

**MARKETING BRAND PLAN PREPARATION AND IMPLEMENTATION OF
DIGITAL STRATEGY FOR GOODMINIC-DX
AT
GHC DRUGS AND PHARMACEUTICALS PVT LTD**

FROM 12-05-2021 TO 2-07-2021

A SUMMER TRAINING REPORT

**BY
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**MBA PHARMACEUTICAL MANAGEMENT 1ST YEAR
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I hope I would be able to utilize my gained knowledge and put my contribution towards this pharmaceutical sector in the near future.

AAKRITI SURI

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CONTENTS

- **Introduction**
- **Company Overview**
- **Product Overview**

- **Objectives**

- **Methodology**

- **Organizational Learnings**
 - **Patient Journey**
 - **Brand Plan- AWACS and SWOT Analysis**
 - **Digital Promotional Strategy**
 - **Field Work**
- **Conclusion**

- **Reference**

Sr. No	List
Figure 1	Cough syrup market by product
Figure 2	Cough syrup market by age group
Figure 3	Cough syrup market by region

List of Tables

Sr. No	List
Table 1	Product overview- Goodminic-DX
Table 2	AWACS Analysis
Table 3	SWOT Analysis of Goodminic-DX
Table 4	Content Posting schedule
Table 5	Learnings from Field Visit

INTRODUCTION

This project was aimed to develop digital strategies for the promotion of Goodminic-DX [dry cough syrup] product. Before starting the project I will brief about about the GHC Organization.

COMPANY OVERVIEW

GHC is one of the fastest developing Indian drug organization, settled in Mumbai. GHC was set up in the year 2020 with an aim to bring inventive and excellent prescriptions. Each GHC Meds and administration is a demonstration of its good quality principles. GHC is committed to empowering people to live healthier at every stage of life. GHC manufactures high quality medicines for global markets. GHC also comes with a flagship program known as Honoring Healthcare Heroes which is a landmark initiative to reinforce the trust between Doctor's fraternity and society at large. Also, this program highlights the selfless service of Doctors under most tiring circumstances.

VISION-To be in top 10 ranking in IPM by 2020.

MISSION-To serve the community through Good Quality medicines.

PRODUCT OVERVIEW

GHC Drugs and Pharmaceuticals have more than 40+ brands in Pediatric Specialty. My agenda was to make the digital strategies for the product allotted to me and promote it among doctors and consumers. Among the Pediatric Range, I was provided with Goodminic-DX [dry cough syrup].

Brand name :	GOODMINIC-DX
Brand launch date :	2021-2022

Generic name :	Dextromethorphan Hydrobromide, Phenylephrine Hydrochloride, Chlorpheniramine Maleate
Formulation:	5/2/10 mg
Packs:	100ml syrup
Key Indication(s):	Dry cough associated with URTI
Target Market Segment (s):	Antitussive, Decongestant, Anti-allergic

COUGH SYRUP MARKET IN INDIA

The value of market size of global cough syrup was \$5,232.73 million in 2019 and is forecast to reach \$6,108.25million by 2027, with a CAGR of 2.8% from 2020 to 2027.

Cough syrup is mainly liquid preparation prescribed for patients to treat sneezing, common cold, runny nose and other respiratory allergies. Cough syrups are generally available in two types- one is for dry cough and second is for chesty cough or productive cough. A cough syrup should be avoided by people infected by coronavirus as some of the ingredient has pro-viral properties.

Rise in respiratory disorders ultimate factor which has led to the growth of cough syrup market.. The main reason for upper respiratory tract infections include air pollution , pollution from burning fuels, smoking tobacco, pollution emitted from vehicles etc. Misuse of cough syrup may hinder the marketgrowth. Conversely, high market potential in untapped emerging economies is expected to provide lucrative growth opportunities for the cough syrup market growth. The cough syrup market is mainly estimated on the basis of product type, age group, distribution channels and region.

