

## Persuasive Content with Data

**MNO:** Pfizer

**CSR:** Internal Donations

**Informal Internal Email**

April 2025: The Pfizer Flyer

Hey Pfizer fam!

As we enter March, we hope you are embracing the Spring sunshine. Spending time outside is beneficial for everyone's wellness, which aligns with our core values here at Pfizer. We're writing to share this month's updates and initiatives. Before we get into the details, we want to give you the opportunity to learn more about the topic of this letter [using the following Link!](#)

Pfizer works hard to provide our clients with safe, effective prescription medications. During the pandemic, our company was able to research a vaccine for COVID-19. We were equally as lucky to be able to provide you and your families access to the vaccine as soon as possible. Everyone deserves this level of care, and we work hard to share that with the public. We have a fantastic marketing department that promotes our products. They recently created an ad campaign for Nurtec (Adams et al., 2024) with Lady Gaga! [Check out the link to see their work in action.](#)

Ads are a key part of Pfizer; they help us reach new audiences and allow us to make pharmaceuticals fun, just as we work to create a positive work environment. Unfortunately, our campaigns have been in trouble due to initiatives aimed at pulling government funding for Pfizer. Robert F. Kennedy is working to defund pharmaceutical ad funding (Robbins, 2024). As a "longtime critic" of our company, he questions the hard work you do every day (2024). Last year, we spent nearly \$177.9 million on our ad campaigns to help people choose the best medication for their needs (Adams et al., 2024). If we lose that funding, we will be forced to seek alternative funding for our campaigns, which may require using company revenue. Using company funds reduces our ability to fund research studies as we usually would. It puts our employees' jobs at risk if money is directed elsewhere, a disheartening thought for our close-knit community.

Pfizer is planning initiatives to ensure the safety of its employees. That's why we'd like to dedicate this month's Pfizer Flyer to a proposal we're calling the "Pharmaceutical Fam Plan."

To create a pool of savings and funds allocated to pressing issues, we would like to collaborate on donating to an ad campaign fund. We know donations to the company you work for may seem counterproductive, but we believe that you are all capable of working together on this initiative to support your fellow staff members. These donations will only be used for ads necessary for the success of Pfizer marketing.

Sometimes donating can seem boring, so we've decided to create an incentive program just for you! The more you donate, the more prizes you receive (a vacation may be included in these prizes - hint hint)!

Uncertain times call for a dependable team willing to work hard to fight for health and wellness. You and your families need vaccines for safety. Cancer patients need research to continue without interference. People aged 55 and older need visual ads to remind them to get the care they need. Support our marketing, support your families, support yourself. You are the change this company needs, and we are so grateful to each and every one of you! Please reach out to our HR department with questions or concerns about funding changes, donation program specifics, and incentives included in this project. HR can be reached at [pfizer@gmail.com](mailto:pfizer@gmail.com). Have a great rest of your week!

Warmly,  
Your Pfizer fam

## Formal Internal Email

April 2025: Pfizer Monthly Roundup

Dear Pfizer team,

We would like to express our gratitude for your hard work over the past months. Pfizer has experienced tremendous growth in its sales department and is confident that this trend will continue, driven by the team's determination. Unfortunately, a nationwide issue has forced pharmaceutical companies to rethink their practices. Pfizer promises to remain transparent about issues that directly affect its employees. This month's roundup will focus on educating the team and preparing for the next steps. [Background information can be found using this link.](#)

Robert F. Kennedy Jr. is our nation's current proposed health secretary (Robbins, 2024). This change in leadership affects decisions made about general healthcare, specifically pharmaceutical companies, including Pfizer. Kennedy is proposing a ban on pharmaceutical advertising on TV (2024). Last year, Pfizer spent \$ 177.9 million on TV advertising to promote its prescriptions to the public. Pfizer generates nearly five times as much revenue as it spends on advertising, with a portion of that revenue allocated to these expenses (2024). If Pfizer loses part of its funding, the marketing and sales departments will experience financial changes. The company may not be able to conduct typical research or pay employees the salaries they deserve.

Pfizer is dedicated to providing medications and vaccines to those in need. Physical and mental health are prioritized for Pfizer employees and clients. Medications improve a person's quality of life and are needed to support those patients. It is in the company's best interest to propose a donation program initiative that allows employees to contribute to the advertising fund and receive prizes based on the size of their donation. This program will start on May 1, 2025 and continue indefinitely until the country's healthcare decisions are officially made. In a world of uncertainty, it is crucial to plan and save for the future. Pfizer will work hard to increase donations in the same way that every employee displays hard work. Questions and concerns can be directed to the HR department at [pfizer@gmail.com](mailto:pfizer@gmail.com). Thank you for taking the time to review this information.

Sincerely,  
Pfizer HR Department

## Works Cited

Adams, B., Park, A., & Taylor, N. P. (2024, June 3). *The Top 10 Pharma Drug Ad Spenders for 2023*. Fierce Pharma.

[https://www.fiercepharma.com/marketing/top-10-pharma-drug-ad-spenders-2023?utm\\_source](https://www.fiercepharma.com/marketing/top-10-pharma-drug-ad-spenders-2023?utm_source)

Robbins, R. (2024, December 23). *Robert F. Kennedy Jr. Wants to Ban Drug Ads on TV . It Wouldn't be Easy*. The New York Times. [https://www.nytimes.com/2024](https://www.nytimes.com/2024/12/23/health/rfk-jr-tv-drug-ads-ban.html?searchResultPosition=2)

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