

## THE ASSIGNMENT

In the past, our focus has been on the business of developing life saving medicines and treatments. However, increasingly, in the environments in which we conduct our business around the world, Pfizer is increasingly seen not just in terms of the quality of the medicines we develop -- but as the sum of ALL THAT WE DO. Which is why, in this progressively more subjective environment, we're asking you to find measurable new ways of tapping the emotions that influence how people FEEL about us .

In other words, all of us know that the essence of Pfizer is larger than our products --and now, it is time for us to convey that larger entity.

## THE PROGRAM

Shaping the Environment is an action based program that will enable us to translate our 'brand' into tangible actions and partnerships that the public can both see and experience.

By implementing this reality-based program, which as developed as the result of extensive research, you will be able to heighten the emotional engagement between Pfizer and the consumer in your country.

The four issue initiatives you can select from include:

- Two tiered access
- Cardiovascular health
- Vaccines
- Information

Once you have selected two of these initiatives you believe have the highest likelihood of success in presenting Pfizer in the most

favorable light, you will need to develop a strategy for implementing them. The more focused, cohesive and relevant your efforts are - the more likely they are to achieve measurable results.

And, finally, the new alliances you will be making as this program unfolds will be, in many respects, an 'extension of our brand.' Choose wisely, But also, it's critical to realize that not doing anything to grow our influence and esteem in this current climate, would be the wrong decision for all of us.