

Summer Training
at
VEFA ILAC

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A Report

by
RINKI
on

Analyzing and evaluating the paradigm shift from the
conventional marketing strategy to the new strategic model
for nutraceuticals.

MBA Pharmaceutical Management
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ACKNOWLEDGEMENT

It is great pleasure for me to acknowledge all those who have contributed towards the conception, origin, and nurturing of this project.

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At this moment, last but not least, express my heartiest regards to **My Family** for their energetic, moral, and economical support that boosted my spirits. It was the blessing of them that gave me courage to face the challenges and made my path easier. It is because of them I have reached the place where I am today.

RINKI

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EXECUTIVE SUMMARY:

The project assigned is **To analyze and evaluate the paradigm shift from the conventional marketing strategy to the new strategic model for nutraceuticals.**

The study aimed to determine about the nature, opportunity and conceptual context of the marketing function in the existing and emerging times for nutraceuticals and also understand the changing profile of marketing from the prospective of marketing and advertising which includes the rise of a powerful tool digital and social media. Focus on the changing profiles of customers, their behaviour and how marketers can understand, respond, and adapt to digitalization and customer needs also keeping in mind the current pandemic situation. And in the project different social media campaigns was also conducted to generate leads.

COMPANY PROFILE:

VEFA is an Istanbul, Turkey based company which is specialized in the research, development, and manufacturing of food supplements & cosmetic products. It has its Sales Market in Western and Eastern Europe, Middle East, Asia, North and South/Central America; Australia, Africa, and also in India. Vefa Ilac Llp is a Limited Liability Partnership firm which was incorporated in the year 2016 (June 01). It is registered at Registrar of Companies, Delhi. Its total obligation of contribution is Rs. 1,851,842. Designated Partners of Vefa Ilac Llp are Khaladdin Guliyev and Diptiman Tripathy.

HISTORY: Approval for production of medicines and supplements was obtained in the year 2012(June)

The factory establishment started in the year 2012 itself in the month of September.

The company then, in the year 2013(August) successfully passed the inspection of Ministry of Health GMP.

And finally, in the year 2013 September the factory got opened by Mehmet Muezzinoglu.

R & D: The R&D department of Vefa Ilac consists of two main units i.e galenic and analytical laboratories and it aims to achieve bioequivalence studies with high success rates and also aims to prepare a common technical file for Turkey and other countries. It also has joint projects with Tubitak.

PRODUCTION: In production department, it as specific production areas for solid, liquid and soft capsules and Quality control and microbiology labs, packaging area and store.

PRODUCTS of the company: The company manufactures Medicines, Food supplements for children & adults. Some of the products of the company in the medicine segments are D-COLEF capsules, ELFEN gel, Metforix film coated tablet and some of the food supplements are Appetite plus and Betakid and for adults Argimac and Arteasy.

VeNatura:

It is the Brand of VEFA under which various Vitamin, Mineral and herbal product supplements are being made.

MISSION:

To connect the continents through pharmaceutical and food supplement products and to make precise production for human health and well-being.

VISION:

Being one of the fast-growing companies in the field of export, it thanks for its success in pharmaceutical and food supplement production and R&D.

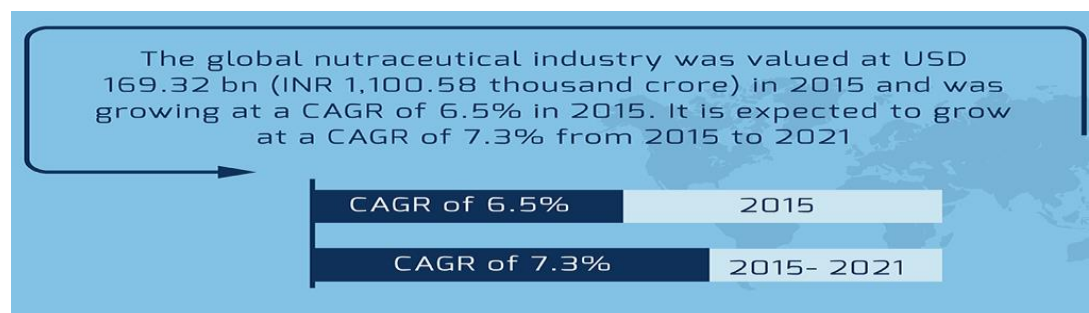
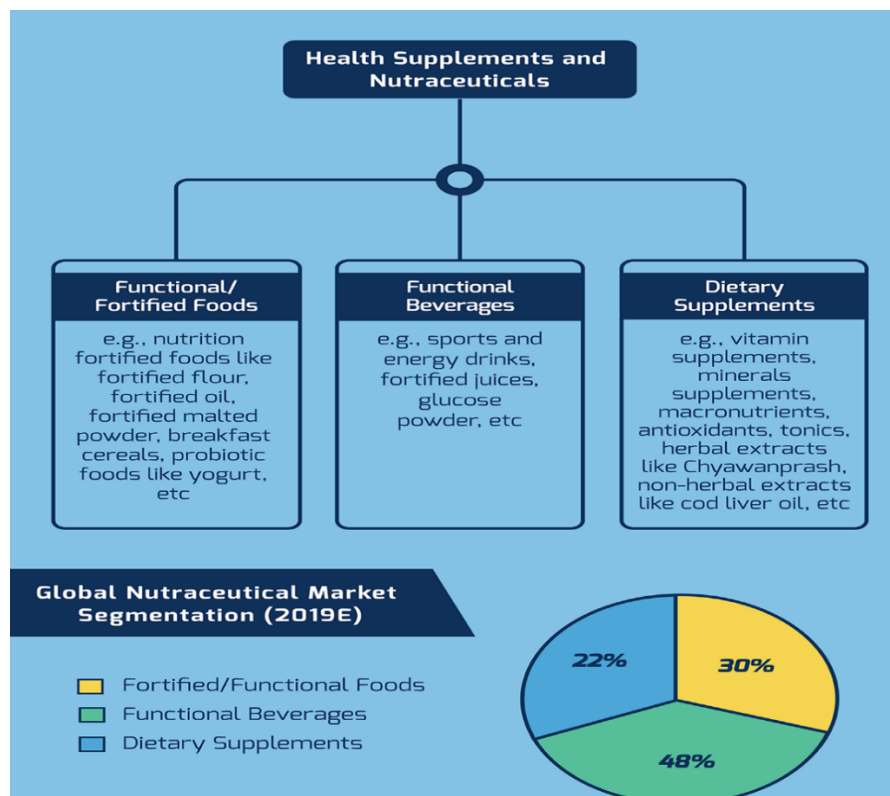
INTRODUCTION:

Nutraceuticals are the emerging class of natural products that creates the line between food and drugs to fade. Both plant and animal derivative nutraceuticals holds an exciting view for the food industries to make new food products.

In developed countries, nutraceuticals are used at the rate 50-70% and this number is also getting increased by the age and women uses more nutraceuticals than men. From a security point of view nutraceuticals are reliable products even if they are not approved by authorities like pharmaceuticals. Clinical studies of nutraceuticals have been performed and the results originating from these trials support their usefulness as well as their general safety.

Many nutraceuticals have potent effects and very safe for use, so their risks needs to be characterized and controlled. Also there can be certain side effects due to use of nutraceuticals, like insomnia, allergies, interactions with other nutraceuticals and therapeutic drugs, cardiac arrhythmias, excessive blood thinning, and other serious conditions.

Segmentation of Health Supplements and Nutraceuticals



TOTAL OMEGA 3 MARKET

Omega 3 is one among the highly essential fats which is required by our body. However, most people are not aware of their importance.

The three main components of omega-3 fatty acids are ALA that is alpha-linolenic acid, DHA that is docosahexaenoic acid, and EPA is known as eicosapentaenoic acid. We can get ALA from plants, whereas DHA and EPA are available in various animal foods. Foods like fatty fish, flax seeds, walnut, and fish oils contain omega 3 in abundant amounts. ALA

is primarily used for providing much-needed energy to your body, while EPA controls numerous functions of your body. On the other hand, DHA is quite essential for our brain, and it is also the main part of the retina. It is available in fatty fish, fish oil, eggs, and meat in heavy amounts. Hence for vegetarian people omega 3 is a must to get EPA for their body.

Omega-3 Indian market overview:

- Omega-3 polyunsaturated fatty acid (PUFAs) market in India is still in growth stage of its lifecycle. It is used in food fortification and dietary supplements from a long period in India and the awareness of omega-3 health advantages among consumer, especially in urban areas of the country, will lead the market growth in the future. It is estimated that the market will grow by a rate of 11.4% CAGR from 2013 through 2020 in terms of volume, whereas in terms of value it is projected to touch US\$29.4 million by 2020 growing at a CAGR of 13%.
- The major consumer of omega-3 ingredients is Dietary supplements in terms of volume and value, which is then followed by food & beverage fortification sector. And majorly fish oil obtained omega-3 ingredients controls the dietary supplements sector, while algal DHA oils are leading in food & beverage fortification industry.
- Pharma and clinical nutritional applications of omega 3 are yet to be developed in Indian market and the reason is lack of promotional activities to make consumers aware of health benefits linked with the intake of omega 3.
- Whereas algal oil is expected to grow faster among the omega 3 ingredient sources as compared to the fish oil attributed to the large vegetarian population in India.
- The market omega-3 polyunsaturated fatty acid (PUFAs) ingredients of India is still in the growth stage of its life cycle.

Omega-3 Global Market Overview:

- According to a new report which was published by Allied Market Research, titled “**Omega-3 Market – Global opportunity Analysis and industry Forecast, 2014-2022**”, the market of omega 3 is anticipated to extend to \$6,955 million by 2022, with a CAGR of 14.9% from 2016 to 2022.”
- While Docosahexaenoic acid segment (DHA) governed with three-fourths market share, in terms worldwide omega-3 market share, in terms of volume, in 2015 and

is projected to expand at a CAGR of 14.1%.of revenue, in 2015. Dietary supplement application accounted for three-fifths of the.

OMEGA-3 MARKET SEGMENT:

1. By Type
2. By Source
3. By Application
4. By Geography

The product under this study is- COGNI-3

Cogni 3 syrup is a dietary supplement that helps and supports children with their cognitive abilities i.e., memory, learning and behaviour. It essentially contains Omega 3 fatty acid in it which is mostly of 3 types: Alpha linolenic Acid, Eicosapentanoic Acid, Docosahexanoic Acid.

Cogni 3 syrup essentially contains EPA and DHA which have powerful health benefits and helps in the brain development of growing children.



EPA:

It is used by body to produce eicosanoids which is signaling molecules and plays various physiological roles and lessen inflammation.

It is found mainly in sea food e.g., Eel, Shrimp, Salmon etc.

DHA:

It is an important structural component of our skin and retinas of our eyes.

Fortifying baby formula with DHA results in better vision in infants and it is very significant for development of brain and performance in childhood.

Boost heart health by reducing triglycerides and possibly LDL (bad) cholesterol.

Cogni 3 Purity Potency and Freshness:

Each batch of Cogni 3 is certified by the International Fish Oil Standards (IFOS). Cogni 3 is packed in specially designed bottle to maintain the freshness of the fish oil throughout its shelf life.

Flu fighting Ability:

As the recent Corona virus pandemic is taking the lives of thousands of people worldwide, a medicine which will boost our immunity is essential in our day to day life.

Vitamins such as vit c, vit A, vitB6, vit E, zinc etc are needed in our regular life to boost up our immunity. Along with these DHA is the most essential component which is present in the Cogni 3 syrup which will help in boosting the immunity and help in wellbeing.

Benefits:

- It has Omega 3 which helps in brain development and growth.
- It has significant role in proper functioning of eyes. It helps in proper functioning of Retina which is important for normal healthy eye.
- It also acts as anti-inflammatory and reacts to injury and infections.
- It even protects heart by not letting the bad cholesterol to accumulate in the body.

Proper and optimal omega 3 index should be maintained in body so as to have proper functioning of the body.

Lipomic Healthcare does the only test of Omega 3 index in India which measures the level of EPA and DHA in our blood.

OBJECTIVES OF THE PROJECT:

- To analyze and evaluate the paradigm shift from the conventional marketing strategy to the new strategic model for nutraceuticals.
- Study the impact of lockdown during pandemic of COVID 19
- How to turn constraints into opportunity
- Design the new and adoptable strategic model

FINDINGS:

COMPETITOR ANALYSIS

Percentage Concentration of various Brands

Brand	Omega 3 Content	EPA+DHA	% concentration
BrainWise	600mg/5ml	440mg	73.33
Brain IQ	590mg/5ml	435mg	73.73
Paradox	2275mg/10ml	2000mg	87.91
Paradox Omega Babies	875mg/4ml	765mg	87.42
Brainmax	585mg/5ml	435mg	74.35
Wow Omega 3	1000mg	900mg	90
Cogni 3	705mg	611mg	86.67

BrainWise: manufactured by **Nutri International, Pune**

It can be taken either directly by spoon or also can be mixed into water, fruit juices, yoghurt or smoothies. This syrup can be enjoyed by the whole family, including adults.

Claims made:

- Most of the fish used by them for fish oil are Anchovies & Sardine which is called as forage fish, and these tiny fish live off of algae and are low on the food chain and because of which, they collect considerably much less mercury and PCBs than larger fish do.
- Even the best raw ingredients can be ruined by poor processing, therefore they don't skimp when it comes to processing.
- As most fish oils are extracted using distillation and this process uses extremely high temperatures which can damage the delicate Omega-3 fatty acids. Omega-3 quality and concentration goes down, so they do not use this formula.
- Instead, the fish oil first goes through a low-temperature form of distillation called 'flash distillation'. Then, they use carbon dioxide to extract the Omega-3s from the fish oil and it costs more.
- And the method utilizes no heat at all just good ole carbon dioxide, the same stuff we breathe out every day the same carbon dioxide plants thrive on. The carbon dioxide is never released into the air. It is recycled.
- Even after using carbon dioxide extraction, they purify Omega-3 further with Carbon Dioxide (CO₂) Chromatography.

- (With this method one can get Omega-3 concentrations as high as 95%. To put this into perspective, with molecular distillation we can only get to 80% concentration.)
- Digital presence on – Instagram and Facebook although they are not active on the page.
- The product can be bought from Amazon, Flipkart and from the Official website too.

BrainWise comes under prescription product, but currently it is also launched on OTX platform i.e both prescription and OTC.

- **Price:** 1,160 (150 ml)
- **Rating:** 4/5 on Amazon, 4.6 on 1mg

Brainmax Omega-3 Liquid, 150ml manufactured by **Zuventus Healthcare Ltd**

Price: Rs 1160

Claims made:

Sweetening Agent: Fructose

Contains mango pulp

Contains added flavours (Natural)

Reviews: No reviews till date

Present in online stores like 1 mg and Medplusmart and PharmEasy (at 15% off on MRP)

BrainIQ: manufactured by **Nutrigold**

For 2 to 12 years aged children and adults too.

Claims made:

- Highest absorption rate
- It is produced using Micellar Conversion technology, and it ensures a 99% absorption rate as compared to other Omega-3 supplements.

- Excellent palatability
- Brain IQ is available in mango flavour, offering excellent palatability and ease in administration. One can even mix it with fruit juice, milk, yoghurt, a smoothie or water.
- No fishy taste
- Product is available on: Nutrigoldindia.com and PharmEasy at 15% off
- **Ratings:** Flipkart - 4.5 and Amazon – 3.6

Paradox Omega 3,6 and 9 Babies (105ml)

- Made in UK for **Paradox Omega oils Ltd** by Sterling Pharmaceuticals Ltd, Moseley, Birmingham
- It is prepared for babies and toddlers of 6 months to 6 years.
- It is virtually taste free and easily disguised with food and yogurts.

Claims made:

- It is among the most balanced fish oils which is available as it's guarded with nature's potent polyphenol antioxidants.
- Fish oils used here come from deep-sea fish from sustainable waters which is purified using a patented process that uses much lesser temperatures than many other oils which helps to keep the oils in a better condition.
- It helps in heart health, cholesterol, joint health/arthritis, skin/hair including Eczema and psoriasis, brain/eye function and are essential for growth and development in children from birth.
- It is available on Amazon and Healthstuff.co.uk

WOW Lifescience omega 3 manufactured by **Amster Labs, Baddi** and marketed by **Hindveda Private Limited, Bengaluru**

- It is entirely free of any type of binders, fillers and additives, ultra-pure, refined fish oil.
- It contains DHA.

