

SUMMER INTERNSHIP PROGRAM

at

Pariezo Corporation



From 15 May 2025 to 19 July 2025

A REPORT BY

Shefali Gupta

Master of Business Administration (Pharmaceutical
Management)

2024-26

under the Mentorship of

Saurabh Kumar Sir



Certificate

OF INTERNSHIP

Shefali Gupta

Student of IIHMR University, Jaipur has successfully completed Summer Internship
On **“Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth
in the Nutraceutical Segment”** From 15th May 2025 to 19th July 2025

Under the guidance of **Mrs. Shailaja Pathak.**

She is found to be honest, accountable & curious in discussions.

We wish her all the best for the future.



Shailaja Pathak
Co-founder



Certificate OF INTERNSHIP

Shefali Gupta

Student of IIMR University, Jaipur has successfully completed Summer Internship
On "Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth
in the Nutraceutical Segment" From 15th May 2025 to 19th July 2025

Under the guidance of Mrs. Shailaja Pathak.

She is found to be honest, accountable & curious in discussions.

We wish her all the best for the future.



A handwritten signature in purple ink, which appears to read "Shailaja".

Shailaja Pathak
Co-founder

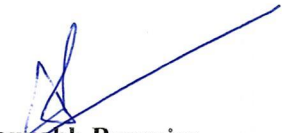
IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Shefali Gupta** of academic year 2024-26 of **School of Pharmaceutical Management, IIHMR University, Jaipur, Rajasthan** has prepared a poster with respect to her summer internship held during May-July 2025,

She has carried out work as per the guidelines. Her poster is approved for presentation,

Date:

30/7/25


Dr. Saurabh Banerjee

Dean of School of Pharmaceutical
Management IIHMR University

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

Name: Shefali Gupta

University Mentor: Dr. Saurabh Kumar

Batch: PM-16

Organization Mentor: Mrs. Shailaja Pathak

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

ImproSyn

What is ImproSyn?

ImproSyn is a condition-targeted nutraceutical supplement developed by Pharmd 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 NCB, & 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

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.

About the Organization:

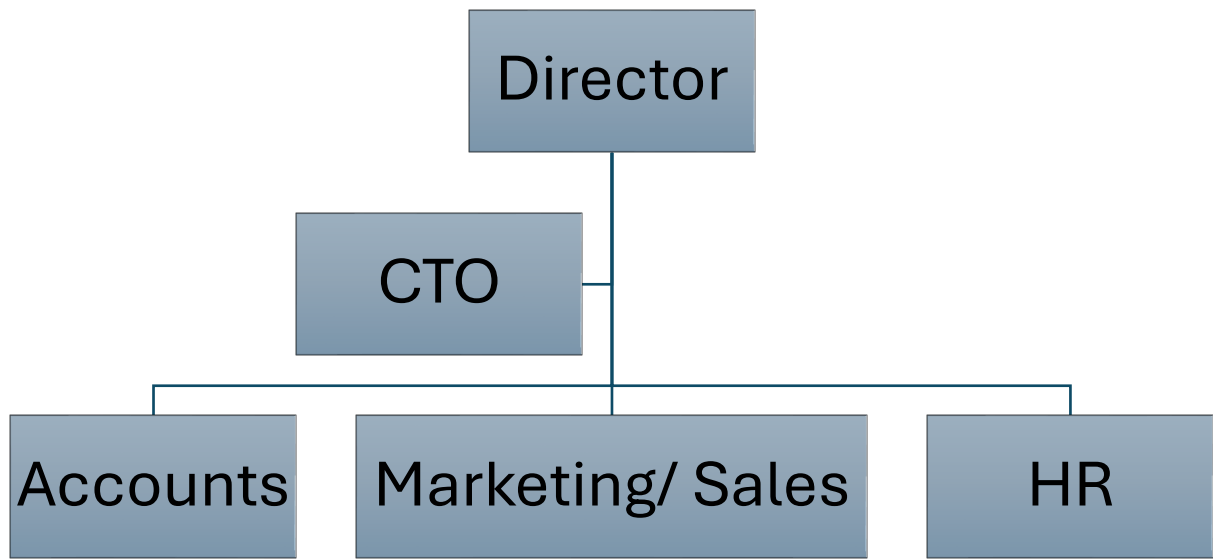
Pariezo is a full-service advertising agency dedicated to driving brand growth through innovative, results-oriented marketing. With 14 years of leadership experience, we specialize in digital marketing, website development, video creation, SEO, PPC, e-commerce solutions, exhibition design, and brand strategy. At Pariezo, we combine creativity, strategy, and technology to craft impactful brand experiences and lasting audience connections.

