

About the Organization:

A full-service advertising agency with dedicated experience in helping brands grow and thrive. Pariezo was built on the foundation of providing innovative, results-driven marketing solutions. Our services are tailored to meet the diverse needs of modern businesses. From digital marketing, including website development, Video creation, SEO, PPC, and e-commerce platforms to exhibition and comprehensive brand strategy, we ensure your brand stands out in a crowded marketplace. At Pariezo, we create experiences and forge connections that help brands engage with their audiences in meaningful ways. As a team of passionate problem-solvers, we believe in building lasting partnerships and are committed to offering the strategic insights and creative solutions you need to stay ahead.

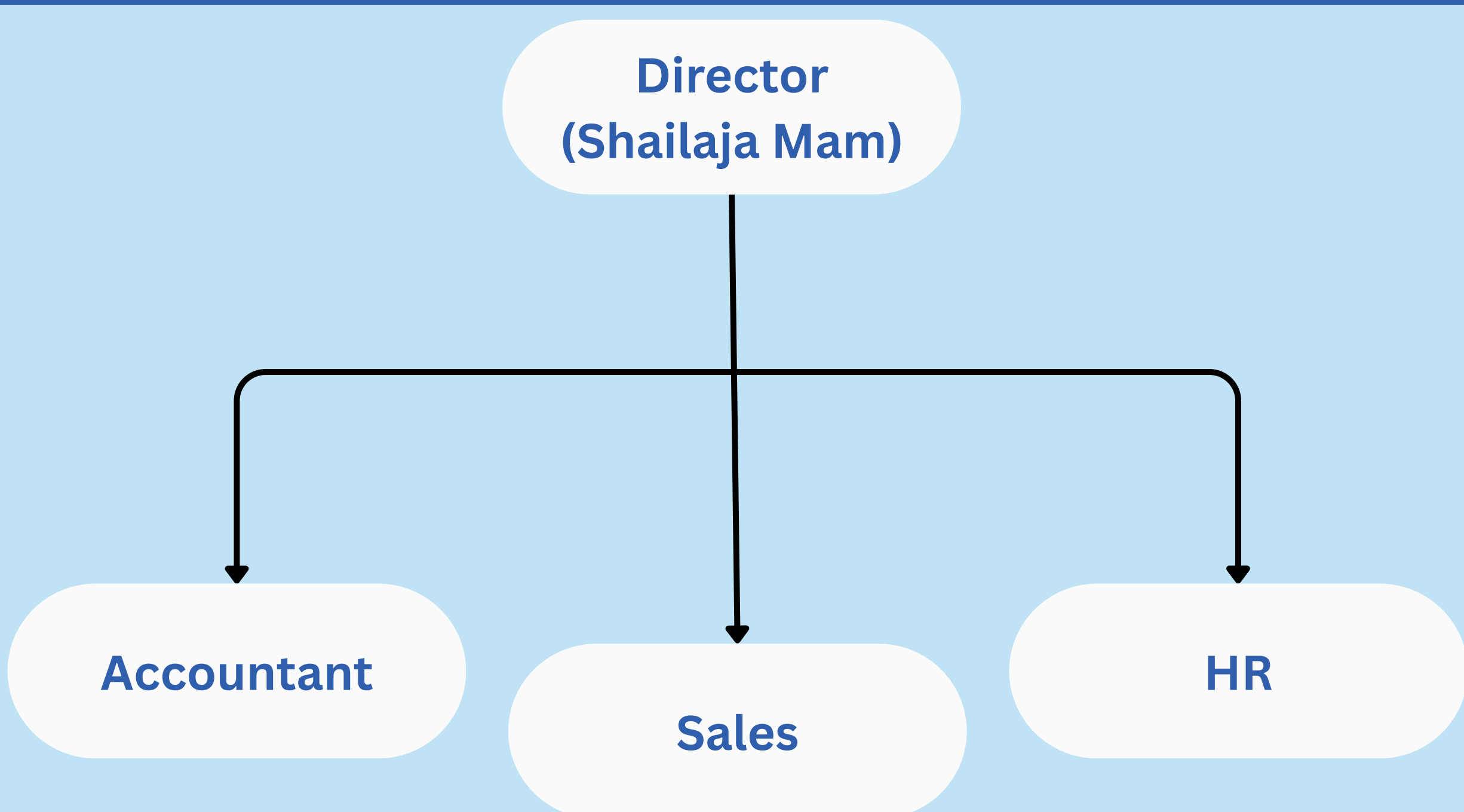
Mission:

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.