- It is burpless and mercury free, and aslo ideal for keto diet
- It is completely natural, dairy-free and gluten-free.
- Softgels with enteric coating are easily absorbed and processed by the body.
- It helps maintain healthy cholesterol levels.
- Has positive impact on the nervous system.
- It offers anti-inflammatory benefits, improves bone and joint health. It helps in lowering blood pressure.
- Molecularly distilled & purified.
- Third party heavy metal tested.
- Natural & Non-GMO ingredients.
- On the product packaging, its mentioned for sale in India, Bhutan, and Nepal only.
- **Product availability and Ratings:**
Buywow.in – 5/5, Amazon – 4.2/5, Flipkart – 4.4/5, Nykaa – 4.1/5, Snapdeal – 4.1/5

BrainIQ manufactured by Nutrigold:

For 2 to 12 years aged children and adults too.

Claims made:

- It has highest absorption rate.
- It is made using Micellar Conversion technology, and it ensures a 99% absorption rate as compared to other Omega-3 supplements.
- Excellent palatability
- Brain IQ is available in mango flavour, offering excellent palatability and ease in administration. You can also mix it with fruit juice, milk, yoghurt, a smoothie or water.
- No fishy taste.
- With no fishy taste, odour or burps, it's bound to become your young one's favourite.
- Product is available on: Nutrigoldindia.com
- Price: Rs. 1,150 (150ml)

REPOSITIONING OF COGNi3:

It is the process “to change the identity of any product, relative to the identity of competing products in the collective minds of the target market.”

Possible reasons for repositioning of cogni3:

- To create clarity and alignment.
- To increase value of company.
- Bring new customers.
- Not to beat off competition.
- Sales growing but at low pace.

Ways to REPOSITION Cogni-3:

- **Revampment of whole marketing-mix:** EXAMPLES- From nutritional drink to “pleasurable nourishment” by launching it in chocolate, vanilla and caramel variants.
- **Brand Rejuvenation:** means to add new values, attributes to the existing product in order to enhance overall appeal & again refocus the attention of consumers on existing brand.
- **Celebrity oriented repositioning:** Popular celebrities are signed by different brands as Brand Ambassadors and market their products by medium of TV Commercials.
- **Up Market oriented repositioning:**

OMEGA 3 ROLES:

Hormonal imbalance:

An efficient method of achieving proper hormone balance is by increasing individual levels of omega 3. It positively effects hormones in a multiple way.

- Without wholesome supply of omega 3, the body has trouble in producing the hormones it needs and must instead depend on poorer quality fats.
- Hormone transport and communication is also supported by omega 3s in addition to supporting the construction of hormones and this is enabled by omega-3s influence on hormone receptor sites. Omega-3 makes it simpler to activate an intended response while applying less energy and fewer hormones.
- Besides, more studies have discovered that higher consumption of omega-3s may lessen insulin resistance.
- A study titled “**The effect of omega-3 supplementation on androgen profile and menstrual status in women with polycystic ovary syndrome**” by Iranian Journal of Reproductive Medicine was performed to find out the effect of omega-3 intake on sex hormone-binding protein (SHBG), testosterone, free androgen index (FAI) and menstrual status in women with PCOS. This was a double-blind randomized clinical trial and was done on 78 overweight/obese women with PCOS. Randomly the participants were divided and received omega-3 (3gr/day) or placebo for 8 weeks. Weight, height and nutrient intake and also blood samples data were collected before and after intervention. Then the serum concentrations of both testosterone (nmol/L) and SHBG (nmol/L) was measured. FAI was also calculated so the ratio of testosterone to SHBG.”
- There was no significant difference in mean age, weight, height, Body Mass Index and intake of energy, and macronutrients between 2 study groups before and after treatment found, on completion of the study. Each of participant had irregular periods and after the trial, percentage of regular menstruation within the omega-3 group was more than placebo group (47.2% vs. 22.9%, $p=0.049$). Also, testosterone concentration was significantly lower within omega-3 group as compared to placebo. SHBG and FAI did not change in either group. Hence, we conclude that Omega-3 supplementation could reduce serum concentrations of testosterone and regulate menstrual cycle without significant effect on SHBG and FAI.

IMPROVE NUTRITION DEFICIENCY:

- Omega-3 plays a great role in neuronal development and in the advancement of the brain of human, and its shortage has been stated in children with attention deficit hyperactive disorder (ADHD).
 - A study on “**Omega-3 Long-Chain Polyunsaturated Fatty Acids Intake in Children with Attention Deficit and Hyperactivity Disorder**” by **Milagros Fuentes-Albero** was conducted. It evaluates the impact of consumption of foods comprising high-level of omega 3. And a food frequency questionnaire was administered to parents of children with ADHD ($N = 48$) and to parents of normally developing children (control group) ($N = 87$), and the intake of dietary omega-3, such as eicosapentaenoic acid and docosahexaenoic acid, was estimated.
 - Different types of fatty, lean fishes, mollusks, crustaceans, and chicken eggs was eaten by children with ADHD significantly less often ($p < 0.05$) as compared to children in control group.
 - The projected daily omega-3 LC-PUFA intake (EPA + DHA) was substantially below and was substantially lower in children with ADHD ($p < 0.05$, Cohen’s $d = 0.45$) as compared to normally growing children.
 - At the end, the inference was that there is less intake of seafood in particular fish in children with ADHD as compared to naturally developing children and this may subsidize to reduced intake of some omega-3 which is vital nutrient for a suitable brain development and performance.

COGNITION:

- Throughout all stages of life, omega 3 fatty acids EPA and DHA are vital for brain function and development. They are abundant within the cell membranes of brain cells, preserving cell membrane health and facilitating communication between brain cells.
- Especially it seems to have essential roles in the developing baby’s brain. In fact, quite a few studies have associated pregnant women’s fish intake or its oil usage

with higher scores for children on checks of intelligence and brain function in early years.

- Lower levels of DHA in blood of older adults have been linked with smaller brain size, a sign of quicker brain aging. So, it is important to make sure one gets enough omega-3 in order to avoid some of these detrimental effects on brain function and development.
- A research was done on “**Does Consumption of LC Omega-3 PUFA Enhance Cognitive Performance in Healthy School-Aged Children and throughout Adulthood?**” in which there was identification of about Long-chain (LC) omega-3 which is obtained from marine sources and may play a vital role in mental functioning in all the stages of life.
- The main omega-3 in the brain which is Docosahexaenoic acid (DHA), and it is the foremost component of neuronal cell membranes which impacts various kinds of neurological pathways and processes.
- Despite DHA plays a serious role in brain functioning and development, the capacity of the human brain to produce DHA is very limited and its intake through the diet is important. Still, many people hardly consume seafood.
- The review evaluated the present proof from randomized controlled trials (RCT) in healthy school-aged children, older adults and younger to determine whether the intake of omega-3 enhances cognitive performance and also to form ideas for future research.
- Omega-3 consumption, specifically DHA, may lead to enhancement of cognitive performance that is learning, memory, cognitive development.
- Those people who habitually take diets low in DHA are the most benefitted, children with low reading ability and malnourished and aged adults with age-related cognitive decline and mild cognitive impairment.

VISUAL ACQUITY:

- When it comes to omega-3 and eye health, research has shown that docosahexaenoic acid (DHA) and an eicosapentaenoic (EPA) are very important for both visual development and retinal function.
- Infants fed formulas supplemented with the omega-3 DHA illustrates improvements in hand-eye synchronization, attention span, social skills, and

intelligence test scores and also children born to mothers who took supplements of omega-3s (DHA and EPA) during the time of pregnancy and the during the first months of breastfeeding scored higher on mental tests at 4 years of age as compared to children whose mothers did not consumed supplements of DHA and EPA are shown in some of the earlier studies.

- Omega-3s have been shown to lessen the risk of certain eye diseases, including dry eye and macular degeneration. Plus, they're proven to be vital to brain and eye development during both pregnancy and infancy.
- One study published by **The National Centre for Biotechnology Information** found that "improving maternal DHA nutrition decreases the risk of poor infant and child visual and neural development." In addition, the study also proved that "maternal fatty acid nutrition is essential to DHA transmit to the infant before and after birth, with short and long-term implications for neural function."
- Another study published in the **American Journal of Clinical Nutrition** found that "infant girls whose mothers received DHA supplements from their fourth month of pregnancy until delivery were less likely to have below-average visual acuity at 2 months of age compared to infant girls whose mothers did not receive the omega-3 supplements."
- One 2018 study "**Prevalence and risk factors of dry eye disease in North India: Ocular surface disease index-based cross-sectional hospital study**" showed that everyday intake of 1,000 mg omega-3s (650 mg EPA plus 350 mg DHA) for 3 months in 518 men and women (mean age 40 years) living in northern India reduced symptoms and some signs of dry eye disease as compared with the placebo.

