

DIGITAL CONCEPTS

FEBRUARY 2, 2017

IBRANCE[™]
palbociclib | 125 mg
capsules

PERSPECTIVE

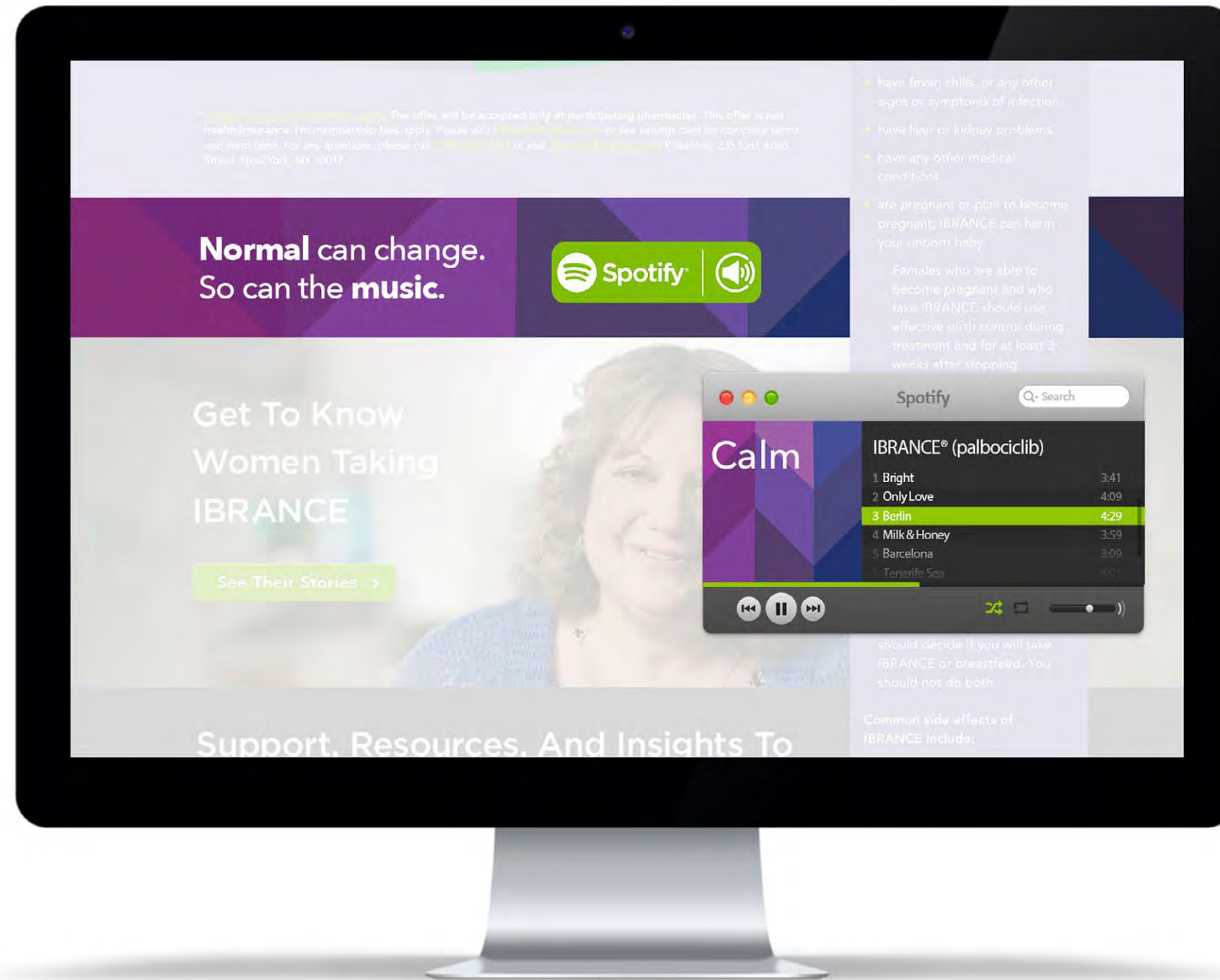
Metastatic. That diagnosis – that one word – changes everything. But amid the upheaval, a new perspective arises. IBRANCE offers a style of treatment that frees a woman with metastatic breast cancer to focus on the simple things that mean so much to her now. 'Normal' will always be a little different. But it is hers to embrace. This is her new normal.