Vision:

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.

Organogram:



Theoretical vs Practical Application

Theoretical Knowledge

- STP, SWOT, AIDA, BCG Matrix, and IMC explained in structured classroom sessions
- Concepts around patient-centric content, brand wheel, and therapy awareness
- Ethics of pharma copywriting taught (tone, clarity, regulation awareness)
- Principles of ethical pharma promotion, compliance, and regulatory guidelines covered

vs

Practical Implications

- Created brand plans, teasers, and positioning maps for Arbitel, Improsyn.
- Understood challenges of brand maturity, NPPA constraints, and tender-based marketing
- Developed MR detailing scripts and adapted based on therapy and practice style
- Identified gaps in visual aid design (paper quality, messaging flow) and execution planning

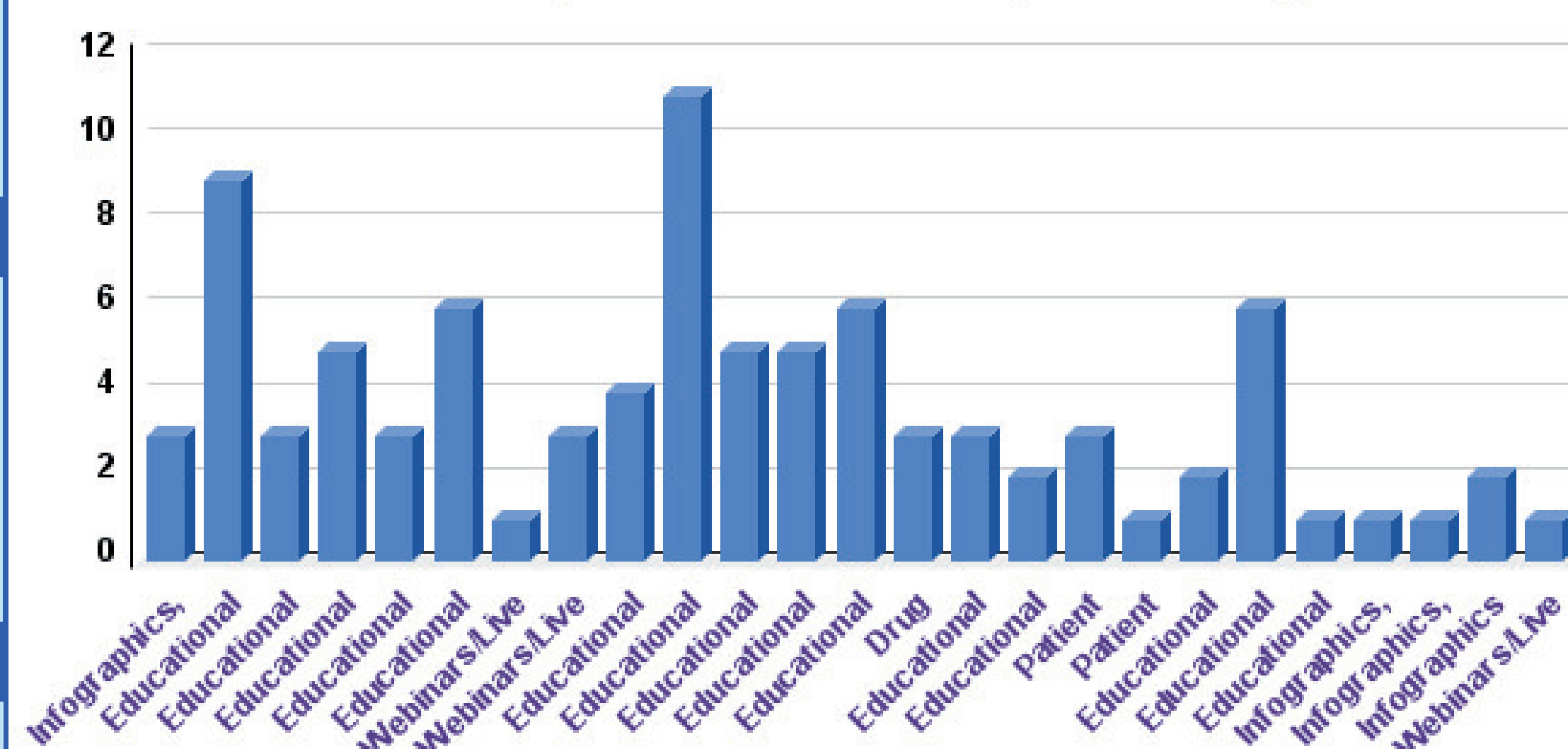
Objectives:

