

INTERNSHIP REPORT

“B-BLACK BELT BRAND BUILDERS”

Dissertation submitted to



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By

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□ **Introduction:** Internships are truly invaluable experiences, serving as a crucial bridge between academic theory and the dynamic realities of organizational life and strategic decision-making. This report chronicles my personal journey and the insights I gained during my internship at B – Black Belt Brand Builders (B4), which spanned from March 10, 2025, to May 31, 2025. Working under the direct guidance of Mr. Vivek Hattangadi was an incredibly enriching opportunity, allowing me to grasp the fundamental principles of brand building, particularly within the intricate pharmaceutical industry. Over the last decade, pharmaceutical marketing has undergone a profound transformation, moving beyond traditional promotional tactics towards more sophisticated, data-driven digital approaches. With heightened regulatory oversight and a growing emphasis on patient well-being, companies are now focused not merely on drug promotion but on genuinely improving healthcare outcomes through educational and ethically sound engagement. A significant leap forward in this domain is micro-segmentation, which enables the precise targeting of healthcare professionals (HCPs) and patients by leveraging their unique behavioral, clinical, and digital footprints. Digital behavior analytics plays a pivotal role here, helping us understand individual preferences and tailor communications accordingly. These insights fuel hyper-personalization, where content delivery is finely tuned to individual interests, prescribing patterns, and even localized health trends. The ultimate goal is to enhance message relevance, boost engagement, and, most importantly, cultivate trust. Implementing such nuanced strategies demands seamless collaboration across various departments and a commitment to continuous refinement based on real-time data feedback. Success stories from leading global pharmaceutical companies like Novartis, AstraZeneca, and Sun Pharma vividly illustrate the tangible benefits of this approach, including quicker adoption rates, improved message recall, and higher conversion figures. As the industry continues its evolution towards precision medicine, digital micro-segmentation and personalization will undoubtedly become indispensable tools. Looking ahead, emerging trends—such as the integration of AI, insights from wearable data, and advanced augmented communication—promise to further revolutionize how pharmaceutical companies connect with their stakeholders, all while steadfastly upholding ethical standards and patient privacy.

□ **Objectives of the Internship:** My primary research objectives for this internship were centered around understanding the nuances of modern pharmaceutical marketing:

- To explore how micro-segmentation significantly enhances engagement within the pharma marketing landscape.
- To assess the profound impact of digital behavioral data in crafting truly hyper-personalized brand propositions.
- To critically compare and contrast traditional segmentation methods with the more granular micro-segmentation in pharma marketing.
- To identify the key challenges and exciting opportunities presented by the adoption of AI-powered micro-segmentation.

□ **Organization Profile:** **B – Black Belt Brand Builders:** B – Black Belt Brand Builders is a distinguished pharmaceutical brand consulting firm, the brainchild of Mr. Vivek Hattangadi,

whose remarkable career spans over five decades in the industry. The firm's unique strength lies in its dedication to mentoring pharma brand and sales teams, guiding them in cultivating robust, credible, and genuinely patient-centric brands through a philosophy of Good Branding Practices.

Vision: To establish itself as the most reliable, trusted, and respected pharmaceutical brand consulting firm across Asia and Africa.

Mission: To empower pharma brand managers and sales teams to forge strong, resilient brands by applying ethical, scientifically grounded, and emotionally resonant branding principles.

Core Services:

- **Brand Strategy & Positioning:** This isn't just about creating a brand; it involves in-depth market intelligence, rigorous competitor analysis, and the careful construction of a strategic brand architecture.
- **Creative & Content Services:** From crafting memorable brand names and compelling narratives to designing impactful visual identities and developing multi-channel content, they bring brands to life.
- **Digital Marketing & Analytics:** Their expertise extends to optimizing search presence (SEO), managing social media, driving performance marketing, and leveraging advanced consumer analytics to inform strategy.
- **Influencer & Experiential Marketing:** They skillfully tap into influential networks and design immersive brand experiences that resonate deeply with target audiences.
- **Brand Audit & Consulting:** They conduct regular, thorough evaluations of brand performance, ensuring campaigns are optimized and remain perfectly aligned with evolving market trends.