1.PRODUCT TYPE SEGMENT REVIEW

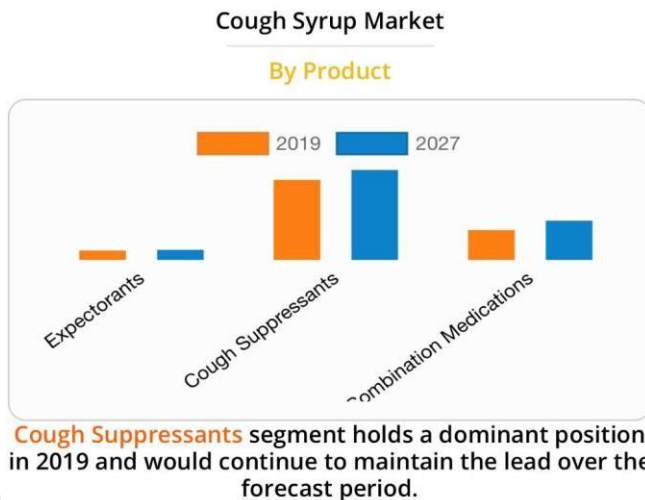


Figure1

In 2019, Cough suppressants segment holds a largest share and is expected to maintain its position.

2.AGE GROUP SEGMENT REVIEW

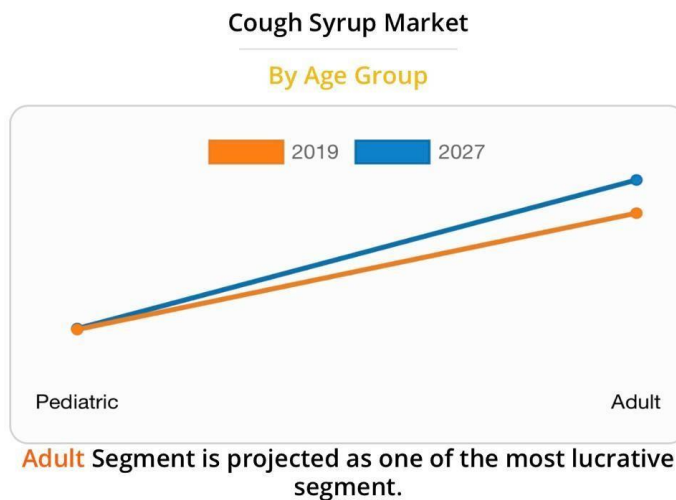


Figure2:

Due to increasing respiratory illness among the adult population, it is expected that adult segment is the most lucrative segment for the cough syrup market as compared to pediatric population.

3.REGION SEGMENT REVIEW



Figure3:

OBJECTIVES

- To create brand plan for Dextromethorphan hydrobromide, Chlorpheniramine maleate and Phenylephrine hydrochloride.
- To create digital strategies for the promotion of Dextromethorphan hydrobromide, Chlorpheniramine maleate and Phenylephrine hydrochloride.

METHODOLOGY

DURATION- 8 weeks

DATA COLLECTION METHOD- Secondary Data from various sources provided by the company.

2. ORGANIZATIONAL LEARNINGS:

2.1 PATIENT JOURNEY:

The patient journey refers to the list of events that occurs when a patient access the healthcare system to the diagnosis and treatment. It usually covers all the pain points of the patient. Patient journey plays an important role in healthcare as it gives an overview of the patient flow in general, and also detailed insights into each touch-points during the patient journey.

PATIENT JOURNEY FOR DRY COUGH ASSOCIATED WITH UPPER RESPIRATORY TRACT INFECTIONS:

Step1: Awareness and Recognition

- A dry cough is a cough that does not contain any mucus. Dry cough may be regarded as non-productive cough which may cause tickling sensation and are often due to irritation in the throat.
- Upper respiratory tract infections are infections that spread from one person to the other by a variety of bacteria and viruses. Symptoms of upper respiratory tract infections include cough, sneezing, nasal discharge, runny nose, fever or sore throat.

Step2: Presentation and diagnosis

- Consult Doctor if the cough doesn't go away after a period of one or two weeks.
- Tests used to diagnose URTIs are: Throat swab, Chest X ray or CT scan.

Step3: Treatment and Selection

- As an initial treatment - lozenges, honey, steamy showers may help to soothe a cough.
- If the cough persists for a long time medications containing dextromethorphan hydrobromide, chlorpheniramine maleate, phenylephrine hydrochloride may be taken for the relief of symptoms.

