

Pfizer uses viral marketing to press quit-smoking message

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Pharmaceutical brand Pfizer has rolled out a pan-European digital campaign encouraging people to stop smoking.

The Serious Quitters' Arcade marks the brand's first venture into viral marketing. The games site is being pushed through Twitter activity, video seeding and a Facebook app based on arcade game Pac-Man.

Pfizer has appointed viral agency GoViral for the push, and Belgium-based digital agency Emakina for the site that will feature games and information on quitting.

Visitors will be encouraged to add the games from the arcade on their blogs.

Chris Venn, European brand manager at Pfizer, said, "We need to be able to demonstrate that our campaigns have a certain reach and are worth doing and online lets us be accountable."

Venn added the campaign was games based in order to stand out from the large amount of quit information already online, from organisations such as the NHS and Department of Health.

"We want to complement and work with the organisations running campaigns for government. We're trying something different," he said.