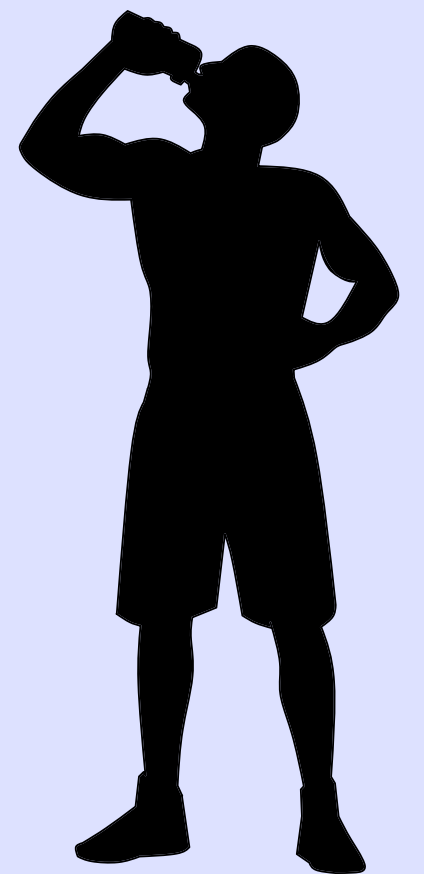
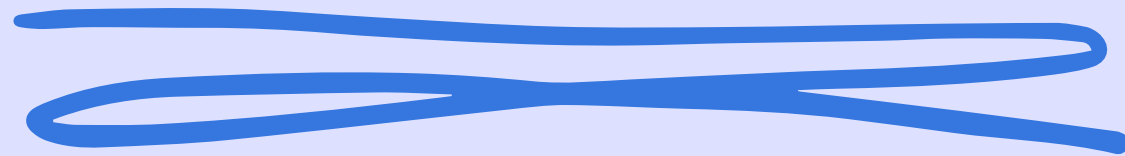




# Key Marketing Insights

## For CodeX



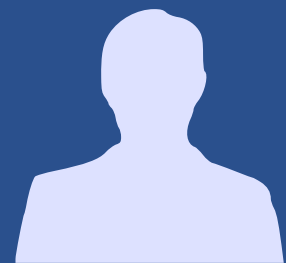
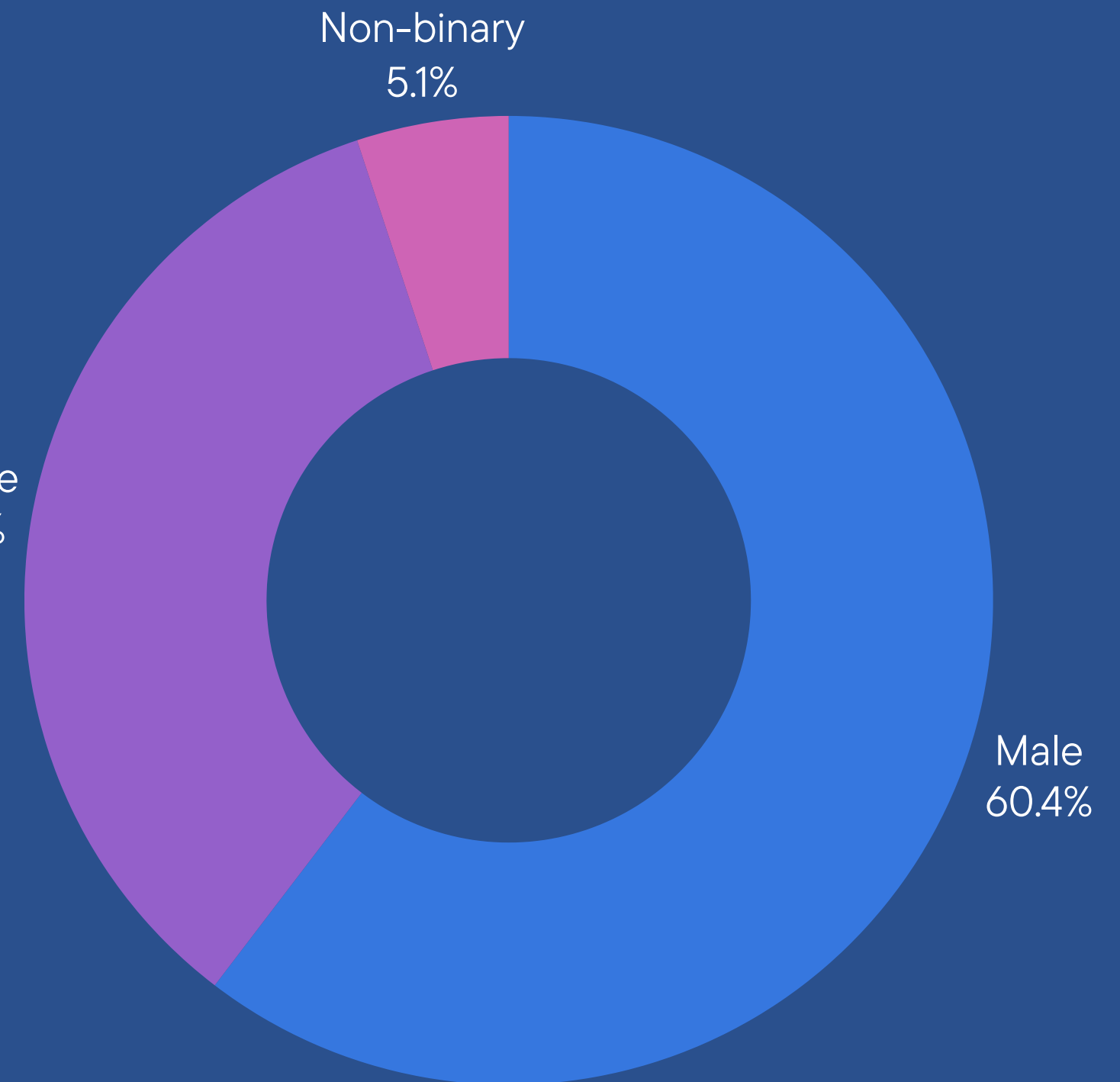
# Situation

- **CodeX**, a German beverage company, has recently entered the Indian market by launching its energy drink in 10 cities across the country.
- The Marketing team aims to enhance brand awareness, capture market share, and refine product development strategies.
- The team conducted a comprehensive survey across the 10 cities, gathering responses from 10,000 participants.
- The Aim is to transform the survey findings into actionable insights for the team to implement.

# Who prefers energy drink more?

| Gender     | count_of_respond |
|------------|------------------|
| Male       | 6038             |
| Female     | 3455             |
| Non-binary | 507              |