Step4: Brand Selection

GOODMINIC DX SYRUP

Dextromethorphan HBR 10mg + Phenylephrine HCL 5mg+ Chlorpheniramine maleate 2mg/5ml syrup

- Goodminic DX preparation contains Dextromethorphan hydrobromide, phenylephrine hydrochloride and chlorpheniramine maleate.
- Dextromethorphan hydrobromide is a cough suppressant that relieves cough by reducing the activity of cough center in the brain.
- Phenylephrine hydrochloride is a decongestant that narrows the small blood vessels providing relief from congestion and stuffiness in the nose.
- Chlorpheniramine maleate is an anti- allergic that relieves allergy symptoms like runny nose, watery eyes and sneezing.
- Having fast onset of action and less side effects.

Step5: Switching and Persistency stage

- Available in Pan Masala Flavor which ensures patient compliance.
- Less side effects and rapid relief from cough.

2.2 BRAND PLAN

The brand plan is quite similar to umbrella as it unites marketing, product development and sales function. To make a brand plan successful one should be very clear with the vision or the ideas a brand represent.. The plan should also include a mission stating the purpose of product launch. Next task is to prepare a road map including all the strategies required a successful brand launch. Target audience for the specific product should be very clear.Brand plan includes all details from the brand name to the description of product, executive summary, geography deep dive of the product, prescriber analysis of the product by HCPs, market summary of the product, SWOT analysis, financials, communication strategy to the field force, long and short -term goal, AWACS analysis, customer insights. Lastly, it includes strategies for promotion that get its targeted consumers to take action.

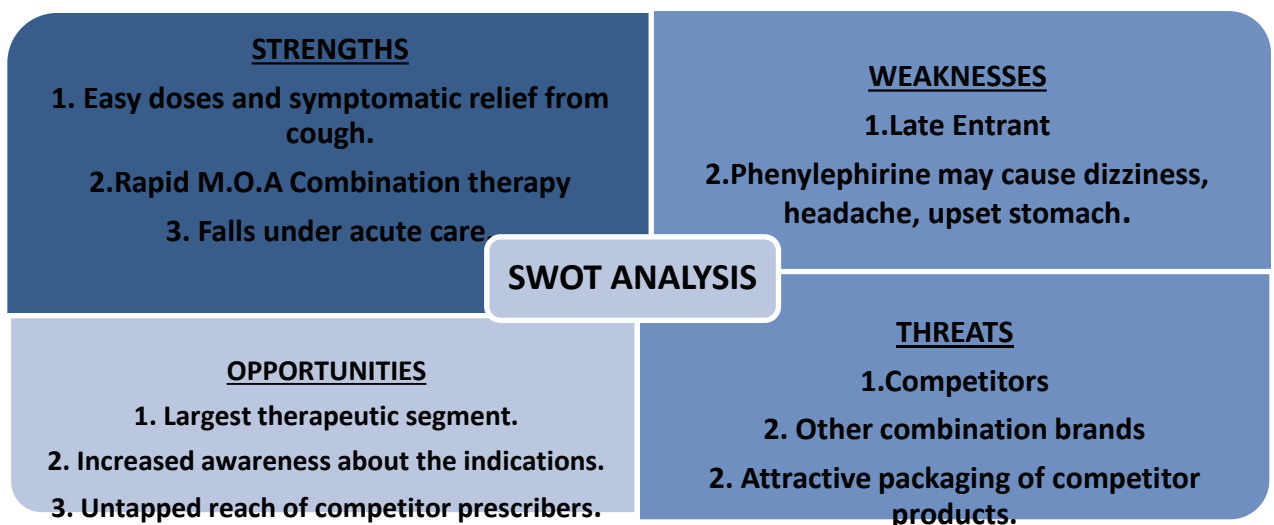
AWACS ANALYSIS FOR GOODMINIC-DX

PARTICULAR	COMPANY	MAT VAL APR 2019	MAT VAL APR 2020	MAT VAL APR 2021		
				VAL	VAL GR	UNI GR
DEXTROMETHORPHAN BROMIDE+PHENYLEPHRINE HCL+CHLORPHENIRAMINE MALEATE		303.5	387.1	335	-13.5	-18.8
ASCORIL D PLUS	GLENMARK PHARMACEUTICALS	52	64	64	0.2	-4.2
KOFKUL	FINECURE PHARMACEUTICALS	0.9	0.8	0.5	-38.5	-38.5
VENTRYL D	MICROLABS	6.4	6.9	4.4	-35.7	-35.7

MARKET SUMMARY AND INSIGHTS:

- Dextromethorphan+ PhenylephrineHCL + Chlorpheniramine maleate is used for the treatment of cough and upper respiratory symptoms associated with allergy in children by many physicians.
- The key player of this market is Ascoril D plus by glenmark pharmaceuticals which is showing a growth of 0.2 crores [as per MAT Apr 21].
- This is due to the reason that it's a well trusted brand since decades, holds 4th position in this segment, having a major focus on core therapy areas, covering more doctors in this segment.

