CODEX

Marketing Insights (Food & Beverage Industry)

Insights

1. Demographic Insights

a. Who prefers energy drink more? (male/female/non-binary?)

Gender	Count
Male	4241
Female	2503
Non-binary	401

Males prefer energy drinks more followed by Females and Non-binary people

Insights

1. Demographic Insights

b. Which age group prefers energy drinks more?

Age	Total Count
19-30	3946
31-45	1708
15-18	1064
46-65	296
65+	131

People between 19-30 years prefers energy drinks more, followed by those between 31-45 years

Insights

1. Demographic Insights

c. Which type of marketing reaches the most Youth (15-30)?

Marketing Channels	Count
Online ads	2324
TV commercials	1433
Outdoor billboards	496
Other	430
Print media	327

Among Youth(15-30 Years):

Online ads, TV Commercials, Outdoor billboards are effective

Insights

2. Consumer Preferences:

a. What are the preferred ingredients of energy drinks among respondents?

Ingredients Expected	Count
Caffeine	2787
Vitamins	1822
Sugar	1434
Guarana	1102

Most of the respondents prefer Caffeine and Vitamins, while Sugar and Guarana are least preferred.

Insights

2. Consumer Preferences:

b. What packaging preferences do respondents have for energy drinks?

Packaging Preference	Count
Compact and portable cans	2877
Innovative bottle design	2174
Collectible packaging	1048
Eco-friendly design	707
Other	339

Most of the respondents prefer Compact and portable cans, Innovative bottle designs, while Collectible packaging and Eco-friendly design are least preferred.

Insights

3. Competition Analysis:

a. Who are the current market leaders?

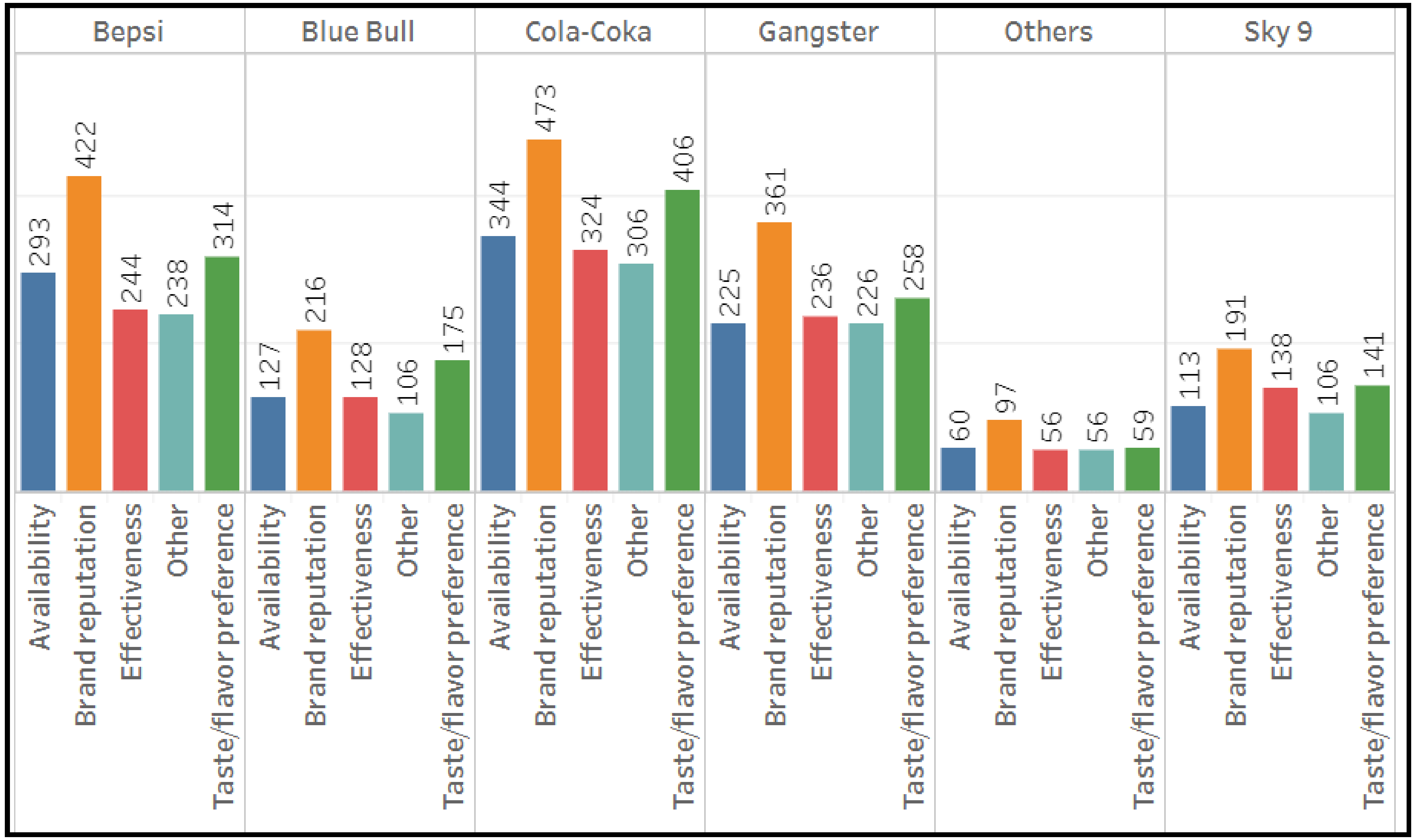
Current Brands	Count
Cola-Coka	1853
Bepsi	1511
Gangster	1306
Blue Bull	752
CodeX	706
Sky 9	689
Others	328

Cola-Coka, Bepsi, Gangster, Blue Bull are the top brands preferred in the market.