Female  
34.6%

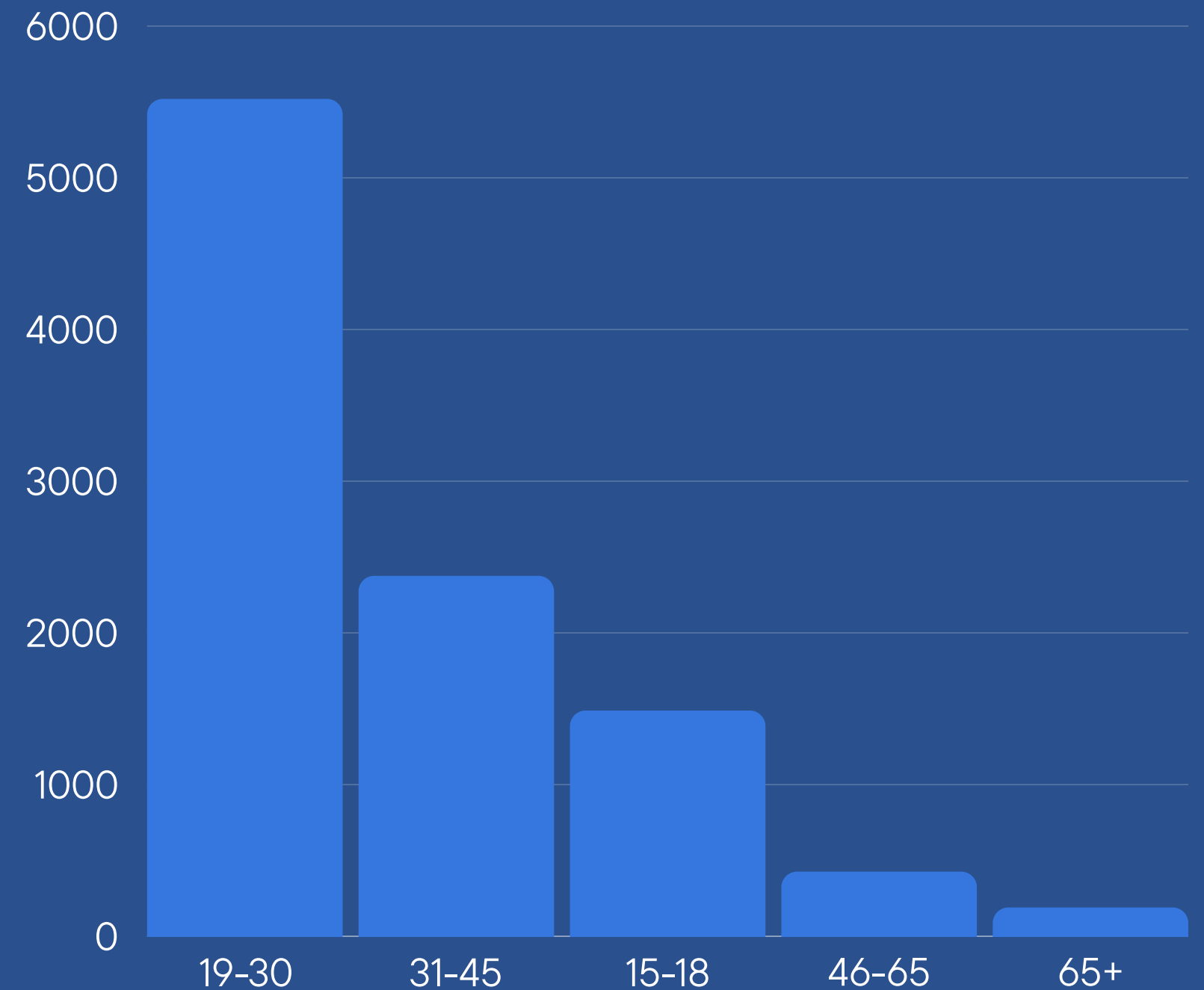


More than **60%** of the respondents are Male

# Which age group prefers energy drinks more?

| Age   | count_of_respond |
|-------|------------------|
| 19-30 | 5520             |
| 31-45 | 2376             |
| 15-18 | 1488             |
| 46-65 | 426              |
| 65+   | 190              |

**55%** of respondents belong to the age group 19-30. This figure increases to **70%** when considering the youth category(age group 19-30)



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

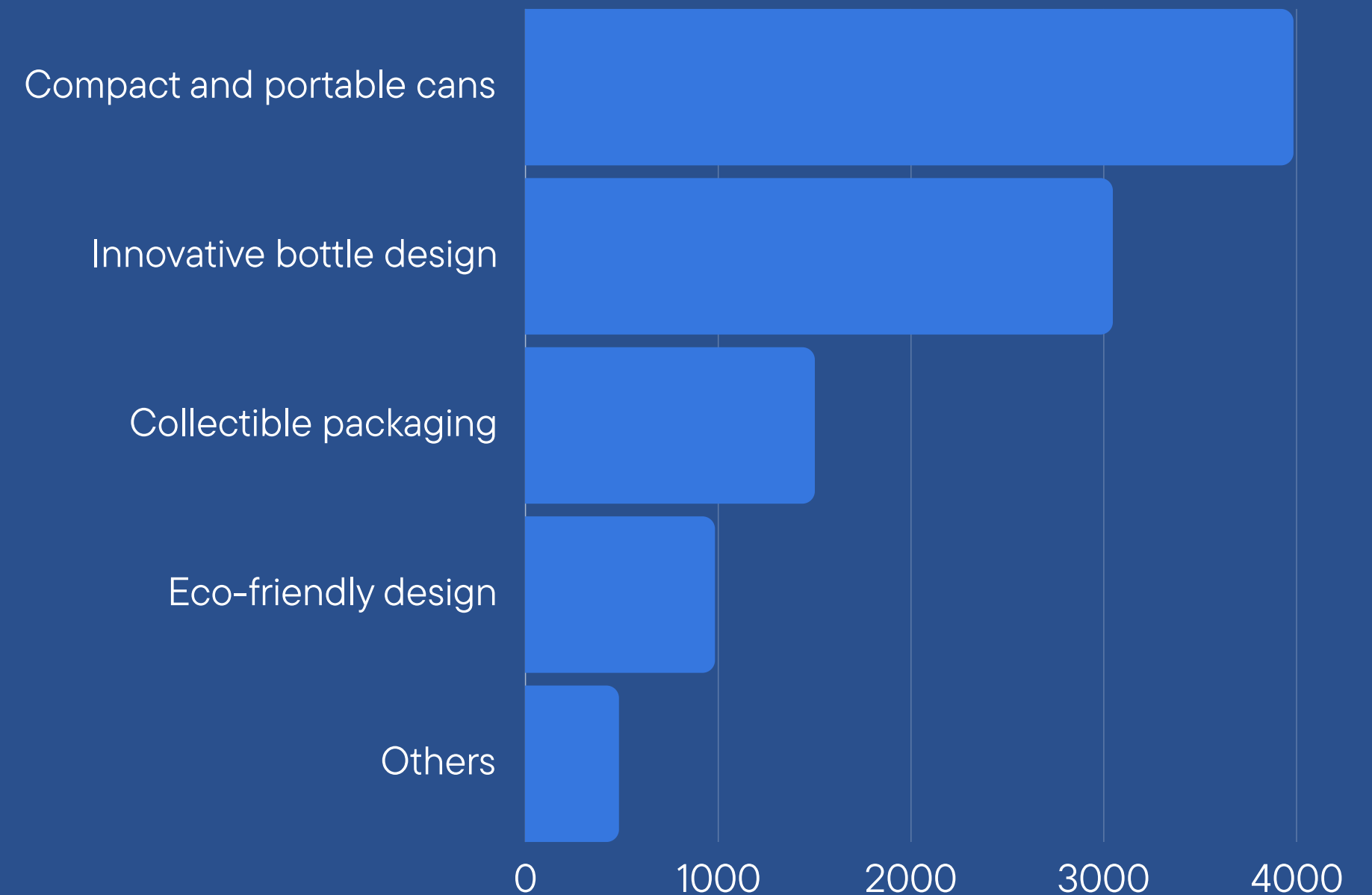
**Online Ads** emerge as the most effective marketing strategy for reaching the youth demographic, particularly those aged 15-30.



# What packaging preferences do respondents have for energy drinks?

| Packaging_preference      | count_of_respond |
|---------------------------|------------------|
| Compact and portable cans | 3984             |
| Innovative bottle design  | 3047             |
| Collectible packaging     | 1501             |
| Eco-friendly design       | 983              |
| Other                     | 485              |