Our Vision

Our vision is to empower brands to thrive in the digital age by transforming their online presence into a powerhouse of engagement and results. We aim to set new standards in the industry by continuously evolving our services and staying ahead of the latest trends, ensuring our clients always have a competitive edge.

Our Mission

Our mission is to empower businesses by providing creative and strategic solutions that elevate their brand, engage their audience, and drive measurable results. We strive to build long-lasting partnerships with our clients by consistently delivering exceptional service and innovative ideas that meet their unique needs.



Certificate OF INTERNSHIP

Shefali Gupta

Student of IIHMR University, Jaipur has successfully completed Summer Internship
On "Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth
in the Nutraceutical Segment" From 15th May 2025 to 19th July 2025

Under the guidance of Mrs. Shailaja Pathak.

She is found to be honest, accountable & curious in discussions.

We wish her all the best for the future.



Shailaja Pathak
Co-founder

IIHMR University Faculty Mentor Approval

This is to certify that Ms. Shefali Gupta of the academic year 2024-26 School of Pharmaceutical Management, IIHMR University, Jaipur, Rajasthan, has prepared a poster with respect to her summer internship held during May- July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date:

(Signature of Faculty Mentor)

Name:

Designation:



Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: Digital Marketing

Name of the Student: Shefali Gupta

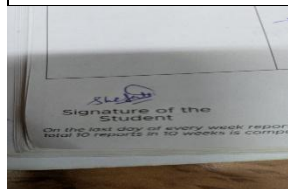
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no: 1

From: 15/5/25 to 17/5/25

Activity Done	(i) Interactive session with mentor and Pariezo team- where we got to know about the digital marketing, how the company works (ii) Read about Social Media Marketing (iii) Study about Digital Marketing tools (iv) Research on the healthcare channels of the pharmaceutical company.
Linking theory (Classroom learning) with practice at your organisation	(i) Related to Digital Marketing Strategies. (ii) Related to Social Media Marketing (iii) Whole week assignments are related to the Digital & Social Media Marketing modules
Gaps identified on the working area.	(i) To understand how to work in the corporate sector (ii) To get to know how to make yourself a Brand for work in the PMT Department
Suggestions for improvement	(i) Time Management (ii) Enhanced their Social media presence
Plan for the next week	(i) Research about the Top 10 Pharma companies with digital presence (ii) To check the microsites of the Brand (iii) Get the Data of Iqvia for the launch of Pain & Analgesics molecules



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week (Saturday) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: Digital Marketing

Name of the Student: Shefali Gupta

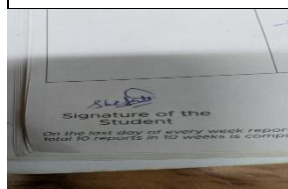
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no: 2

