

USING SALES AND DISEASE TREND INSIGHTS TO STRENGTHEN VACCINE MARKETING STRATEGY: A STUDY ON MENACTRA AND TETRAXIM IN THE INDIAN MARKET.

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Internship Learnings: Driving Business Growth

Key insights: Brand strategy, market research, content engagement, and sales analysis.



STRATEGIC PLANNING CYCLE

**Identify Levers**

Recognize strategic factors for growth.

Frame Strategies

Develop effective growth strategies.

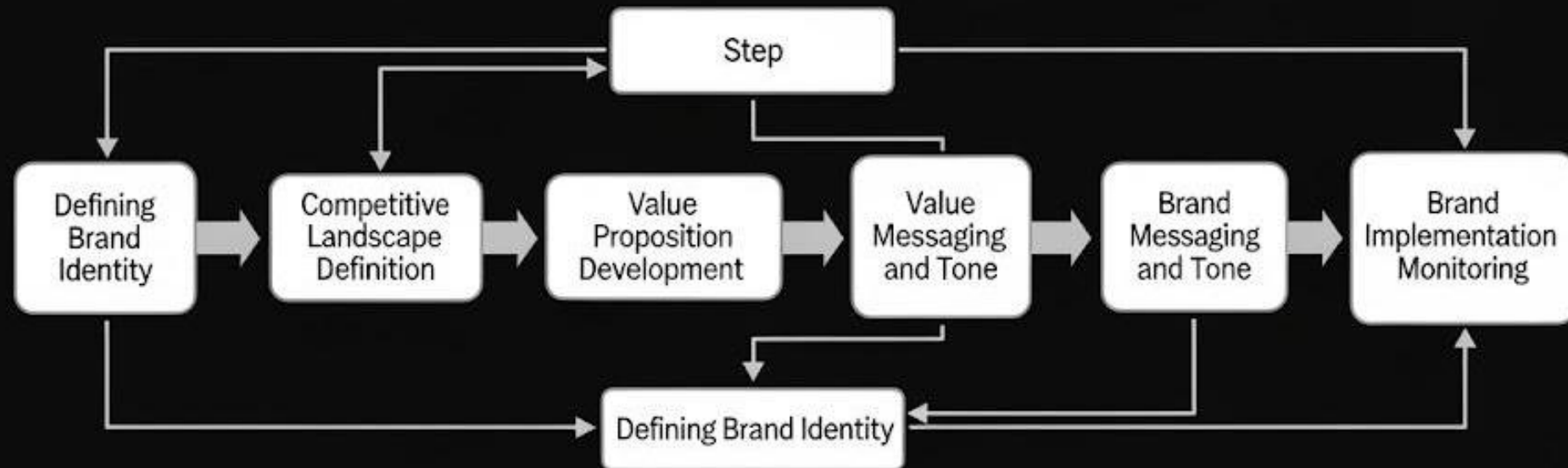
Plan Tactics

Create detailed execution plans.

Drive Growth

Execute plans for incremental business growth.

