

# Intern Business Case



<b>Business Area</b>	Choose an item. <b>Consumer Healthcare</b>
<b>Location*</b>	Region: Asia
	Country: Singapore
<b>Category</b>	Oral Health, Nutrition & Skin
<b>Business Case</b>	In view that digital activation would still have to be managed by LOC marketing in the short term, there is a need to ensure sufficient resources to maintain competitiveness in the digital space for both Oral Health, Nutrition and Skin.
<b>Project</b>	<p><b>Key Project:</b></p> <p><u>Digital Activation</u></p> <p>Working with agencies to launch revamped websites for Sensodye, Scott's and Physiogel</p> <p>Optimize and amplify social media content for Sensodyne, Scott's and Physiogel</p> <p><u>E-Commerce Activation</u></p> <p>Ensure the correct range of products are properly activated in existing E-commerce retailers</p> <p>Evaluate potential E-commerce opportunities</p> <p><u>Sponsorship Amplification</u></p> <p>To work with external agencies to amplify the effectiveness of product sponsorships</p>
<b>Learning Outcome</b>	<p>Part of a dynamic team which provides exposure to the new product innovations</p> <p>Project management experience with multiple internal and external stakeholders</p> <p>Opportunity to have hands on approach on digital initiatives</p>