From: 19/5/25 to 24/5/25

Activity Done	(i) Search for strategies of Digital Marketing of Pharma Companies(Sun Pharma, Lupin Digital Healthcare, Healthplix). (ii) Search for Digital Healthcare channels of all top pharmaceutical brands, Telma, Violini, Revital) (iii) Analyse Iqvia and sort the data for pain and analgesics for the launch of molecules in the market.
Linking theory (Classroom learning) with practice at your organisation	(i) Related to share reports of Indian Pharma Marketing, like IQVIA, Pharma Trac Monitoring reports. (ii) As Learned in the Class of Pharmacology about the Excel formulas and advanced Excel.
Gaps identified on the working area.	(i) To know about the launch of molecules in the crowded & generic market. (ii) To analyse top Pharma Companies' digital presence & their campaigns.
Suggestions for improvement	(i) Time Management (ii) Communication among colleagues
Plan for the next week	(iv) To research the main project. (v) Work on the launch of molecules of Tendocare & Febuxostat. (vi) Work on the use of types of paper in Pharma industry for Visual aids, LBL, Chemist availability card.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: "Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth in the Nutraceutical Segment"

Name of the Student: Shefali Gupta

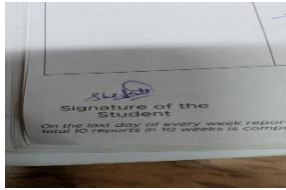
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no:3

From:26/5/25 to 31/5/25

Activity Done	(i) Finalized the main project with discussion with mentor and assigned a project. (ii) Start preparing for the main project. (iii) Search for the mechanism of action of the active ingredients of ImproSyn. (iv) Start preparing a report of 50-70 pages for Pharmed Ltd. (v) Work on the paper types and make a PPT of different papers used in pharma companies in visual aids like maplitho paper and art paper. (vi) Learn about the non-woven & woven bags (vii) Prepare an Excel sheet for Tendocare & Febuxostat and calculate their Market share & Growth rate for the launch of these molecules in the market.
Linking theory (Classroom learning) with practice at your organisation	(i) This whole week has been work-related to pharmacology modules (ii) Also related to the Marketing module, such as Competitive analysis, SWOT analysis.
Gaps identified on the working area.	(i) To start learning how to make a Brand Plan. (ii) To make strategies for a Brand Launch. (iii) Learn about the types of use of paper in the pharma industry.
Suggestions for improvement	NA
Plan for the next week	(i) To research the main project objectives, Scope, and Focus Area. (ii) Overview of Brand ImproSyn (iii) Study for the Nutraceutical Market Segment and analyse the data.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: “Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth in the Nutraceutical Segment”

Name of the Student: Shefali Gupta

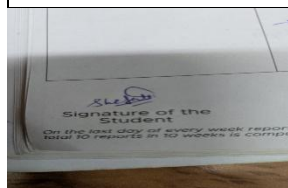
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no: 4

From:2/6/25 to 7/6/25

Activity Done	(i) Make a Brand Plan of Esomeprazole, write it on paper & present it. (ii) Prepare a Questionnaire for a Survey of the PMT department about the use of AI in Pharma Marketing. (iii) Attend a meeting with the Marketing Manager of Indoco Remedies Ltd. (Scope of Pharma industry, IPM reports, Market & Brand management, Commercial Excellence, Medical affairs, Digital Healthcare, Science Importance in Pharma field)
Linking theory (Classroom learning) with practice at your organisation	(i) At the time of Marketing modules, we assigned a Project to make a Brand plan of Traptic, which is a brand of Sun Pharma, and this project relates to this week's Brand plan of Esomeprazole.
Gaps identified on the working area.	(i) Attended a great session with the Marketing manager of Indoco, who guided us on how to work in the PMT department. Also, refer to some books on marketing, Career path in Pharma companies.
Suggestions for improvement	Time- management
Plan for the next week	(i) Discuss about Johari Window. (ii) Get a Task to prepare a Teaser of Carti-Safe forte. (iii) Meeting with the Marketing manager of one of the top Multinational pharma companies. (iv) Register for the Bombay Exhibition NESCO at Goregaon.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: Digital Marketing

Name of the Student: Shefali Gupta

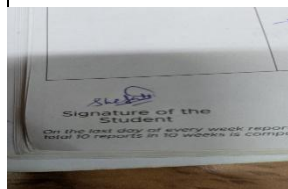
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no:5

