

Ad Age: Pfizer selects new agencies

PFIZER AWARDS GLOBAL ACCOUNT TO PUBLICIS AND IPG—BEHIND ONE OF THE YEAR'S BIGGEST REVIEWS

Under a new CMO, the pharma giant is switching up its marketing strategy

By Adrianne Pasquarelli. Published on May 16, 2023.



How Pfizer Uses AM/FM Radio To Elevate The Media Plan And Generate Significant Incremental Reach That Lifts Brand Equity

Vivvix/Kantar:
For some Pfizer brands,
AM/FM radio is the primary
media platform

Vivvix/Kantar 2022-Q1 2023 Pfizer television and AM/FM radio advertising investments

	Vivvix spend report: 1/1/22-3/31/23			
	TV \$	AM/FM radio \$	% TV	% AM/FM radio
COMIRNATY (COVID vaccine)	\$4,102,800	\$18,265,815	18%	82%
Ibrance	\$20,009,966	\$49,141,129	29%	71%
Paxlovid	\$62,018,393	\$15,127,189	80%	20%
Prevnar 20	\$56,279,540	\$9,626,164	85%	15%
ELIQUIS	\$42,954,301	\$5,688,045	88%	12%
Cologuard	\$122,523,105	\$10,025,084	92%	8%

**How does AM/FM radio
enhance pharma TV
campaigns?**

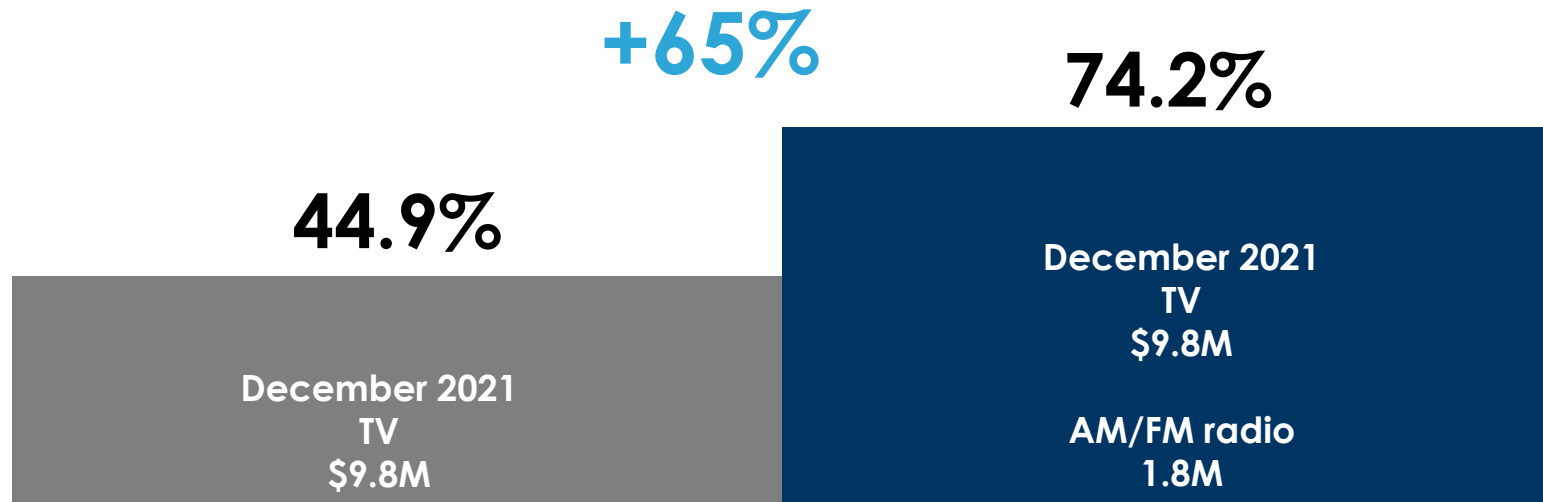


Nielsen Media Impact: Cross-media planning



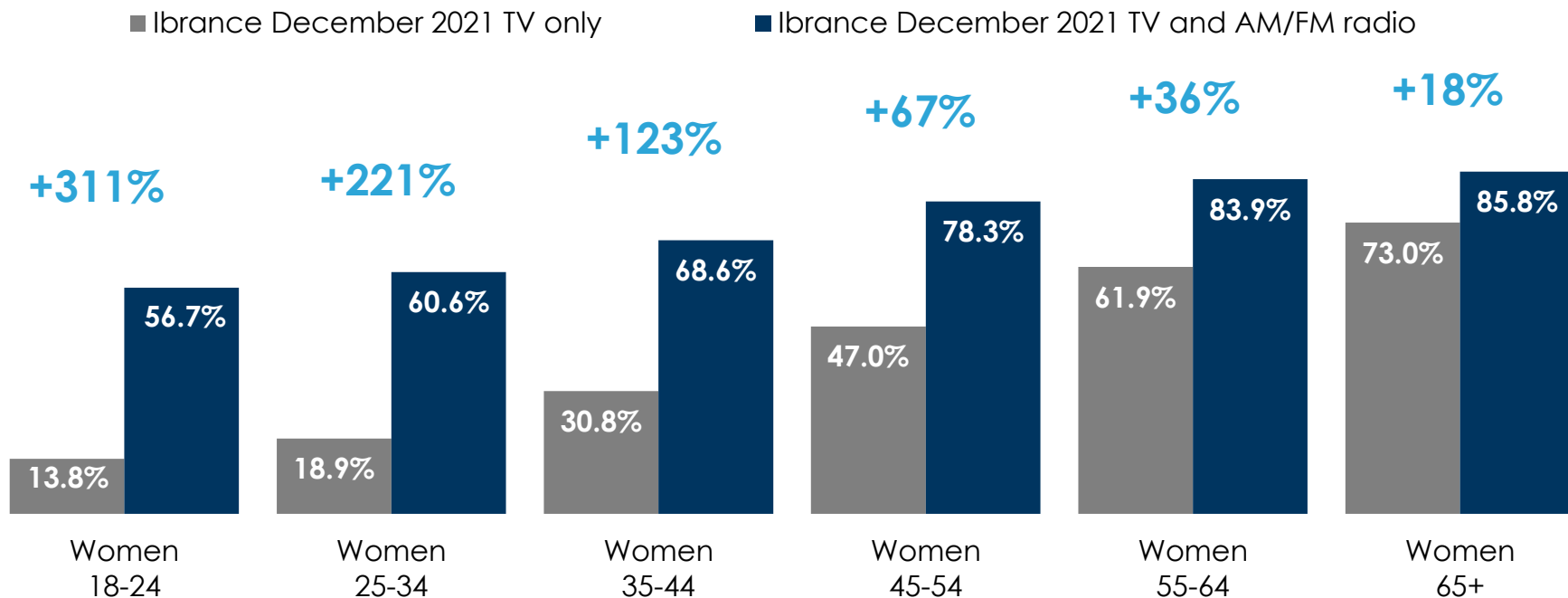
Nielsen Media Impact: Ibrance's AM/FM radio investment generates significant incremental reach

% reach among women 18+: Ibrance December 2021 campaign



Nielsen Media Impact: AM/FM radio generates reach lift across all ages for Ibrance, especially younger demographics

