CODEX 

Marketing Insights (Food & Beverage Industry)

Insights

1. Demographic Insights

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

Gender	Count
Male	3940
Female	2334
Non-binary	379

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	3667
31-45	1593
15-18	997
46-65	278
65+	118

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	2173
TV commercials	1316
Outdoor billboards	463
Other	407
Print media	305

Among Youth(15-30 Years), Online ads are more effective followed by TV Commercials and Outdoor billboards

Insights

2. Consumer Preferences:

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

Ingredients_expected	Count
Caffeine	2609
Vitamins	1699
Sugar	1321
Guarana	1024

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

Insights

2. Consumer Preferences:

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

Packaging_preference	Count
Compact and portable cans	2656
Innovative bottle design	2038
Collectible packaging	984
Eco-friendly design	656
Other	319

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?

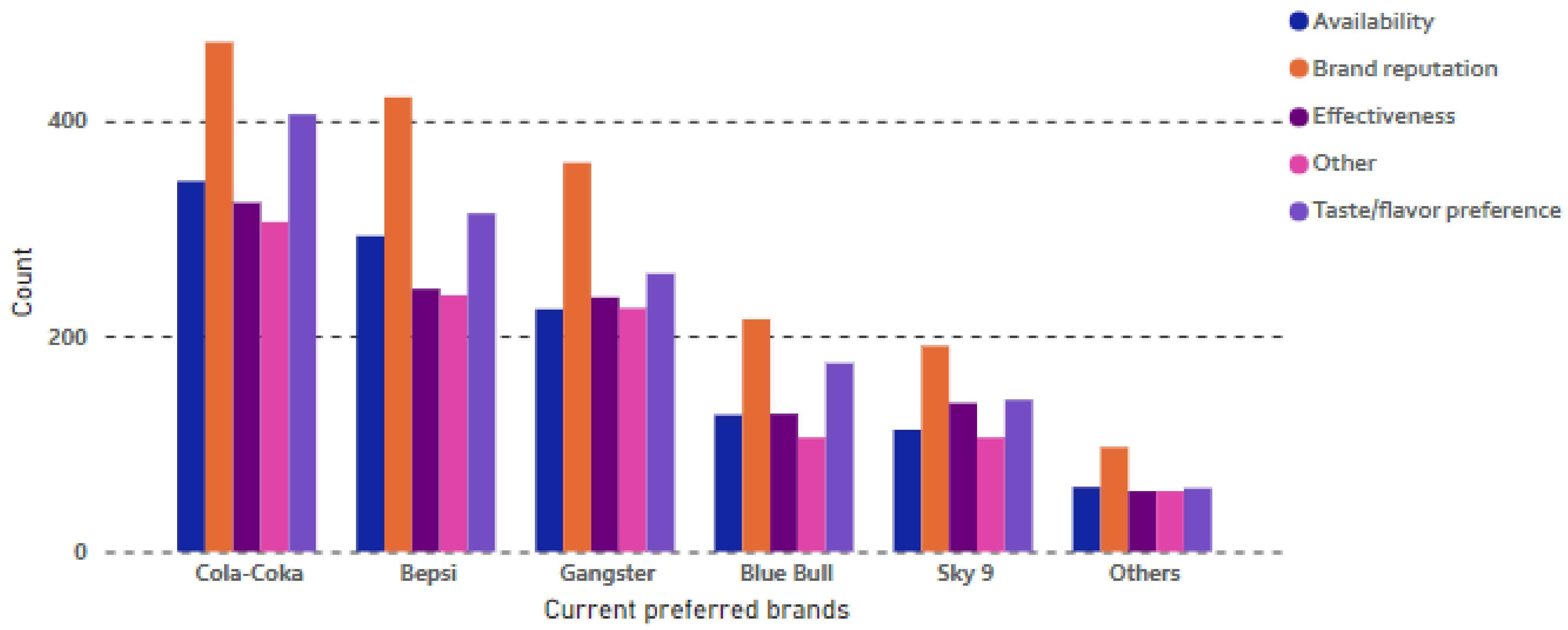
Current_brands	Count
Cola-Coka	1853
Bepsi	1511
Gangster	1306
Blue Bull	752
Sky 9	689
Others	328
CodeX	214

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	2637
TV commercials	1965
Outdoor billboards	792
Other	720
Print media	539

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	20.97
	Yes	No	769	39.13
	No	No	784	39.90
Print media	Yes	Yes	182	33.77
	Yes	No	177	32.84
	No	No	180	33.40
Outdoor billboards	Yes	Yes	256	32.32
	Yes	No	240	30.30
	No	No	296	37.37
Other	Yes	Yes	284	39.44
	Yes	No	188	26.11
	No	No	248	34.44
Online ads	Yes	Yes	892	33.83
	Yes	No	806	30.57
	No	No	939	35.60

- Most of the respondents view energy drink ads through Online Ads, TV Commercials and Outdoor billboards.
- While viewing Online ads:

64.4% respondents heard of our brand, while 30.57% of the respondents also tried the drink.

- While viewing TV Commercials:

60.1% respondents heard of our brand, while 39% of the respondents also tried the drink.

