

## Pfizer appoints MediaCom

Digital media agency, MediaCom, has been appointed as the digital marketing agency for the biopharmaceutical company, Pfizer. MediaCom will be responsible for handling all the digital content across Pfizers' local brand portfolio, inclusive of products such as Centrum, Caltrate and Advil. MediaCom's client portfolio includes; Coca-Cola, Volkswagen, Times Media Films, Procter & Gamble, and Shell.

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