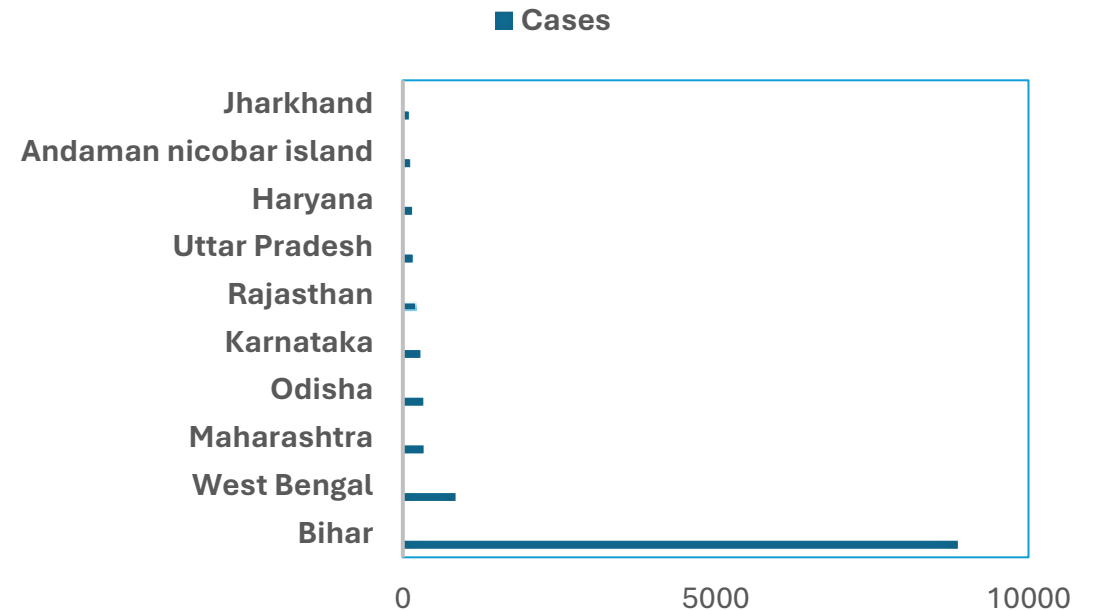
Strategic Brand Understanding



Disease Epidemiology & Market Identification

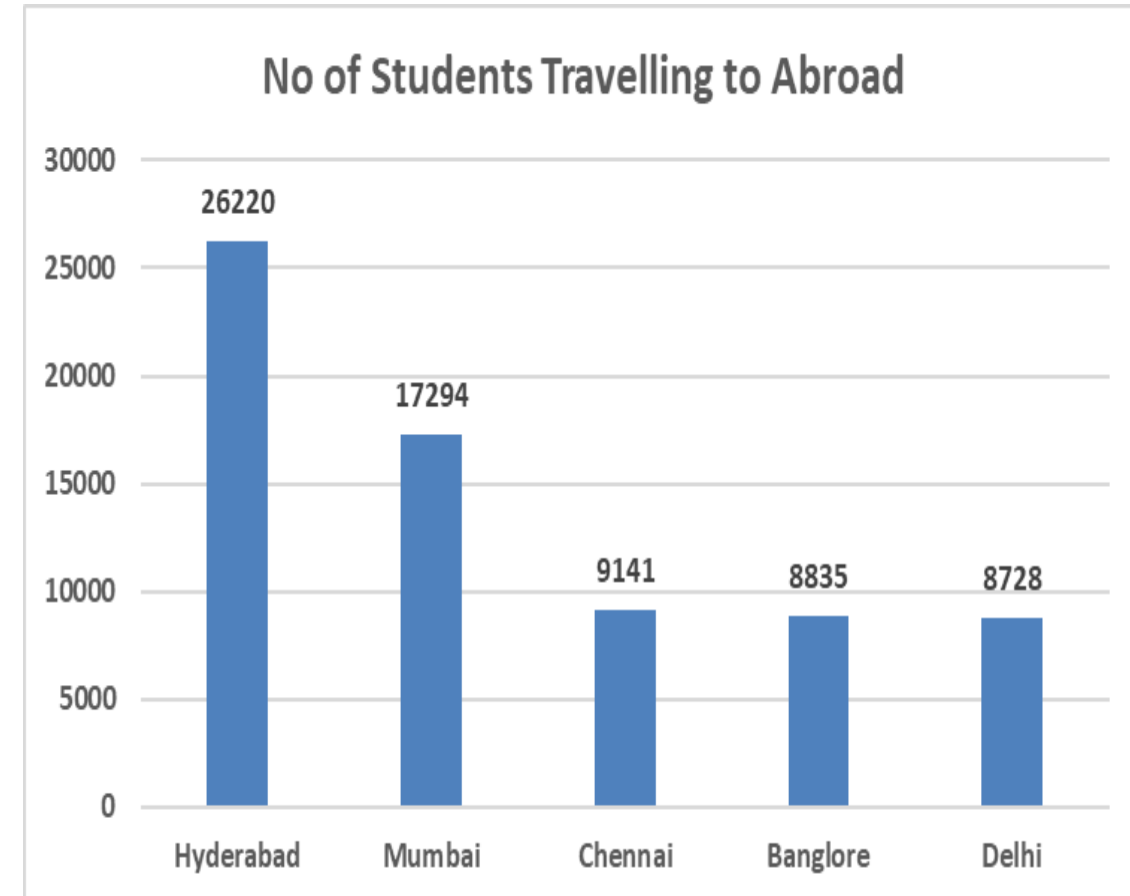
TOP 10 STATES WITH MAXIMUM CASES

- **Market Intelligence: Disease Trends & Regional Insights**
- Conducted in-depth **Meningitis disease trend analysis** leveraging National Health Profile data.
- Identified emerging market regions based on NHP data to inform strategic targeting.



Strategic Penetration: Students Going Abroad (SGA)

- Analyzed **student travel data** at state/city levels to identify significant penetration opportunities in the Students Going Abroad (SGA) segment for Menactra vaccine.
- Focused on USA-bound students, given the majority of states recommend vaccination prior to university admission.



