a TBE vaccine, and what else you can do to help your patients.

[CLICK HERE TO LEARN MORE ABOUT TICOVAC™](#)

Learn More About the New TBE Vaccine Recommendations to Help Protect Your Patients While Traveling.

TicoVac™ Tick-Borne Encephalitis Vaccine

The CDC's Advisory Committee on Immunization Practices (ACIP) has unanimously voted to recommend the TBE vaccine for protection against TBE¹.

Please [click here](#) for TicoVac™ Full Prescribing Information.

SELECT SAFETY INFORMATION

- TicoVac™ should not be given to anyone with a severe allergic reaction (e.g. anaphylaxis) to any component of TicoVac™.
- Appropriate medical treatment and supervision must be available to manage possible anaphylactic reactions following administration of TicoVac™.

INDICATION
TicoVac™ is a vaccine indicated for active immunization to prevent tick-borne encephalitis (TBE) and is approved for use in individuals 1 year of age and older.

CONTINUED BELOW

Dear {{my.Salutation_GSRList}}

Some travelers to TBE endemic countries across Europe and Asia may benefit from TBE vaccination based on ACIP recommendations.

For persons who travel or move to TBE endemic areas¹:

- TBE vaccine is recommended for persons who are moving or traveling to a TBE-endemic area and will have extensive exposure to ticks based on their planned outdoor activities and itinerary.
- Additionally, TBE vaccine may be considered for persons traveling or moving to a TBE-endemic area who might engage in outdoor activities in areas ticks are likely to be found. The decision to vaccinate should be based on an assessment of their planned activities and itinerary, risk factors for a poorer medical outcome, and personal perception and tolerance of risk.

For laboratory workers¹:

- TBE vaccination is recommended for laboratory workers with a potential for exposure to TBE virus.

ACIP recommendations are provisional until published in the Morbidity and Mortality Weekly Report (MMWR).

TicoVac™ is available to order now.

[CLICK HERE TO LEARN MORE ABOUT TICOVAC™](#)

Staquis® HCP Web Banner Campaign

My team helped the Staquis marketing team in their branded HCP Campaign launched with multiple tactics: 4 rounds of 3rd Party Email distributions, 2 waves of 6 expandable banner ads, and an educational webinar for HCPs.

My team was involved in the execution and approval process of every tactic.

21-84% of AD patients experience steroid-phobia¹

Prescribing Information and Adverse Events Reporting Information [SEE REFERENCES HERE](#) PP-CRI-AUS-0174 | April 2021

Give them a long-term treatment option²

Prescribing Information and Adverse Events Reporting Information [SEE REFERENCES HERE](#) PP-CRI-AUS-0174 | April 2021

TWICE DAILY STEROID-FREE FOR M2M AD³

Prescribing Information and Adverse Events Reporting Information [SEE REFERENCES HERE](#) PP-CRI-AUS-0174 | April 2021

Staquis
crisaborole ointment 2%

Many body areas
Same treatment

Prescribing Information and Adverse Events Reporting Information [SEE REFERENCES HERE](#) PP-CRI-AUS-0174 | April 2021

Staquis
crisaborole ointment 2%

Hover here to discover how
STAQUIS® can help your patients

Prescribing Information and Adverse Events Reporting Information [SEE REFERENCES HERE](#) PP-CRI-AUS-0174 | April 2021

Introducing **STAQUIS**®—an anti-inflammatory, steroid-free PDE4 inhibitor for patients with M2M AD³

- Specifically targets inflammatory drivers of AD, such as PDE4, and improves the skin barrier^{2,4}
- Provides an alternative treatment to topical corticosteroids (TCS) and topical calcineurin inhibitors (TCI)³
- Demonstrated long-term safety profile to treat recurrent AD in children and adults²

STAQUIS® works differently to other AD topicals³

[MoA](#) [Clinical data](#) [Product info](#)

[SEE REFERENCES HERE](#) PP-CRI-AUS-0174 | April 2021



DIGITAL

AFib2gether™ Mobile Application

The Eliquis team engaged my team to do a complete redesign and relaunch of their expiring and outdated commercial app, AFib2gether.

We worked with internal Pfizer stakeholders and development teams to produce mobile and tablet versions of the app. Our creative team gave it a fresh look and feel and updated UI while bringing it closer to the unbranded guidelines for Eliquis material.



