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Pfizer Consumer Healthcare and frog Launch Design Collaborative

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New initiative and co-working approach will accelerate innovative solution development to improve health and wellness

frog, the global design and strategy firm, and Pfizer Consumer Healthcare (PCH) today announced the launch of the Design Collaborative, an ongoing initiative that will develop new health and wellness solutions for consumers in the areas of improved sleep, stress management, energy, aging and nutrition.

At the outset of the Design Collaborative last year, Pfizer Consumer Healthcare and frog worked together to identify a wide range of opportunities within the target areas. Through a rapid process of insight gathering, concept creation and iterative design, the Design Collaborative will bring new products and services to market that empower people to take health and wellness into their own hands.

"Working together with external partners allows us to build on our internal commitment to develop new ways for consumers to achieve better health and wellness," said Suneet Varma, president and general manager, Pfizer Consumer Healthcare. “The Design Collaborative extends Pfizer Consumer Healthcare’s innovation capabilities by tapping into the creativity and design expertise at frog.”

The Design Collaborative is an example of Venture Design: an approach to leveraging design methodologies for rapid, scalable business impact through the creation of new product ecosystems, services and businesses. The team includes members from both frog and Pfizer Consumer Healthcare, who are tasked with making strategic, insight-driven decisions that favor forward progress over a rigid process. Key members of the team are co-located, allowing for continuous engagement, creative intensity and alignment.

"Pfizer Consumer Healthcare has a remarkable track record of empowering people to take charge of their own health," said Ethan Imboden, vice president and head of venture design, frog. “By working together in the Design Collaborative, we are able to combine our expertise, focus our efforts on the most impactful innovations, and rapidly bring them to the world."

This partnership demonstrates Pfizer Consumer Healthcare’s ongoing commitment to external and out of the box collaboration. Recently Pfizer Consumer Healthcare announced a joint health and wellness innovation program with Galvanize, which will enable up to ten startup companies specializing in the development of potential solutions in the same key areas of improved sleep, stress management, energy, aging and nutrition.

frog and Pfizer Consumer Healthcare will celebrate the launch of the Design Collaborative in Austin, Texas during the SXSW Interactive Festival March 11-15, 2016. Innovators interested in being a part of Design Collaborative efforts, contact David Steuer at (415) 235-6782.

About frog

frog is a global design and strategy firm. We transform businesses at scale by creating systems of brand, product and service that deliver a distinctly better experience. We strive to touch hearts and move markets. Our passion is to transform ideas into realities. We partner with clients to anticipate the future, evolve organizations and advance the human experience. San Francisco . Seattle . Austin . New York . Boston . London . Amsterdam . Milan . Munich . Singapore Shanghai
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About Pfizer Consumer Healthcare
Pfizer Consumer Healthcare helps consumers around the world take health and wellness into their own hands. Our trusted brands, such as Centrum®, Advil®, Caltrate®, ChapStick®, Emergen-C®, Robitussin® and Dimetapp®, are used by consumers around the world to improve and maintain their health and wellbeing.

Pfizer Inc.: Working together for a healthier world™
At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of healthcare products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer healthcare products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. For more information, please visit us at www.pfizer.com. In addition, to learn more, follow us on Twitter at @Pfizer and @Pfizer_News, LinkedIn, YouTube, and like us on Facebook at Facebook.com/Pfizer.
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