

**Internship Report
At
Adfactors PR**

By
Rupal Jain

*Dissertation submitted in partial fulfilment of award of
MBA-Hospital and Health Management
Academic year 2019-2021*



Introduction

About Adfactors PR

AdfactorsPR, founded in 1997, is the youngest firm among its top peers. It is also **India's largest PR firm.**

A multi-specialist, full-service firm, we serve over 300 retained clients across 40 cities in India. The clients include some of the largest corporations, conglomerates, financial institutions and governments, as well as a host of bright, young start-ups and unicorns.

We have a track-record of successfully delivering on complex and challenging PR briefs – often characterised by high stakes, urgency and a sense of uncertainty about the potential outcomes.

Our approach is rooted in robust problem-definition and customising the solution. In an industry built on standard templates and processes, we explore creative solutions for each brief. And, of course, superior execution is a widely acknowledged strength of Ad factors PR.

Our business is built on a few simple tenets. In a complex world with trust deficit, we believe public relations is 90 per cent behaviour and 10 per cent communications. We believe relationships are key to sustainable business and integrity, while transparency, purpose and fairness are critical elements of a successful public relations programme.

As a firm, we practice what we preach. Culture is our strength and our culture is built on simple tenets of integrity, transparency, fairness and simplicity. Constant, incremental innovation for creating value for our clients is also a part of our value system. The few businesses that we do not work for include: Tobacco, alcohol, meat-processing and gambling.

In recent years, Ad factors PR has won multiple accolades, including PR Awards Asia's (formerly PR Week) South Asia Agency of the Year for four consecutive years – 2018, 2017, 2016 and 2015. We have also won The Holmes Report's 'Asia-Pacific Corporate-PA Consultancy of the Year' in 2018, 'Asia-Pac Financial Consultancy of the Year' in 2015 and 2013, 'Global Financial Agency' in 2015, and 'Global Corporate Agency' in 2016. In 2014 and 2016, the firm was recognised by the Campaign magazine and The Holmes Report as 'India Consultancy of the Year'. Since 2014, when the firm started participating at industry awards, we have won more than 250 awards for campaign excellence at prestigious national and international fora.

Core values



Practices

Ad factor PR is a multi –specialist, full services firm. Our practice offering covers the entire gamut of public relations needs of modern businesses. These include corporate reputation, Capital market communication, Crisis communication, Public affairs, Digital and social, CSR, content and media relations, along with experimental PR and events. They serve a wide variety of clients on their communication needs through these diverse and yet integrated practices.

Sectors we deal in

- Banking and Financial service
- Frontier Technologies
- E-commerce and startups
- Pharma and Healthcare
- Transport and Logistics
- Automotive and Allied sectors
- Education
- Consumer goods
- Travel , Hospitality and Leisure
- Technology and Telecom
- Energy and resources
- Sports
- Services to government

My profile

Trainee Account Executive

Healthcare/Pharma is a sensitive subject of high public interest, impacting all the population. All constituents of healthcare – hospitals, pharmaceuticals, diagnostics, devices, and health-tech – deal with issues requiring intense communication. From disease awareness to dispelling myths and dealing with fake news, an ideal candidate for healthcare communications, blends technical understanding to the nuances of effective communications. I supported the client servicing team, working on task oriented projects that require good organization skills and the ability to juggle many projects simultaneously and handled many government projects like rare disease and pm funds.

Core Responsibilities

✓ Comprehension

Working on the media and influencer ecosystem and dynamics – reporting patterns and dispositions

✓ Research & analysis

Identifying conversation trends in mass and social media and also analysing content themes and Support campaign planning with background research

✓ Digital

Working on Social Media platforms and also support the team in designing and implementing outreach campaigns for clients

✓ Reporting:

Independently carry out the client SOP – daily morning updates (identifying relevant news from the tracker and highlighting those to the client and the team), coverage dossier for press outreach, maintaining work-in progress (WIP) reports and support in writing reviews

✓ Media Relations

Engage with the media for pitching stories and follow- ups on the press releases and media invite for press events, Over time, proactively identifying opportunities for the client and pitching stories/client perspective independently with due guidance from the Manager/Supervisor

✓ Content

Working on required for database management, presentations and plans, over time writing the draft of the press releases, notes, media pitches.

Key learnings –

- A fundamental technique used in public relations is to identify the target audience, and to tailor every message to appeal to that audience.
- Lobby groups are established to influence government policy, corporate policy, or public opinion.
- PR involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for marketing, customer service, and technical support.
- Public relations provides an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment.

- Media relations involves working with various media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner.