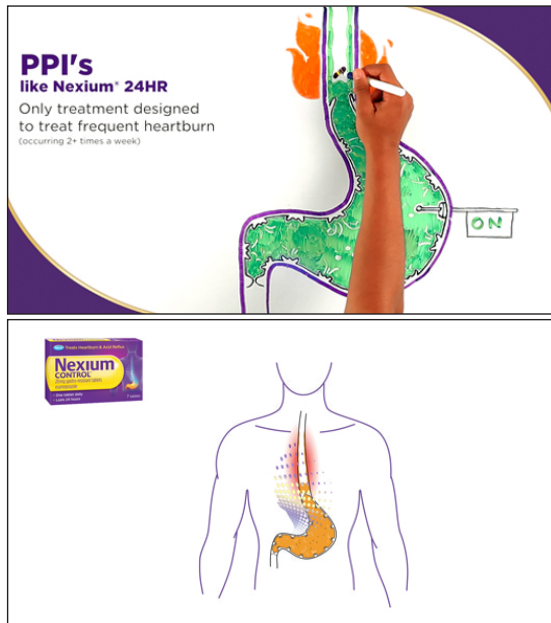


NEXIUM LAUNCH



SNAPSHOT

- Hand-drawn whiteboard videos and 2D animations for Pfizer's global Rx to OTC switch and drug launch

HIGHLIGHTS

- Collaboration with Leo Burnett
- Featured on world's largest retail sites
- Top YouTube placement for targeted search
- Multi-lingual

BACKGROUND

Pfizer acquired the rights to market the over-the-counter (OTC) version of Nexium, Astra-Zeneca's \$6 billion prescription heartburn treatment.

CHALLENGE

Pfizer's global launch team called upon Let There Be to create hand-drawn whiteboard videos and 2D animations to educate consumers on heartburn and differentiate Nexium from existing OTC treatments. The videos needed to be consumer-friendly, in multiple languages, and secure organic first page placement on YouTube for the search "what is heartburn" within 6 months.

SOLUTION

Let There Be's communication team transformed the complex information on heartburn pharmacology into an understandable script. Then it's art team developed scientifically accurate, yet consumer-friendly imagery. Along the way, Let There Be worked closely with Leo Burnett, Pfizer's advertising partner, to ensure brand consistency. The videos were designed to translate easily into other languages. Let There Be developed the YouTube optimization strategy that Pfizer implemented.

RESULTS

Along with being on the Nexium OTC websites around the world, the videos are currently featured on major retailer sites such as Walmart, Walgreens, CVS, Target, Costco, and Sam's Club.

Let There Be's YouTube optimization strategy was a success. The main video secured a first-page placement for the search "what is heartburn" within one day and, after two months, has risen to the top video for this search.