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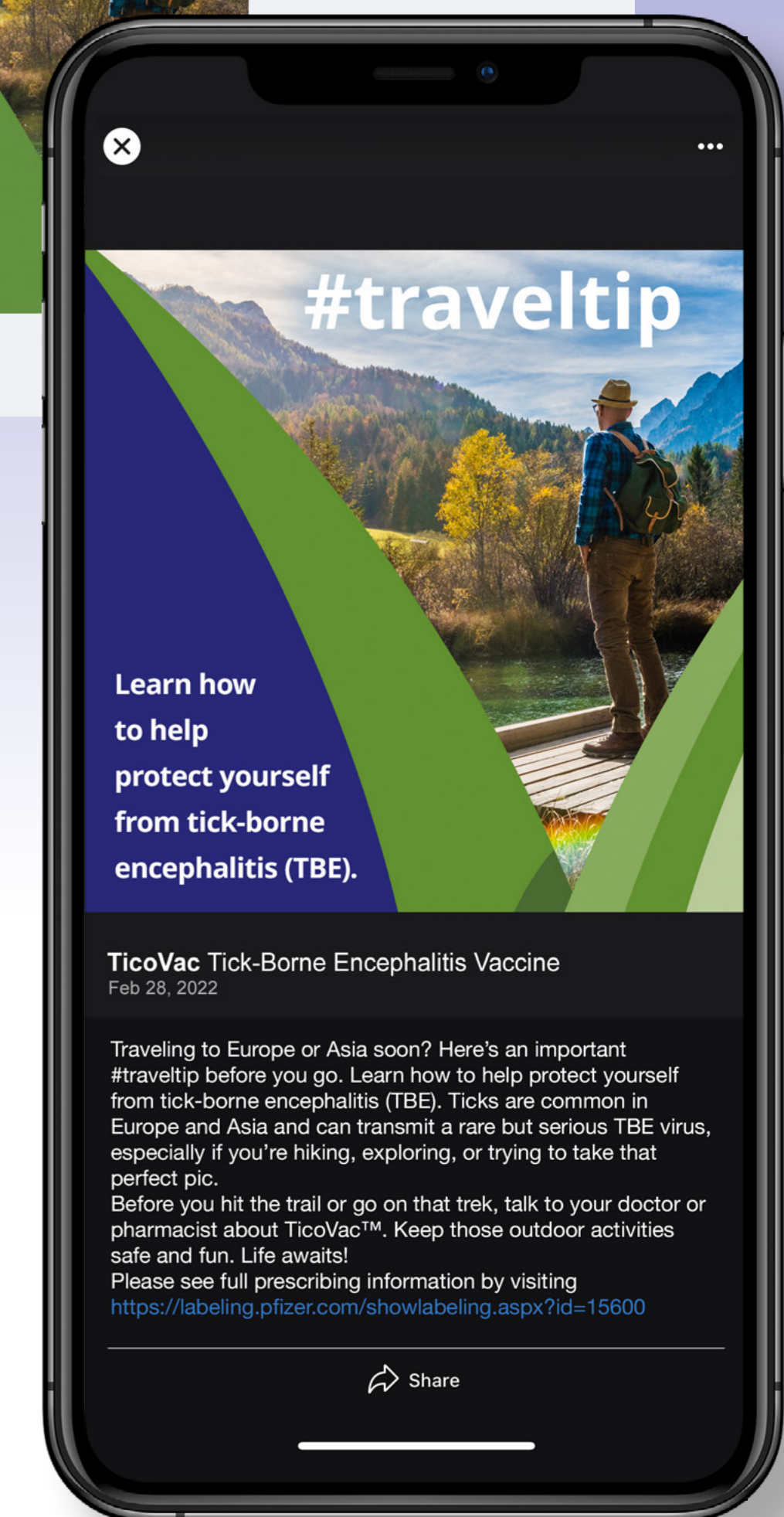
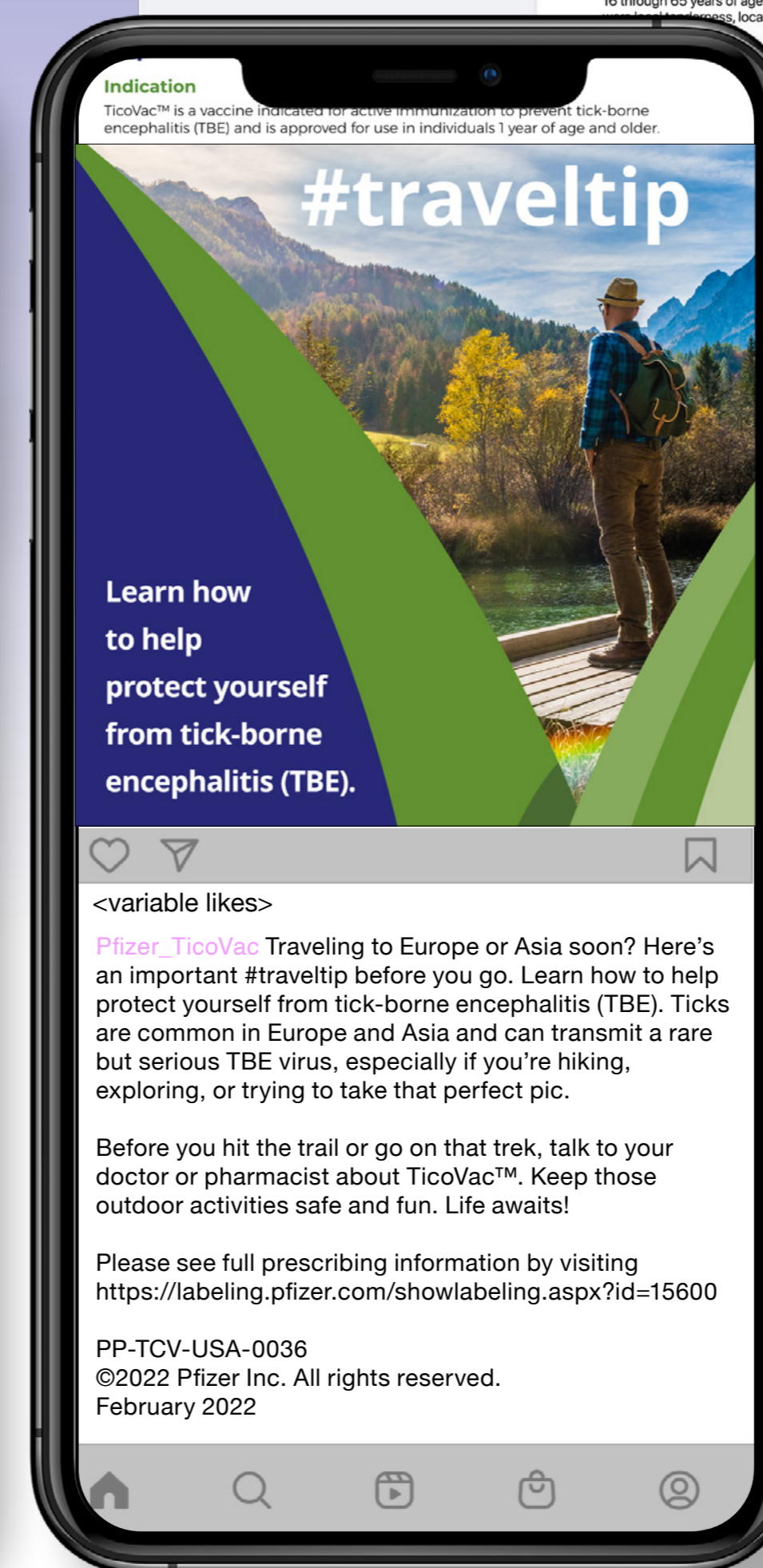