From:9/6/25 to 14/6/25

Activity Done	(i) Work on the market analysis (SWOT Analysis, Competitor analysis, USP Mapping, & Brand positioning matrix) (ii) Attend Gifts Exhibition in Goregaon (Gifts for doctors, Inputs, X-ray boards,3-D printing, Daily Planner list, Photo frames of Human Anatomy) (iii) Meeting with the Global Marketing manager of Top MNCs (Lybrate, Curofy, Omnichannel, International Marketing strategies).
Linking theory (Classroom learning) with practice at your organisation	(i) Related to marketing Strategies. (ii) About SWOT analysis (iii) PESTEL Analysis (iv) About the Study of Brand Plan in Class
Gaps identified on the working area.	(i) To understand how to use your SWOT Analysis as your strength factor (ii) Lack of time for collecting knowledge about a topic.
Suggestions for improvement	(i) Time Management (ii) Communication-Skills
Plan for the next week	(i) Will work on the Brand Plan of Rosuvastatin (ii) Will work on the Brand Plan for the Division launch of Cardio-diabetic. (iii) Will work on the Linux Meta Division. (iv) Work on the Target audience of ImproSyn.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: “Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth in the Nutraceutical Segment”

Name of the Student: Shefali Gupta

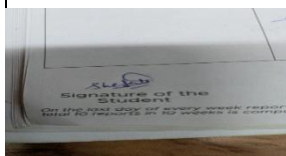
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no:6

From:16/6/25 to 21/6/25

Activity Done	(i) Work on the Target Audience (Primary, Secondary, Customer Persona) (ii) Work on the Digital Audit of ImproSyn (iii) Meeting with a General Manager of Medley Pharmaceuticals Ltd. (Competitors analysis, Generic Business, Customer insights, Visual aids, Positioning Strategies, Marketing Strategies, Practical knowledge) (iv) Prepare a Presentation on the Teaser of Jenburkt (for Carti-safe forte) (v) Prepare a Brand Plan of meta-division launch of Lynx (Vision & Tag line, Teaser, Visual aid, Positioning, Pay-off line, Campaign concept)
Linking theory (Classroom learning) with practice at your organisation	(i) Connect with the Digital & Social Media Marketing module. (ii) Connected with the 7p's
Gaps identified on the working area.	(i) Learn about the New product launch, Marketing Strategies, and Design visual aids.
Suggestions for improvement	No suggestions for improvement
Plan for the next week	(i) Will work on the influencer strategy (fitness coaches, physiotherapists). (ii) Will work on email-marketing strategies (educational series for doctors, HCPs) (iii) Make an ad format for Digital marketing.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: “Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth in the Nutraceutical Segment”

Name of the Student: Shefali Gupta

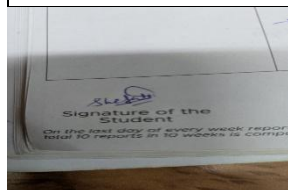
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no: 7

From: 23/6/25 to 28/6/25

Activity Done	(i) Make a visual aid of Chlorthalidone Telmisartan (ii) Design a Digital Brand strategy (Influencer+ email-marketing strategies) (iii) Design 2 Creative campaign ideas for ImproSyn. (iv) Work on detailing of CTD-T-Am (v) Session with a Product Manager of Sun Pharma (Brand plan, Competitor analysis, Patient funnel)
Linking theory (Classroom learning) with practice at your organisation	(i) In this whole week, I can connect with a module of Marketing & also with the shared reports of IQVIA by our faculty (Dean Sir)
Gaps identified on the working area.	(i) In the organization, I can learn to work in the PMT Department. (ii) Also Learned so many things from the Product Manager of Sun Pharma, their work culture, her experiences, and shared her thoughts.
Suggestions for improvement	(i) Enhance their Social media presence
Plan for the next week	(i) Work on the Patient funnel of Arthritis. (ii) Will work on how to make a Budget estimation of the new brand launch in the market.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: “Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth in the Nutraceutical Segment”