- To evaluate how pharmaceutical companies are integrating digital transformation in brand management.
- To identify gaps between current digital marketing practices and the expectations of future healthcare influencers (students).
- To suggest improvements in digital strategies for better patient-centric content, brand recall, and healthcare professional (HCP) engagement.

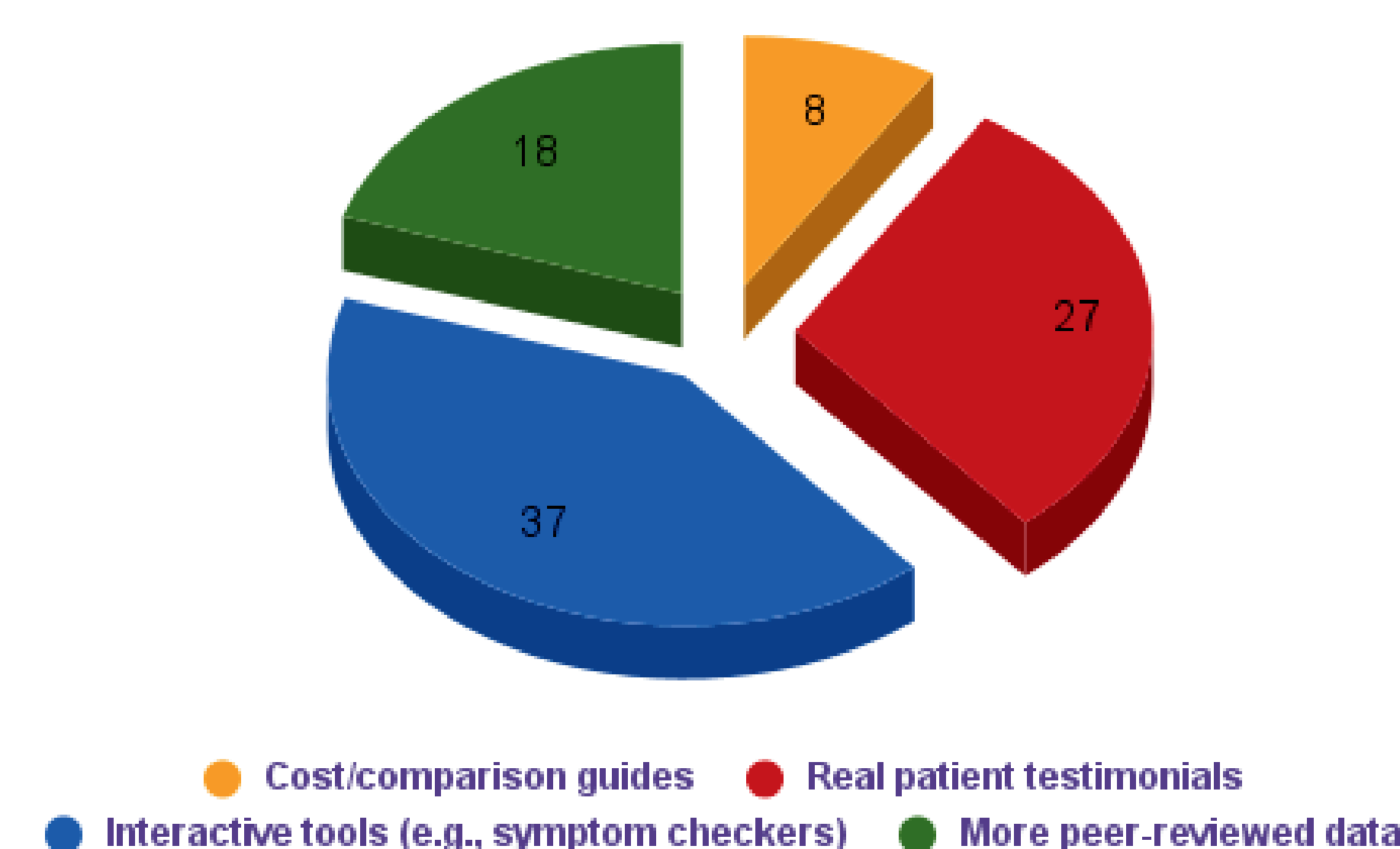
Methodology:

