

Champion & Celebrate Diversity in Chemistry

Pfizer with C&EN BrandLab
A Case Study

c&en
BRANDLAB



Celebrating Diversity in Chemistry

Pfizer has committed its diverse workforce to the research and development of medicines and vaccines that benefit patients globally. The medicinal chemistry leadership at Pfizer was interested in celebrating diversity in chemistry and worked with C&EN BrandLab two years in a row on social media campaigns to do so. The first campaign was in celebration of International Women's Day in 2020, and the second was a year long celebration of contributions by Black chemists across the world, which kicked off during February (Black history month) 2021. By demonstrating the company's dedication to supporting scientists from all walks of life, Pfizer would like to specifically target and recruit diverse chemists to join their organization.

C&EN BrandLab partnered with Pfizer to:

1 Celebrate and champion diversity in chemistry



2 Reach and network with talented design chemists at the ACS National Meeting



3 Showcase Pfizer's commitment to supporting underrepresented communities and hiring a diverse workforce



4 Drive engagement to 'Get Science' blog and Pfizer Careers





Our approach (pt. I, 2020): highlight and celebrate Women in Chemistry



1 Time the celebration. Leading up to International Women's Day on March 8, C&EN BrandLab launched a sponsored social media campaign with amplified distribution across C&EN and ACS social media platforms.

2 Engage the community. The campaign asked C&EN readers and the broader chemistry community to nominate a female chemist they admire, for recognition in a month-long celebration of female chemists in March.

3 Curate and celebrate. Peer and self-nominations were reviewed by C&EN BrandLab staff for inclusion in a curated [Twitter thread](#) update daily, as well as weekly posts on Facebook and LinkedIn. Each day of March highlighted a different female chemist from different industries and parts of the world.



"As a single mother, Lisa put herself through college, while working full time and raising two daughters, to become a chemist. She has risen through the ranks from bench chemist to Vice President of PAC, an analytical instrument company. She exemplifies all that women can achieve through perseverance and hard work, while also championing those around her."

- *Elise Fox, Engineer, Savannah River National Laboratory*
Nominator for **Lisa Houston**



Our approach (pt. II, 2021): highlight and celebrate Black chemists

1

Time the celebration.

Starting during February, Black History Month in the US, C&EN BrandLab launched a sponsored social media campaign with amplified distribution across C&EN and ACS social media platforms.

2

Engage the community.

The campaign asked C&EN readers and the broader chemistry community to nominate a Black chemist they admire, for recognition in an eight month-long celebration of Black chemists.

3

Curate and celebrate.

Peer and self-nominations were reviewed by C&EN BrandLab staff for inclusion in a curated Twitter thread and posts on Facebook and LinkedIn. Each week highlighted a different Black chemist from different industries and parts of the world.



600 TOTAL
NOMINATIONS
(across both campaigns)

The Program

For both campaigns, C&EN BrandLab utilized similar programs. The nominations campaigns directed users to self-nominate or nominate someone they knew, through a custom landing page and confirmation pages. Pfizer was featured throughout all promotional materials, with branding and messaging that directed users to learn more about Pfizer.

Nominations came from far and wide, representing a diverse group of chemists to celebrate. C&EN received nominations from academia, government, and industry, spanning from students in labs, to executives at industry leading companies. Both men and women participated to nominate the chemists that they know and admire. The reach of the nomination campaign brought in **senior and notable scientists in all sectors of chemistry, throughout the world.**

Just a few of the **notable** organizations represented both by nominators and nominees include: *Patagonia, Bristol Myers Squibb, Genentech, Max Planck Institute for Chemical Energy Conversion, Institut Neel - CNRS France, US Naval Research Lab, Gilead Sciences, Raytheon, and Pacific Northwest National Laboratory*

The image shows a Twitter thread and promotional graphics for the 'WOMAN IN CHEMISTRY' campaign. The top part is a screenshot of a tweet from C&EN BrandLab (@cenmag) dated March 1, 2020. The tweet text reads: "March is Women's History Month! C&EN BrandLab and @pfizer are highlighting one amazing woman in #chemistry each day of the month. Watch this #PfizerProud #WomenInScience THREAD every day. Did we miss anyone? There's still time to nominate: cenm.ag/womenchem #sponsored". The tweet has 65 retweets and 136 likes. Below the tweet is a reply from @allie_chem, praising a consumer safety officer at the US FDA for her work in science. The bottom part of the image shows two promotional graphics. The first is a blue banner with the text "DO YOU KNOW A WOMAN IN CHEMISTRY WHO DESERVES TO BE CELEBRATED?" and an illustration of people holding signs. The second is a purple graphic featuring a profile of T. Gregory Tucker, Commercialization Manager at the University of Louisville, with a quote: "WHAT INSPIRES YOUR LOVE OF SCIENCE? It's always been Mother Nature! She has inspired me to love my surroundings and thrive in my environment." Another graphic features Allison Aldridge, Consumer Safety Officer at the US Food and Drug Administration, with a quote: "WHAT DO YOU THINK IS THE TOP PRIORITY IN SCIENCE? To meet the Earth better." Both graphics are brought to you by Pfizer and C&EN BrandLab.