Name of the Student: Shefali Gupta

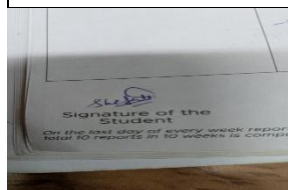
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no: 8

From:30/6/25 to 1/7/25

Activity Done	(i) Work on the KPI & Performance metrics (Awareness, Engagement, Leads generation, Conversion) (ii) Make a PPT on the Patient funnel of arthritis (Origination, Diagnosis, Treatment Choice, Class choice, Brand Choice, Fulfilment, Adherence) (iii) Session with mentor about copyrighting (5 Critical rules, seductive copy, Golden rules) (iv) Session with mentor about new product launch, Strategies, Creative campaigns, PCPM) (v) Presentation on BCG Matrix and align the Top 15 brands in four quadrants
Linking theory (Classroom learning) with practice at your organisation	(i) Link with the BCG Matrix & Product life cycle
Gaps identified on the working area.	(ii) Learn about the copyrighting for the Product launch, the Golden rules for Copyrighting, and Seductive copy. (iii) Learn about the New product launch, Marketing Strategies, and Design visual aids.
Suggestions for improvement	No suggestions for improvement
Plan for the next week	(i) Will work on the Presentation Report (ii) Work on the Summer Internship Report (iii) Work on the Poster



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: “Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth in the Nutraceutical Segment”

Name of the Student: Shefali Gupta

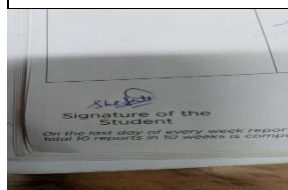
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no:9

From:7/7/25 to 12/7/25

Activity Done	(i) Session with mentor on “Brand you to Brand force”. (ii) Session with mentor on PMT Hierarchy (iii) Work on PMT Distribution Inputs & Supply Chain Department (iv) Session with Product Manager of Sun Pharma for career path guidance, shared his experience.
Linking theory (Classroom learning) with practice at your organisation	(i) Connect with the Digital& Social Media marketing
Gaps identified on the working area.	(i) In the organization, I have the opportunity to learn to work in the PMT Department.
Suggestions for improvement	No suggestions for improvement
Plan for the next week	(i) Will work on completion of the major project. (ii) Will work on the content of the report writing. (iii) Will work on the content of the Poster presentation.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: “Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth in the Nutraceutical Segment”

Name of the Student: Shefali Gupta

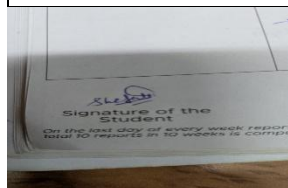
Roll no: 0707

Stream: MBA-Pharmaceutical Management

Week no: 10

From:14/7/25 to 19/7/25

Activity Done	(i) During the last week of my internship, I prepared a report & poster for submission to the University. (ii) Give presentations on my major project to the Pariezo team members. (iii) Session with a Marketing manager of Alembic (How the work-life of PMT, Boss management, Corporate-life, his past experiences) (iv) Make a final presentation on my major projects.
Linking theory (Classroom learning) with practice at your organisation	(i) Connect with the Digital& Social Media marketing (ii) The theories connect with the marketing modules.
Gaps identified on the working area.	(i) In the organization, we got the opportunity to learn to work in the PMT Department, with the help of guidance from our mentors and guest lectures.
Suggestions for improvement	No suggestions for improvement



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 page

Compiled Report

Name of the Organisation: Pariezo Corporation

Area/ Department/ Project of Summer Internship Program: “Strategic Digital Brand Plan for ImproSyn: Driving Engagement & Growth in the Nutraceutical Segment”