SPOTIFY

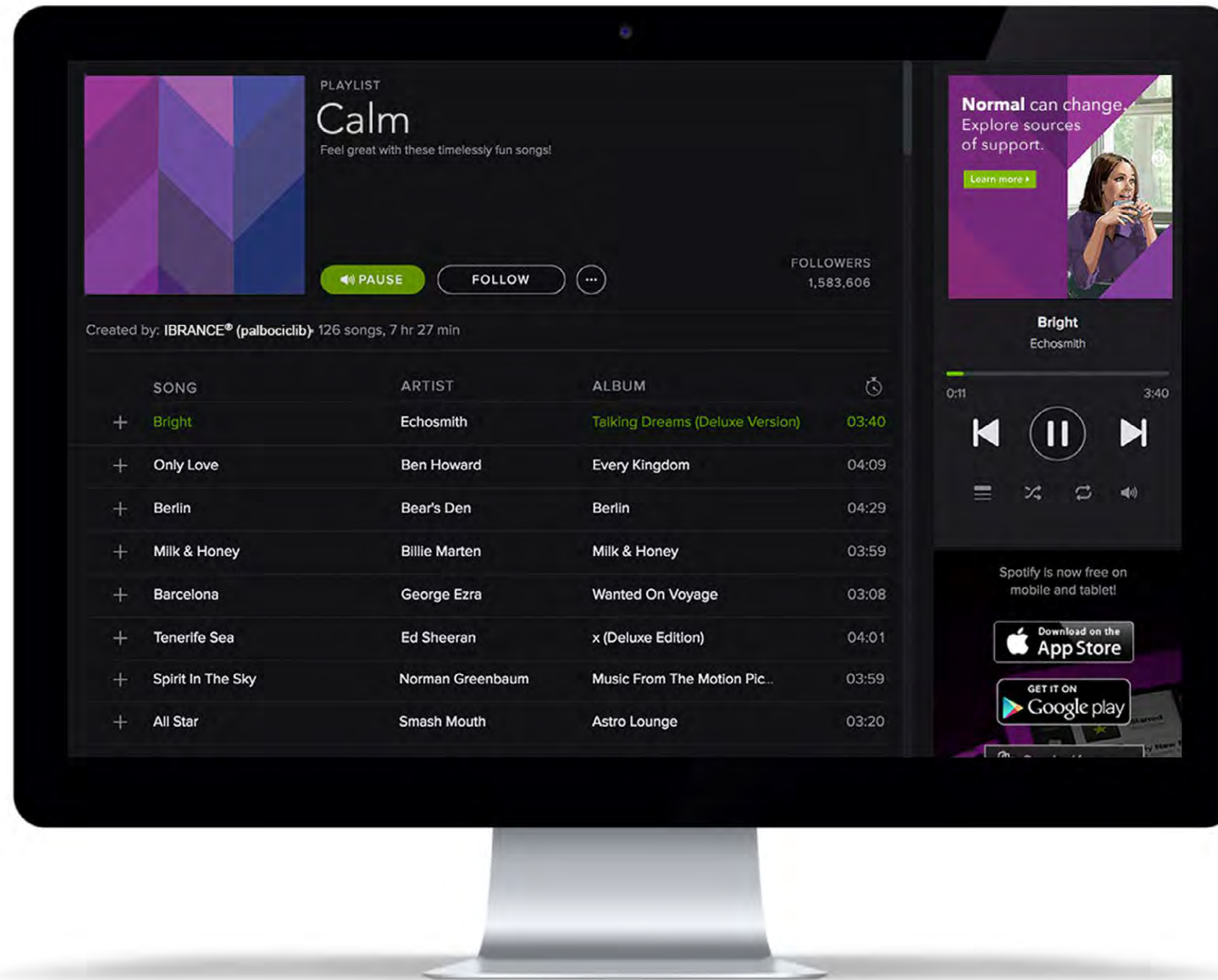
A series of curated playlists serves as anthems or soundtracks for the emotion she is experiencing in that moment. A Spotify widget, which lives on the IBRANCE.com homepage, can be launched and played while she browses the site, creating an experience of emotional support while she learns more about treatment.