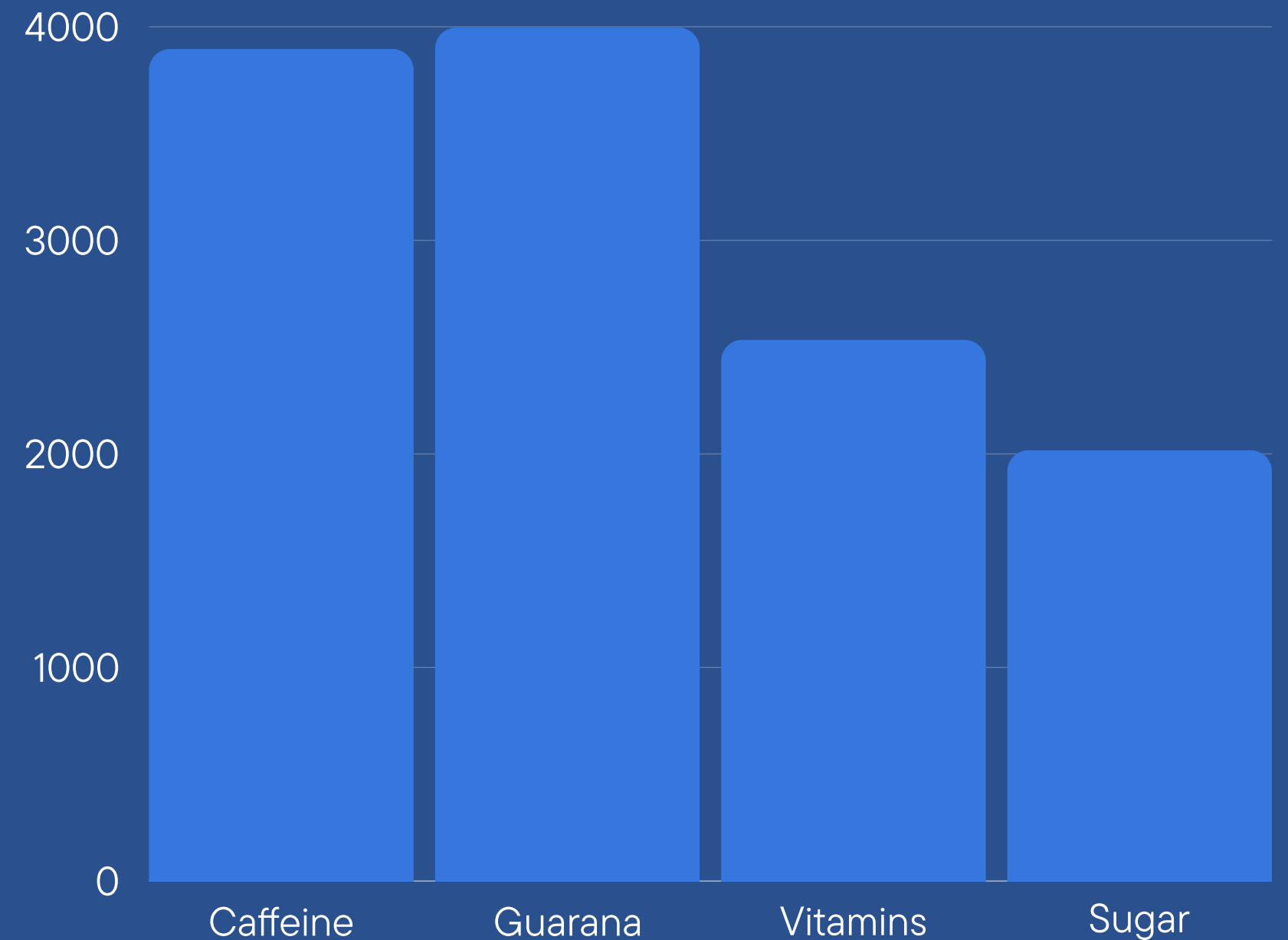
Most of respondents prefer **Compact and portable cans** as a packing method.



# What are the preferred ingredients of energy drinks among respondents?

| Ingredients_expected | count_of_respond |
|----------------------|------------------|
| Guarana              | 1553             |
| Caffeine             | 3896             |
| Vitamins             | 2534             |
| Sugar                | 2017             |

Most of respondents prefer **Guarana** as a ingredients of energy drinks.

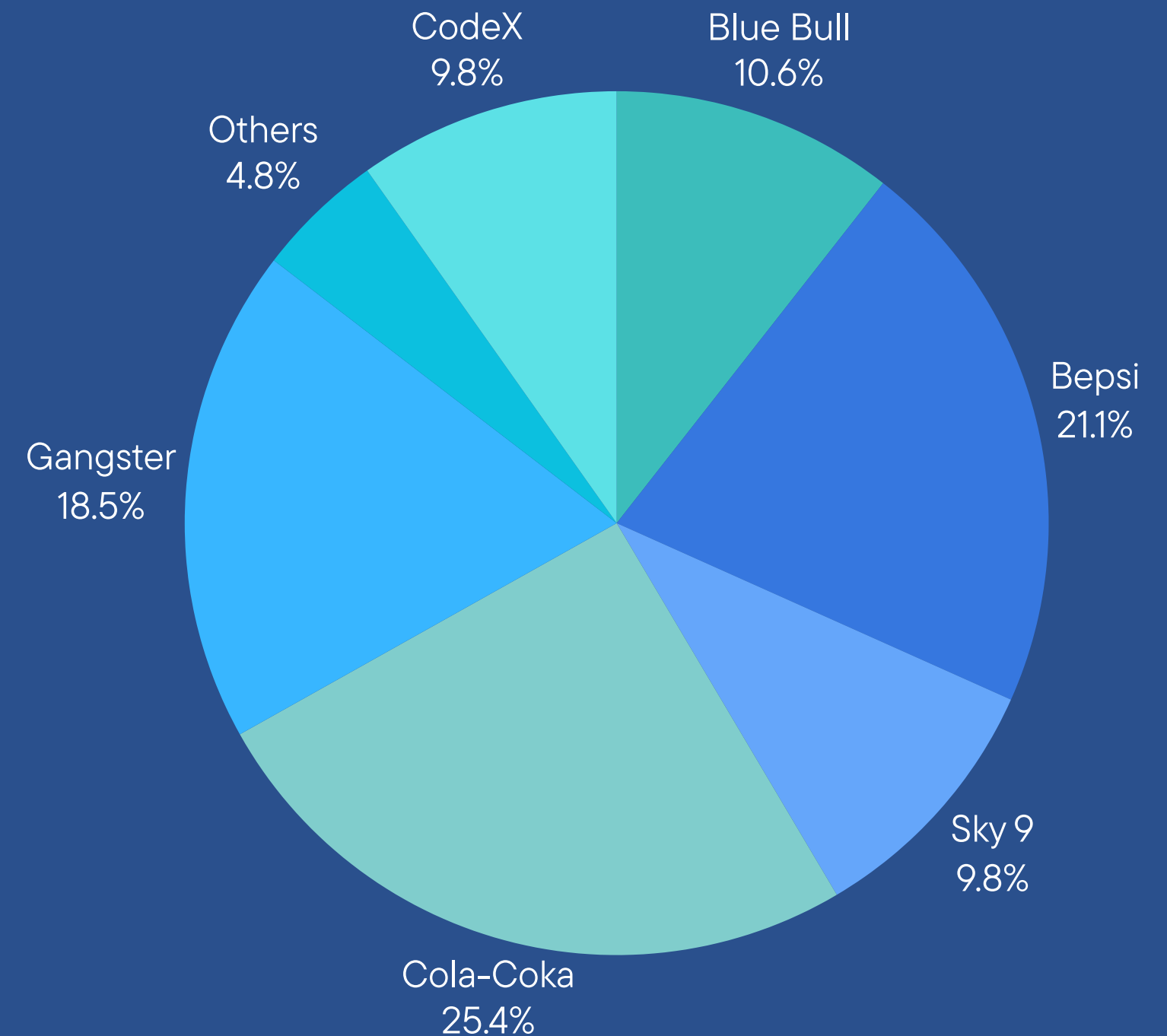


# Who are the current market leaders?

| Current_brands | count_of_respond |
|----------------|------------------|
| Cola-Coka      | 2538             |
| Bepsi          | 2112             |
| Gangster       | 1854             |
| Blue Bull      | 1058             |
| CodeX          | 980              |
| Sky 9          | 979              |
| Others         | 479              |



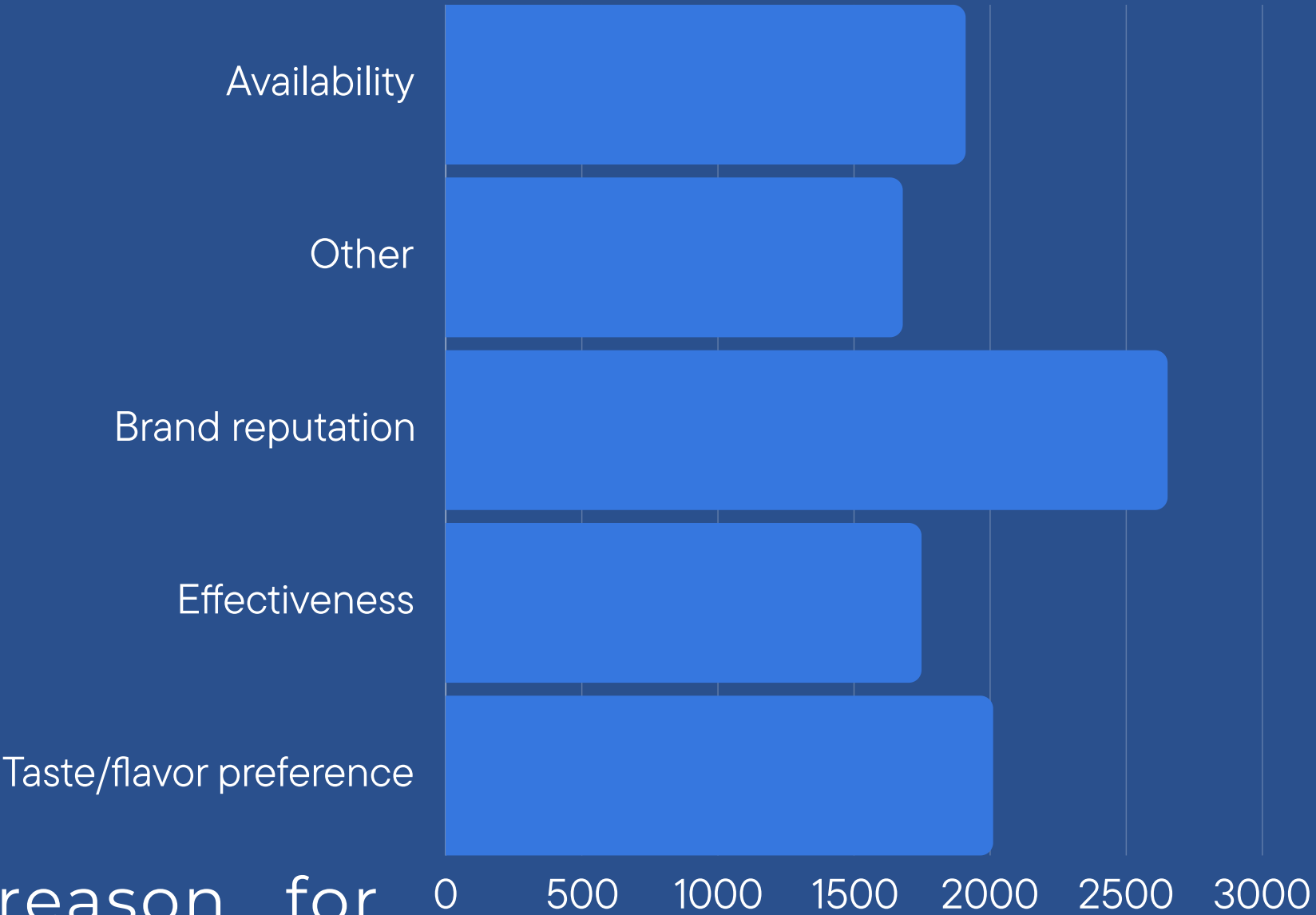
**Cola-Coka**(25.4%) and **Bepsi**(21.1%)  
are the current market leaders