Name of the Student: Shefali Gupta

Roll no: 0707

Stream: MBA-Pharmaceutical Management

Activity Done	1. Interactive Session: Get a chance to interact with the mentor and team members of Pariezo Corporation. Gone through the research of social media marketing, Digital Marketing (SEO, SMM, SMO), and marketing strategies. 2. Get a final project and work on ImproSyn: Start Preparing & doing research on Major project: “Strategic Digital Brand Plan for ImproSyn: Driving Engagement and Growth in the Nutraceutical Segment” 3. Clinical trials & Studies: Research about the Clinical trials of active ingredients of CaHMB+ L-Carnosine+ Astaxanthin (with the help of search engines like Google Scholar, PubMed, and NLM) 4. Project Objective: To create a comprehensive digital marketing and brand growth strategy for ImproSyn, focused on increasing visibility, generating engagement, and improving conversion among target segments (e.g., fitness
----------------------	--

enthusiasts, elderly patients, recovery patients, and athletes).

5. Project Scope:

- Study of the nutraceutical market trends
- Competitor benchmarking e.g., BCAA, HMB)
- Digital consumer behaviour analysis
- End-to-end digital strategy including content, platforms, campaigns, and metrics
- AI tools integration for content and targeting
- Implementation roadmap

6. Introduction of ImproSyn:

ImproSyn is a nutraceutical brand and a new launch, so I want to design a brand plan.

(i) An overview of ImproSyn:

Molecular details:

- (a) Structure
- (b) Pharmacodynamics
- (c) Pharmacokinetics
- (d) Mode of Action
- (e) Precautions
- (f) Contraindications

(ii) Nutraceutical Industry Trends:

Collect data of the Global Nutraceutical Market & Indian Nutraceutical Market – Global trends, Key trends & insights, Market Snapshot, Key Growth Drivers, Market Overview.

(iii) Importance of Digital Strategy in Health Supplements:

- (a) Evolving Consumer Behavior
- (b) Driving Education and Awareness
- (c) Utilizing Direct-to-Consumer (D2C)
- (d) Targeted and Personalized Marketing:
- (e) Cost-Effective, High-ROI Campaigns

- (f) Building Trust with Influencers
- (g) Data-Driven Campaign Optimization

7. Market & Competitor Analysis:

- (i) SWOT Analysis of ImproSyn
- (ii) Competitor Analysis in the muscle health & sports supplement category
- (iii) USP Mapping (Triple therapy of active ingredients)
- (iv) Brand Positioning Matrix

8. Target Audience:

- (i) **Primary:** Fitness enthusiasts, the elderly with muscle loss, and post-COVID weakness patients
- (ii) **Secondary:** Sports coaches, physiotherapists, nutritionists
- (iii) **Customer persona creation**

9. Digital Audit:

- (i) Objectives of Digital Audit
- (ii) Website & SEO Audit
- (iii) Social Media Presence
- (iv) E-pharmacy & Content Presence

10. Digital Brand Strategy:

- (i) SEO Channels (SEMrush)
- (ii) Content Marketing
- (iii) Paid Channels
- (iv) Influencer Strategy
- (v) Email Marketing
- (vi) Amazon & E-commerce Marketing

11. Create 2 Campaign creative ideas:

(i) First Campaign: ImproSyn Campaign Strategy: Pre-Launch → Launch → Post-Launch

- (a) Pre-Launch Campaign: "Get Ready to Reclaim Your Strength"
- (b) Launch Campaign: "Strength, Endurance, Recovery – Naturally"
- (c) Post-Launch Campaign: LiveStrongWithImproSyn

(ii) Second Campaign: Strong Inside, Confident Outside

- (a) Social Media Calendar (Weekly)
- (b) Social Media Calendar (Monthly)

12. KPI & Performance Metrics:

- (i) Awareness
- (ii) Engagement
- (iii) Leads
- (iv) Conversions

13. Budget Estimation:

- (i) Paid Digital Advertising
- (ii) Influencer Advertising
- (iii) Video Production & Content
- (iv) Website, SEO/SEM & E-Commerce

- (v) Social Media Management
- (vi) Branding & Creatives
- (vii) CRM, Analytics & Marketing Automation
- (viii) Contingency & Buffer
- (ix) Total

14. Conclusions & Recommendations:

- (i) Summary of Digital Plan
- (ii) Execution roadmap
- (iii) Risk Assessment & Contingency Plan

15. References:

- (i) Research paper from PubMed, Google Scholar, NLM, etc.