- Structured online survey conducted among 90 students from pharmaceutical and healthcare management backgrounds.
- Evaluation of current pharma brand content across company websites and platforms.

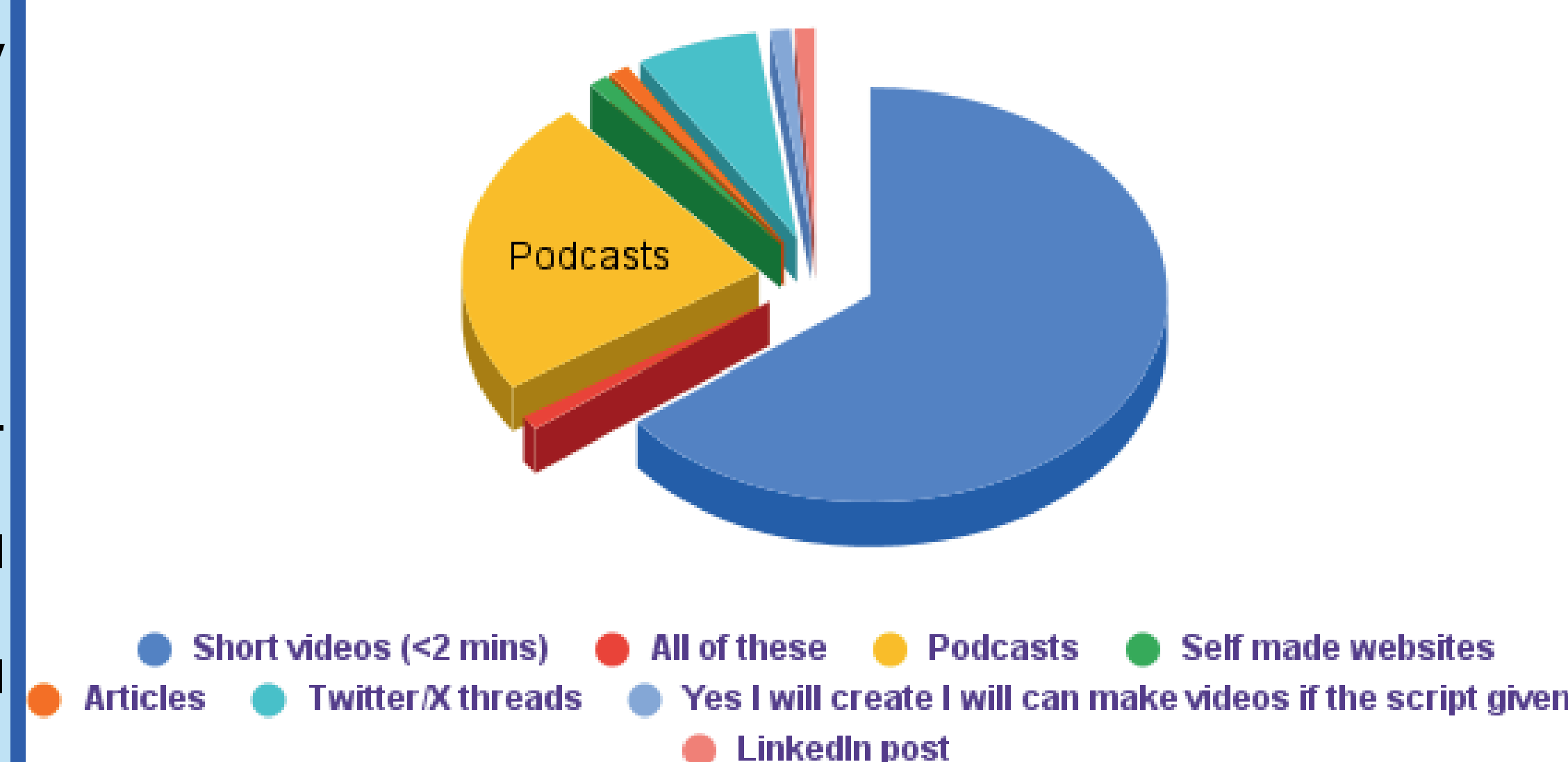
Q 5. What type of pharma digital content do you find most useful? (Rank in order of preference)



