

# **Internship Report**

Submitted to



**The IIHMR University, Jaipur**

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

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2025

## **1. Introduction**

The internship project titled "Humanizing Branded Generics: Transforming Commodity Perceptions Through Patient-Centered Marketing Ecosystems" aimed to explore how branding campaigns could transform branded generics from commoditized, low-cost products into reliable health partners. Undertaken under the supervision of Mr. Vivek Hattangadi at B – Black Belt Brand Builders, this internship offered real-world exposure to brand strategy formulation, emotional narrative, digital interaction, and patient education, all of which contributed directly to my dissertation study.

## **2. Objectives of Internship**

- To investigate the real-world application of patient-centric marketing within the pharma industry.
- To learn how packaging, emotional stories, and digital health technologies shape trust in branded generics.
- To undertake primary and secondary research in adherence to dissertation goals.
- To develop practical experience in brand strategy building and internal communication planning.

## **3. Organizational Profile**

B – Black Belt Brand Builders is a strategic brand consultancy that empowers companies to build strong, emotionally resonant, and performance-driven brands. Much like earning a black belt in martial arts, they guide brand custodians and managers toward mastery through structured training, expert-led mentoring, and transformational brand-building practices.

B - Black Belt Brand Builders is not just focused on logos or packaging—they believe in training the minds and building the skill sets of brand managers. By acting as coaches, they help companies not only shape brand strategies but also ensure that frontline teams are equipped to deliver those strategies effectively.

Their client-first, insight-driven approach bridges the gap between what brands offer and what consumers truly value. This makes them uniquely positioned to elevate both products and the people behind them.

## **4. Services Offered by the Organization**

- Brand Strategy Consulting: Helping companies uncover brand essence and build sustainable positioning.
- Training & Development: Offering structured programs for marketing, brand managers, and frontline teams to enhance brand-building capabilities.
- Storytelling & Communication Design: Crafting authentic, impactful narratives that connect emotionally with audiences.

- Digital Brand Ecosystem Planning: Creating digitally powered engagement models, including apps, platforms, and touchpoints.
- Research and Consumer Insights: Conducting qualitative and quantitative studies to decode consumer behavior and improve marketing impact.
- Brand Coaching for Sales Teams: Equipping sales representatives with tools and narratives to become brand advocates.
- Internship & Live Projects: Providing real-time exposure to marketing and brand-building concepts for aspiring professionals.

## 5. Key Work Undertaken

During the internship, my contributions were directly aligned with the dissertation study:

- Conducted **secondary research** on Indian consumer perceptions and trust issues surrounding branded generics.
- Designed and executed a **structured online survey** to collect primary data on patient preferences, brand perception, and digital health awareness.
- Analyzed 41 patient responses using **Excel** and visualized data trends through graphs and charts.
- Conducted **in-depth interviews with doctors** to gather qualitative insights into prescription behavior and brand trust.
- Participated in internal sessions focused on **brand storytelling**, packaging redesign, and mock campaign planning.
- Created a strategic framework for **"Patient-Centered Marketing Ecosystems"** combining packaging cues, emotional branding, and digital engagement tools.
- Delivered internal presentations that synthesized academic and field insights to guide brand-building efforts.

## 6. Key Learnings

- Understood the **role of packaging and storytelling** in influencing brand trust among patients.
- Learned how **digital touchpoints** like reminders and health apps can build emotional loyalty.
- Gained insights on integrating patient and pharmacist perspectives into branding strategies.
- Developed analytical skills by transforming raw survey data into strategic recommendations.

- Strengthened my ability to **bridge academic research with real-world branding** challenges in generics.
- Enhanced skills in collaborative planning, strategic communication, and healthcare marketing ethics.

## **7. Conclusion**

This internship greatly aided the conversion of academic findings into practical brand strategy. My dissertation both conceptually and practically enhanced by my experience at B-Black Belt Brand Builders, which offered a real-time laboratory to test theories about emotional branding, education, packaging, and digital outreach in the Indian pharmaceutical industry. I now have a better grasp of how to humanize healthcare brands for enduring effect and trust, which has greatly prepared me for a job in pharmaceutical brand management.