Apart from my main project, I also worked on so many minor projects like,

16. Website Revamp & Content Enhancement Plan:

- (i) This project aims to identify and implement necessary improvements for the Pariezo website.

17. Work on the Digital Healthcare platform of the Top 10 Pharma Companies:

- (i) Sun Pharma
- (ii) Lupin Digital Healthcare
- (iii) Healthplix
- (iv) Cipla

18. Work on the Launch of molecules in the Pain & Analgesics Division:

- (i) Analyze IQVIA Data and sort the top 10 molecules of Pain and Analgesics
- (ii) Select Febuxostat & Tendocare for the launch of molecules

19. Work on the Types of Use of papers in Pharma Industry:

- (i) Art paper used in VA, LBL, Cover page.
- (ii) Maplitho paper used in the Chemist's availability card
- (iii) Present a PPT on types & use of papers by using various examples like woven & non-woven bags

20. Work on the Brand Plan of Esomeprazole:

- (i) Work on it and write it down on paper & present it

21. Learning on the Johari Window

22. Work on the teaser of Carti-Safe Forte (Launched by Jenburkt):

- (i) We have a task to make a 4-teaser for organizations for doctors to create suspense between them that something new is coming

23. Attend a Bombay Gifts Exhibition, NESCO at Goregaon:

- (i) Collect Inputs for doctors
- (ii) Collect paper bags and their contact details
- (iii) Take photographs of VA, LBL, Photo frames, Notepads, Weekly Planner

24. Work on the Cardio-Diabetic Division for the launch of Rosuvastatin:

- (i) Vision
- (ii) Mission
- (iii) Tagline
- (iv) Teaser
- (v) Visual Aid
- (vi) Product Launch Concept
- (vii) Campaign Concept
- (viii) Positioning Line
- (ix) Punch Line

25. Brand Plan on Rosuvastatin

26. Discussion on BCG Matrix with example of the Top 15 brands of IQVIA Data

27. Visual Aid on Chlorthalidone+ Telmisartan

28. Detailing of our Brand to MR, Doctors, and Boss.

29. Prepare a Patient funnel with Arthritis

(i) Origination (Population, Prevalence, Age group)

(ii) Diagnosis

(iii) Treatment Choice

(iv) Class choice

(v) Brand Choice

(vi) Fulfilment

(vii) Adherence

30. Session with mentors on:

(i) Copyrighting (Seductive Copy, Critical Rules, Guidelines)

(ii) New Product Launch (Strategies, Campaigns, PCPM Concept, Promo Matrix

(iii) Brand You to Brand Force

(iv) PMT Hierarchy

(v) PMT Distribution Inputs & Supply Chain Management

31. Prepare a doctor's folder

(i) Front Page (Outside)

(ii) Front Page (Inside)

(iii) Right Flap (Inside)

(iv) Right Flap (Outside)

32. Guest Sessions:

(i) Session with Marketing Manager of Indoco Remedies Ltd.

(About Market & Brand Management, Commercial Excellence, Market Access & Pricing, Medical Affairs, Consulting, Scope of Digital Healthcare, Importance of Science, Situational Analysis)

(ii) Session with General Manager of Medley Pharmaceuticals Ltd.