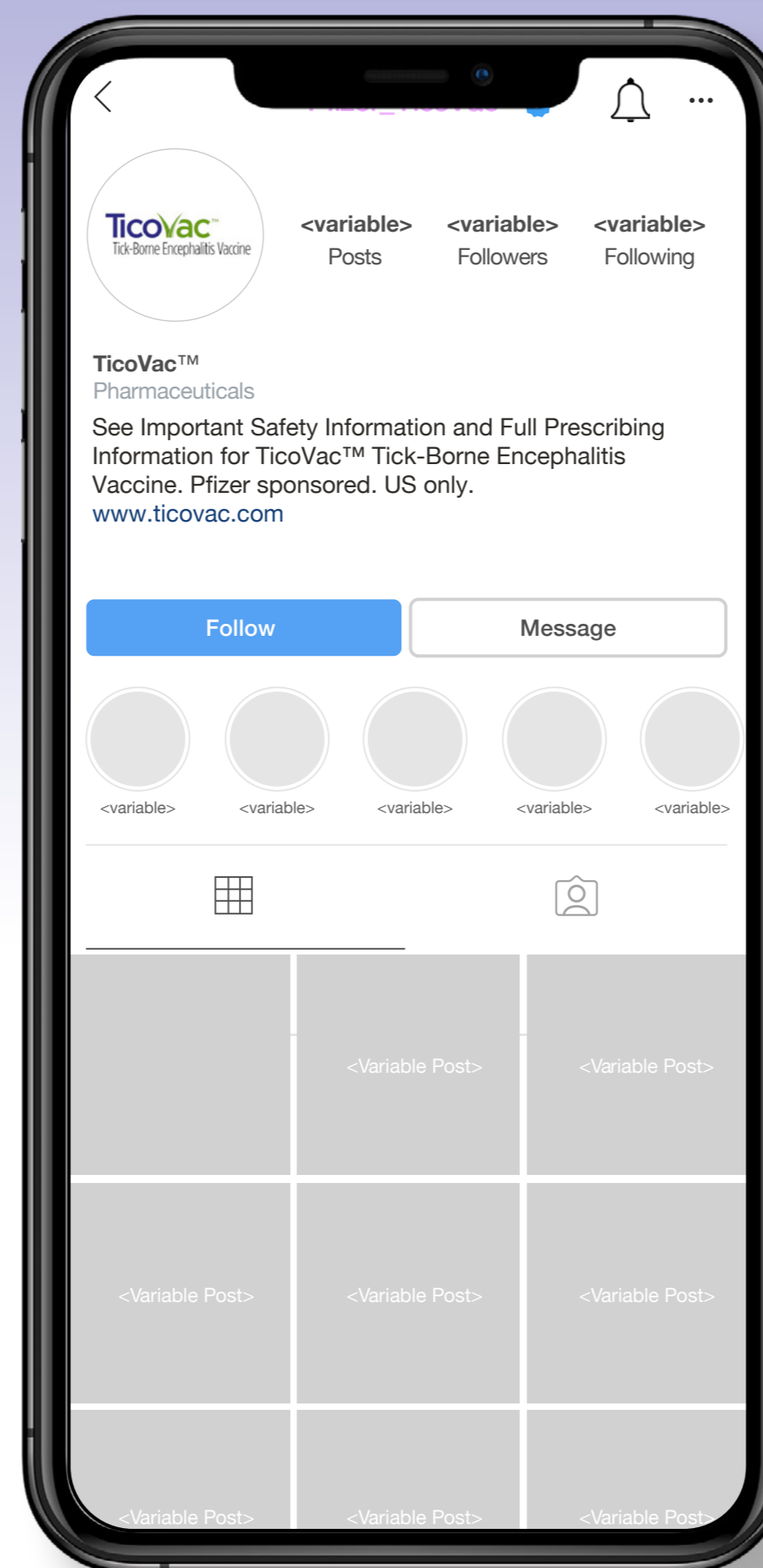
