

Pfizer

Web site design

Client

Pfizer is a world leader in the pharmaceutical industry and one of the most important companies involved in raising life expectancy around the world. In Romania, Pfizer was designated the country's best employer, and won the first place in the 2005 edition of the Romanian business weekly Capital Top 50 Employers.

Challenge

Over the last years, the company has intensified its communication with Romanian consumers and patients, physicians, business partners, media and state institutions. Pfizer either participated in or launched a series of social responsibility projects together with (non-governmental) organizations and representatives of the civil society. This helped enhance its presence in the community life.

In order to consolidate and help promote the company's philosophy of actively open and responsible communication, Pfizer required a web site that would provide the necessary support, and observe strict regulations regarding communication in the medical field.

Solution

The Grapefruit team closely analyzed the company's communication needs and subsequently proposed an informational architecture for Pfizer's corporate website that encompassed detailed information about the company, its products and various medical conditions, organized in line with the main audience groups: consumers, patients or physicians. A simple graphic interface helps highlight the content that the client can easily manage through a secure administration system.

The graphic style of the website complies with the rules imposed by the brand's visual identity and the client's strict security demands, as well as with the appropriate communication regulations of the industry.

The final outcome, the site www.pfizer.ro, satisfies the client's corporate communication needs as well as the public's need to be informed on the activities carried out by Pfizer in Romania, on its pharmaceutical products and the various medical conditions they treat.