IMMUNITY:

- Omega 3 helps boosts the immune system of the body by enhancing the functioning of the immune cells.
- One of the study in "**Journal of Leukocyte Biology**", suggests that instead of suppressing the immune system by dropping inflammation, intake of DHA and EPA-rich fish oil enhances the function of immune B cells.

- Some new findings depict that DHA- rich fish oil enhances the activity of white blood cells called as B cell. In of the study performed, two groups of mice, were fed either a control diet, or a diet supplemented with DHA-rich fish oil for five weeks. Then B cells were harvested from quite a few times tissues and stimulated in culture. And they found that DHA enriched fish oil boosted B cell activation and antibody production.
- In case of underlying inflammation, omega 3 can restore impaired barrier function and reduce the production of pro-inflammatory mediators.

The current Suggested Adequate Intakes of omega-3s for kids are:

- 0 to 12 months: 0.5 grams/day
- 1 to 3 years: 0.7 grams/day
- 4 to 8 years: 0.9 grams/day
- 9 to 13 years (boys): 1.2 grams/day
- 9 to 13 years (girls): 1.0 grams/day
- 14 to 18 years (boys): 1.6 grams/day
- 14 to 18 years (girls): 1.1 grams/day

FUNCTIONAL USES OF OMEGA-3

- “The **executive functions** are a set of procedures that all have to do with controlling and managing oneself and one's resources in order to accomplish a goal”.
- It is kind of an umbrella term for the neurologically based abilities involving mental control and self-regulation.

If a child suffers from lack of executive functioning, it will lead to problems like:

1. Has trouble to maintain a planner or agenda for recording assignments.
2. Is not able to do homework independently.
3. Its hard to keep time track of possessions and frequently lose important materials.
4. Has problem in listening to and following multistep directions.
5. Being easily distracted.
6. Trouble transitioning from one task to another.
7. Forgets to keep up with the appointments.
8. Lacks to keep bedroom and book-bag organized.

9. Faces to difficulty in preparing long term projects and often complete them at the last minute. And often forget papers, notebooks and other materials needed for homework and school.

So, in other words it is not a learning disability but a common problem for children with learning and attention issues, ADHD for example have difficulties with executive function and those with specific learning disabilities have weaknesses in executive function.

For normal brain function and development in all stages of life EPA and DHA are crucial. And our product COGNI3 contains both EPA & DHA in a high concentration of 86.7% with faster absorption rate which serves the right purpose of helping in building the cognitive abilities of a child & maintaining a proper balance as well.

STP of COGNI-3:

SEGMENT THE MARKET

An organization product or brand cannot be all things to all people. Therefore, there is a need of market segmentation in order to divide the customers into groups of individuals with common characteristics and needs. And this will allow to tailor the approach to satisfy each group's needs cost-effectively, and this also provides an enormous advantage over competitors who use a "one size fits all" approach.

- For example, we can use the following approaches to segment the market of COGNI3:

Like according to demography, we can segment COGNI3 on the basis of age groups.

- As it is already available for children of age 5 and above, we can segment the market for infants too like COGNI3 Mini or COGNI3 Junior for below 5 years age by changing the formulation type into Drops instead of syrup.
- COGNI3 Regular for general use. Also, we can include Chocolate and vanilla flavoured COGNI3 for teenagers.
- Mama COGNI3 for pregnant women.
- On the basis of Geography, we can also segment COGNI3 in semi-metro cities.

TARGETING:

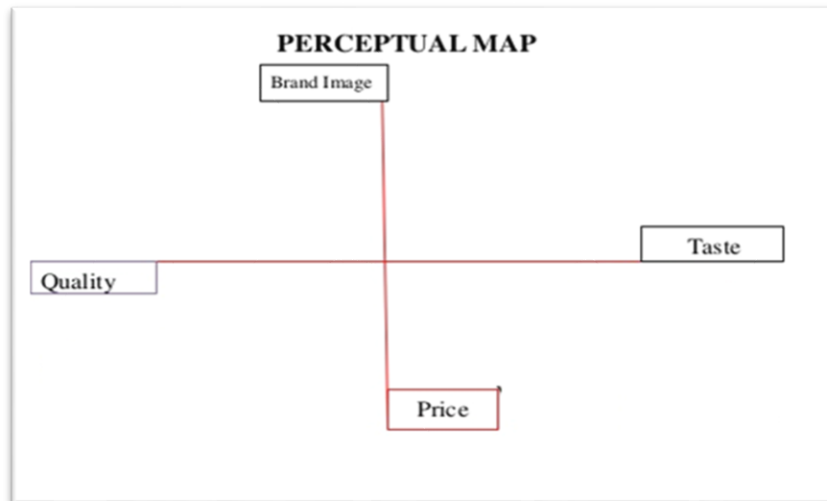
- Once the firm has segmented the entire market, it should choose the target market segment or segments for promotion and marketing. This is called targeting.
- There are several factors which can be considered. Firstly, look at the effectiveness of each segment and understand which customer groups contributes most to the base line.
- As for now COGNI3 currently focuses on one segment of market that is children between the age group of 5 to 14 and the target audience includes Paediatrician, Pedia Neuro, Psychiatrist, Child & adolescent psychiatrist and Neurologist.
But when the product is segmented for pregnant women, the target audience will hence change to Primary care physician and Obstetrician gynaecologists.

POSITIONING:

Positioning of a product or service is creating a picture within the consumer's mind.

- COGNI3 has initially positioned itself as a nutritional supplement for the kids.
We can position it as a “pleasurable nourishment” by launching its chocolate, vanilla flavours.
- It can also adopt a new positioning strategy via product packaging with a logo “Safety is a choice you make” as COGNI3 is of standard quality and is known for its safety.
- **A Perceptual Map in Market Positioning**
Also known as positioning mapping which is used to demonstrate perception of consumer about certain brands. By the maps help we can identify how competitors are positioned comparative to us and to recognize opportunities in the market. This information can help a business identify potential new products during the development process of product.

An example of consumers perception of price and quality of brands and taste can be mapped in a following manner:



GAP ANALYSIS

It is a process which compares actual performance with what was expected or desired.

To perform the gap analysis:

→ **We need to first recognize the area to be evaluated & goals to be achieved.**

Like in case of COGNI3, the product highlights include:

Helps in improving cognitive abilities

Beneficial for vision

Has anti-inflammatory properties and improves immunity

Reduces the risk of heart diseases.

- But it can be difficult to work with customers because they want something custom.
- Here the term custom refers to focus on only one indication at a time. This is because the need of every person/child is different, and they are dealing with a different issue than our company imagined. So, the gap can be in the product functionality.
- Right now, in the market there's no such customized product which focuses on a single indication with respect to Omega3 for children. The gap within the market can be a specific area. An area where one can dominate, and where there are small possibilities for somebody else to exceed your domination.
- For example: One of the product highlights of COGNI3 says it improves the visual acuity, but the idea is to focus only one indication at time. Like to position COGNI3 fully for the development of visual acuity and likewise it can also be positioned according to other indications like for immunity or hormonal imbalance or for heart diseases etc.

- But before launching any custom products, one must properly understand what customers want to customize and what elements they need to configure and consequently, how they should be rated.
- One can group people by need with personalized nutrition. It means to group the population in segments and can customize by segment. Possibly, there are equipment which can help with segmented manufacturing and hence it will no longer be one size fits all.

→ **Establish the ideal future state:**

- As understanding of the interconnected relationship between diet, disease, wellness, health improves, a highly personalized approach to nutrition has become a reasonable path to success.
- Manufacturing personalized products is frequently at odds with the usual industrial processes that are improved for producing higher quantities of the same products instead small batches of many different product types based on individualized compositions.
- Currently personalization and customization are new trends in many industries. Consumers are getting used to the idea of products which are tailor-made for them, and due to the increase in demand, it is becoming a reality in various sectors. Companies are discovering they can further ensure their customers' loyalty and engagement by providing them with customized solutions.