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

| Reasons_for_choosing_brands | count_of_respond |
|-----------------------------|------------------|
| Brand reputation            | 2652             |
| Taste/flavor preference     | 2011             |
| Availability                | 1910             |
| Effectiveness               | 1748             |
| Other                       | 1679             |

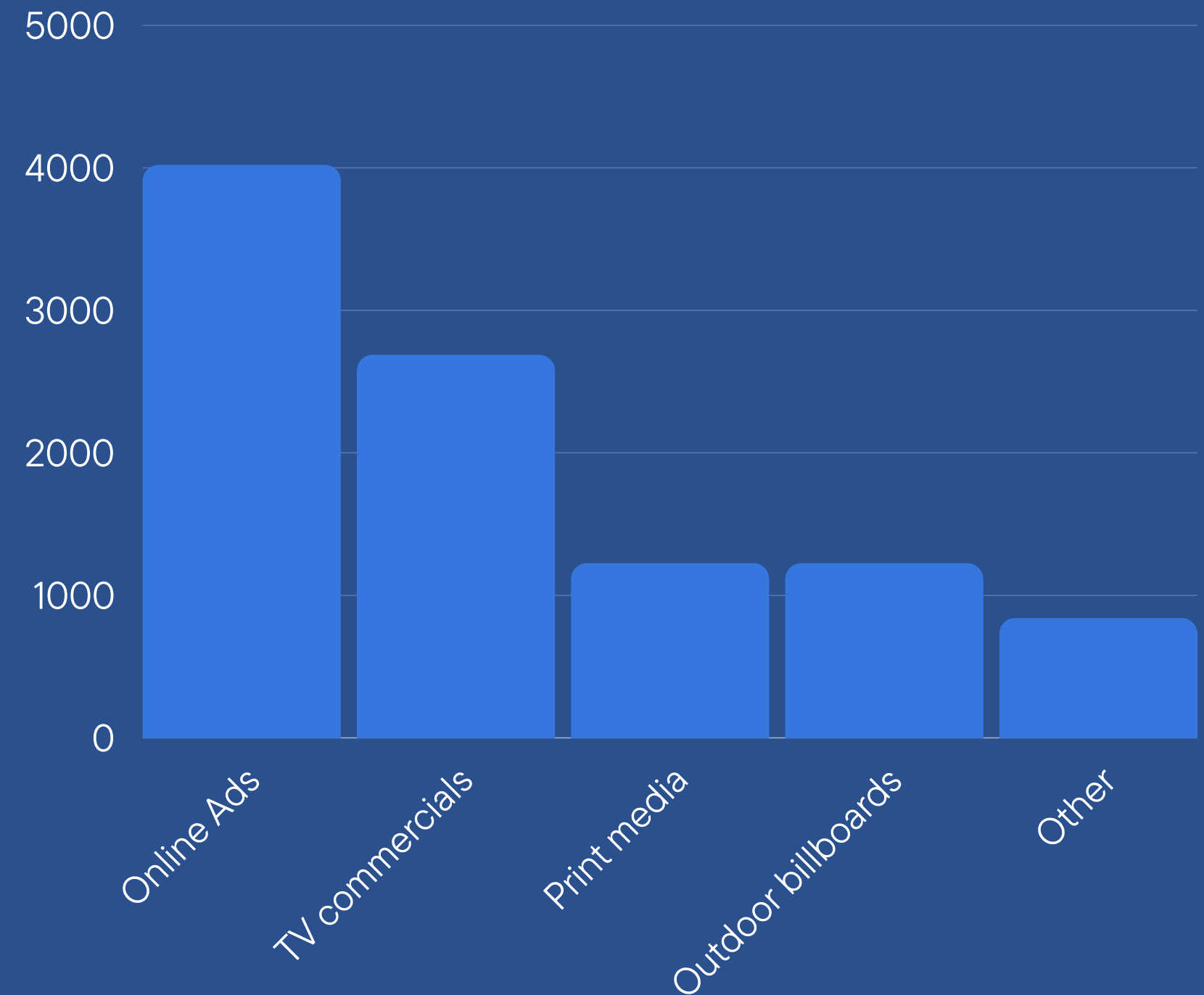


**Brand reputation**(26%) is the major reason for choosing other brand followed by Taste/flavor preference.

# Which marketing channel can be used to reach more customers?

To reach a larger customer base, employing a combination of online ads and TV commercials can be highly effective.

- **Online ads** leverage the digital landscape
- **TV commercials** tap into a broader audience through traditional broadcasting.



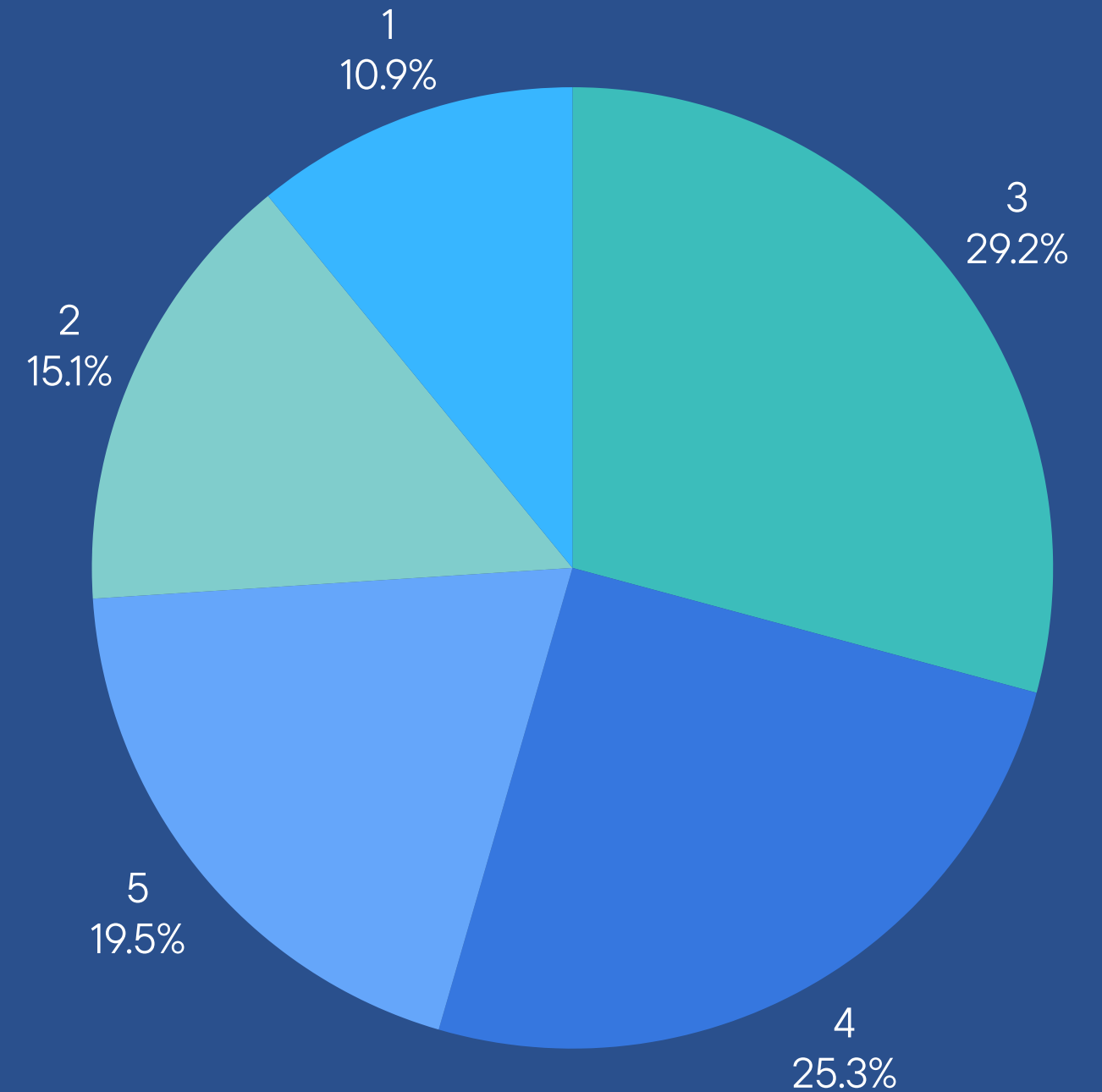
# What do people think about our brand?