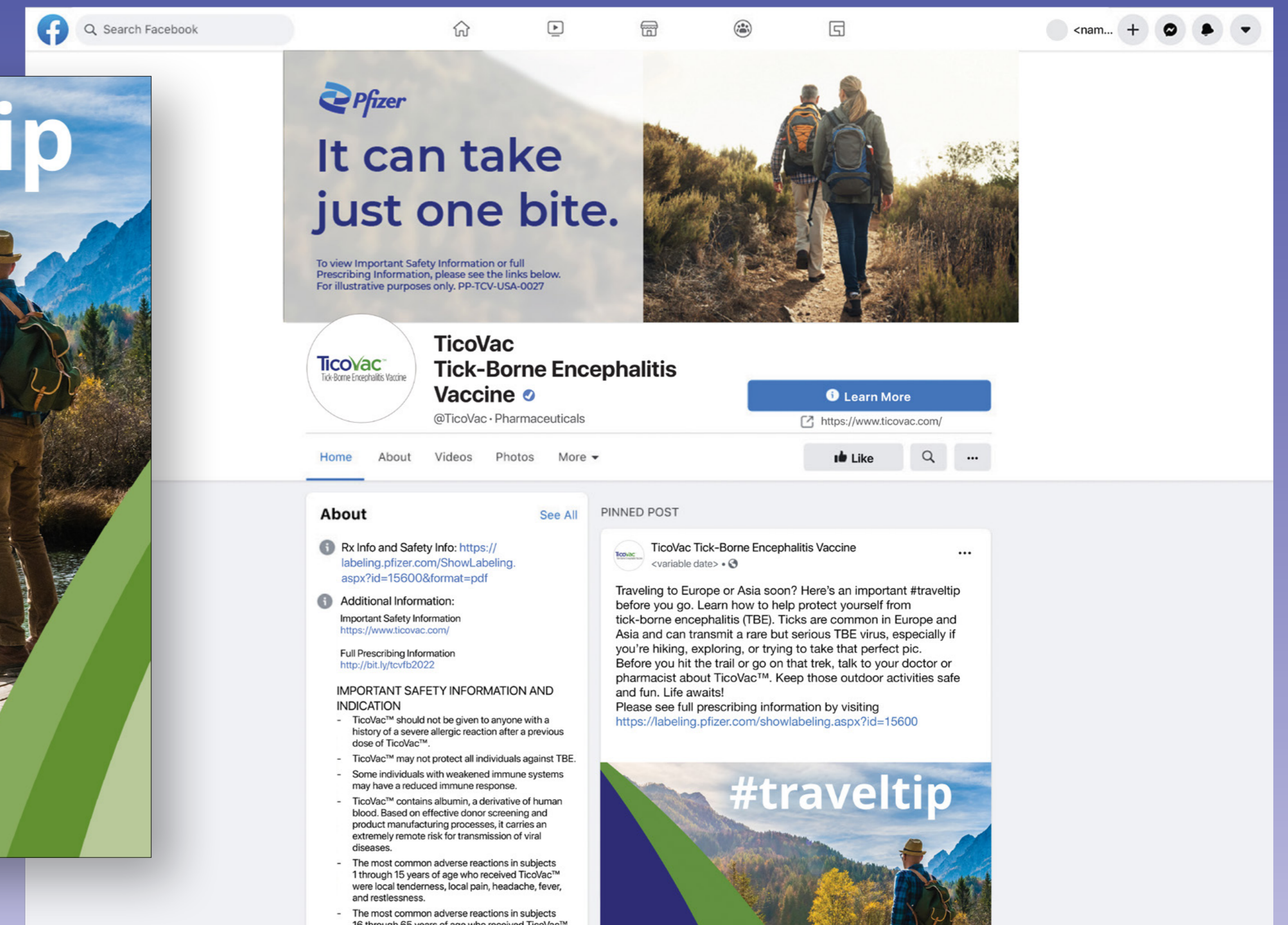
TicoVac U.S. Launch Social Media Campaign