Content & Stakeholder Engagement



Podcast Questions

Developed strategic interview questions for News Channel podcast



Leverage Insights

Used insights from IAP and ACVIP analysis.



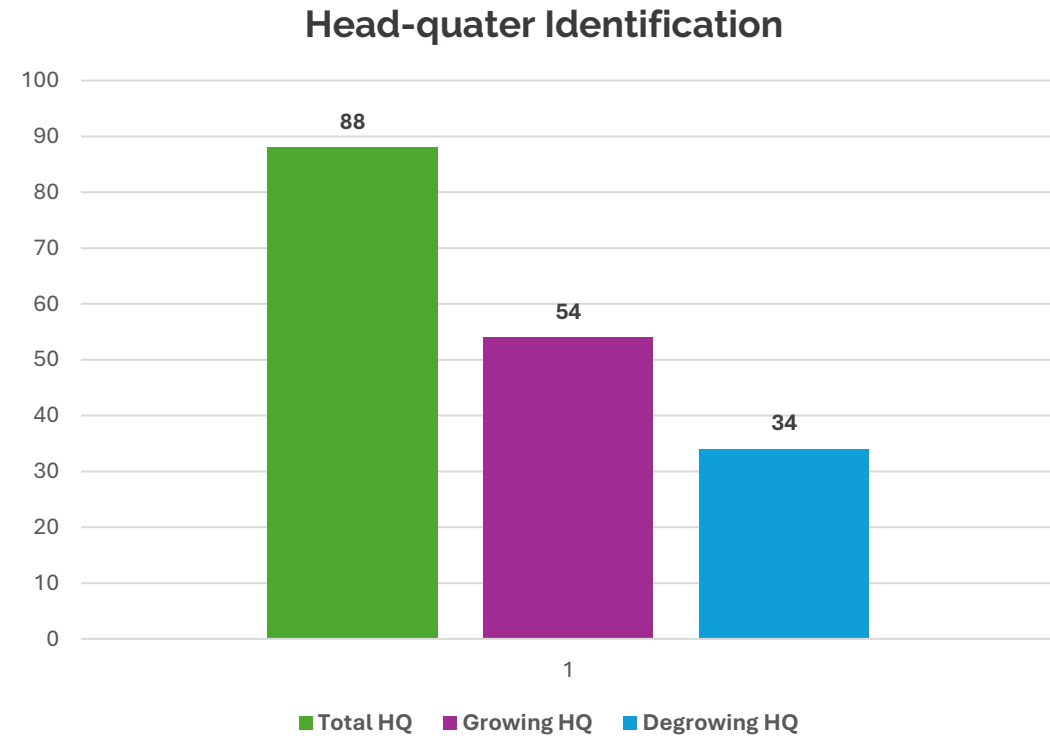
Enhance Communication

Aimed to enhance external communications.