Q 9. What would make pharma digital content more valuable to you as a future healthcare professional?



Q 10. If a pharma brand invited you to co-create patient education content, what format would interest you?



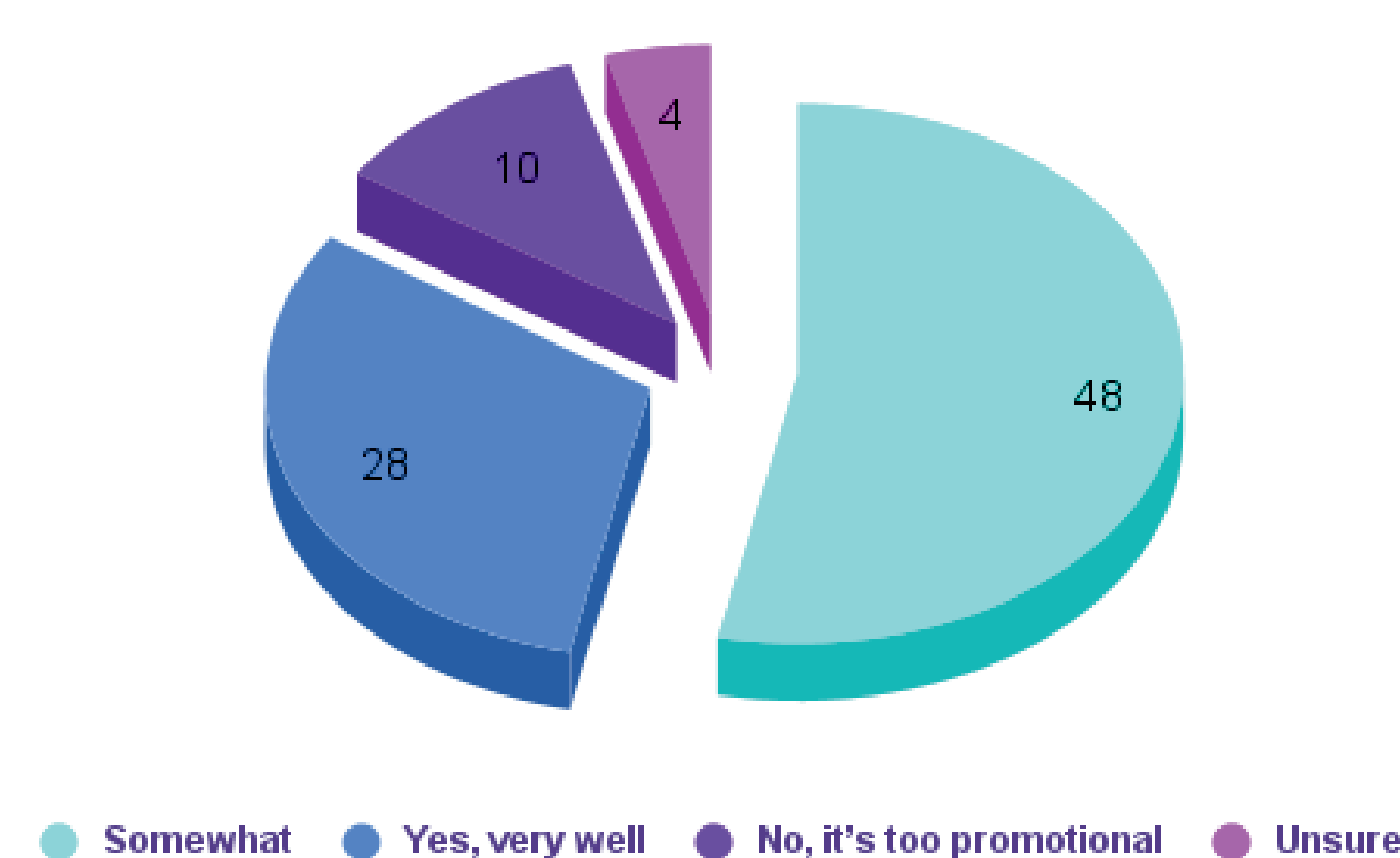
Key Findings:

