

August 2009
www.NAQuitline.org



Pfizer Launching New CHANTIX Direct-to-Consumer Campaign

Ads to begin Monday, August 17

REAL PEOPLE. REAL STORIES.

NAQC has learned that Pfizer will launch a new, CHANTIX direct-to-consumer campaign beginning Monday, August 17 and running for seven weeks.

The campaign will include two types of ads:

BRANDED

These ads will use patient testimonials from people who quit with CHANTIX and support. The call to action will direct consumers to www.CHANTIX.com.

UNBRANDED

These ads will focus on "Life Without Cigarettes" and will encourage smokers to talk to their health care providers.

**1-800-QUIT-NOW will not be used in the ads.

If we find out additional information about this campaign, we will continue to keep NAQC members informed.

Visit the [NAQC Promotion Alert Archive](#).

For more information about NAQC's work in coordinating national promotions of quitlines contact rlachter@naquitline.org.

About the North American Quitline Consortium:

NAQC is a Phoenix, Arizona-based 501(3)(c) organization that seeks to promote evidence based quitline services across diverse communities in North America.

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