Thread

C&EN @cenmag

March is Women's History Month! C&EN BrandLab and @pfizer are highlighting one amazing woman in #chemistry each day of the month. Watch this #PfizerProud #WomenInScience THREAD every day. Did we miss anyone? There's still time to nominate: cenm.ag/womenchem #sponsored

DO YOU KNOW A WOMAN IN CHEMISTRY WHO DESERVES TO BE CELEBRATED?

C&EN @cenmag

Replying to @cenmag

@allie_chem, consumer safety officer @US_FDA, thrives on asking questions about all aspects of our environment. Her love of science stems from trying to find answers to those questions. #BlackInChem #BlackInSTEM #PfizerProud

7:59 PM · Mar 1, 2020 · Twitter Web

View Tweet activity

65 Retweets 136 Likes

MEET OUR CHEMIST STAR

T. GREGORY TUCKER
COMMERCIALIZATION MANAGER
COMMERCIALIZATION EPI-CENTER
UNIVERSITY OF LOUISVILLE

WHAT INSPIRES YOUR LOVE OF SCIENCE?
It's always been Mother Nature! She has inspired me to love my surroundings and thrive in my environment.

ALLISON ALDRIDGE
CONSUMER SAFETY OFFICER
US FOOD AND DRUG ADMINISTRATION

WHAT DO YOU THINK IS THE TOP PRIORITY IN SCIENCE? To meet the Earth better.

Brought to you by Pfizer

C&EN BRANDLAB

Brought to you by Pfizer

6 Retweets 16 Likes

Pfizer

The Program continued...

New as part of the 2022 program to highlight Black chemists, C&EN BrandLab created a 3-page employer branded feature in the December 6th issue of C&EN that also lives on cen.acs.org. In-print: the article “Committed to Diversity” featured the chemists who were highlighted in the social campaign and showed how Pfizer is prioritizing workplace inclusivity. On cen.acs.org, the article included an interactive component.

NATIVE STORY CAMPAIGN AT A GLANCE:

900,000+
Total campaign
impressions

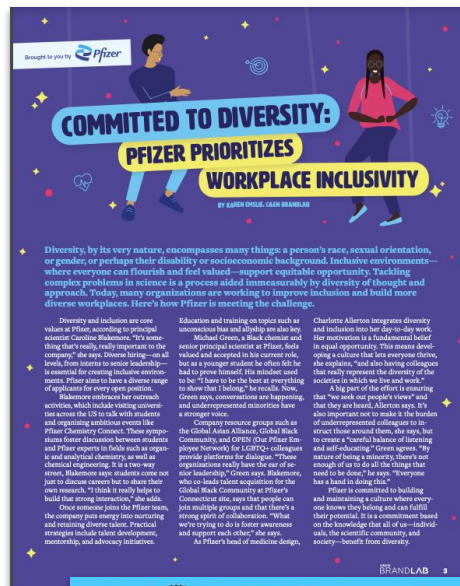
1,000+
Pageviews

1,500+
Engagements on
social media

4:32
Average time
spent on page

1,100+
Users

100,000+
Impressions on
social media



Results

7,913,000+

Total impressions delivered across the ACS network and social channels

600

Peer nominations

16,700+

Social engagements

61

Chemists celebrated through social media campaign


CELEBRATING WOMEN IN CHEMISTRY

Pfizer would like to congratulate the 360 female chemists who have already been nominated including our very own Pfizer scientists!

This Women's History Month and in honor of International Women's Day, Pfizer has sponsored C&EN BrandLab's celebration of extraordinary women in chemistry. For the entire month of March C&EN will be showcasing different women in chemistry and sharing their stories.

NESSA CARSON, BETHANY KORMOS, CHERYL HAYWARD, EMMA MENTURFF, KAREN SUTHERLAND, SUVU ORR, CHARLOTTE ALLESTON, KATHERINE LEE, DENISE FIELD, LACEY SAMP, JANE WITKA, MAGDALENA KORCZYNSKA, SHANNON MCDOWELL, REBECCA WATSON, SHAWN LACASSE, KRIS JONES, CLARE COOK, MARIA BROWN, AMY MERCER, LYNE HANDBRYEN, MIRANDA BLACKMAN, CHRISTINE AURIGEMMA, SONJA SEKULIC, MIRANDA BLACKMAN, ANNE-MARIE SCHMITT, KENA SWANSON, JENNIFER LAFONTAINE, CAROLINE BLAKEMORE, JAN ADAMS, LISHA COLE, KATHLEEN FARLEY, MIRANDA BLACKMAN, SYLVIE SAKATA, PEI-PEI KUNG

Brought to you by

A decorative horizontal bar with a red segment on the left and a yellow segment on the right.

“Throughout my interaction with Sydni, I have been truly inspired by her efforts to diversify the chemistry department at Wayne State University. In her own chemistry lab, she has promoted diversity, equity, and inclusion. Additionally, she has taken the initiative to inform her fellow ReBUILDetroit scholars about opportunities in the chemistry field. Her presentations about the lab work that she does as an aspiring chemist is comprehensible and interesting. She is a great representation of a black chemist”

- Evelyn Odunayo-Ojo, ReBuilDetroit Peer Mentor,
Peer submission for Sydni Alexis Elebra



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