- Pharma brands are visible online but fail to emotionally engage or educate deeply.
- Most content lacks interactive, patient-centric formats. Education is often missing.
- Poor visual identity, inconsistent storytelling, and missing human elements in communication.
- Limited use of regional languages and cultural sensitivity in content.

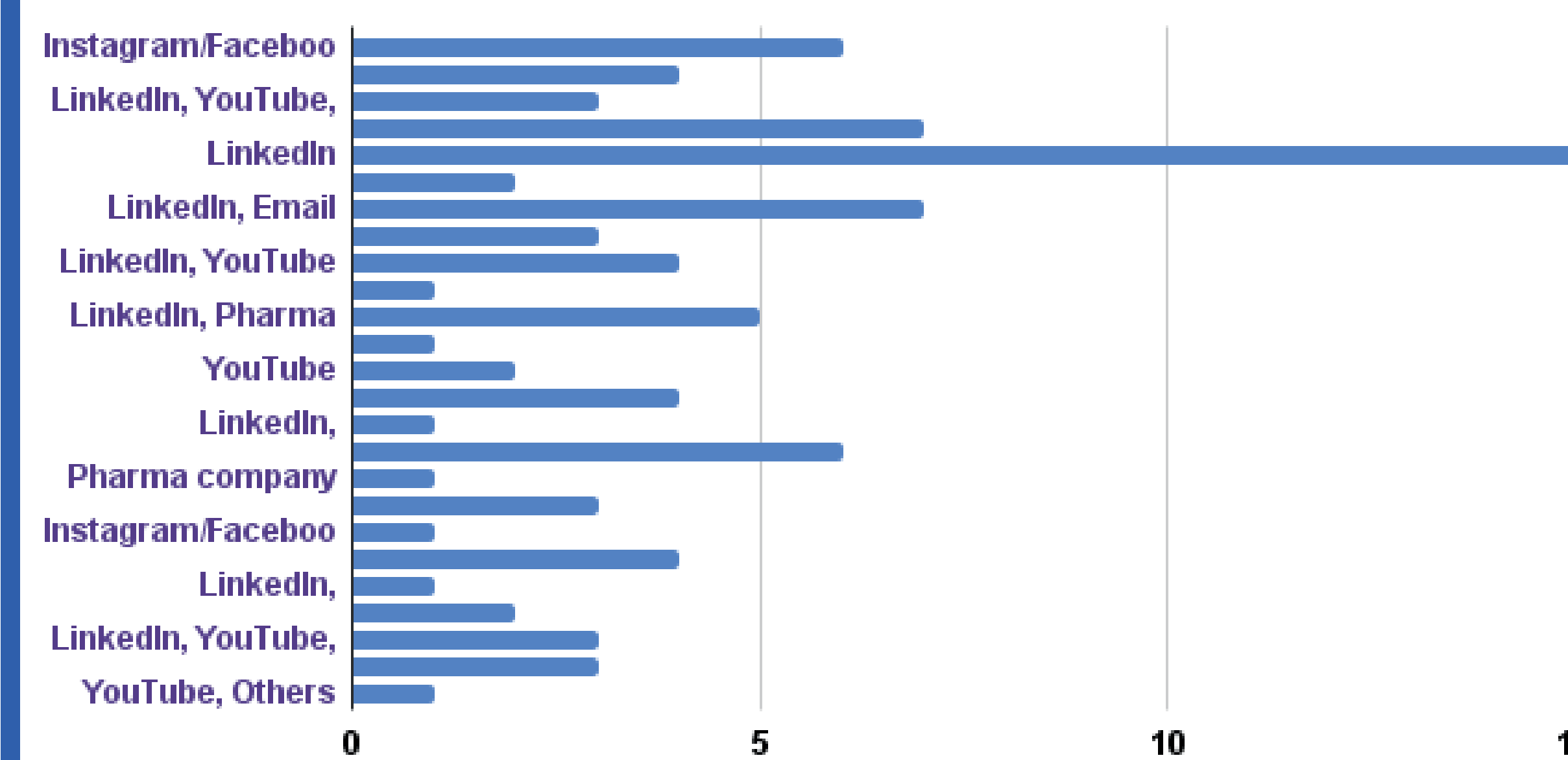
Recommended Strategies:

- Use storytelling, simplified visuals, and educational formats to build trust and relatability.
- Address diverse Indian demographics through regional language versions and cultural relevance.