As part of the U.S. launch of the TicoVac brand TBE Vaccine, we created the new Facebook and Instagram profiles for the brand and are engaging in an on-going original social media campaign to help educate Americans who are traveling abroad of the dangers of tick-borne illnesses other than Lyme disease.

The campaign offers disease awareness, travel tips and reminders as well as drug information.

[VISIT TICOVAC ON FACEBOOK](#)

[VISIT TICOVAC ON INSTAGRAM](#)



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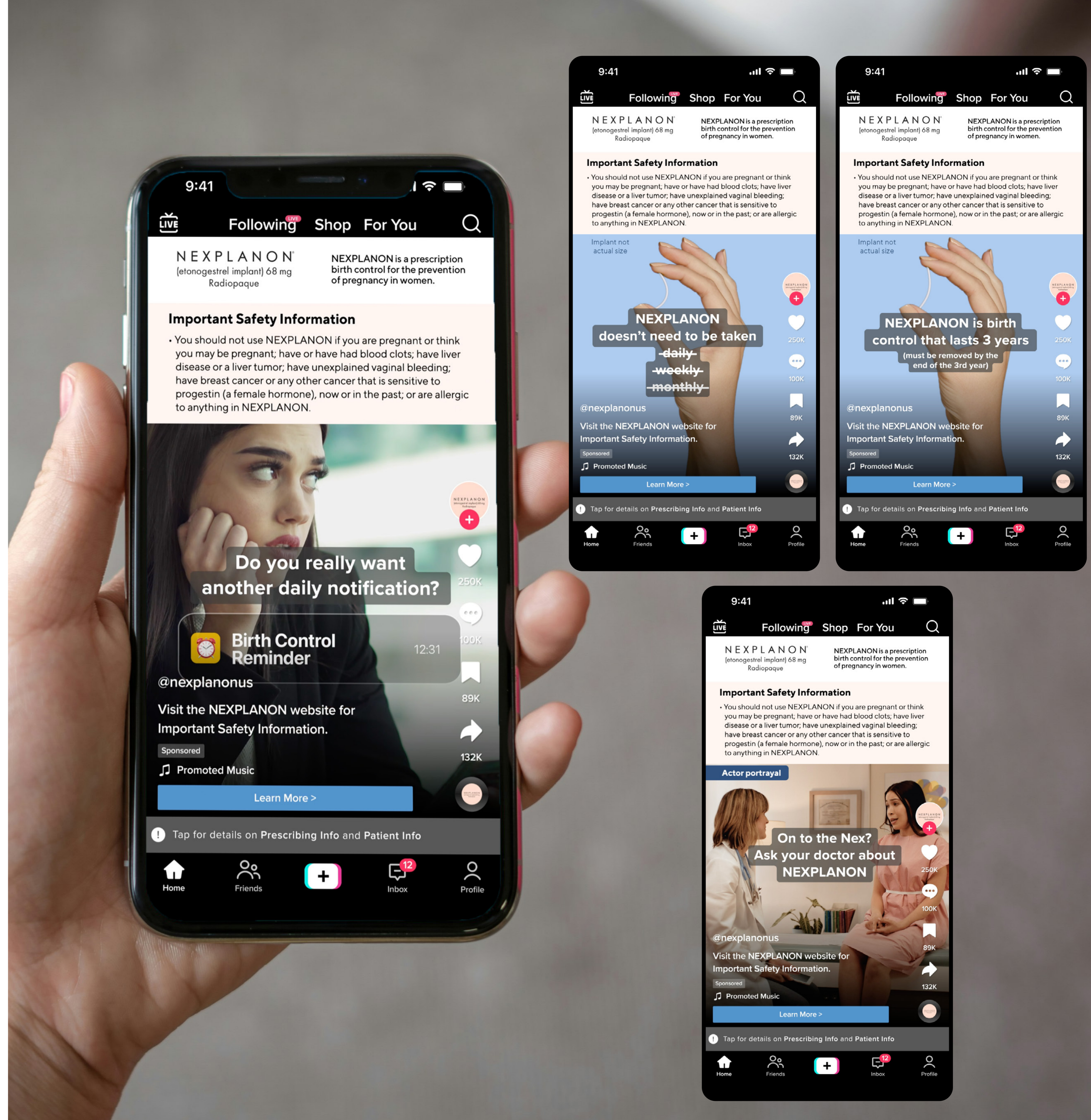
MY WORK

CONTACT

Nexplanon Campaign Evolution (1 of 2)

The Nexplanon HCC team came to us with the idea to evolve their current consumer campaign with a fresh concept targeting their audience with social ads that felt new and native, but changed the tone to something that felt more personal, fun and engaging.

Aside from time and budget, their main challenge was that they had no data on which of their many messages was working best with their target audience. We were able to deliver a comprehensive A/B test scenario that featured 40 videos covering several message options with unique creative solutions that covered 4 major social media platforms. This was achieved within the first half of the year and was achieved without any principle photography budget.