Within the Spotify platform, album artwork doubles as a display ad, leading to a mini site within Spotify itself which drives to IBRANCE.com, IBRANCE Answers, and MBC Together.





SPOTIFY PLAYLIST



SPOTIFY PLAYLIST



SPOTIFY BRAND PAGE




PAGE TAKEOVER BANNER




PAGE TAKEOVER BANNER


After diagnosis, **normal** can be different.




Emotions can change. Your **music** should, too.



Explore support **resources** for patients and caregivers alike.



Including Spotify playlists to match your **mood**.



IBRANCE[™]
palbociclib | 125 mg capsules

IBRANCE[®] is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with:

- letrozole as the first hormonal based therapy in women who have gone through menopause, or
- fulvestrant in women with disease progression following hormonal therapy

Scroll for Important Safety Information and Indications
IBRANCE may cause serious side effects, including:
Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

[Full Prescribing Information and Patient Information](#)

Normal can change. So can your **music**.

Explore support resources for a certain type of metastatic breast cancer.

[IBRANCE.COM](#) >

[MBC TOGETHER](#) >

[SPOTIFY](#) >

Pfizer

IBRANCE[™]
palbociclib | 125 mg capsules

Scroll for Important Safety Information and Indications
IBRANCE may cause serious side effects, including:
Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

[Full Prescribing Information and Patient Information](#)



SPOTIFY EMAIL

Delete Junk Reply Reply All Forward Print To Do

From: Pfizer
Subject: Vestibulum porta ipsum non risus
Date: [Month] [XX], 2016
To: recipients_name@email.address.com


Addressing your emotional needs after diagnosis
Email not displaying? [View online](#)
[Full Prescribing Information](#) | [Patient Information](#)


[Important Safety Information](#) | [Indications](#)

Discover a new source for emotional support.

[EXPLORE OUR SPOTIFY PLAYLISTS](#)





Cras dapibus condimentum est

INDICATIONS

IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with letrozole as the first hormonal based therapy in women who have gone through menopause, or fulvestrant in women with disease progression following hormonal therapy.

The effectiveness of IBRANCE plus letrozole is based on a study that measured progression-free survival. There is an ongoing study to find out how IBRANCE works in combination with letrozole over a longer period of time.

IMPORTANT SAFETY INFORMATION

IBRANCE may cause serious side effects, including:

Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections such as fever and chills.

IBRANCE may cause serious or life-threatening blood clots in the

PODCAST

Connection with other patients is an important source of support for many women with MBC. A podcast in the style of This American Life celebrates the “new normal” of several of our ambassadors, and allows for a casual, ‘kitchen-table’ tone in a new medium. Multiple episodes – recorded in advance and edited for content – provide varying perspectives on what normal now means to patients, caregivers, and loved ones in a style that feels raw and genuine.





PODCAST EMAIL

From: Pfizer
Subject: Vestibulum porta ipsum
Date: [Month] [XX], 2017
To: recipients_name@email.address.com

Addressing your emotional needs after diagnosis
Email not displaying? [View online](#)
[Full Prescribing Information](#) | [Patient Information](#)

[Important Safety Information](#) | [Indications](#)

IBRANCE ANSWERS

IBRANCE
palbociclib 125 mg capsules

INDICATIONS

IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with letrozole as the first hormonal based therapy in women who have gone through menopause, or fulvestrant in women with disease progression following hormonal therapy.

The effectiveness of IBRANCE plus letrozole is based on a study that measured progression-free survival. There is an ongoing study to find out how IBRANCE works in combination with letrozole over a longer period of time.