Insights

3. Competition Analysis:

b. What are the primary reasons consumers prefer those brands over ours?



The primary reason for consumers preferring existing brands over ours is the Brand Reputation.

Other major reasons are Taste, Effectiveness and Availability

Insights

4. Marketing Channels and Brand Awareness:

a. Which marketing channel can be used to reach more customers?

Marketing Channels	Count
Online ads	2838
TV commercials	2139
Outdoor billboards	842
Other	753
Print media	573

Online ads, TV Commercials and Outdoor billboards can be used to reach customers.

Insights

4. Marketing Channels and Brand Awareness:

b. How effective are different marketing strategies and channels in reaching our customers?

Marketing Channels	Heard Before	Tried Before	Count	Percent Count
TV commercials	Yes	Yes	412	19.26
	Yes	No	845	39.50
	No	No	882	41.23
Print media	Yes	Yes	182	31.76
	Yes	No	189	32.98
	No	No	202	35.25
Outdoor billboards	Yes	Yes	256	30.40
	Yes	No	268	31.83
	No	No	318	37.77
Other	Yes	Yes	284	37.72
	Yes	No	206	27.36
	No	No	263	34.93
Online ads	Yes	Yes	892	31.43
	Yes	No	913	32.17
	No	No	1033	36.40

% of people aware of brand through various channels:

- Online ads - 63.6% of the people watching online ads
- TV Commercials - 58.76% of people watching TV commercials
- Outdoor billboards - 62.23% of the people watching Outdoor billboards

Insights

5. Brand Penetration:

a. What do people think about our brand? (overall rating)

Among the consumers who heard and tried our energy drink before:

Brand Perception	Avg. Taste Experience	Count	Percentage Count
Neutral	3.28	1238	61.11%
Positive	3.32	448	22.11%
Negative	3.22	340	16.78%

- 61.11% of the respondents have neutral perception on the brand with the taste experience of 3.28
- 22.11% of the respondents have a positve perception on the brand with taste experience of 3.32.
- Taste experience should be improved inorder to increase the percentage of Positive perception

Insights

5. Brand Penetration:

b. Which cities do we need to focus more on?

City	Heard Before	Tried Before	Count	Percentage Count
Ahmedabad	Yes	Yes	73	20.17
	Yes	No	134	37.02
	No	No	155	**42.82**
Bangalore	Yes	Yes	818	49.22
	Yes	No	340	20.46
	No	No	504	**30.32**
Chennai	Yes	Yes	269	49.91
	Yes	No	103	19.11
	No	No	167	**30.98**
Delhi	Yes	Yes	25	6.13
	Yes	No	242	59.31
	No	No	141	**34.56**
Hyderabad	Yes	Yes	514	47.77
	Yes	No	214	19.89
	No	No	348	**32.34**

City	Heard Before	Tried Before	Count	Percentage Count
Jaipur	Yes	Yes	43	14.14
	Yes	No	101	33.22
	No	No	160	**52.63**
Kolkata	Yes	Yes	147	47.27
	Yes	No	63	20.26
	No	No	101	**32.48**
Lucknow	Yes	Yes	24	17.02
	Yes	No	61	43.26
	No	No	56	**39.72**
Mumbai	Yes	Yes	93	6.39
	Yes	No	806	55.36
	No	No	557	**38.26**
Pune	Yes	Yes	20	2.26
	Yes	No	357	40.29
	No	No	509	**57.45**

Insights

5. Brand Penetration:

b. Which cities do we need to focus more on?

- We need to focus on cities that have higher percentage of respondents who have not heard of the brand and not tried the drink before.

- The 5 cities having higher percentage are Pune, Jaipur, Ahmedabad, Lucknow, Mumbai.

Insights

6. Purchase Behavior:

a. Where do respondents prefer to purchase energy drinks?

Purchase Location	Count
Supermarkets	3214
Online retailers	1792
Gyms and fitness centers	1056
Local stores	589
Other	494

- Most of the respondents prefer to buy energy drinks in Supermarkets, Online retailers , Gym and fitness centers.
- Very few prefer to buy from local stores and other resources.

Insights

6. Purchase Behavior:

b. What are the typical consumption situations for energy drinks among respondents?

