

To: JimBBarrows@unitel.cn

From: aannekajones@r3.com Anneka, R3 Marketing Consultants

Subject Line: How Pfizer became a truly global digital leader...with a little help from us.

Dear Jim,

Pfizer came to us asking "How can we ensure we have the best in class approach to our global marketing communications?"

Using our proprietary **Marketing Effectiveness Audit** methodology, we could tell them:

- Which internal marketing-related processes needed refining;
- How their own people were/n't performing;
- If the agency fees they were paying were worth the return on investment, and;
- Whether their digital competencies were up to scratch.

How did we do this?

- Through 20 deep dive interviews with external and internal stakeholders;
- Reviews of over 200 marketing-related project investments, and;
- Benchmarking against industry and country-specific competitors.

We gave them CLARITY. Where were the gaps?

We gave them INSIGHT: How do they rank against their BIGGEST competitors?

We gave them a ROADMAP: What key actions would drive better ROI across their global communications, including sub brands Centrum, Advil, Nexum and others.

How can we do the same for you?

Our Principal Consultant, Paul Murry, will be in Shanghai from Monday March 28th to Friday April 1st. Do you have **45 mins to meet with Paul at your office to find out what we can do to streamline your marketing processes, people and more?**

We promise: It's going to be worth your time.

Simply email me your preferred time slot from the choices below:

Monday March 28th 11:00am/12:00pm

Tuesday March 29th 9:30am/10:30am

Wednesday March 30th 9:30am/4:00pm

Thursday 31st March 9:00am/11:00am/4:00pm

Friday 1st April (*Yes, even though it's April Fools' Day, we'll be there!*) 10:00am/3:00pm

I look forwards to your reply.

Best regards,
Anneka

P.S. **Want a quick look at what our Marketing Effectiveness Audit (MEA) involves** before we meet? No problem. Visit our dedicated webpage right here: <https://bit.ly/2FauDyJ>