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

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.
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.
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:

<table>
<thead>
<tr>
<th>Measure</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total campaign impressions</td>
<td>900,000+</td>
</tr>
<tr>
<td>Pageviews</td>
<td>1,000+</td>
</tr>
<tr>
<td>Engagements on social media</td>
<td>1,500+</td>
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<tr>
<td>Average. time spent on page</td>
<td>4:32</td>
</tr>
<tr>
<td>Users</td>
<td>1,100+</td>
</tr>
<tr>
<td>Impressions on social media</td>
<td>100,000+</td>
</tr>
</tbody>
</table>
Results

7,913,000+
Total impressions delivered across the ACS network and social channels

16,700+
Social engagements

600
Peer nominations

61
Chemists celebrated through social media campaign
“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
Plan your next campaign with us. 

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C&EN Media Group is available to consult with you on your marketing challenges. We pride ourselves on driving real business results for our clients.

Contact us at advertising@acs.org