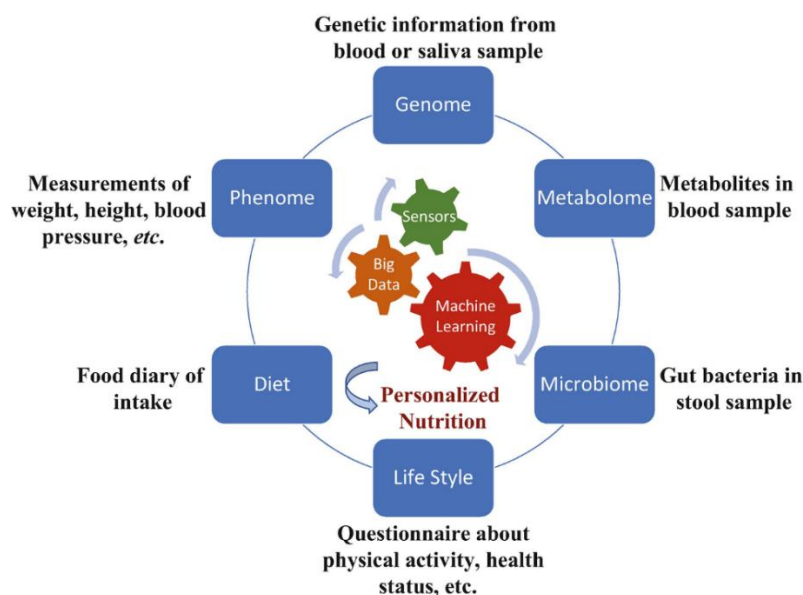
→ **Analyse and compare the current state & ideal state:**

- The current only focus of COGNI3 is children of age 5 to 14 years and maybe if we customize the product on the basis of indication and age group, the product can move forward in the market and show more growth.
For example: If we customize our product according to indication i.e visual acuity, the target audience will automatically change to paediatric ophthalmologists.
- There is large segment of children who are visually impaired. Nutritional deficiencies largely lie at the heart of this. Visually impaired children needs are quite different when compared to adults both in terms of diagnosis and treatment. Visual development during infancy is very plastic and may be interrupted or modified by either external or internal environmental factors.

- So there is a need of specific skills for providing eye care to children and this need is related both to infrastructure and the available human resources. So, if we are aware of the situation then why not to start from the very beginning i.e to start nourishing the child with omega 3 supplements from the very beginning.
- While supplements may not offer a complete solution to visually impaired people of the world, they do offer the prospect of acting as an adjunct to expensive modern medical treatment.

→ **Review the suggestions and make plan to link the gaps:**

- So, the idea is to segment the product and market according to the indication and age. Like we can customize the product as per the need and segment it with respect to age. It can be in form of Stage 1, stage 2, stage 3 for toddlers and teenagers.
- Customization can be based on:



• **Market in the gap:**

Personalized nutrition market was priced at “**USD 5.59 billion in 2018 and is expected to reach USD 11.35 billion by year 2026, at a CAGR of 9.3%.**”

- Personalized nutrition program consists of a person's genetic and metabolic characteristics are used to create a customized plan which consists specific foods and supplements. And there are various products of personalized nutrition like vitamins, proteins & amino acids, fatty acids, probiotics, fibers & specialty carbohydrates.

- And if we talk about visual equity among children, “globally 19 million children below 15 are visually impaired, and 1.4 million are irreversibly blind and 75% of all causes of childhood blindness are preventable”. And the estimated occurrence of childhood blindness in India is 0.80 per thousand people. So, there is a growing market in this area.

CONSTRAINTS AND THEIR OPPORTUNITY (in current pandemic situation):

1. Consumer awareness & acceptance:

- Right now, as Cogni3 is in its growth phase, and it will still take time to build a brand name. Currently people/consumer cannot recall or recognize Cogni3 under different conditions and until the consumer is not aware about the brand and product category, purchasing cannot proceed.
- And in this ongoing situation of lockdown can turn into an opportunity for us to create brand awareness. For example: Instead of focusing advertising budgets on campaigns that was meant to drive conversions and sale numbers, which everyone know will take a hit in these times, why not use this time to actually talk about the brand?
- Like the brand can highlight on ground stories of their staff, how the brand is doing humanitarian work to help people, and what extra safety measures are taken during these times. All these do not directly lead to someone into purchasing the product straight away, but instead, it builds affinity and love for the brand with your customers. Once the lock-down is over, people will have stronger confidence towards our brand.
- Another example could be, why can't we have virtual promoters or via online chat to talk about the product as well as to clear queries.

2. Market Competition:

- At this point of time, in order to compete with our competitors, we need to be a step ahead.

- For example: “Scratch a gift” scheme is yet another innovation which creates excitement among consumers, and it guarantees that customers will return back in future.
- e-gift card program can also be offered in order to reduce the risk of human contact.
- We can also offer quarterly plan schemes for our dealers like for the pharmacies.
- Being creative with customer engagement programs to stay relevant amid crisis.
- Free or discounted shipping for online orders for time being.

3. Lack of Brand promotion/ Brand Recall: We can Hold an event online.

- Right now, maximum consumers are wanting amusement while being quarantined at home and this is where Facebook or Instagram Live can be used. For example: We can conduct our campaigns online, like for the upcoming Mother’s Day.
- Also, we can give a discount codes for the first 50 people who stream live event or create an “exclusive” behind the scenes look at a new product to customers on your email list. In all these ways we can make customers still feel invested in the brand and keep engaged them with our content from a distance.

4. Restricted movement:

Due to the pandemic situation which has lead to restricted movement across the country, is hampering many activities like medicines are not being able to reach the chemists and also there is shortage of raw materials in the manufacturing firms. These all factors are leading to loss of the companies. Due to all these boundations, the only option left is to sell or promote our product via various online platforms.

5. New product launch & business is affected:

This lockdown has led to delaying of the products and many scheme and campaigns.

And it will not be a fruit able idea to launch a product amid lockdown as it won't help it to flourish in the market. Rather the company should focus on its other areas of weaknesses and prepare themselves for the sudden demand of the product after lockdown.

6. **Doctors meeting are not happening:** As there is no one to one meeting with the doctors amid lockdown, so digital operations have already moved to video calls for daily meetings and other conferences. We could also engage doctors via video conferences to keep a touch on them for business discussions. As employees are following efficient work from home policy there must be a strong way of communication in the organization to avoid any gap between the employees and doctors.
7. **Increment, promotion, and incentives are compromised:** Every organization will suffer downsizing in the coming next 12 months, hence review knocking off bonuses or increments would be normal. In such circumstances loyalty and retention take second stand versus ensuring sustenance of business.

SPILLOVER EFFECT

Spillover effect can be both positive and negative.

Some of the positive Spillover effect in respect of COGNI3 after lockdown, can be:

Increase in demand:

There is a huge shift in consumer preferences with a rise in demand for Immune boosting products and healthcare supplements and some of these changes will also last even after the situation improves and the nationwide lockdown is lifted.

With reference to COGNI3, it is the most appropriate time to place it as immune booster rather than simply as a nutraceutical product and if we place it as immune booster, there are chances that its demand may increase after lockdown as people are now more concerned about their health and immunity and especially about their child's health and immunity.

Powerful Digital Marketing:

These are challenging and uncertain times, but there are also opportunities.

We should at this point of time focus more on building our brand digitally which will not only help generate income in the short term, but also make our business more resilient in the long term, so in future we could get more benefitted.

Strong Brand awareness/ Well aware customers:

As already mentioned before, Cogni3 is in its growth phase, and it will still take time to build a brand name. Currently people/customer cannot recall or recognize Cogni3 under different conditions and until and unless the consumer is not aware about the brand and product category, purchasing cannot proceed.

This would be right time to utilize in making customers aware about our brand.

During this time of economic uncertainty, customers are going to be more hesitant about spending money.

The more content they see about the effectiveness of our products and services can help to ease any doubts the customers have. With an uptick in services of social media like Facebook live and Instagram Live, it is evident that your customers have more “free time.” So, we can reach out to your past customers for reviews, results, photos and video content of them using our products. This can help to build social proof while also creating a content database for your brand and earn new customers.

Negative spillover effect-

Decrease in sales: This ongoing situation has led to increased job losses and salary cuts, and many organizations can't afford to pay salaries on time, and keeping in mind the price of our product COGNI3 is a bit high, so it may lead our customers into dilemma of whether to buy the product or not or they will think twice before purchasing the product right after the lockdown.