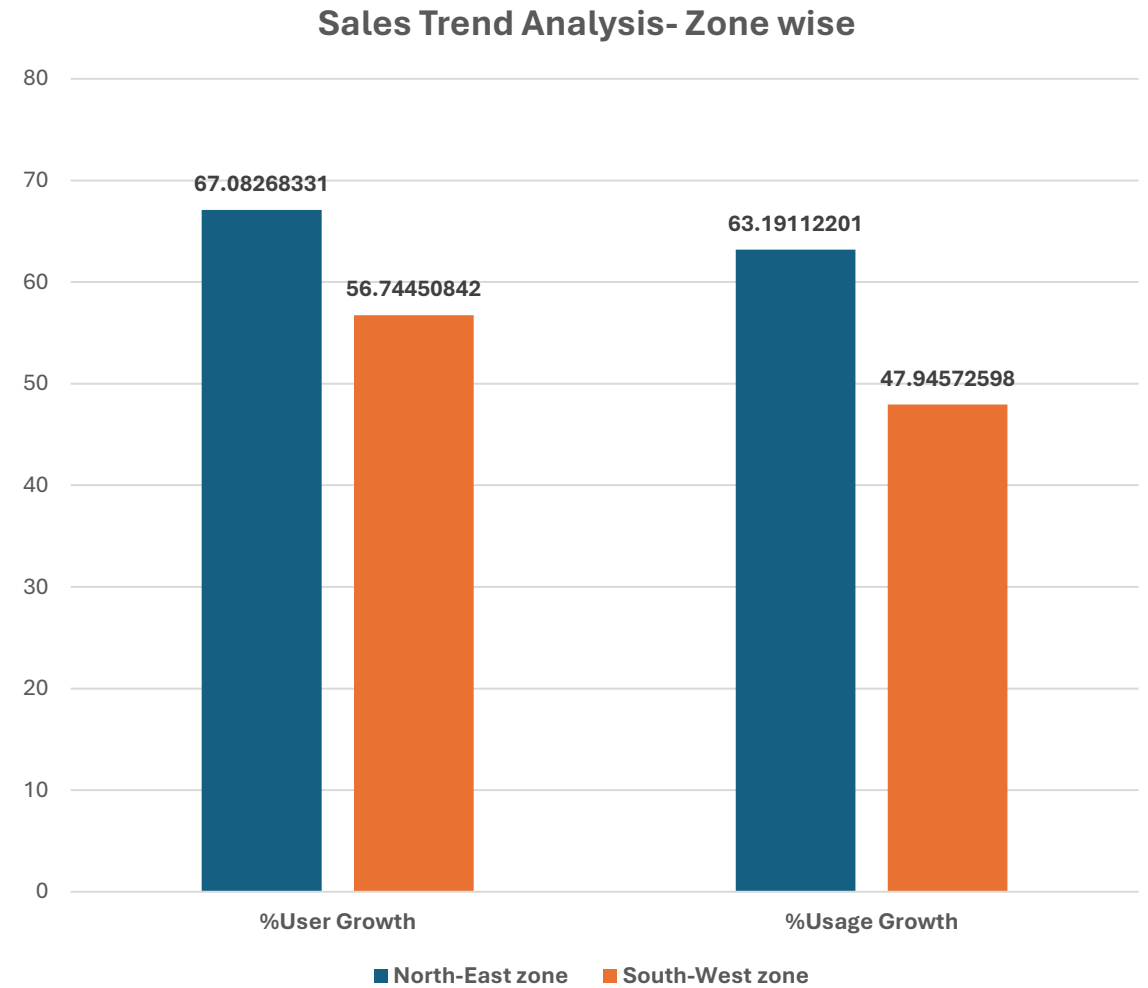


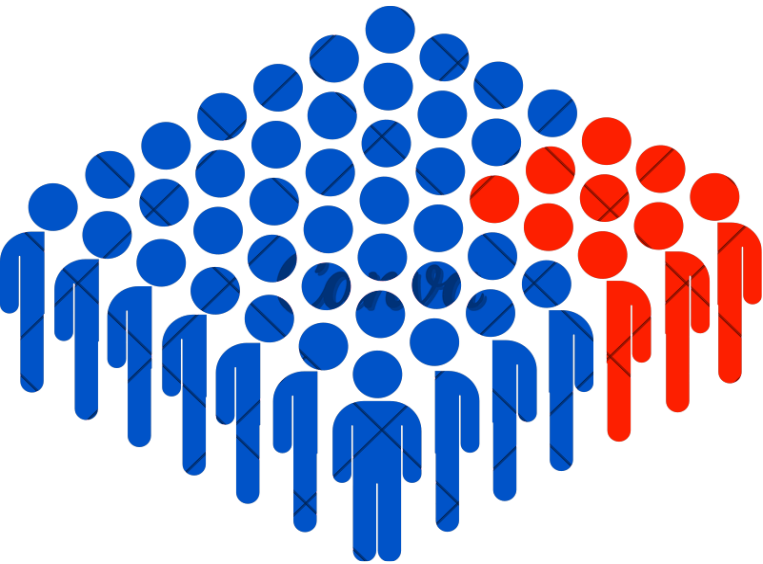
Sales Performance Analysis

- **Head-quarter Identification:**
Identified growing And declining HQ.



Sales Trend Analysis:
Performed analysis
using RCPA Market
scan data for Tetraxim.





Sample Size: 45

Predominant User: **32**

Non/Low User: **13**



Identified Barriers

Discovered obstacles
to adoption of B2
booster dose



Methodology

Face-to-face HCP interviews using
structured questionnaires and in-dep
qualitative probing.

B2 Booster Dose Insights from HCP

Current Strength: Trusted by active prescribers for its combo value, safety & one-prick advantage

Core Challenges: Low parental awareness due to 18M–5Y schedule gap. Ensuring consistent messaging across BMC clinics.

Strategic Way Forward Educate. Align. Activate.





Actionable Insights:

Applied real-world knowledge to unlock business growth.

Strategic Application:

Implemented sharp strategic thinking to solve challenges.

Continuous Learning:

Dedicated to constant upskilling in modern marketing.

Thank You