IMPORTANT SAFETY INFORMATION

IBRANCE may cause serious side effects, including:

Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

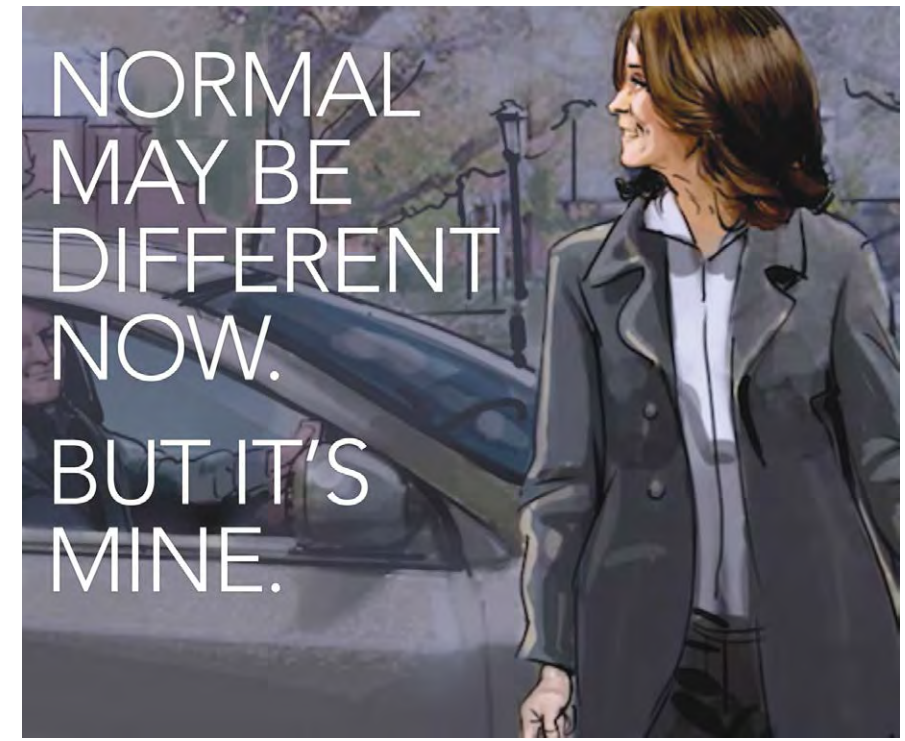
If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections such as fever and chills.

IBRANCE may cause serious or life-threatening blood clots in the

Patti's new normal is advocacy.

HEAR PATTI'S PODCAST

PERSPECTIVE // BANNER 1



I AM TAKING

IBRANCE[™]
palbociclib 125 mg capsules

Scroll for Important Safety Information and Indications
IBRANCE may cause serious side effects, including: Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death.

[Full Prescribing Information and Patient Information](#)

IBRANCE[®] is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with:

- letrozole as the first hormonal based therapy in women who have gone through menopause, or
- fulvestrant in women with disease progression following hormonal therapy.

Scroll for Important Safety Information and Indications
IBRANCE may cause serious side effects, including: Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death.

[Full Prescribing Information and Patient Information](#)

THIS IS MY NEW NORMAL.