SWOT ANALYSIS FOR GOODMINIC-DX



DIGITAL STRATEGY FOR PROMOTION

- Digital marketing is the need of an hour in pharmaceutical sector. To create brand visibility among the masses we can opt for social media platforms for the brand promotion. Facebook- Facebook is most widely used social media sites among all age groups.

Infographic posts related to dry cough symptoms, dry cough and wet cough differences can be posted.

- Instagram- Instagram is most popular among young children. Instagram reels related to disease management can be posted.
- LinkedIn- This is most popular social media platform to generate leads and make connections. With the help of LinkedIn various blogs, posts, videos along with hashtags related to prevention and management of dry cough can be posted.
- Twitter- We can post the current trends related to COVID-19 also we can add some mythbusters and facts related to Covid19 and Dry cough.
- Youtube- This platform is popular among all age groups . We can post short video with a catchy story to create brand awareness.
- Email – This method is mainly used to target Doctors and promote pharmaceutical products. We can send personalized emails to the doctors.

The different types of promotional content were developed:

- Infographic posts
- Short vedios regarding prevention, treatment for dry cough was created.
- Special day campaigns like World health Day and World Asthma Day were created.
- Posts regarding facts and myths related to dry cough
- Blogs regarding the disease awareness
- For email- marketing , personalized mails with complete detailing of the product was prepared for the doctors.

To create brand visibility of Goodminic-DX we need to post content on social media platforms on a regular basis. So, the posting schedule is as followed:

Day	Type of Content
Monday	Videos of Instagram, Facebook, YouTube
Tuesday	Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn
Wednesday	Blogs on LinkedIn and Other Blogging sites such as WordPress
Thursday	Videos of Instagram, Facebook, YouTube
Friday	Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn
Saturday	Blogs on LinkedIn and Other Blogging sites such as WordPress

FIELD WORK

I got a chance to do field work at Aver Pharmaceuticals, Amritsar. I did field work for about 2 weeks to get a deep insight about the brand promotion physically. So, I visited around 10 doctors with the Area Business Manager of Aver Pharma Ltd. Firstly I was trained by the manger regarding how to perform an effective detailing to doctors. I myself did the detailing to the doctors for calcium supplements, multivitamins, dry cough products [pedia range].

Name of Doctor	Type	Key Learnings
Dr. Nikhil Monga	General Physician	• Points to keep in mind while detailing. • Describe the USP of the product. • Should have a knowledge of composition and all the indications for which is being prescribed.
Dr. Gurpreet Chabra	Pediatrician	• Proper dosage of cough syrup given to children. • Other combination available to treat cough.
Dr. Manmeet Sodhi	Pediatrician	
Dr. Rupinder Jaswal	Pediatrician	
Dr. Jasleen Kaur	Dermatologist	Effective detailing.
Dr. SK Malhotra	Dermatologist	
Dr. Deepika kalia	Dermatologist	
Dr. Sandeep Kaur	Dermatologist	
Dr. Raghav Wadhwa	Neurosurgeon	• He provided me some insights regarding for how long

		multivitamins should be prescribed to a patient. • Main causes of osteoporosis and vitamins responsible for it.
Dr. Madhu Nagpal	Gynecologist	Role of calcium supplements in infertility

CONCLUSION

The aim of this study was to understand the digital marketing strategy and various promotional tools for the brand Goodminic-DX [a dry cough syrup]. The study started with the deep understanding of the product and its indications, then I did AWACS AND SWOT Analysis. Then I developed the patient journey for my product which helped me in understanding the pain points of the consumers. From the Brand plan I got to know my products USP and its competitor analysis.

To create brand awareness among the masses I aimed at posting content on digital platforms like Facebook, Instagram, YouTube, LinkedIn which will generate leads and make the brand visible. For the brand promotion, market research was equally important, so for that I did field work which provided me with the knowledge of the market and brand promotion tactics. Therefore to make a brand succeed , constant analysis of the market along with great promotional strategies is the main key to success.

Overall, it was a great learning experience I got to know about various digital platforms and how a brand is promoted.

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