

“Strategic Digital Brand Plan for ImproSyn: Driving Engagement and Growth in the Nutraceutical Segment”

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Pariezo Corporation

Pariezo is a full-service advertising agency with 14 years of leadership expertise, offering innovative and results-driven solutions. We specialize in digital marketing, SEO, PPC, video creation, e-commerce, website development, exhibition design, and brand strategy—blending creativity, strategy, and technology to build impactful brand experiences.

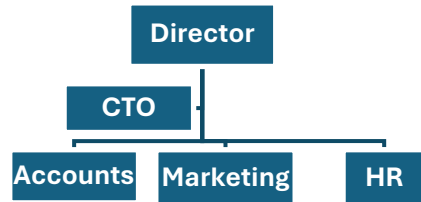
Vision

To empower brands in the digital age by transforming their online presence into a hub of engagement and results, while continuously evolving to stay ahead of industry trends and deliver a lasting competitive edge.

Mission

To empower businesses with creative, strategic solutions that elevate their brand, engage audiences, and drive results, while building lasting partnerships through exceptional service and innovation.

Organogram of Pariezo

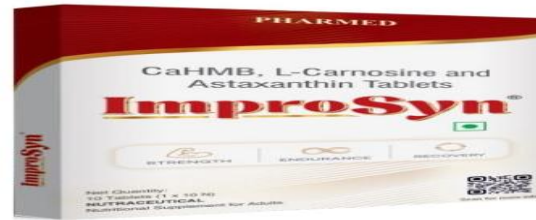


SWOT Analysis

Strengths	Weaknesses
Clinically Proven Ingredients: CaHMB, L-Carnosine & Astaxanthin for muscle strength, recovery, and endurance	Low Consumer Awareness: Limited visibility among general fitness users due to weak digital/media presence
Doctor-Recommended: Widely prescribed for sarcopenia.	Premium Pricing: May not appeal to price-sensitive users, mainly in Tier 2/3 markets
Opportunities	Threats
Digital Growth: Boost visibility via targeted ads, influencers & educational content	High Competition: Faces strong rivals like Muscle Blaze & GNC
Rising Demand: Tap into awareness of sarcopenia and post-illness recovery	Regulatory Hurdles: FSSAI updates may impact claims/formulations

What is ImproSyn?

ImproSyn is a condition-targeted nutraceutical supplement developed by Pharmed Limited, designed to address issues such as muscle loss, fatigue, and impaired recovery. It contains a unique blend of CaHMB (Calcium β -Hydroxy β -Methylbutyrate), L-Carnosine, and Astaxanthin, and is positioned as a premium product in the clinical and performance nutrition segment.



USP Mapping

Triple-action: Anti-catabolic+antioxidant + recovery

Wide applicability: From clinical recovery to sports nutrition

Doctor-recommended & Patient Safe: Backed by Science & Patient-Safe by NCBI, & NIH

Challenges faced during the Internship

- Long-Distance Commute:** Traveling daily in Mumbai through local trains and metro was quite challenging due to heavy crowds and long commuting hours, which required strong time management and physical endurance.
- Weather-Related Health Issues:** Adjusting to Mumbai's monsoon season was difficult, as the constant humidity and damp conditions led to a fungal infection, affecting my health and comfort during the internship period.

Usefulness of an Internship

- Mentorship & Industry Exposure:** Gained valuable insights and career guidance from experienced professionals across leading pharma companies, Marketing manager, Product manager, General Manager, Global Marketing Manager, Senior product manager, Marketing manager, enhancing my professional outlook and network.
- Skill & Knowledge Development:** Attended sessions with mentors on copywriting, brand planning, product launches, PMT hierarchy, Distribution inputs, supply chain, budget estimation, KPIs, and digital brand strategies, which sharpened my marketing skills.

Visual Aid

In the management of Sarcopenia, post-COVID muscle weakness & muscle strength



“Strength, Endurance, Recovery – Naturally”



India's first patented nutraceutical for muscle recovery & strength¹



Clinically backed formulation with CaHMB, L-Carnosine, and Astaxanthin²



Safe, steroid-free, and trusted by doctors for natural muscle support³

ImproSyn: Because Every Step Matters

1. https://trademarks.vakilsearch.com/improsyn/5228706?utm_source 2. <https://clinicaltrials.gov/study/NCT05869812?term=Calcium%20beta%20hydroxy%20methyl%20butyrate&viewType>

Learnings During Internship

- Gained hands-on experience in creating a strategic brand plan
- Understood the concept and structure of the patient funnel
- Learned how to design an effective Visual Aid (VA) for doctors
- Acquired knowledge about new product launch planning
- Developed skills in copywriting for pharmaceutical marketing
- Explored creative aspects like **teaser development** for brand promotion

Suggestions to the Organization

- Enhance the company website and strengthen social media presence, as it is essential for a digital marketing and advertising agency to showcase its work and capabilities online.
- Encourage employees to be active on LinkedIn through their professional profiles, which can help boost brand visibility, build credibility, and drive engagement for Pariezo.
- Conduct regular knowledge-sharing sessions or workshops to keep the team aligned with the latest trends in digital marketing and pharma branding.