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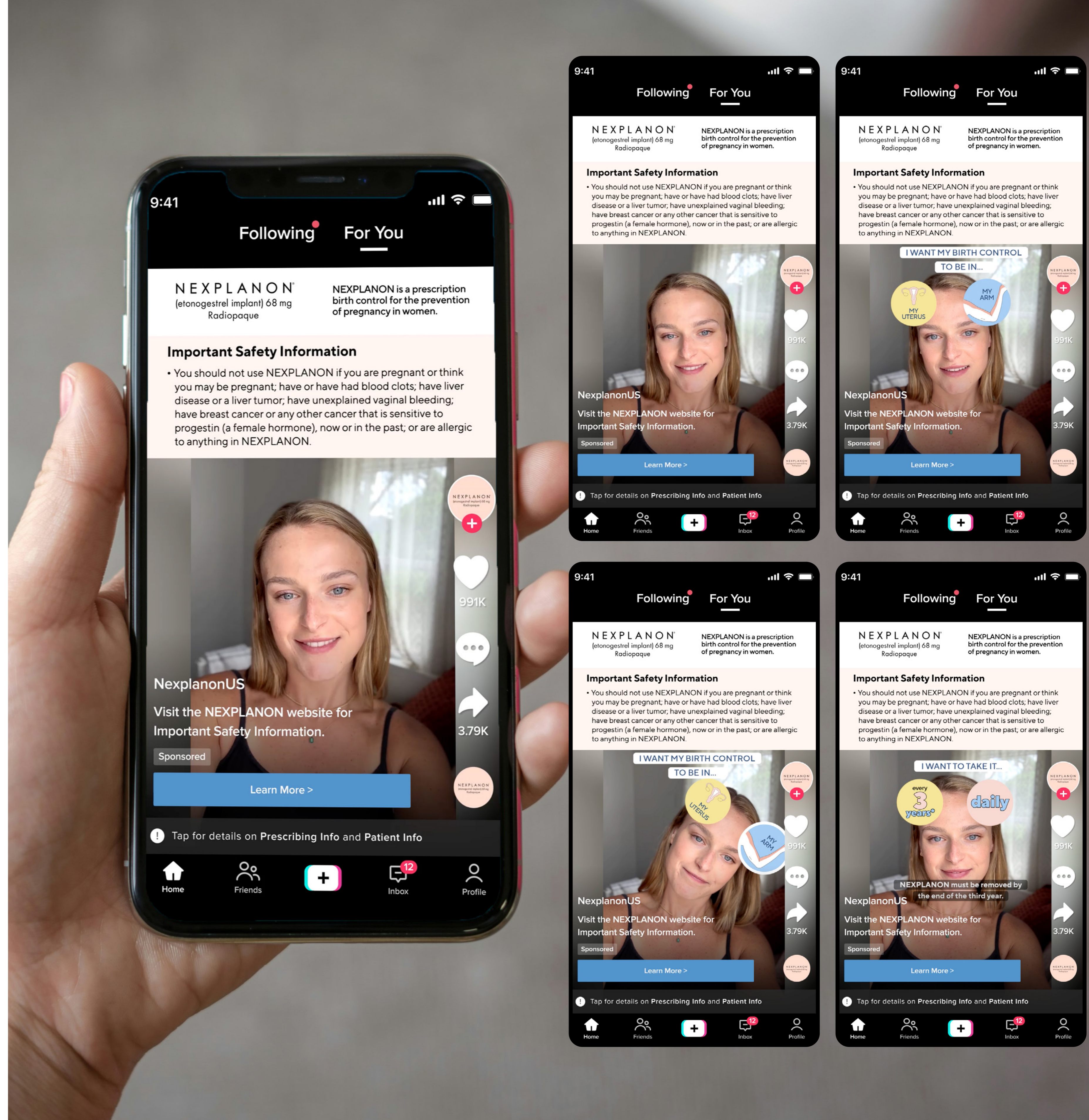
MY WORK

CONTACT

Nexplanon Campaign Evolution (2 of 2)

The Nexplanon HCC team came to us with the idea to evolve their current consumer campaign with a fresh concept targeting their audience with social ads that felt new and native, but changed the tone to something that felt more personal, fun and engaging.

Aside from time and budget, their main challenge was that they had no data on which of their many messages was working best with their target audience. We were able to deliver a comprehensive A/B test scenario that featured 40 videos covering several message options with unique creative solutions that covered 4 major social media platforms. This was achieved within the first half of the year and was achieved without any principle photography budget.



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