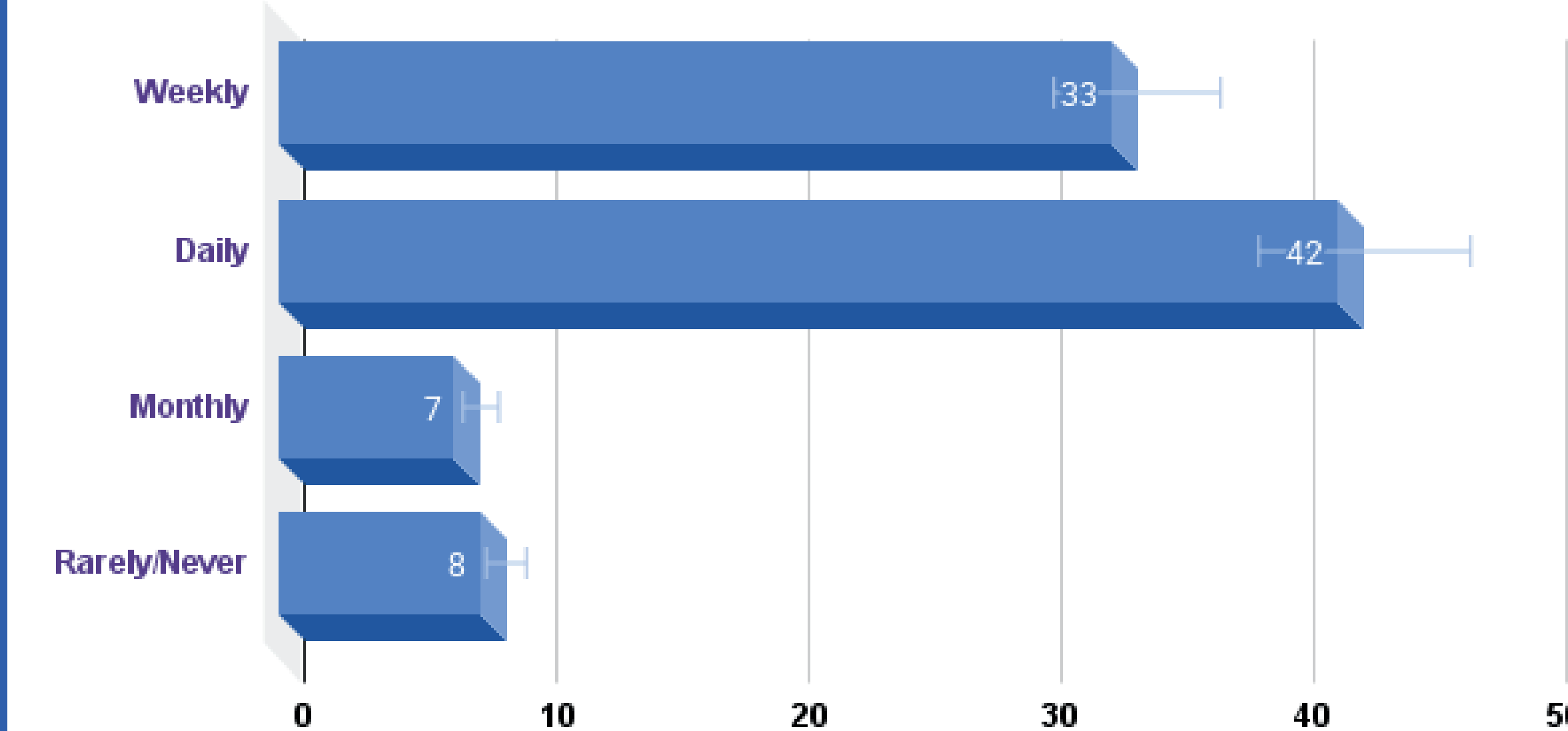
Q 6. Do you think pharma digital content adequately addresses patients' needs (e.g., side effects, affordability, ...)?



Q 4. Which platforms do you see pharma content on most often? (Select all that apply)



Q 3. How often do you encounter digital content (blogs, social media, emails) from pharmaceutical companies?



SWOT Analysis

STRENGTH

- Patient-Centric Approach with Modern Tools
- Robust Analytical Approach

WEAKNESS

- Fragmented Execution & Team Silos
- Limited Access to Patient-Centric Data

OPPORTUNITY

- Hyper-Personalization at Scale
- Patient Co-Creation & Influencer Engagement

THREAT

- Stringent Pharma Marketing Regulations
- Digital Misinformation & Low Trust

Challenges during Internship

- Difficulty in Developing Customized Digital Communication and Visual Aids for Diverse HCP Segments
- Translating Theoretical Knowledge into Practical, Field-Ready Brand Strategies
- Adherence to Regulatory and Compliance Standards

Key Learnings During Internship

- Practical Use of Marketing Tools: Applied STP, IMC, BCG, and SWOT in real brand scenarios to plan and position effectively.
- Targeted Communication: Learned to craft impactful, segment-specific messages for healthcare professionals.
- Theory to Practice: Understood how to adapt marketing strategies to real-world challenges like regulations and data gaps.
- Data-Driven Thinking: Gained skills in working with limited data to model patient funnels and support decisions.
- Industry Readiness: Built adaptability, communication, and problem-solving skills for leadership in pharma marketing.

Conclusion

- Strategic improvements can be made through localized content, feedback loops, and HCP-specific messaging.
- Pharma brands have moderate digital visibility, but lack emotional, educational, and interactive engagement.

