



Together

Case Study :
**CORPORATE EVENT
MANAGEMENT WITH PRODUCT
LAUNCH FOR A PHARMA GIANT**



Together partnered with a Pharma Giant Company

A Pharma Giant Company relaunched a product with Together to increase the internal sales.

Problem

The Pharma Giant Company wanted to create an internal event for the product in order to increase the internal sales. The Business Head wanted that the regional sales team should get a sense of ownership towards the product and hence could boost the sales of the product.

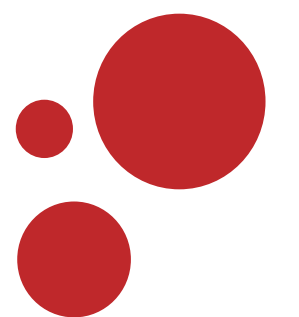


Solution

We suggested the client with a creative solution of organizing regionally inspired events cum relaunch at different regional locations. The ambiance , decor, branding and music was kept regional. Regional Sales Team were given VIP treatment with a warm welcome.

Impact

The regional sales team had all good things to say about the event. The event ended with higher targets accepted by the regional sales team.





Location: Multiple Regional Locations

Service Used: Content, Corporate Celebrations

Sector: Healthcare

Topic: Sales Motivation, Product Launch,
Regional Flavours of India