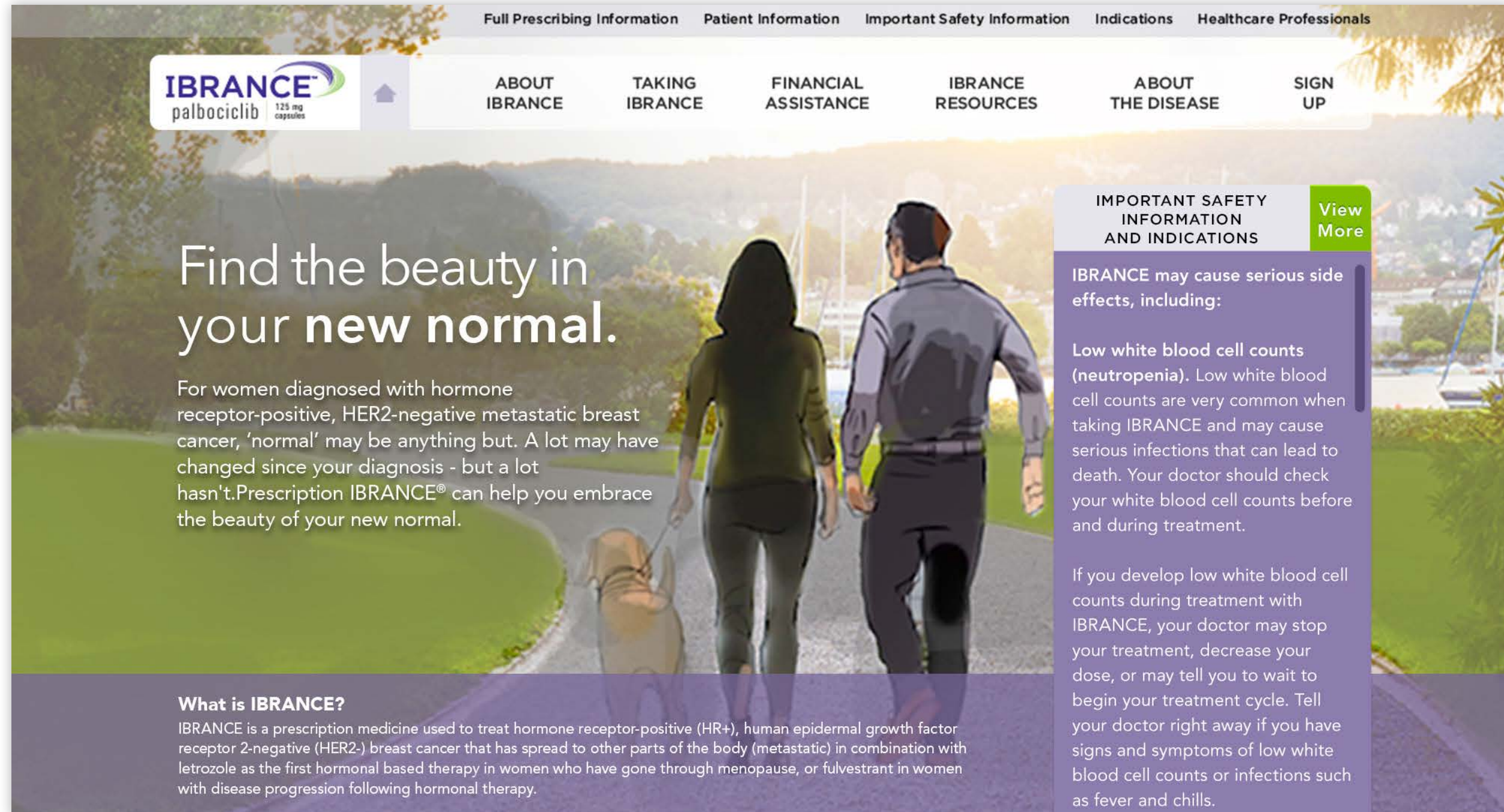
IBRANCE[™]
palbociclib 125 mg capsules

[Learn more](#) about a prescription treatment option for a type of metastatic breast cancer.

Scroll for Important Safety Information and Indications
IBRANCE may cause serious side effects, including: Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death.

[Full Prescribing Information and Patient Information](#)

PERSPECTIVE // IBRANCE HOMEPAGE



Full Prescribing Information Patient Information Important Safety Information Indications Healthcare Professionals

IBRANCE
palbociclib 125 mg capsules

[ABOUT IBRANCE](#) [TAKING IBRANCE](#) [FINANCIAL ASSISTANCE](#) [IBRANCE RESOURCES](#) [ABOUT THE DISEASE](#) [SIGN UP](#)

Find the beauty in your new normal.

For women diagnosed with hormone receptor-positive, HER2-negative metastatic breast cancer, 'normal' may be anything but. A lot may have changed since your diagnosis - but a lot hasn't. Prescription IBRANCE® can help you embrace the beauty of your new normal.

What is IBRANCE?

IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with letrozole as the first hormonal based therapy in women who have gone through menopause, or fulvestrant in women with disease progression following hormonal therapy.

IMPORTANT SAFETY INFORMATION AND INDICATIONS

[View More](#)

IBRANCE may cause serious side effects, including:

- Low white blood cell counts (neutropenia).** Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections such as fever and chills.