(About Career Guidance, Brand Management, Generic Business & Branded Business, Top KPIs)

(iii) Session with Product Manager of Sun Pharma

(About Product Cycle, Product Definition & How our Product generates, Market Definition, Product Profile, Macro-Analysis Summary, Competitive Analysis, Patient Funnel, Brand Wheel, Patient Journey Mapping)

(iv) Session with Global Marketing Manager of Top MNCs

(About Marketing Strategies, Career guidance, Enhance Skills)

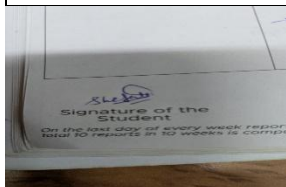
(v) Session with the Senior Product Manager of Ipca Laboratories

	(About Vaccines, New Product launch, read theories, Read Philip Kotler, Marketing Strategies) (vi) Session with Product Manager of Sun Pharma (About Types of Division, Market Share, how to deal with a strategy of doctors and patients, and know about the customer need) (vii) Session with Marketing Manager of Alembic Pharma (About the Work of PMT, How PMT works, how a Product Manager works)
Linking theory (Classroom learning) with practice at your organisation	Working as a Digital Marketing Intern at Pariezo Corporation: a. Pharmacology: Link with MOA of Drugs, Pharmacokinetics, Adverse effects, Pharmacodynamics, Mode of Action, Precautions, Side-effects, Contraindications Learnt about Excel (Sorting & Filtering, Pivot table, Formulas, VLOOKUP, HLookup, Slicing) b. Principles of Management: SWOT Analysis, PESTEL Analysis c. Digital & Social Marketing: SEO, SMM, SOM, Terminologies of Digital Marketing, Digital Marketing Strategies

	d. Digital Health: Use of AI in digital health, Types of Apps, or start-ups in Digital Health e. Pharmaceutical Marketing: 7Ps of marketing, Marketing Strategies, STP, Brand Plan Assignments (Introduction, Target Audience, Competitor Analysis, Visual Aid of the Topic (Brand of Sun Pharma) f. Understanding of Pharmacoepidemiology: Prevalence of Disease Diagnosis of Disease g. IPM shared reports: IQVIA, Pharmatrac, MAT Value, Therapies, Brands
Gaps identified on the working area.	(i) Data Unavailability for New Molecule Combination: One of the major gaps I encountered was related to my main project on the brand Improsyn, as there was no available data on it in IQVIA reports or international market research sources. (ii) Lack of Clinical and Market References: Aside from the absence in IQVIA and international reports, there was limited availability of peer-reviewed clinical studies or published data supporting the product's claims. This made it difficult to build strong scientific backing or competitive positioning.

	In the organization, we got the opportunity to learn to work in the PMT Department, with the help of guidance from our mentors and guest lectures. (iii) Absence of Existing Branding or Promotional Material As the product is relatively new, no pre-existing visual aids, digital content, or brand guidelines were available. This meant the entire campaign had to be built from scratch without any creative direction or benchmarks.
Suggestions for improvement	(i) Digital Presence of the Agency: Although Pariezo Media is a digital marketing agency, the organization's own digital presence—especially its website and LinkedIn profile—is underdeveloped. This limits visibility, client engagement, and industry recognition. A strong digital footprint is essential for establishing credibility, attracting new clients, and showcasing past campaigns and capabilities. (ii) Employee Social Media Engagement: Employees are not actively leveraging their personal LinkedIn accounts to promote the agency's work or culture. In today's digital era, employee advocacy plays a critical role in brand building. Encouraging the team to post regularly about company achievements, campaigns, and insights could significantly enhance the firm's reach and reputation.

	(iii) Communication Gaps: Coordination between creative, strategy, and account teams occasionally lacked clarity. This resulted in misalignment on campaign objectives, deliverables, and timelines. Establishing regular cross-team meetings and using collaborative project management tools can help bridge this gap. (iv) Limited Internal Branding: No suggestions for improvement. Despite working on strong client brands, the internal branding of Pariezo itself is not prioritized. There are few initiatives around internal marketing, culture-building, or showcasing employee achievements. Strengthening internal branding could improve team motivation and external perception.
--	--



Signature of the Student

Approved by the IIHMR University's Mentor