3.27



Avg Rating for CodeX

Out of 980 respondents, only 455 heard about CodeX



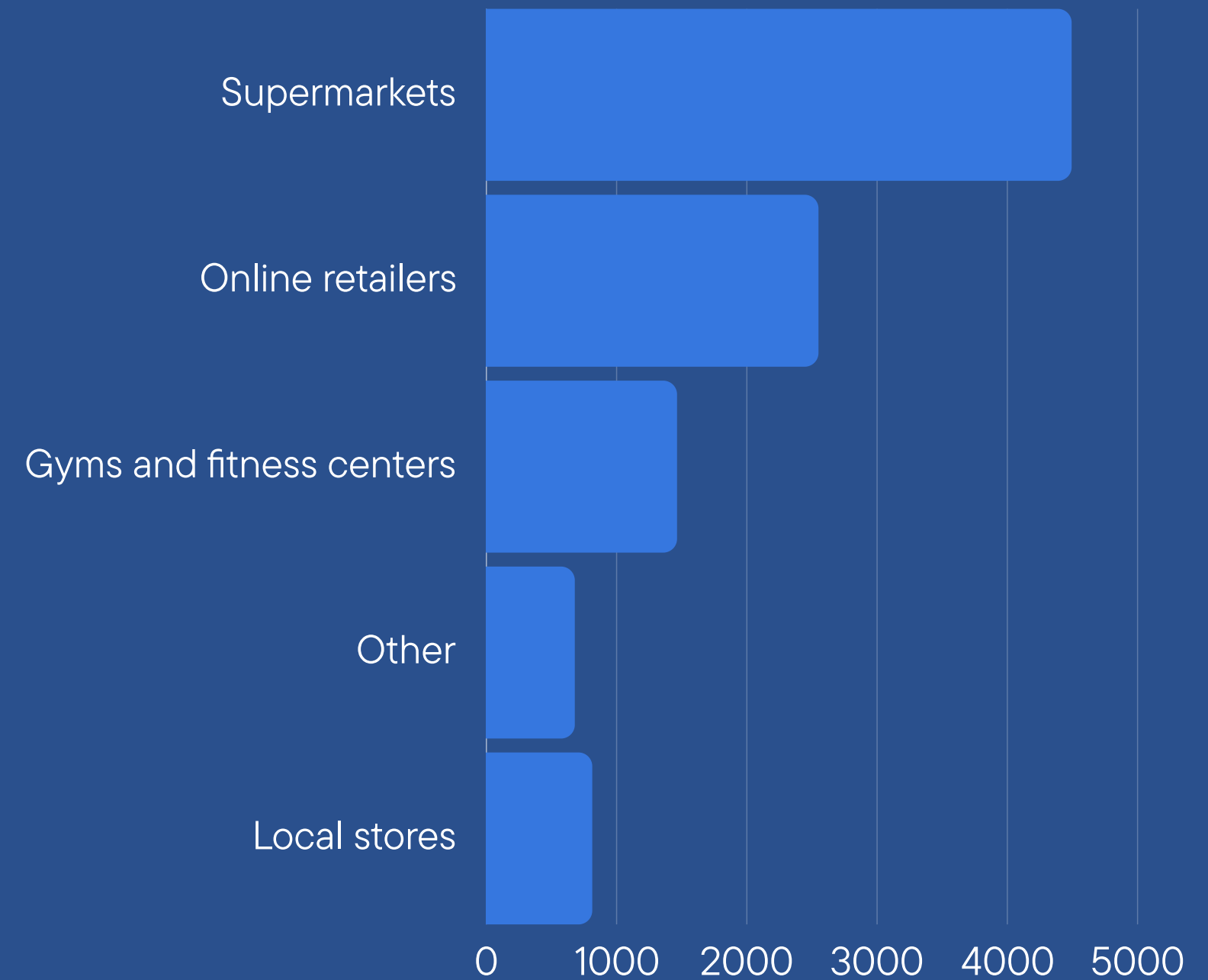
# Which cities do we need to focus more on?

| City      | positive_count | negative_count |
|-----------|----------------|----------------|
| Bangalore | 566            | 418            |
| Mumbai    | 435            | 228            |
| Hyderabad | 376            | 266            |
| Pune      | 205            | 282            |
| Chennai   | 196            | 126            |

- Bangalore, Mumbai, and Hyderabad have the highest number of responses, indicating a substantial market presence in these areas.
- Bangalore, Pune, and Hyderabad have a high number of negative reviews for our product, suggesting a need for focused attention and improvement strategies in these cities.

# Where do respondents prefer to purchase energy drinks?

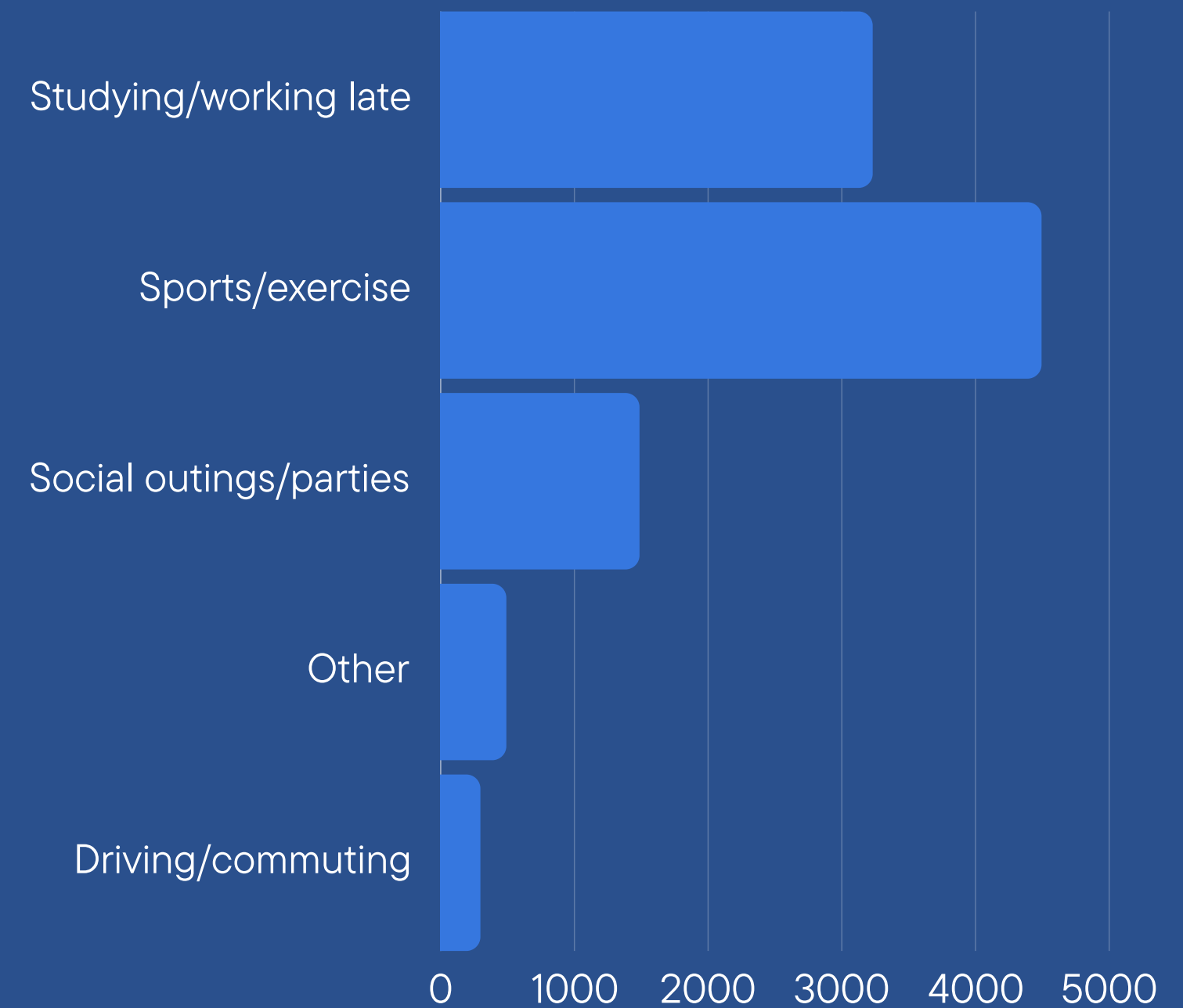
| Purchase_location        | count_of_respond |
|--------------------------|------------------|
| Supermarkets             | 4494             |
| Online retailers         | 2550             |
| Gyms and fitness centers | 1464             |
| Local stores             | 813              |
| Other                    | 679              |