EVOLUTION


For a woman with MBC, the diagnosis represents a departure from the familiar and uncertainty about what will come. And for that same woman, IBRANCE can help her maintain a sense of self in the transformation. If 'normal' can change, so can her mindset. "New Normal" introduces another outlook: a different reality, but one that retains life's simple pleasures.

Personal definitions of 'normal' illustrate that it can undergo an evolution. And while change is inevitable, IBRANCE can help every woman adjusting to her "new normal"—whatever that may be—by supporting all that she continues to have and can do.


Normal may change, but it is still distinctly hers.

EVOLUTION // BANNER 3


With a **metastatic breast cancer** diagnosis,




Normal can be challenging.



Normal can be extraordinary.



Normal can be completely different. But it's still yours.



IBRANCE[™]
palbociclib 125 mg capsules

IBRANCE[®] is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with:

- letrozole as the first hormonal based therapy in women who have gone through menopause, or
- fulvestrant in women with disease progression following hormonal therapy.

Scroll for Important Safety Information and Indications
IBRANCE may cause serious side effects, including: Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking

[Full Prescribing Information and Patient Information](#)


IBRANCE[™]
palbociclib 125 mg capsules

Find out where your **new normal** can take you.

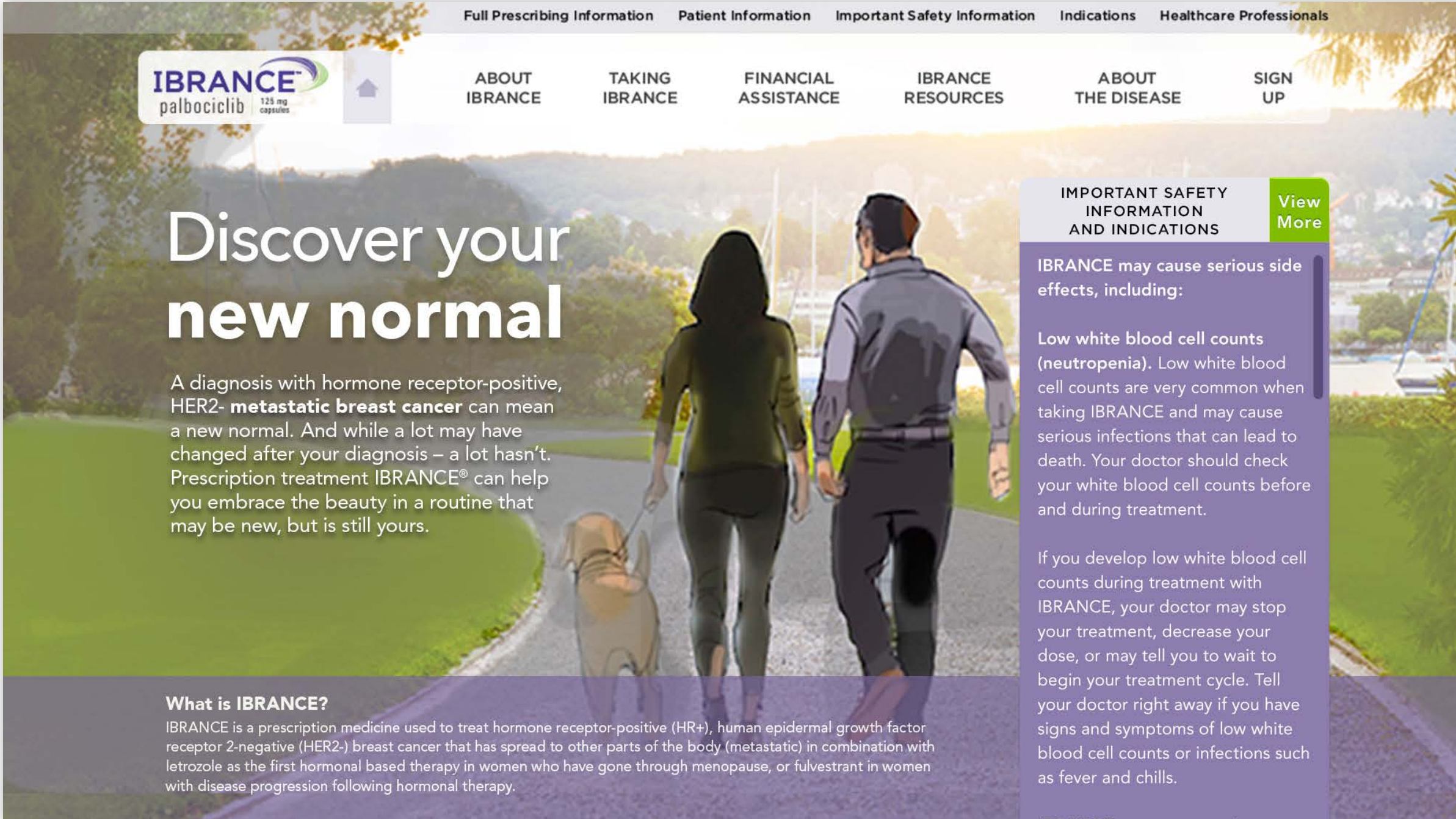
[Learn more](#) ▶ about IBRANCE, an oral therapy for a certain type of **metastatic breast cancer**.