- While viewing Outdoor billboards:

62.62% respondents heard of our brand, while 30.3% of the respondents also tried the drink.

Insights

5. Brand Penetration:

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

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

(This table counts respondents who have heard and tried the energy drink before.)

- 61.11% of the respondents have neutral perception on the brand with the average taste experience of 3.28
- 22.11% of the respondents have a positve perception on the brand with average 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	21.79
	Yes	No	122	36.42
	No	No	140	**41.79**
Bangalore	Yes	Yes	818	51.77
	Yes	No	303	19.18
	No	No	459	**29.05**
Chennai	Yes	Yes	269	52.23
	Yes	No	94	18.25
	No	No	152	**29.51**
Delhi	Yes	Yes	25	6.76
	Yes	No	219	59.19
	No	No	126	**34.05**
Hyderabad	Yes	Yes	514	50.29
	Yes	No	187	18.30
	No	No	321	**31.41**

City	Heard_before	Tried_before	Count	Percentage_Count
Jaipur	Yes	Yes	43	15.41
	Yes	No	93	33.33
	No	No	143	**51.25**
Kolkata	Yes	Yes	147	49.49
	Yes	No	57	19.19
	No	No	93	**31.31**
Lucknow	Yes	Yes	24	17.52
	Yes	No	59	43.07
	No	No	54	**39.42**
Mumbai	Yes	Yes	93	7.05
	Yes	No	723	54.77
	No	No	504	**38.18**
Pune	Yes	Yes	20	2.51
	Yes	No	323	40.48
	No	No	455	**57.02**

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 top 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	2993
Online retailers	1667
Gyms and fitness centers	977
Local stores	553
Other	463

- 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	2972
Studying/working late	2159
Social outings/parties	984
Other	327
Driving/commuting	211

- 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	2849	42.82
100-150	2057	30.92
Above 150	1082	16.26
Below 50	665	10.00

- 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	2649	39.82
Yes	2630	39.53
Not Sure	1374	20.65

- 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	2432	57.82
Negative	758	18.02
Positive	1016	24.16

- Among respondents who have heard about the brand before, 57.82 % have neutral perception.
- 24.16% 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
Not interested in energy drinks	518	23.76
Health concerns	495	22.71
Not available locally	487	22.34
Unfamiliar with the brand	461	21.15
Other	219	10.05

- The major reasons which prevent respondents from trying the energy drink are Lack of interest, Health concerns, availability, unfamiliarity.
- So availability should be increased along with making the drinks healthier, and reaching out to more audience.

- Overall we should focus on improving the taste experience of the drink to 4, which can eventually increase familiarity and interest in audience.

Recommendations

What immediate improvements can we bring to the product?

We should bring improvement in taste experience. To raise the taste experience we should consider following aspects:

- **Improvements Desired by customers:**

75% of the respondents need improvements in sugar content, amount of natural ingredients, range of flavours in soft drinks. So, to increase familiarity in market, we need to focus on these.

- **Ingredients desired by customers**

85% respondents expect Vitamins, Caffeine and Sugar in energy drinks. So we should ensure to have these in our drinks

- **Health Concerns:**

60% of the respondents have health concerns when taking energy drinks. So we need to ensure our drinks to be healthier.

- **Interest in Natural drinks:**

50.3% of respondents prefer natural drinks. So we need to keep our drinks natural and healthier.

Recommendations

Who should be our target audience, and why?

- 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.

What should be the ideal price of our product?

- 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 campaigns can be useful:

Health and wellness Campaign:
Most of the respondents are looking for drinks having natural content, reduced sugar, healthier alternatives in the market, we can run health campaigns which highlight the importance of such drinks and promote our brand

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

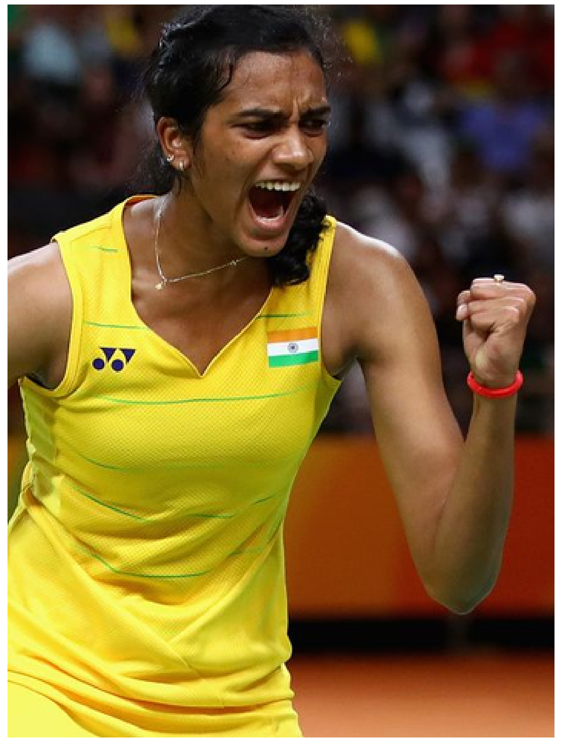
Reasons:

- 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