Most of the respondents purchase energy drinks from **Supermarkets**

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

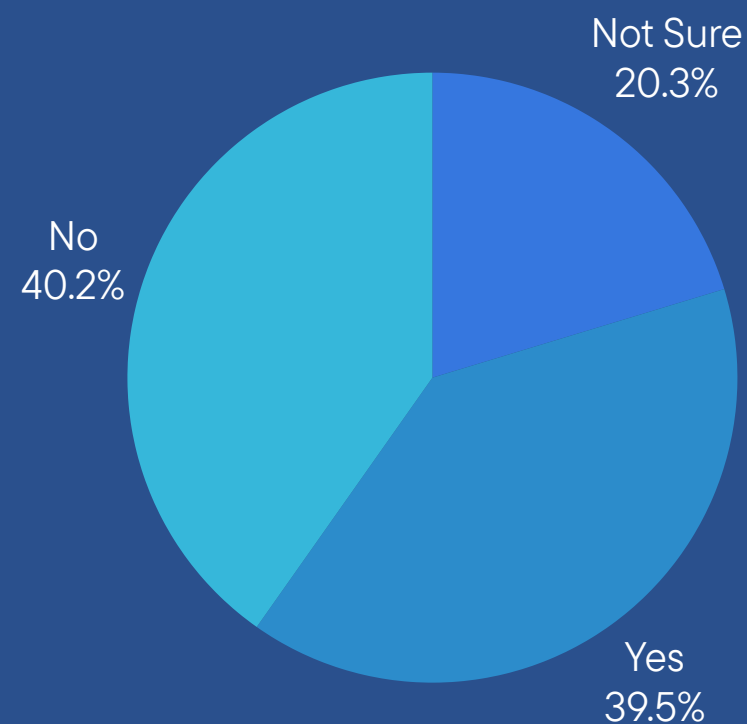
| Typical_consumption_situations | count_of_respond |
|--------------------------------|------------------|
| Sports/exercise                | 4494             |
| Studying/working late          | 3231             |
| Social outings/parties         | 1487             |
| Other                          | 491              |
| Driving/commuting              | 297              |



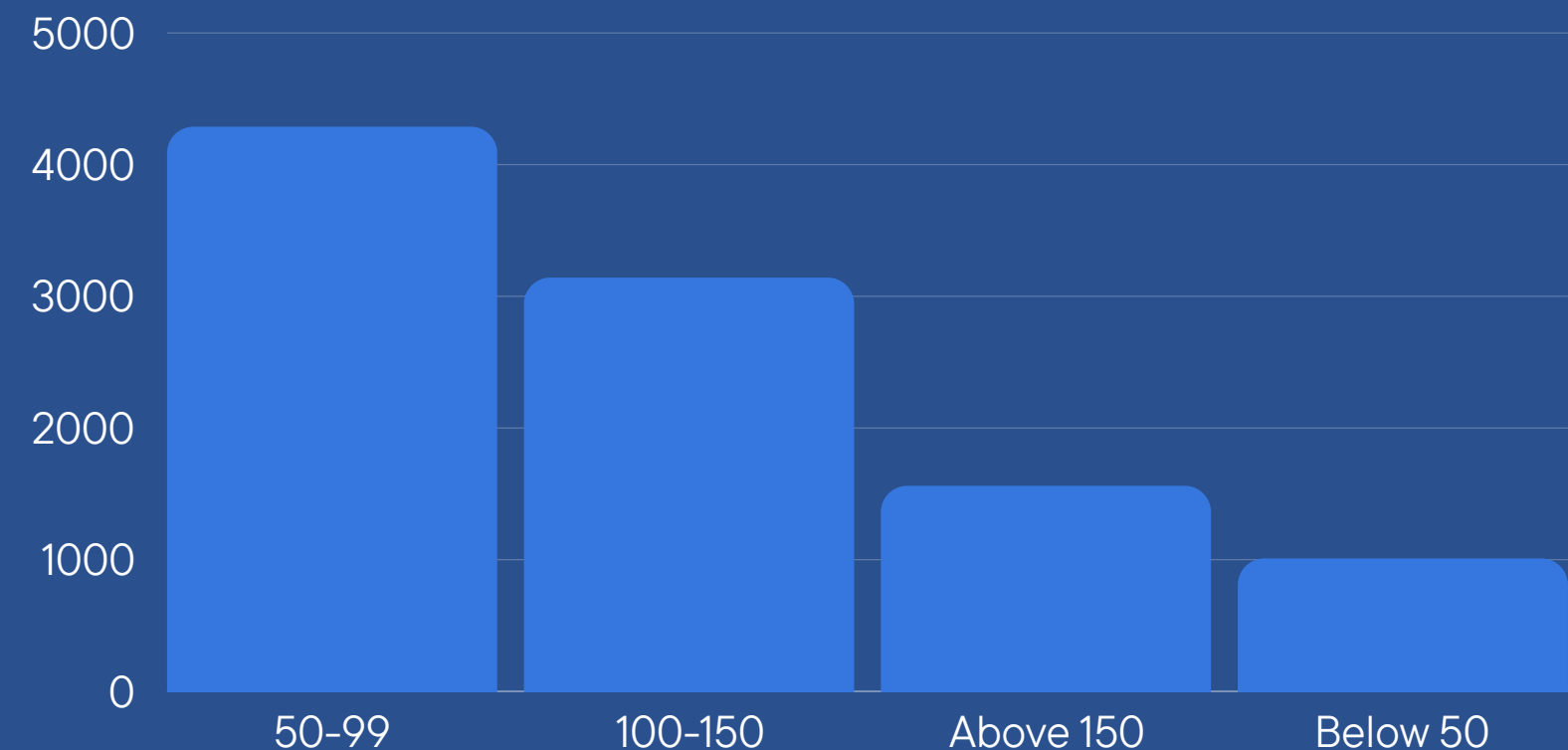
Most of the respondents consume energy drinks during **Sports/exercise**

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

| Limited_edition_packaging | count_of_respond |
|---------------------------|------------------|
| Yes                       | 3946             |
| No                        | 4023             |
| Not Sure                  | 2031             |



| Price_range | count_of_respond |
|-------------|------------------|
| 50-99       | 4288             |
| 100-150     | 3142             |
| Above 150   | 1561             |
| Below 50    | 1009             |



# Which area of business should we focus more on our product development?

| Reasons_for_choosing_CodeX | count_of_respond |
|----------------------------|------------------|
| Brand reputation           | 259              |
| Availability               | 195              |
| Taste/flavor preference    | 182              |
| Effectiveness              | 176              |
| Other                      | 168              |