December 2021 Ibrance campaign with AM/FM radio – % incremental reach by demo

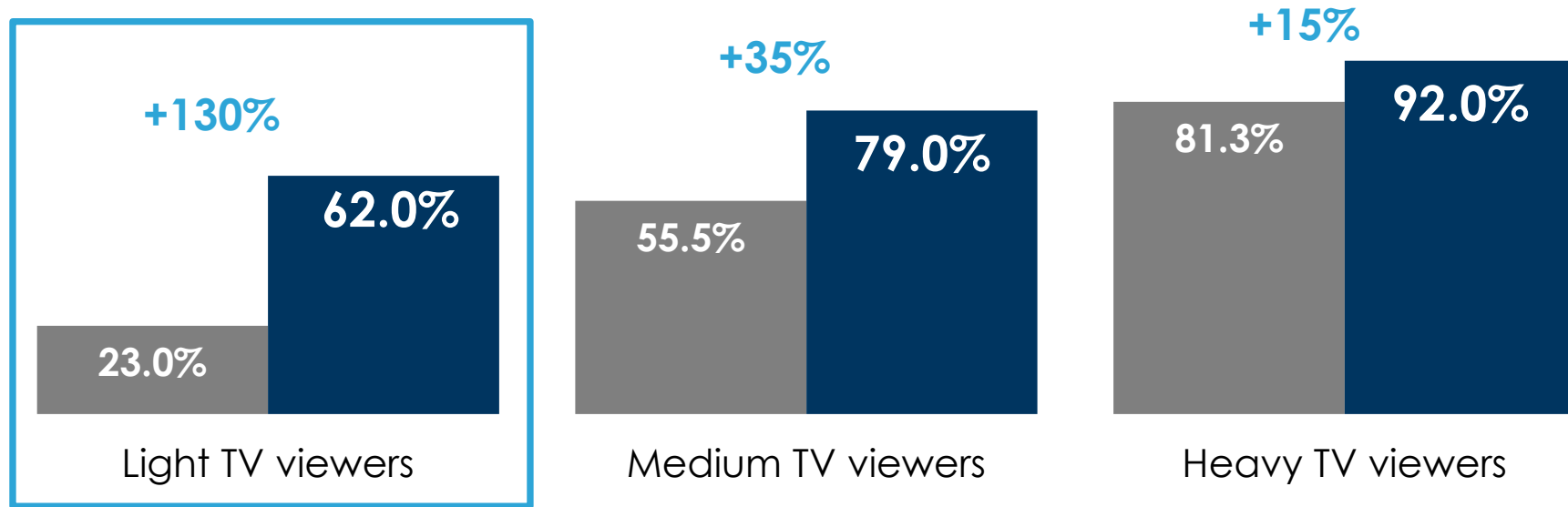


Source: Nielsen Media Impact December 2021, women 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel.
Network Radio based on Vivvix 2023 Media Reporting and all RADAR networks at an average CPP of \$5000.

Nielsen Media Impact: Ibrance's AM/FM radio campaign generates strong reach lift among light and medium TV viewers

December 2021 Ibrance campaign with AM/FM radio – % incremental reach among women 18+

■ Ibrance December 2021 TV only ■ Ibrance December 2021 TV and AM/FM radio



Source: Nielsen Media Impact December 2021, women 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on Vivvix 2023 Media Reporting and all RADAR networks at an average CPP of \$5000. TV viewers: Cable or broadcast.



The Harris Poll Brand Tracker: ELIQUIS, COMIRNATY, Paxlovid, Ibrance



ELIQUIS Harris Brand Tracker: AM/FM radio listeners outperform the total market and heavy TV viewers for all measures except awareness despite the TV investment being 7X AM/FM radio

TV spend = 7X AM/FM radio

**Vivvix 2022-Q1 2023
media spend:**
\$43M linear TV
\$6M AM/FM radio

	Q1 1/01/2023 - 3/31/2023		
	n=2,509	n=473	n=782
	Age 18+	Heavy TV (15+ hours/week)	Heavy AM/FM radio (3+ hours/week)
Awareness	43.6	50.8	48.3
Familiarity	21.4	17.6	24.0
Trial	12.7	9.1	13.7
Usage	8.5	6.5	9.7
Recommend	3.5	4.0	4.4

Harris Poll Brand Tracker: Both Pfizer COVID medications with strong AM/FM radio support have brand equity among the AM/FM radio audience that outperforms the general market

	COMIRNATY (COVID vaccine) Q1 1/01/2023 - 3/31/2023		
	n=2,604	n=579	n=851
	Age 18+	Heavy TV (15+ hours/week)	Heavy AM/FM radio (3+ hours/week)
Awareness	57.2	60.3	62.4
Familiarity	40.0	38.8	44.6
Trial	28.2	30.4	33.2
Usage	19.0	23.0	25.3
Recommend	10.5	14.2	13.5

	Paxlovid Q1 1/01/2023 - 3/31/2023		
	n=2,495	n=525	n=749
	Age 18+	Heavy TV (15+ hours/week)	Heavy AM/FM radio (3+ hours/week)
Awareness	60.1	67.2	65.6
Familiarity	32.8	32.3	37.6
Trial	16.1	15.8	17.9
Usage	10.1	9.0	12.1
Recommend	5.1	4.9	7.7

Ibrance Harris Poll Brand Tracker: Awareness, familiarity, trial, usage, and recommendation were strongest among heavy AM/FM radio listeners

