



Charlie – AI Marketing Assistant

Category:
Distribution
Development stage:
Live (Beta)



pfizer.com

Key facts:

- Charlie is Pfizer's new generative AI marketing workbench.
- It is based on Publicis Groupe's marketing AI – MarcelGPT.
- Charlie complies with the highly regulated US pharma industry.



What is it?

Pfizer needed to overhaul its content marketing platform. It partnered with Publicis Groupe to adapt its marketing AI system MarcelGPT to develop 'Charlie'. The project started in late 2023 and was delivered as a beta in February 2024, to Pfizer's global marketing team of around 600 staff. Charlie is integrated into Pfizer's Adobe creative tools as well as its global communication platform – Slack. It is expected to supercharge creativity, collaboration, and overall productivity at Pfizer.

How is GPT used?

Charlie uses GPT to ingest data from across Pfizer's therapeutic areas, improving the understanding of patient segments and treatments. Charlie has a red, yellow, and green 'traffic light' system, which identifies content requiring further review, ensuring compliance with legal and ethical standards. Charlie is used to rapidly generate impactful marketing materials, including text, music, images, and video. There are plans to expand Charlie's use in other areas such as medical writing and research.

GenAI impact rating: **High**



While Pfizer is not an insurer, it faces many of the same issues, as it operates in a highly regulated industry and marketplace. It leads the way in using GenAI for marketing efforts at scale while complying with privacy and ethical guidelines. Its traffic light system is especially useful for ensuring the accuracy and trustworthiness of the information being published.

Key links

[LinkedIn Announcement](#)

[Article discussing the launch](#)

[Upgrade to the base platform](#)



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‘Charlie’ – Pfizer’s New AI Marketing Workbench

Named after Pfizer’s co-founder, Charlie is designed to enhance content creation, streamline legal reviews, and redefine marketing strategies within the strict regulatory framework of the pharmaceutical industry.

Based on Marcel, AI marketing technology from Publicis Groupe, it uses a customized version of ChatGPT trained on Pfizer’s proprietary data, gathering insights across therapeutic areas, and improving the understanding of customers and treatments. The data is carefully governed and curated while ensuring compliance with stringent data privacy regulations. Charlie scrutinizes content at every stage with a red, yellow, and green traffic light system - identifying content that requires further review. This ensures the accuracy, trustworthiness, and compliance of the information generated.

Charlie is integrated with Adobe platforms like Workfront and Experience Manager, forming the marketer’s workbench. Furthermore, by integrating with communication platforms like Slack it improves collaboration and coordination across geographically diverse teams.

Source: [Digiday](#)



“You’ve got to be very careful, the last thing you want is to have some crazy data that you did not clean up right. And especially in healthcare, it could be a matter of life and death. If you recommend the wrong iPhone, it’s okay — it’s not the end of the world. But if you recommend the wrong medicine, God forbid something like that happens.”

Arpit Jain, President of Marcel

Source: [Digiday](#)



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Charlie's Benefits

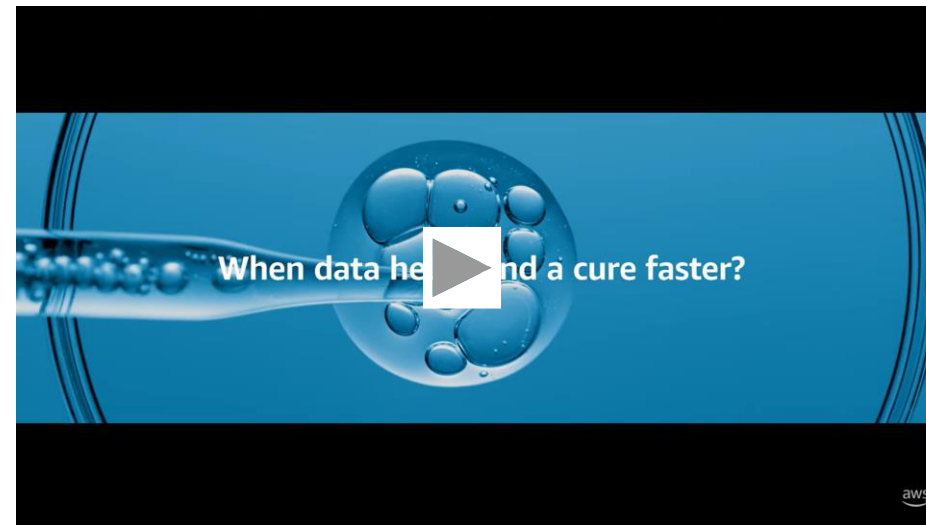
Charlie is in the hands of approximately 600 beta users within Pfizer's central marketing team, with its influence extending to thousands across the company.

It is expected to increase marketing output by four or five times while achieving higher quality and greater impact on targeted markets. Charlie can tailor content for specific audiences.

Due to its integration with content creation and collaboration tools, Charlie is expected to increase cohesiveness across teams, bringing greater innovation and shared purpose to the content creation process.

Source: [Digiday](#)

Pfizer's use of GenAI in its labs



Charlie's Next Iteration?

Pfizer's efforts are a collaboration with Publicis Groupe, which helped to build Charlie based on its existing Marcel AI platform, which was first launched in 2018. Publicis Groupe also has a dedicated team that helps maintain and evolve Charlie every day.

The Marcel AI platform is currently being transformed into a more powerful system called [CoreAI](#). Publicis said it built the new platform using "trillions of data points" from content, media, and performance data along with a database of 2.3 billion consumer profiles. It also used nearly a petabyte of assets from Marcel.

Source: [Digiday](#)



"You actually start creating different insights into who your customer is, and then [knowing] what the actual pain point is for them. It's not something we would classify as medical research. That insight of 'X percentage of these people are this type of individual' really helps you understand who your customer is. Now you know how to talk to them better." **Bill Worple, VP of Customer Engagement Platforms and Technology**

Source: [Digiday](#)



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Source	Content of interest	link
Digiday website	Article announcing the release of Charlie [22-Feb-24].	Read here
Digiday website	This Publicis Groupe announcement [24-Jan-24] is important since Pfizer's Charlie is based on this platform. Interesting to note that Marcel is named after the founder of the Publicis Groupe.	Read here
YouTube	Video Essay [15-Mar-24] by AI-Powered Business. Discover the future of pharmaceutical marketing with Charlie, Pfizer's revolutionary AI platform.	Watch here
LinkedIn	LinkedIn post [22-Feb-24] announcement of Charlie.	Read here
Pharmexec website	[29-Mar-24] Pfizer makes Publicis Groupe its sole creative marketing partner.	Read here
YouTube	Demo of the Marcel App from 2018 – pre-generative AI –gives you an idea of how it could be very useful.	Watch here
CIO website	Information about how Pfizer is using GenAI across its business – savings of \$1 billion from its operations.	Read here