Driving factors for the consumers and parents:

- **To remove the gaps:** A nutritional supplement is just a way to “supplement” a child’s diet and fill any potential nutritional gaps. All types of eaters, like picky eaters may have some nutritional gaps and they can get advantage from the daily nutrition provided by a nutritional supplement.

- General health, immunity, closing potential dietary gaps and boosting cognitive development/brain function are the top reasons moms give supplements to their kids. Cogni3 is composed of EPA and DHA which plays an excellent role in the growth of brain cells as they provide energy and builds the membranes for cells which ultimately results in the development of brain functions.
- **Fuel for play:** Kids need energy to charge their days from the right sources and not the short-term “energy” from tons of sugar. Our product Cogni3 is devoid of sugar and it helps in cognitive building of a child. Same as adults, developing children also need to restock their supply of daily nutrients and vitamins, so they can support energy metabolism and enjoy their busy, fun-filled days to the fullest.
- **For vegetarian or children who eat only vegan:** Especially kids who are vegetarian may have deficiencies in calcium, iron, zinc, and vitamins B12 and D, omega 3 fatty acids and many more other nutrients.
- Vegan diets are often particularly risky for young children if certain nutrients like vitamin B12, found naturally in animal foods are not switched with any supplemental nutritional foods or drinks.
- Cogni3 contains omega 3 fatty acids obtained from fishes which is very beneficial for child brain’s growth and development. And it’s available in a blend of mango and peach flavour which masks the fishy odour of the syrup.
- **Lifestyle Changes:** With an increasing number of working men and women along with a tight lifestyle and scarcity of time to cook at home, all these have led to a requirement for external dietary supplements for children. These supplements are proposed to supply nutrients that might otherwise not be consumed in appropriate amounts by kids.
- **Easy and fun way of receiving nutrients:** In creation of nutraceuticals for children, tastes always play crucial driver.
- Toddlers are generally hesitant to eat nutritious food, which frequently results in deficiency disorders. Thus, parents are resorting to easily chewable nutraceutical products available in several shapes and flavours. They offer a fun, flavourful, and convenient way of meeting your child’s health needs.

- **Issue related concerns:** Supplements which are used right now is mostly issue driven. For example, the conditions such as attention deficit hyperactivity disorder (ADHD) has driven a lot of people to the health nutritional supplements.
- **Driving force for consumers:** Consumers of Cogni3 are the children of age between 5 to 14 years. So, for children of age up to 8 years the selection of the medication will be made by the parents of children accordingly with respect to the need of their child and this also goes same for above aged children but after certain age they start differentiating between their and dislikes and nowadays parents are not the only one to decide. Rather, children play an even more important role in purchasing decisions now. The choice of products, whether be a multivitamin or any kind of food, is mostly largely dependent on characters, pictures, and sense of taste and flavour.

DIFFERENT WAYS TO GO DIGITAL

Having a digital brand presence involves cultivating a multichannel presence on all our audience's preferred platforms, which can include:

- Email
- Social media
- Website
- Influencers/Blogs
- Mobile apps
- Instant message platforms

YouTube ads:

We can advertise on the videos that our audience are presumably to observe with the help and use of Google AdWords. The bestest advantage of AdWords for Video is that we'd like to pay just for engaged views. Engaged views are when the viewer watches our ad for a minimum 30 seconds. If our video is skipped, we do not need to pay for anything. It is cost effective in a way.

The different types of ads that we can run for brand awareness:

Bumper Ads, TrueView In-Stream Ads, Trueview Discovery Ads.

INFLUENCER marketing:

It is a “kind of social media marketing that uses different endorsements and product mentions from influencers that is individuals who have dedicated social following and are also viewed as experts within their niche.” And this type of marketing works because of high amount of trust that influencers have built up by their following, and recommendations from them serve as a form of social proof to brand’s potential customers.

We need to research to actually find right kind of influencers to work with.

Quora:

Generally, when forming a social media strategy, we tend ignore or forget Quora. However, giving answers on Quora can be an excellent way to increase brand awareness and bring traffic back to the website, where a deal can be closed and leads can be converted into customers. We need to make sure to be subtle and not deliberately salesy people will see right through it, and one might even get its account suspended.

FACEBOOK:

Digital marketing budgets have been increased by many companies to allow for more Facebook marketing.

One can get website traffic by:

- Posts Don’t Always need to be Company-Related
- Respond to Comments
- Have Educational and Engaging/ interesting Content
- Make the most of Word-of-Mouth

Facebook Advertising: Classic Ads

It includes following features:

- Demographic targeting by the help of user data of facebook.
- Ad budgets can be set.
- It has in-built ad performance measurement tools.
- Advertising on Facebook can be used to extend your “Likes”.

Hosting Contests on Facebook:

Organizing Facebook contests, prize draw, or promotions can be another type of Facebook marketing tactics which can increase fans as well as brand awareness.

Facebook Live:

Firstly, create a description that will draw people in.

When setting up your live stream you are asked to write a title and a description. And one needs make the live session as engaging as possible to bait in the audience and give them a cause to join in. And also tag your location to pick up new viewers who might be searching for live streams in your area.

It can be used for-

Live Q&As

Exclusive interviews

Product demonstrations

Make an announcement

Run a contest

E-mail Marketing:

Emails are an excellent marketing technique to urge customers to return to a brand and buy new products. First, a company must get people to sign up for an email list after they have made a purchase. Then, based on the knowledge they receive from the emails, it is highly likely these customers will return.

Firstly, one needs to earn email subscribers, and for that one needs to determine how you will convince your audience to subscribe to your email list. Ideas include:

- **Sign-up forms** on your website (headers, footers, sidebars and pop-ups)
- **Gated content** (you offer an informative white paper, tool, coupon or other incentive in return for an email address)
- **Social media** links and forms
- **Contests and sweepstakes** (both online and off)
- **Existing customers** (add customers to your email list when they buy, online or off)
- **Loyalty/rewards card members**

INSTAGRAM:

Instagram is primarily a visual medium that permits to leverage the power of images and videos to connect with like-minded people or potential customers. Following is a list of media formats and types that the platform supports:

- **Posts:** Pictures, memes, inspirational quotes, infographics, banners, GIFs, videos (less than 1 minute in length)
- **Stories:** Photos, images, memes, infographics, banners, GIFs, videos
- **IGTV:** Videos (uploaded footage up to 10 minutes in length)
- **Live:** Live videos (filmed and uploaded in real time)

We need to draft both a short- and long-term Instagram content strategy for our supplement brand.

- **Partner with influencers from the relative industry to promote our supplements:** Influencer marketing ensures greater reach since your products and brand are exposed to a wider set of audiences. However, it is important to choose your influencers carefully.
- **We got to make sure that our posts and stories are unique, consistent, and fresh in terms of design and content:** Try and achieve the fine balance between engaging and educational content.
- **Use strong emotional triggers in your posts and stories:** Like depict mother and child relation.
- **Respond to your followers' comments and answer their queries:** Use emojis, hashtags, and a language that they speak and understand.
- **Share user-generated content;** for example, pictures of your customers together with your product, or video testimonials by your supplement users.

Search Engine Optimization:

It is a kind of digital marketing technique which involves bringing more traffic to a website by ensuring a website appears above within the results of a search engine like Google. This technique helps business marketing by improving a brand's awareness.

- **Helps people find your website**

Whenever a person is checking out a product or service that your company offers, you would like your company to be found as on the brink of the highest of the program results

as possible and organic ranking in a search engine is the greatest sort of inbound lead generation for your company.

- **It is a Measurable Marketing Tool**

One can see from where its website traffic is coming by the help of SEO and also the reasons for drops in website visibility. It helps gauge performance on keywords.

- **SEO is an Investment, Not a Cost**

More companies are developing websites and In order to stay ahead in the competition, it is imperative that one uses SEO to keep our company towards the top of the results and in the front of consumers' minds.