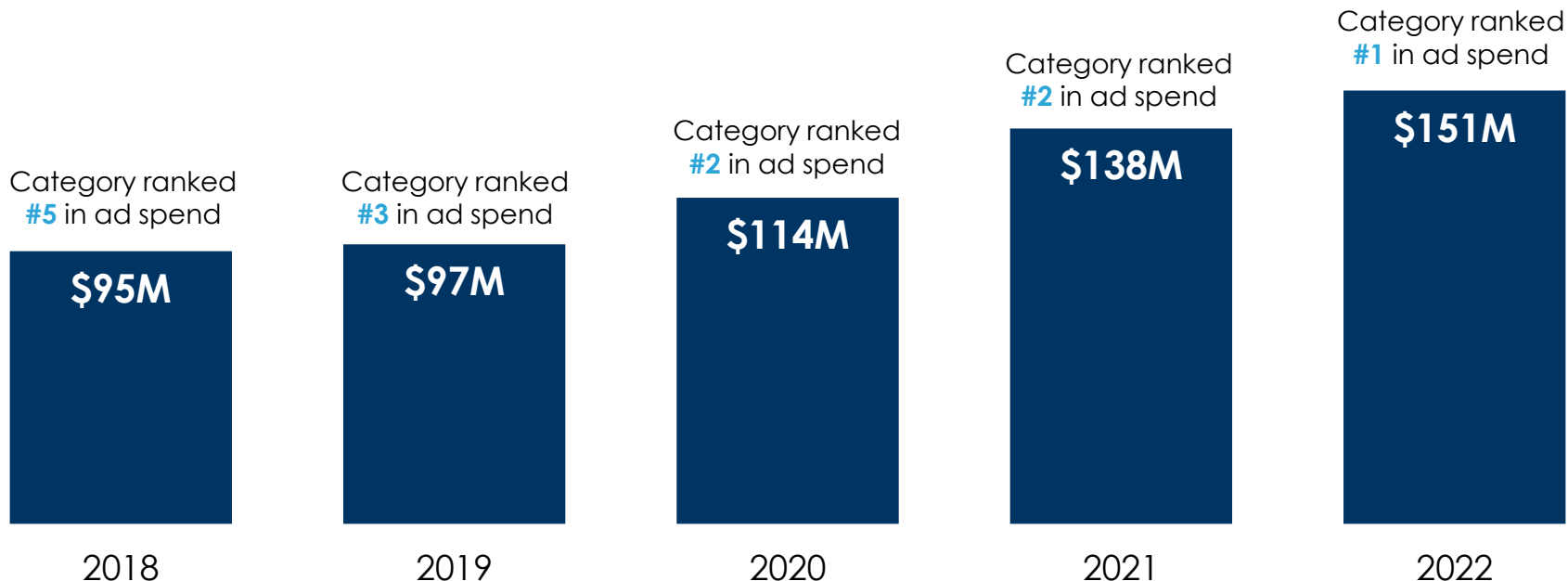
	Q1 1/01/2023 - 3/31/2023		
	n=2,456	n=525	n=763
	Age 18+	Heavy TV (15+ hours/week)	Heavy AM/FM radio (3+ hours/week)
Awareness	25.8	28.6	30.5
Familiarity	12.5	9.0	16.2
Trial	8.8	4.1	11.4
Usage	6.5	2.7	8.9
Recommend	3.2	1.4	5.3



