

Internship Report -
HUMANIZING BRANDED GENERIC: TRANSFORMING
COMMODITY PERCEPTIONS THROUGH PATIENT-CENTERED
MARKETING ECOSYSTEMS

Dissertation Report Submitted to



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Introduction

My internship project "Humanizing Branded Generics: Transforming Commodity Perception through Patient-Centered Marketing Ecosystems" was about discovering how pharmaceutical brands could change the perception of branded generics from being viewed as cheap substitutes to becoming health companions. The study was based on the branding journey, packaging, patient education, emotional narrative, and digital engagement tools to reinterpret patient trust and loyalty. During my internship at B – Black Belt Brand Builders, I participated in several brand-building activities that paralleled my thesis. The practical exposure gave me insight into how strategic marketing inputs, supported by empathy and design thinking, can redefine healthcare narratives.

Objective of Internship

- To gain an understanding of patient-centric marketing practices in the pharma sector.
- To learn how education, storytelling, and digital tools influence branded generic perception.
- To achieve exposure to brand strategy creation and communication planning.
- To learn about how organizations empower teams and products for long-term brand success.

Organizational Profile

B – Black Belt Brand Builders is a brand consultancy that equips brands with the power to create powerful, emotionally engaging, and performance-driven brands. Like learning a black belt in martial arts, they help brand custodians and managers achieve mastery through systematic training, expert mentoring, and transformative brand-building practices.

B - Black Belt Brand Builders isn't merely interested in logos or packaging—according to them, they are training the minds and developing skill sets of brand managers. As coaches, they enable businesses not only to craft brand strategies but also to ensure that frontline teams are empowered to execute those strategies. Their client-centric, insight-driven methodology closes the gap between what brands deliver and what consumers care about. This positions them as the only ones capable of elevating products and the individuals behind them.

Services Provided by the Organization

- **Brand Strategy Consulting:** Assisting businesses in the discovery of brand essence and creation of sustainable positioning.
- **Training & Development:** Providing systematic programs for marketing, brand managers, and frontline teams to build brand-building capacity.
- **Storytelling & Communication Design:** Developing genuine, effective stories that engage emotionally with users.
- **Digital Brand Ecosystem Planning:** Designing digitally driven engagement models, such as apps, platforms, and touchpoints.
- **Research and Consumer Insights:** Qualitative and quantitative research to crack consumer behavior and enhance marketing effectiveness.
- **Brand Coaching for Sales Teams:** Training sales representatives with tools and storytelling to become brand champions.
- **Internship & Live Projects:** Giving live exposure to marketing and brand-building ideas for budding professionals.

Key Works Undertaken During Internship

- Undertook comprehensive secondary research on branded generics, including consumer behavior, brand image, and patient confidence in the pharma industry.
- Developed and implemented a primary research study comprising surveys to collect first-hand information on awareness, likings, and emotional attachment patients have towards generic drugs.
- Quantitative and qualitative analysis of responses to draw insights on important drivers including trust, packaging, digital touchpoints, and doctor recommendations.
- Investigated global and Indian case studies on emotional branding, H2H (Human-to-Human) marketing, and patient-centric strategies and applied them to branded generics.
- Developed a research-driven framework for establishing a "Patient-Centered Marketing Ecosystem", with an intent to revolutionize the way branded generics are marketed in India.
- Participated in and contributed to in-house team discussions on communication planning and brand strategy, relating real-world branding practice to academic theory.
- Conducted research and synthesized ideas such as empathy-driven packaging appeals, emotional narratives, and pharma-digital interactions, and their effect on consumer trust.
- Assisted in brainstorming exercises for conceptual brand models, such as mock redesigns and concepts for patient support services (helplines, apps).
- Developed internal presentations outlining the most important research insights and strategic recommendations, which helped the team become more familiar with branded generic issues.

Key Learnings from Internship

- Learned about the value of emotional and humanized branding in healthcare, particularly within the generics space.
- Learned about the way storytelling, visual identity, and educational instruments can reframe brand trust and recall.
- Gained a better view of the way brand managers direct the marketplace perception through strategy and empathy.
- Increased understanding on creating brand affinity beyond price, on the all-encompassing patient experience.
- Learned to interpret and analyze consumer insights in creating effective marketing strategies.
- Gained insight on how to interpret insights into creative deliverables such as campaigns, decks, and content.
- Developed soft skills including cross-functional collaboration, strategic thinking, and presentation delivery.