Available by prescription only.

[Full Prescribing Information and Patient Information](#)



EVOLUTION // IBRANCE HOMEPAGE



Full Prescribing Information Patient Information Important Safety Information Indications Healthcare Professionals

IBRANCE
palbociclib 125 mg capsules

ABOUT IBRANCE TAKING IBRANCE FINANCIAL ASSISTANCE IBRANCE RESOURCES ABOUT THE DISEASE SIGN UP

Discover your new normal

A diagnosis with hormone receptor-positive, HER2- **metastatic breast cancer** can mean a new normal. And while a lot may have changed after your diagnosis – a lot hasn't. Prescription treatment **IBRANCE**® can help you embrace the beauty in a routine that may be new, but is still yours.

IMPORTANT SAFETY INFORMATION AND INDICATIONS [View More](#)

IBRANCE may cause serious side effects, including:

Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections such as fever and chills.

What is IBRANCE?

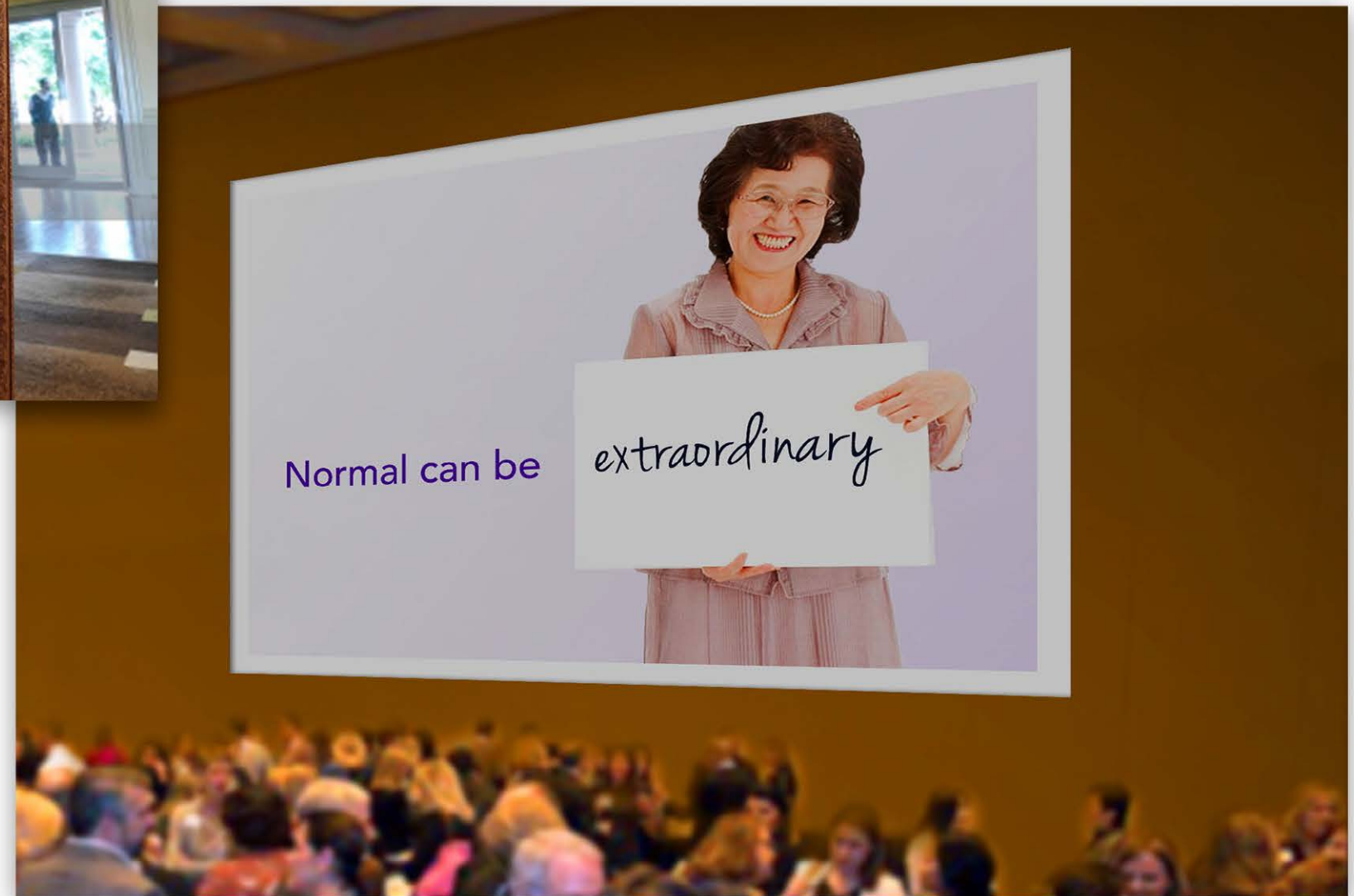
IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with letrozole as the first hormonal based therapy in women who have gone through menopause, or fulvestrant in women with disease progression following hormonal therapy.

LOCAL EVENT ENGAGEMENT

Women with metastatic breast cancer want their own communities, built upon real conversations in which they are heard and not simply spoken to. Asking the right questions and actively listening can empower these women and amplify their voices. Local events and speaking engagements are key opportunities to hear from these women directly.