Clientele and Industry Reach: Blackbelt's client portfolio is impressively diverse, spanning pharmaceuticals, healthcare, fast-moving consumer goods (FMCG), education, fintech, and even lifestyle sectors. They seamlessly adapt their scalable solutions to meet the specific needs of both established industry giants and agile emerging startups.

Special Focus on Pharmaceutical & Healthcare Sector: Within the critical pharma and healthcare domain, Blackbelt provides invaluable support, helping brands navigate regulatory complexities with compliant digital campaigns, fostering meaningful patient engagement, executing effective HCP outreach, and driving crucial awareness initiatives. Their specialized offerings include hyper-personalized communication strategies, AI-driven engagement models, and innovative micro-segmentation-based marketing frameworks.

Team and Expertise: The firm boasts a truly multidisciplinary team, a vibrant mix of seasoned brand strategists, cutting-edge digital marketers, talented graphic designers, insightful behavioral scientists, and meticulous data analysts. This diverse expertise, combined with a deeply consultative approach, enables them to tackle complex brand challenges across both traditional and digital platforms.

Technology Integration: Blackbelt is at the forefront of technological adoption, seamlessly integrating modern tools for customer relationship management (CRM), marketing automation, predictive analytics, and AI-powered consumer behavior tracking. They leverage platforms like HubSpot, Salesforce, Google Analytics, and Tableau to meticulously monitor campaign success and overall brand performance.

Training & Development: A strong commitment to knowledge sharing is evident in their internship and brand training programs, designed to equip MBA students, marketing professionals, and corporate teams with practical, hands-on knowledge in brand strategy and communication. These programs emphasize experiential learning through live projects, real-world case studies, and invaluable industry interactions.

Corporate Social Responsibility (CSR): Beyond commercial endeavors, Blackbelt also actively engages in social impact branding, collaborating with non-governmental organizations (NGOs) and social enterprises to amplify critical causes related to healthcare accessibility, environmental sustainability, and educational initiatives.

Recognition & Growth: Renowned for its agile and client-centric methodology, Blackbelt has garnered recognition at various industry panels and marketing forums for its pioneering work in pharmaceutical marketing and compelling brand storytelling. The company continues its impressive growth trajectory, fueled by strong referrals, strategic partnerships, and a consistent track record of delivering measurable, impactful results.

Philosophy: The firm's guiding philosophy is encapsulated in its name: "B" equates the journey of brand building to the arduous yet rewarding path of earning a black belt—it demands unwavering dedication, profound passion, years of diligent practice, and the invaluable guidance of a mentor. True to this belief, the firm is committed to nurturing young brand managers through this transformative journey towards mastery.

4. Key Learnings from the Internship:

1. Personal and Professional Growth:

- Improved communication, analytical reasoning, and adaptability.
- Built a mindset for lifelong learning—essential in the ever-evolving pharmaceutical industry.

2. Done the systematic reviews on the secondary data from different databases for the proper review and further developments and analysing afterwards

3. Learning about the segmentation, whether traditional segmentation and micro segmentation, and analysing it.

4. Conducting survey based on a questionnaire by google form where the respondents such as different stakeholders fill the form and share the important information about the current scenario of thought process and key areas where marketers can work on segmentation process.

5. Learning about the analytical concepts such as, Sentiment analysis, Correlation heatmaps, Analysis out of the survey data's and visualise it by using different tools such as R, Excel and others.

6. Working on hypothesis and making an Anova test for the data based on the likert scale. where the f test , p test been done to prove the hypothesis.

7. Learned about how can we build a strategies and informative suggestions for the coming marketers.

8. Learned to work on report making which is an essential part of the dissertation where the collected data and interpreted data are used to bring new insights and build new strategies.