AFFILIATE MARKETING:

Affiliate advertising is when a brand possesses a valuable spokesperson with a large audience, usually a blogger or social media influencer, to post about their company so that a company can increase its circulation

Reasons why affiliate marketing can be a popular method for brands to grow:

- Facilitates Hand picking your partners
- Traffic can be targeted
- Pay only for performance and sales
- Less risk

VARIOUS APPS DEVELOPED BY PHARMA COMPANIES IN THE MARKET

RESPITRACK by Sun Pharma

- Sun Pharma rolled out a mobile app which will help to connect the doctors and asthma patients to give boost to treatment compliance amongst asthma patients
- The app **RespiTrack** allows the doctors to track treatment growth or progress of patients and increase compliance to medication for better managing of asthma.
- The aim of the app is to address causes heading to non-adherence by improving compliance through recurring medication reminders, pre-programmed alerts, over-the-air review by the doctor.

- The app helps to monitor the different symptoms, asthma attacks and medications prescribed by the doctor. It also facilitates the patients to record place, time, duration and triggers of attacks along with medication details on the mobile App.
- And the patient can simply send the data to the consulting doctor through over-the-air mode on a weekly or monthly basis.
- The doctor can access the patient's details through a personalized tracker module which is directly synced with the patient's app. This app is available on Google Play Store and Apple Store. In order to use this app, patient needs License number issued by his/her doctor.

LivingWith™ by Pfizer Inc

It helps to stay connected with dear ones, and request for support needed, keep in mind important information from doctors' visits and stay arranged in one place.

This app helps cancer patients:

- Share how one is feeling and track pain, mood, sleep and steps; incorporate with the Health app and wearables; and share individualized graphs together with doctor
- Notes can be made, recorded and questions for the doctor
- Keep test results, medication details and insurance information all in one place.

This app is available only on the Appstore for iphone.

MOODIVATOR app by Pfizer Inc

- This app aims to provide motivation in a very simple and portable manner. This app helps complement the treatment patients receive by permitting them to trace their mood and set goals, make routines which helps to assist them in their everyday life.
- It can be freely downloaded and accessible for iPhones from the Apple App Store.
- Here in this app patients also get inspiring and motivating messages in the app to help encourage them as they work to manage their depression.
- This app includes several simple features that control some best principles in managing depression: **Goal setting, Mood tracking, Sharing results**

Cipla Gx:

This app is especially for Pharma retailers and stockists.

It completely covers the whole product range under Cipla Generics division.

The app is free to download from the App store and it works offline and doesn't require any internet connection once downloaded.

Features:-

- The app displays the entire product details like: Name of brand, Pack size, Dosage and Therapeutic category along with the product snap.
- One can search various products by typing the Brand name, generic name, therapeutic category.
- You can also add products to your favourite lists for ready reference.
- The app is quite simple to use and navigate.
- Cipla Gx will provide you all the information concerned to its Generics (Gx) division on the go.
- Available on iOS and Android.

Abbott Nutritional app:

A Powerful tool for understanding and responding to your patients' nutritional requirements that enables you to:

The app perform whole nutritional analysis to evaluate the energy, fluid and protein requirements of patients, according to the PENG Pocket Guide to Clinical Nutrition, both the 4th and 5th editions, and then do comparison against Abbott's oral nutritional supplements and tube feeds.

Testing of the adult and paediatric patients can be carried out with the help of 'Malnutrition Universal Screening Tool' ('MUST') and 'Screening Tool for the Assessment of Malnutrition in Paediatrics' ('STAMP')

Order samples to get delivered straight to your patients homes with the Direct-to-Patient Samples Service

FLUMOJI by GSK:

A new GlaxoSmithKline-sponsored app called Flumoji uses crowdsourced data to trace influenza movement in real time.

The app is developed with MIT's Connection Science, which gathers data passively and detects fluctuations in users' activity and social relations to undertake to spot when an individual gets the flu. The activity data is combined with traditional flu tracking data from the Centres for Disease Control to assist determine outbreaks.

To make the app more engaging for users, Flumoji uses emojis to help users identify how they are feeling. If it is a flu day, symptom faces with thermometers, runny noses and coughs can be chosen, while on other days, users can show how they are feeling with more traditional mood emojis. The app is available on Google Play Store and Apple Store.

Activities to promote COGNi3

Facebook Shop Section- Direct Buying of Product

Conferences- Increases Doctor-MR interaction

Review Promotion- Testimonials or reviews of the product

RUN Contests- Frame a story or Tagline

Video Challenge- Regarding Fitness Activities

PRODUCT ROADMAP

The Buying behaviour of any consumer depends on various steps such as:

Creating Awareness → Interest Generation → Initial Trials → Usage →
Repeat Usage → Advocacy

This in turn generates the Product roadmap. What exactly can be done under this topic is summarised below

Awareness: (introduction stage) The whole process starts off with the Awareness stage (sometimes called Attention). To spread awareness about our product Cogni 3 we can run various campaigns, contests and create referral programs.

Nowadays as we know hashtags (#) are getting very popular so we can create one which can have an influence over the users as well as the non-users of Cogni 3. This will be relevant to the product.

We can claim a challenge where the children should perform different Yoga Postures and the parents are to post their video in our Facebook page. The most liked picture will be awarded with exciting gifts.

The activities can be extended to dance or some sort of energy level activities which shows the stamina and fitness of the child.

The hashtags can be **#Nutri_way** and **#Future_of_intelligent_food**

This hashtag can be related with the challenge as Nutrition is the only way to keep a child fit and this will help the child to have a bright future ahead.

Not only in Facebook the challenge can also be posted by making a page of Cogni 3 in Instagram as well. The number of active viewers is nowadays more in Instagram rather than in Facebook.

Facebook shop section

We can add a Facebook Shop Section to our Facebook page and take our Facebook marketing a step ahead. This option makes it easier for people who discover our products on Facebook to buy them.

By adding this shop section, we can grab more and more of customers where they can simply view our product and read the descriptions provided. They can then even buy our products from that section only.

Run a Contest

We can run a contest like we can upload a photo about the product and then ask them to frame a story out of it or like we can ask them to describe the picture in one word. This might create some sort of brainstorming in them. That will be even helpful and sort of interesting for them.

All the participant's parents who must enrol for the competition should provide their email id's even so that **Email marketing** can also be done through the same.

Exciting gifts should be gifted announced to attract as many as little candidates as possible. The sign-up process for the contest should not be long and irrelevant rather it should be precise and to the point else it will lead to loss of interests among users also.

This will be a sort of indirect promotion for the product as it will be done in our product's Facebook page.

Interest information: (gathering stage) Now once that we have the consumers' attention, then we would want to create some interest about our product. Considering our product is at ground level then there will be very a smaller number of people interested in it. For this interest generation we must work out successfully and promote our product in the best possible ways with the best possible things. Some of them are as below:

Get Through Leaders On-board Early: We can reach out to influencers like nutritionist or like the one's in Instagram with many followers and those who are willing to promote our brand. This can create interest among customers in the digital space.

Moving the ethical space, we all know that a Freebies attract customers to a greater extent. This has been a fundamental mindset of any consumer that whenever there will be add popping up in the television that with this some sort of gift voucher is available then that creates a great impact in their buying behaviour.

Among so many customers present in the market to stand out of the box we have to be attractive and gain attention of the customers.

Create expectations and Show behind the scenes content.

Evaluation: As per the chain the next point is going to be evaluation. But this is the first step which a company does before even launching the product. The company must evaluate Expense: Sales ratio long back before targeting a population.

If the product matches all the expectations and made with proper GMP guidelines, then the ratio is supposed to give a positive result and grow exponentially.

Evaluation specifically deals with the data before and after sales. The sales strategies changes because of many reasons. This lockdown has brought all of us in a situation where only online sales is feasible. But we are grabbing that opportunity and helping our product Cogni 3 to dwell well in the Digital space as well. Various strategies are adopted to promote our product which are doing well. But there are chances for failure as well. To make sure that the failure rate stays low we must keep an eye on all the interest rates of the customers and their responses as well.

Evaluation also deals with meeting the needs of the target customers and maintaining the sales. If evaluation is not proper, then how can the usage of the product be estimated.

The revenue to be invested more should also be a part of this Evaluation step. Once the product is out in the market then the share of investment can be estimated accordingly.

The CPA i.e., Cost Per Acquisition also plays a major role. Which market to target and at what cost can be estimated once we are done with the evaluation of sales and if the planning is proper.

Trial: For this section we can give irresistible offers to the interested groups. Once we are done with targeting or getting to know about the interested group of people then we must go for the trial section.