Attendees at these events would be invited to take part in a photo opportunity and to contribute a unique message asking each woman to express what her “new normal” is. Participants (patients, caregivers, friends, family members) would be photographed holding their choice of a preprinted card to answer the question of what their “Normal can be.” A large-scale touchscreen would allow participants to preview their images before being photographed and projected in real time. This content would also be used towards social media and ads to extend the audience reach.

LOCAL EVENTS



FACEBOOK TIMELINE

The image displays three overlapping Facebook posts from the IBRANCE (palbociclib) page. Each post features a woman holding a sign with a message about normalcy. The central post is the largest and most prominent.

IBRANCE (palbociclib)
Sponsored · 🌐

IBRANCE patients don't allow their diagnoses to define them. Get info about this FDA-approved, Rx treatment.

Normal can be *predictable*

More Than A Diagnosis
Facts, insights, & inspiration about IBRANCE.
WWW.IBRANCE.COM

Share

IBRANCE (palbociclib)
Sponsored · 🌐

IBRANCE patients don't allow their diagnoses to define them. Get info about this FDA-approved, Rx treatment.

Normal can be *extraordinary*

More Than A Diagnosis
Facts, insights, & inspiration about IBRANCE.
WWW.IBRANCE.COM

Learn More

Share

IBRANCE (palbociclib)
Sponsored · 🌐

IBRANCE patients don't allow their diagnoses to define them. Get info about this FDA-approved, Rx treatment.

Normal can be *changed*

More Than A Diagnosis
Facts, insights, & inspiration about IBRANCE.
WWW.IBRANCE.COM

Learn More

Share