**Brand Reputation**

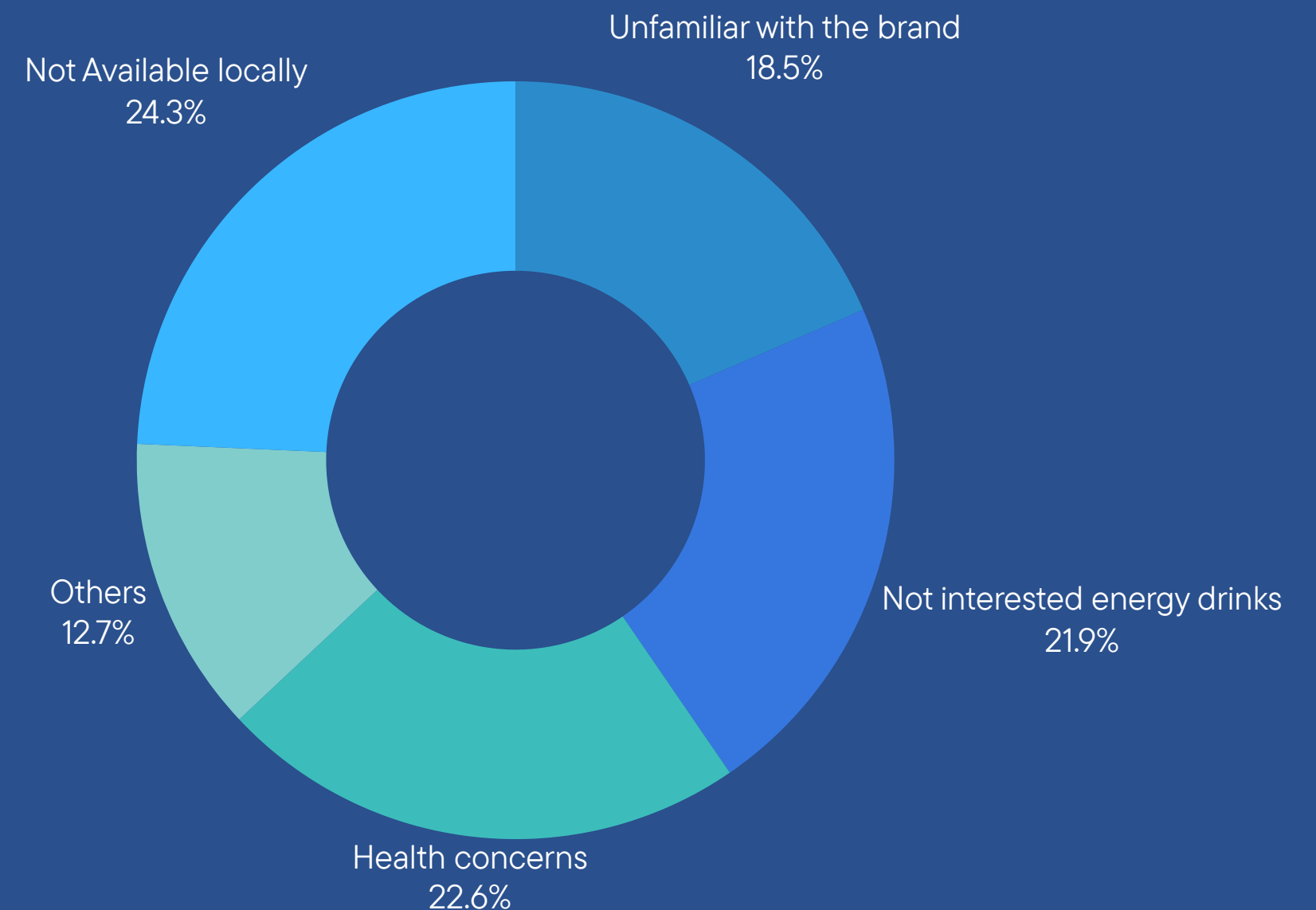
Most of the respondents purchase energy drinks based on brand reputation. Therefore, we should prioritize our focus on building brand recognition, especially considering that many respondents are not even aware of CodeX.



# What immediate improvements can we bring to the product?

## Availability

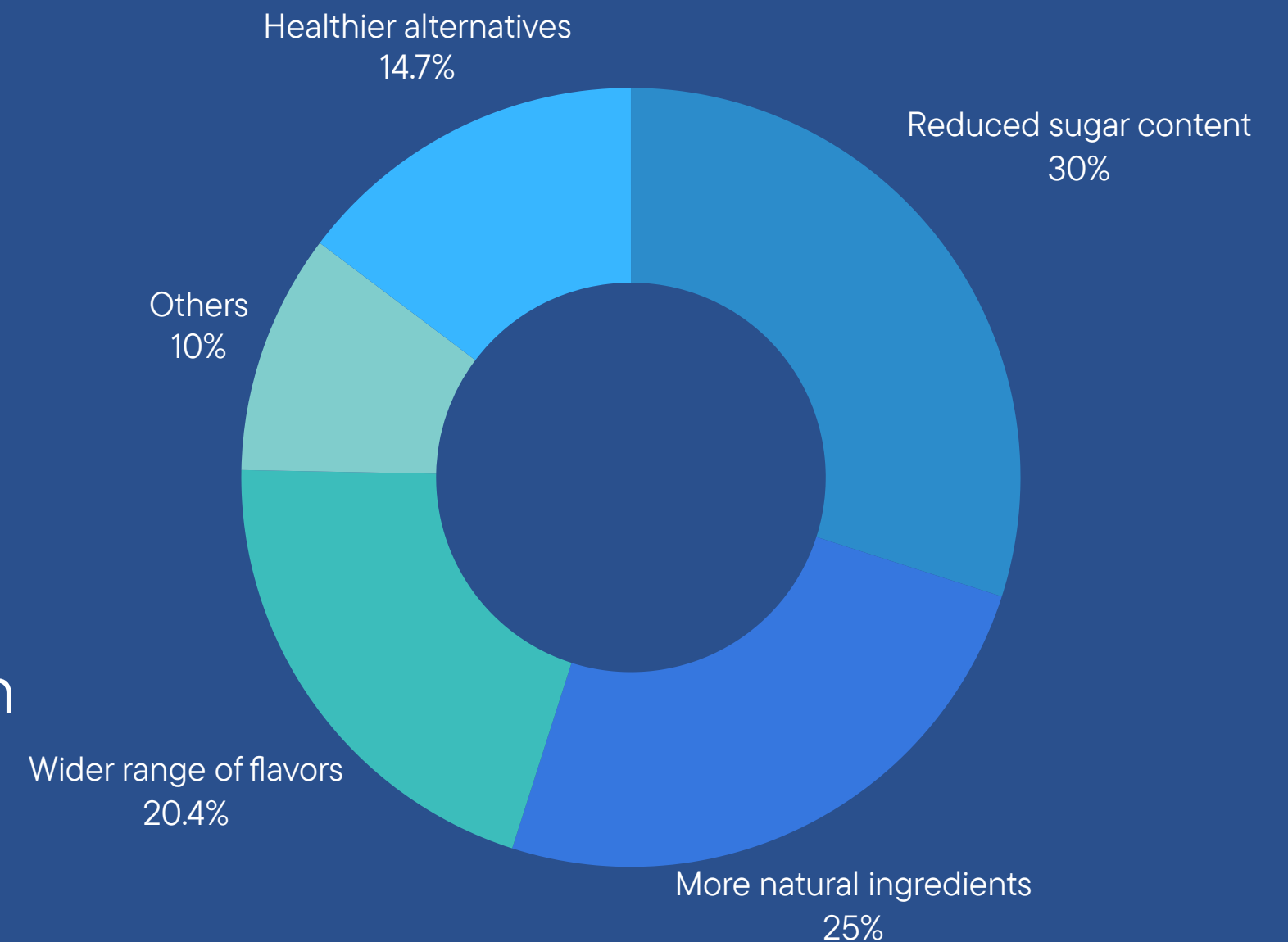
- 24.3% of respondents mentioned that energy drinks are not available locally. So Conduct market research to understand consumer preferences and demand in various locations.
- 18.5% mentioned that they are unfamiliar with the brand. So focus on building a strong brand identity and communicating unique selling points effectively.