**Pharma has surged to
become the number one ad
category on network radio**

Pharmaceutical ad spend in network radio has grown +59% since 2018

Pharmaceutical/drug stores network radio ad spend by year



Major pharmaceutical & OTC AM/FM radio advertisers



abbvie



Johnson & Johnson

Linzess
(linaclotide) capsules
72 mcg • 145 mcg • 290 mcg



ABX Advertising
Benchmark Index

**Massive ABX study of TV and AM/FM radio ads reveals
“sight, sound, and motion” superiority is a myth**

ABX conducted a comprehensive analysis of 2,970 pharma ads over the last year

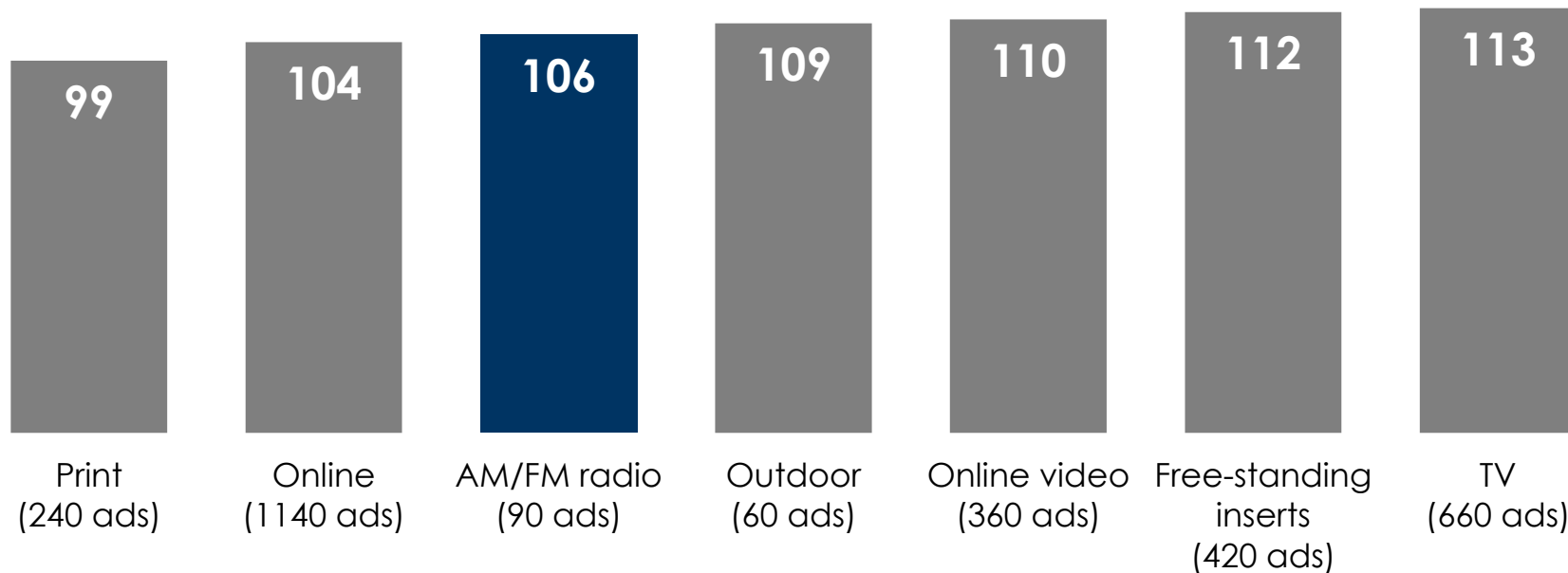
Largest head-to-head examination of Pharma TV and AM/FM radio ads

Study included:

- 660 TV ads
- 90 AM/FM radio ads
- Along with print, digital, online video, free standing inserts and outdoor

ABX pharmaceutical creative test: AM/FM radio is 94% as effective as TV and is superior to online and print, often used for pharma

Creative effectiveness by media type of 3,000 pharmaceutical ads tested
March 2022-February 2023
ABX Index



Source: ABX Creative Test, March 2022-February 2023; ~3,000 ads were tested; Mix of ads: Online 38%, TV 22%, FSI 14%, Online video 12%, Print 8%, AM/FM radio 3%, Outdoor 2%

ABX Advertising
Benchmark Index

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Key takeaways

- Pharma brands that utilize network radio generate extraordinary reach lifts according to Nielsen Media Impact
- AM/FM radio enhances pharma brand TV campaigns via reach growth among younger demographics and light TV viewers
- Across a number of Pfizer brands, Harris Poll Brand Tracker studies reveal the strongest brand equity occurs among AM/FM radio listeners
- Pharma is now the number one advertising category on network radio
- Brand new ABX study of nearly 3,000 pharma ads: AM/FM radio is 94% as effective as TV at one-fourth the CPM
- Myth: “Sight, sound, and motion” superiority of pharma TV ads versus audio ads



Full-service advisory for national brands offering media planning recommendations, creative best practices, and measurement services

The **Cumulus Media | Westwood One Audio Active Group®** is a true comprehensive marketing advisory that partners with clients to measure the impact of the **entire** audio campaign (not just the Cumulus Media | Westwood One investment), specializing in the following areas:

- **Audio creative best practices**
- **Media planning**
- **Strategic allocation within audio**
- **Measure the impact of the entire audio investment**

For more, please visit the Cumulus Media | Westwood One Audio Active Group® blog

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