

# Pfizer's marketing strategy assignment

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BUSTER**

Lipton was the largest selling pharmaceutical in history and within a few years it could be the next billion-dollar drug. Lipton is a product of Pfizer, which was a product of Vicarage and was as good as Lipton in revenue. FDA approved Lipton a cholesterol drug, in January 1997; it allowed Pfizer and Warner- Lambert to include the curves data in the packet insert found in each prescription bottle of the drug.

It was also part of the literature salespeople handed out to physicians (Cain, Haley, 2009). By linking up with Pfizer, however Warner-Lambert had gotten more than it bargained for. In the late 1999, Warner-Lambert agreed to be acquired by American Home Products, Pfizer made an unsolicited bid for Warner-Lambert, touching off a bidding war (Cain, Haley, 2009). After seven months, Pfizer won, paying \$90 billion In the biggest drug takeover in History. 2. What Challenges does Pfizer face? Why?

When Lipton was fully in control with their market Pfizer went full overdrive to market their own product with direct to consumer advertising. Its campaign aimed at conveying two messages, the first you don't have to be visibly unhealthy to have dangerously high cholesterol. The second: you know your number that it, the level of high cholesterol It was a challenge for Pfizer to sell its campaign to doctors and became difficult. To get their foot in the door, sales rep had to know the health care trends those doctors knew.

So to improve their own market they trained and tested 13,000 salespeople and conducted a 5-week boot camp for recruits, which included courses like anatomy and physiology. (Cain, Haley, 2009). 3. What other markets could Pfizer tap into? How could they change their sales and marketing efforts?

Since Pfizer Is Involved In the healthcare market I would see them expanding their business In the health and fitness as well, they focus on cholesterol levels and with different diets that the fitness world relies In Like the pale diet, It would be easy to raise awareness about dangerous cholesterol levels that come bout It.