

Pfizer - The world's largest research-based pharmaceutical company

Pixelcraft have just completed an interactive cancer network database for Pfizer Global Pharmaceuticals.

The issues facing Pfizer

With only a 10-12 year window on marketing and selling new drugs, the pharmaceutical giant, Pfizer, needed to quickly maximise awareness about its new cancer drug.

Pfizer's new team of sales reps were charged with influencing all of the key people across the country involved with prescribing their new drug, including GP's, hospital consultants and committees. As well as building relationships and networking, the reps had to keep track of all their contract and their expense accounts. Plus while out on the road, they were unable to share learnings and information about each other. In other words they had their work cut out.

What we did

Pixelcraft Studios created a highly interactive "Flash" based system allowing Pfizer to quickly see where the cancer drug has been rolled out throughout the uk and capture vital data about their contacts.

The Results

At the Pfizer head office the marketing manager could see the progress of her team at a glance, saving money and hassle. Furthermore sales reps could share their knowledge and tips with each other whilst out in the field.