# What immediate improvements can we bring to the product?

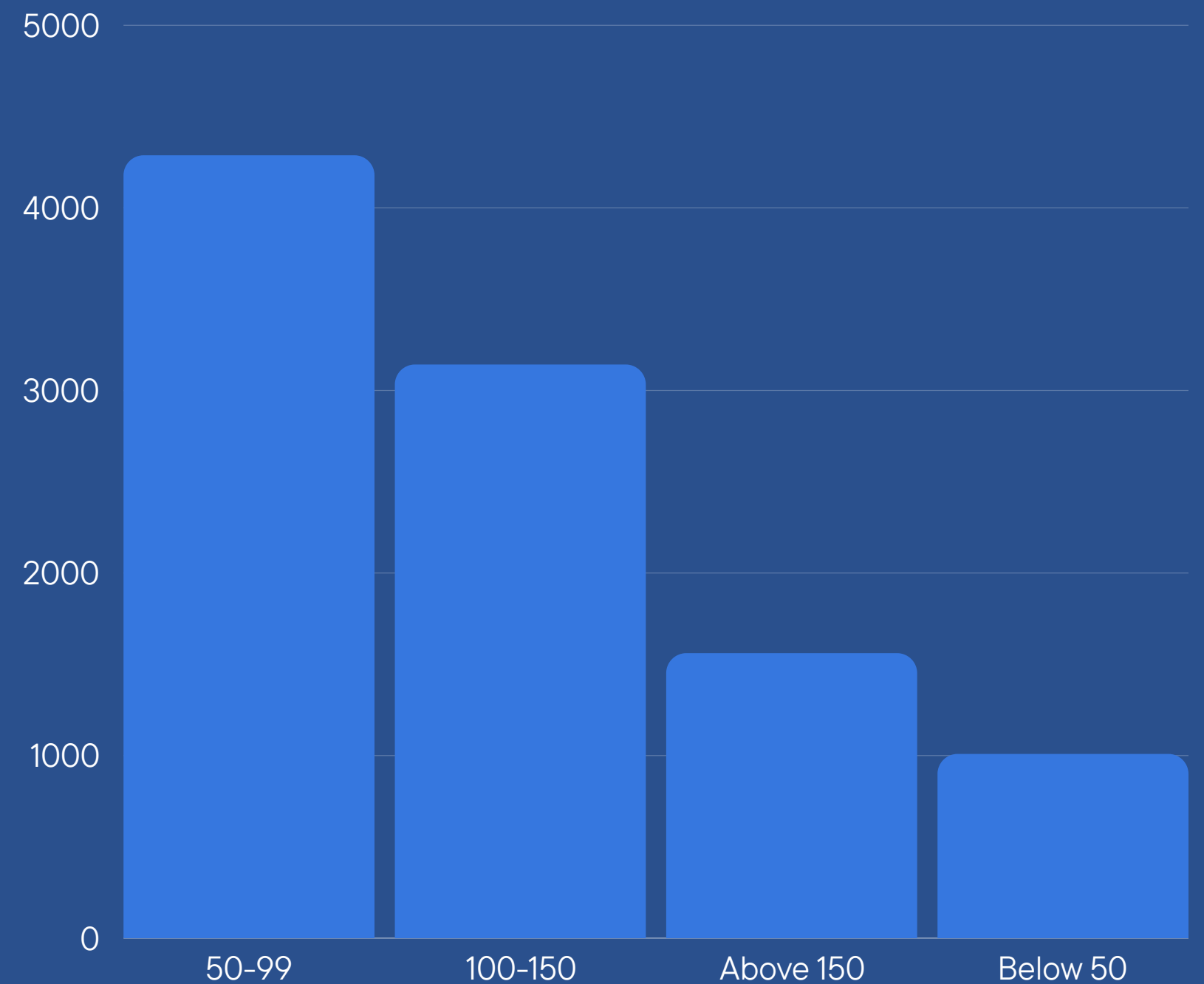
## Health concerns

- 22.6% of respondents mentioned that they have health concerns.
- 30% mentioned a preference to reduce sugar content, followed by an interest in adding more natural ingredients.



# What should be the ideal price of our product?

The price range expected by the customer is between **50-99**



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

- **Referral Programs:** Incentivize customers to refer friends or family by offering discounts or rewards for successful referrals.
- **Coupon Codes:** Distribute coupon codes through various channels such as email newsletters, social media, or website pop-ups. Offer discounts for first-time purchases or for subscribing to newsletters.
- **Free Samples:** Offer free samples or trial periods for CodeX to encourage trial and adoption
- **Cross-Promotions:** Partner with other businesses like Fitness Centers and Gyms, Sporting Events etc. to offer joint promotions or discounts. This can expand our reach and attract new customers.

# Who can be a brand ambassador, and why?

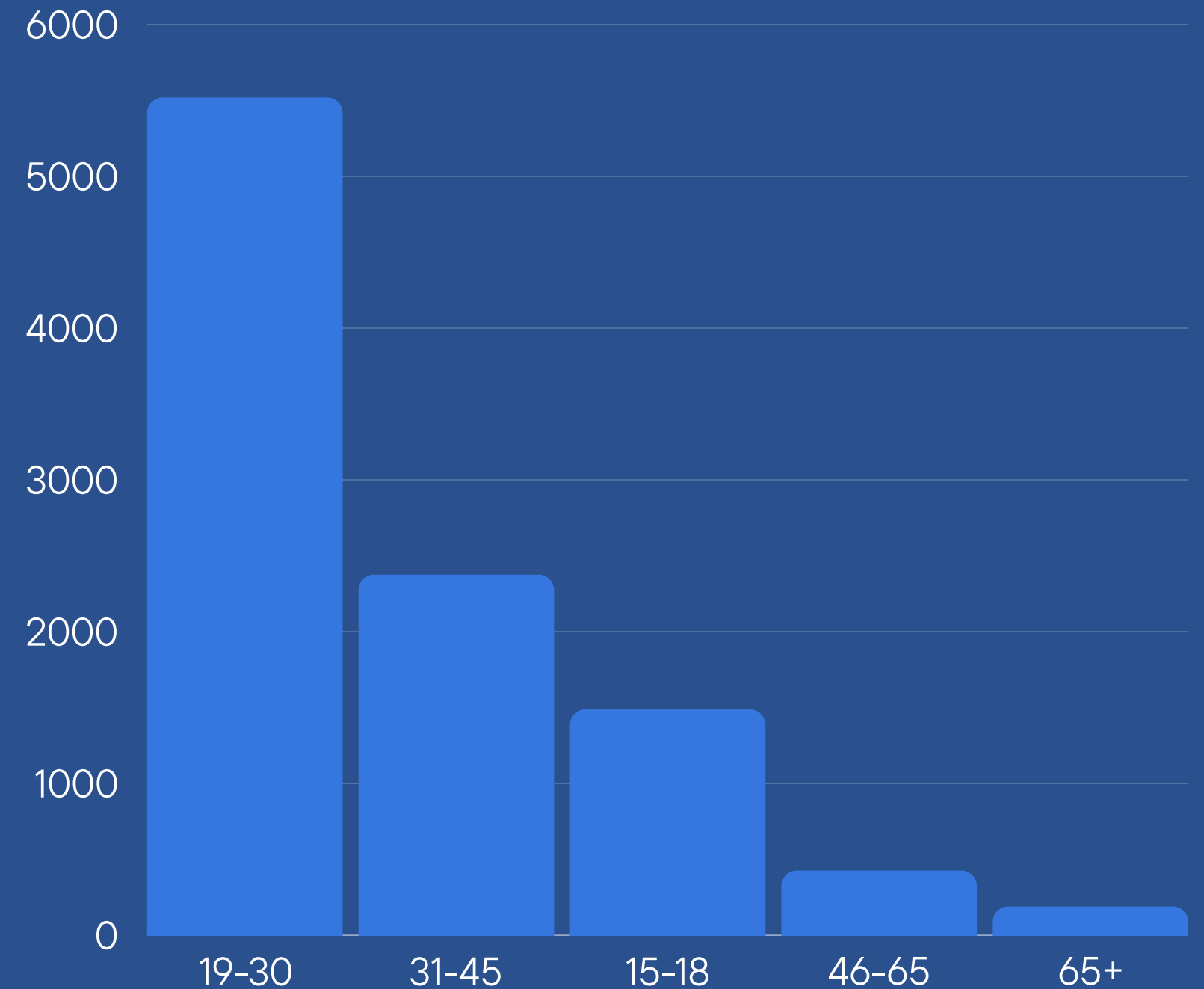
**Neeraj Chopra**, the Indian athlete and Olympic gold medalist in javelin throw

- **Youth Appeal:** Neeraj Chopra, a young and dynamic athlete, resonates strongly with the youth demographic, which constitutes a significant portion of our customer base.
- **Brand Values Alignment:** His association can booster a brand's reputation and trustworthiness, particularly in the realms of sports, fitness, and wellness, aligning with the motivations behind purchasing energy drinks for enhanced energy and focus.



# Who should be our target audience, and why?

**70%** of respondents fall within the age group of 15-30. Given this demographic majority, targeting the **youth category** should be our primary focus.



Thank you