Typical Consumption Situations	Count
Sports/exercise	3198
Studying/working late	2318
Social outings/parties	1052
Other	360
Driving/commuting	217

- Most of the respondents consume the energy drink during exercising, playing sports, late work, studying.
- Few of them also consume during Social parties / Outings and driving.

Insights

6. Purchase Behavior:

c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

Price Range Preference

Price Range	Count	Percentage Count
50-99	3051	42.70
100-150	2225	31.14
Above 150	1153	16.14
Below 50	716	10.02

- While a very few of them prefer a price range below 50, most of them prefer price range of 50-99 and 100-150.

Insights

6. Purchase Behavior:

c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

Limited Edition packaging

Limited Edition Packaging	Count	Percentage Count
No	2840	39.75
Yes	2836	39.69
Not Sure	1469	20.56

- While there are equal percentage of respondents who prefer and don't prefer limited edition packaging, there are also significant percent respondents who are not sure of their choice.

Insights

7. Product Development

a. Which area of business should we focus more on our product development? (Branding/taste/availability)

Brand Perception:

Brand Perception	Count	Percent Count
Neutral	1238	61.11
Positive	448	22.11
Negative	340	16.78

- Among respondents who have heard about the brand before, 61.11 % have neutral perception.
- 22.11% have a positive perception.

Taste Experience:

- The average taste experience of the drink is **3.28**.

Insights

7. Product Development

a. Which area of business should we focus more on our product development? (Branding/taste/availability)

Availability:

Reasons Preventing Trying	Count	Percent Count
Health concerns	647	23.98
Not available locally	624	23.13
Not interested in energy drinks	607	22.50
Unfamiliar with the brand	514	19.05
Other	306	11.34

- Lack of interest, Health concerns, availability prevent respondents from trying.
- So availability should be increased along with making the drinks healthier, and reaching out to more audience.
- Taste experience should be improved above 3.28.

Recommendations

What immediate improvements can we bring to the product?

- **Ingredients desired**

  64.5% respondents expect Vitamins, Caffeine and Sugar in energy drinks.

- **Health Concerns:**

  24% of the respondents have health concerns when taking energy drinks.

- **Target audience:**

- Most of the respondents who prefer energy drinks are males
- Most of them have age in between 19-30
- So our target audience should be male youth.

- **Ideal Product Price:**

- **73%** of the respondents prefer a price range between 50-99 and 100-150
- So, to reach more customers it is advisable to keep it between **50-150.**

Recommendations

What kind of marketing campaigns, offers, and discounts we can run?

Since we need to improve the familiarity and trust of the brand, the following strategies can be useful:

Partnership with fast food chains:
Tie-ups with fast food brands like KFC, Burger King, etc. and providing special offers will increase the familiarity of brand in the market

Sponsoring in sports event:
Sponsoring a sports team in an event like IPL can help us reach larger audiences.

Influencer taste test campaigns:
Having a good public opinion on drink taste is essential in the competitive market. It is good to run taste test campaigns with popular Youtubers or Instagram influencers.

Recommendations

Who can be a brand ambassador, and why?

We need a celebrity from sports who can properly represent our healthy energy drink, reach wide audience, build trust with customers. Any one from the following three can be a good fit.

MS DHONI

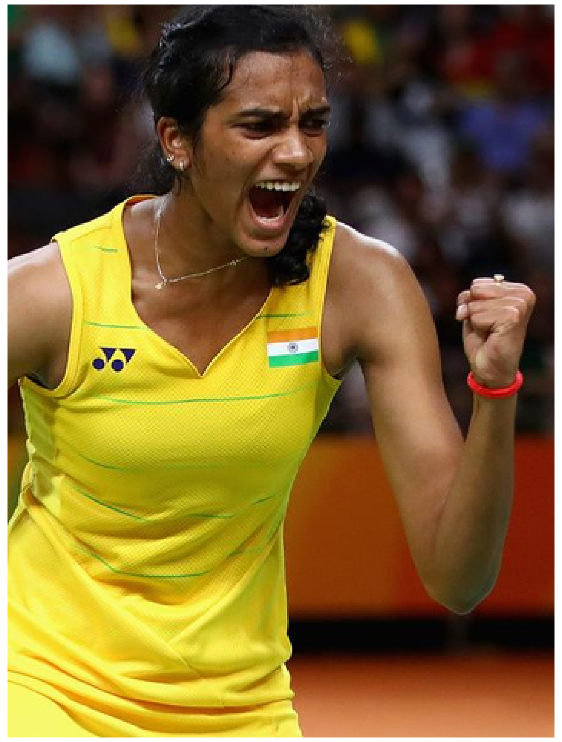
Reasons:

- His popularity is still huge even after retiring from various forms of cricket
- Having many followers on social media it is easy to gain trust of customers

NEERAJ CHOPRA

Reasons:

- Known for the gold medal in Olympics and various other tournaments, he can be a good choice for reaching many audiences
- Being a young emerging athlete he can represent brand well among youth



PV SINDHU

Reasons:

- Being an star in badminton, PV Sindhu can be a good choice to reach more female youth