Just a taste. That is the theory when it comes to offering a product free trial for your prospective customers. Once a customer has a little bite of what you offer, they will be ready to give a commitment for the product as well. But to initiate a trial there are few steps to be followed, they are:

Be prepared well in advance:

Once we get to know the potential clients for the product we cannot just simply go and offer them the product. For that we must create proper visibility of the product. There are wide number of tactics as already mentioned. Then to move on to next we must provide a compelling story that quickly explains why a customer should be using our product and not only try it.

It should also be eye catchy as well so that the customer does not feel bored out of it. The trial packs can be small sized as compared to the original one that makes it look more of an easy to use product.

Encourage Prospects to actually use the product:

The trial pack should be easy to use and once it is done, we cannot just leave them we should be proactively be moving behind them to use the original product as well.

Determine the right trial duration:

The trial period cannot be for a lifetime. Once the target of sales and target audience is reached the trial period has to expire.

Do not Stop Working When the Trail is Done:

We need to continue to offer coaching, guidance and handholding for a period of time once the trial comes to an end as the customers having the trials probably still won't know the ins and outs of the product and create an onboarding process that is as smooth as possible.

The trial packs and the steps should not only be followed by a customer or a user it might as well be a doctor in fact the primary customers are doctors only. We can target them by giving them free samples and keep an observation whether they are using it or not because then only they will be prescribing our product and thus it will increase our sales.

Usage:

After trial, the customers with satisfaction and trust about the product will run towards the usage of the product. This is the most critical stage because once a connection is built, we must try and maintain it lifelong this is the mantra for a success story of any product.

We must keep the customer updated with the daily information and the product guidelines (if any). We can connect to the customer and ask for reviews also by doing that we can even promote our brand.

To the customers who are using our product we can give a lifetime membership to be attend all webinars or any conferences arranged by the company and that too free of cost.

These tactics might increase the consumption rate as well as might increase the awareness from one customer to another.

Repeat Usage:

Once a customer is always a customer. We must always be in touch with the doctors and the patients using our product. Nowadays because of the digital platform it has become easier to get connected with people so we can use the same here as well.

If all above mentioned points during the promotion and the trails of the products turns out to be successful, then the repeat usage is sure to happen

Advocacy:

The last and the final step is Advocacy. Before entering a market, the Company always decides that what is their target group and how much sales they are expecting. The Ultimate target for a company is to convert their customer into advocates who can willingly refer our brand to others as well as use it for himself. For a company, a list of loyal customers will help them achieving their goals. To achieve their loyalty there are some things which a company should also do and maintain, they are:

Be Consistent:

Customer support should always answer questions within a set time period. Also, the products should be shipped within the time given. The website should be available as much as possible. When customers know they can rely on a company to do things in a certain way, they are more likely to advocate for it.

Offer an Outstanding Experience:

When customers make any purchase and they expect to get a certain degree of value from that purchase and they eventually judge companies by how well the product they get matches their expectations. By making them feel like they received more than they paid for, it's possible to build a better experience for the customer and satisfied customers are naturally more likely to advocate in the future.

Build a Brand Narrative:

A strong brand narrative will help the customer remember what the brand is or which company it is and how it helped them and making customers a part of the narrative encourages them to portray loyalty to the brand.

Idea for An App Development:

As previously mentioned, that we can plan an App for promotion of Cogni 3 naming “**We Care**”.

The app will basically focus on children and their interest level.

As we all know children are more into collecting stuffs like cards or kinder joy gifts and that excites them as well. Similarly, here also we can plan to develop our app according to this interest level of children.

With each of our product we can provide with a Unique QR Code which can only be scanned by our app and the functioning will be only limited to our app users.

After they have scanned, they land onto the Home Page where they must log in with credentials such as the name and email id/phone number.

We must make sure that once a user scans and opens with that QR Code then again that similar code cannot be scanned by other devices.

Once the scanning and logging in process is over the user must make an account where only a password is needed so that each time, they do not need to log in again and again.

Now the main point is here after scanning one character appears and that character should be specifically one cartoon character like Ben10 or Doraemon or many others. One character in day. After 24hrs the other one will appear. If a child manages to get 5 similar character, then we might provide with a scheme of 10% discount on the product. There a voucher will be generated which can be redeemed on next purchase of the product. The QR Code will available for only 10 days.

Regarding interest generation in children the characters might excite them, and they will be waiting for the next character as well.

Point 2 of App:

When we Sign in with the product QR Code then the app will notify that it's a new purchase and then constantly they will be providing with a reminder that “*Hurry Up!!! Today's Dose is Left*”. We know that the QR Code will expire but then along with it the app will give a reminder to refill the bottle as well. This increases the customer engagement as well.

An in-app store can be provided where a customer can buy the product there itself. So, no hustle of any online store presence or any promotion in any social media.

Budgeting:

This app can be build using platforms such as Appypie where an app can be built free of cost. But if some other platform is used the cost behind making the app will be generated by the formula:

Cost = Hourly Effort × Hourly cost

This Hourly cost is because of the features to be inculcated in the app. The greater number of hours for a particular feature then more costly it will be. Now while calculating the hourly cost it should be multiplied with the cost by the company. Generally, in India the cost by any company lands between \$20 - \$80 roughly Rs 1500 – 6000.

The hourly rates have some driving factors as well, they are:

Platforms:

The platforms play an important role i.e., it should be present in only Android or IOS or in both. The maintenance charge for the platforms should be considered. The average maintenance charge for play store in 20% of the cost of the initial development of the app. That much amount should be paid per year to maintain the app.

For IOS the average maintenance cost is also about 15-20% of the initial app development cost.

Later on, with further features added the cost will rise exponentially.

Number of features:

The more the number of features more is the cost for the app. Certainly for a new app MVP (Minimum Viable Product) technique should be followed where only limited number of features are said to be build in the app.

Our app “We Care” has only 4 features starting with

Scanning → Logging in → Character Generation → Reminder

These are the key features for our app. The development of each will incur charges up to Rs 1 lakh

Design Aspect: The design aspect should be considered of prime importance because then the character should be of higher graphics and should appear real for the children.

Overall, the budget for the app might land up to Rs 5lakhs.

The app must also have a **maintenance contract** post release so that the app is future proof against any updates by the Operating System which might leave our app useless.

Promotion of app and Revenue Generation:

The app should be placed in the Play store and IOS free of cost because these free apps incur maximum revenues. The maximum revenue is generated by the in-app purchase option and we are already providing our app with that.

Later, Google ads can be a source of promotion for our app where we can generate a Google ad account and with specific keywords, we can just target the right set of customers. For Cogni 3 we are set to target the metro cities so we can make various google ads depending on various locations we can launch the ad. This will create awareness about the app.

Keyword bidding happens in Google ads where we must bid for the keyword we are supposed to use and accordingly google will charge us money.

CONCLUSION:

Social media campaigns conducted:

1. **“CREATE TO CONNECT”** an event hosted by Cogni3 - The Intelligent Choice for 10 days (1st April to 10th April 2020), on World AUTISM AWARENESS DAY, 2nd April 2020 which was dedicated to creating awareness about autism.
The event aimed to enhance awareness and understanding of autism among the wider community by pledging **#ItsAlrightToBeDifferent**.
2. On Mother’s Day, a Facebook campaign was hosted **“#iamthebestmom”** in which certain celebrity moms were featured to share their inspirational story in a form of video.
3. On the occasion of International Yoga day, a Facebook contest was organized for children in which a video was to be recorded chanting Om and the campaign was named as **#OmAtHome**. And also, free online yoga classes program was started by Kaveri Banga, Art of living & International yoga expert for one month.

4. Also, different Live session on Facebook was organized on different topics like, Eyesight that matters by Dr Digvijay Singh, Paediatric ophthalmologist, Food that matters by Dr Luana Mascarenhas, Food enthusiast, Nutritionist, Question and answer session on Autism.
5. This all activities helped in brand promotion and in generation of organic leads as the Facebook page of the brand COGNI 3 in the beginning had only 10-20 followers but eventually within 2 months there was generation of 2000 followers.
6. Also, few weeks of internship was dedicated to acknowledging the current pandemic situation and the changing patterns and buying behaviour of the customers.
7. Paradigm shifts in Marketing

Sr. No	From	To
1.	Transactional Marketing	Relationship/ Interactive marketing
2.	Product centric	Customer centric marketing
3.	Conventional media	Non-conventional marketing
4.	Offline word of mouth	Blogs, Testimonials
5.	Brand visibility	Brand engagement
6.	Operating only in physical marketplace	Operating in online shops/sites

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