

# Intern Business Case



<b>Business Area</b>	Choose an item. <b>Consumer Healthcare</b>
<b>Location*</b>	Region: Asia
	Country: Singapore
<b>Category</b>	Wellness
<b>Business Case</b>	<p>For Panadol, in view of upcoming BPI (main campaign for Panadol Regular) targeted in Q2 2016, this would be a key objective for the business to grow further especially looking at non-users and light users. This activation plan is crucial and this would be a good platform for business interns to have hands on experience to implement a nation-wide market activation plan to understand GSK's business quickly.</p> <p>We also foresee an increase in workload closer to Q1 &amp; Q2 period due to other project priorities happening in the same time period for Voltaren, Flixonase and Nicotinell.</p> <p>For Panadol Cold &amp; Flu, there is also a new creative development which targets to deliver in July during the flu season.</p>
<b>Project</b>	<p><b>Key Project:</b></p> <p><u>BPI</u></p> <p>Launch of new campaign to address frequency and reluctance. To activate BPI campaign across consumer and shopper touchpoints to bring awareness and influence purchase journey.</p> <p><u>C&amp;F Digital Campaign</u></p> <p>Launch of C&amp;F campaign for Jun/Jul to deliver awareness peak at seasonal months to drive trial and TOM.</p> <p><b>On-going Assignments:</b></p> <p><u>Panadol</u></p> <ul style="list-style-type: none"> <li>- Help out in reporting of brand performance</li> <li>- Project coordination of new product development</li> <li>- Project coordination of packaging artworks</li> </ul>
<b>Learning Outcome</b>	<p>Understand marketplace of pharmaceutical &amp; consumer healthcare industries</p> <p>Understand how internal functions interact and their main responsibilities</p> <p>Opportunity to engage with external agencies</p> <p>Gain hands-on marketing experience on activation of a nation-wide campaign</p> <p>Gain hands-on project management experience</p>