

Charlie's officially here! How do you define its core purpose?

Jen Chung (Global Marketing Excellence Lead, Pfizer): This is the first time when we have a space for the entire marketing community at Pfizer that transcends product and geography lines and brings together cross-functional and agency partners. Charlie is our marketing community command center – centralizing the tools you use the most and bringing you the information you need. This will be a space to maximize our human creativity, connectivity, productivity, and collaboration.

Carla Serrano (Chief Strategy Officer, Publicis Groupe & CEO, Publicis New York): Built on AI in partnership with Adobe, Charlie's superpower is the way it can bring us all together as we shape our new culture of transformation. Interestingly, it brings us together while simultaneously delivering a unique experience for each and every one of us engaged on the platform.

Philippe Krakowsky (CEO, IPG): Well, for me, it's really about Charlie's ability to unite our teams across Pfizer, IPG, and Publicis to foster one culture and standardized ways of working across every brand, every market, and every individual shaping the future of Pfizer.

What excites you most about this new way of working?

Jen: Several things: Crowdsourcing ideas, sharing both successes and challenges, connecting with teams across product and geography lines, personalized newsfeed, exposure to thought leadership inside and outside of Pfizer. And coming soon to the platform, an ability to access Adobe tools and dashboards for data-driven marketing decisions. Putting data at the heart of creativity and content will be the enabler of delivering our MROI goals.

Carla: The ability to connect marketing to real results. This approach truly connecting data, creative, media and production in one-end-to-end platform will transform Pfizer's ability to map every marketing decision to a business outcome.

Philippe: The ability to connect us as one team—breaking down silos across agencies, markets, and brands to deliver faster, better outcomes for the complex ecosystem and audiences that Pfizer speaks to across the world—including patients, caregivers, HCPs, payers and providers. That's essential for success in today's complex and fast-changing world of marketing and media.

What's your most commonly asked question about Charlie? And how do you answer it?

Jen: What's in it for me? My answer is experience Charlie's value by interacting with it. Create your profile, learn about the different features, pose or answer questions, share your perspectives, or establish a new connection. The more you use the platform, the more it learns and delivers value to you.

Carla: What will be the benefit of doing this? For me it's clear. Growth, connection and progress. Growth for marketers, agencies and our businesses. Connection between all our partners and assets so we build, move and thrive as one. Progress for our patients, doctors wherever they may be in the continuum of therapy and treatment.

Philippe: How will this foster breakthrough communications and creativity? The best ideas come from the best insights. By working together in new ways, Charlie ensures our teams are grounded in the kinds of segmentations and insights that provide a deeper understanding of patients, doctors, and how they interact.

For IPG, we're able to leverage the insight from Charlie and the data spine to fuel the development of holistic brand and marketing strategy that ties together branded and unbranded marketing messages across all channels and touchpoints. Our job is to ensure that everything is connected across the continuum, whether that's exceptional creative ad ideas, work that serves and activates earned impressions, or campaign platforms that deepen the engagement of our activity in promotional, professional, and medical affairs. Participating with Charlie in this way will help us give Pfizer a secret weapon in the marketplace.