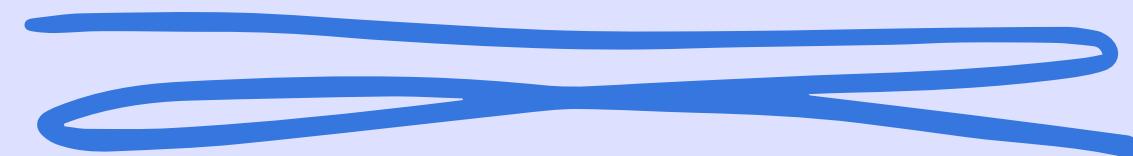




Key Marketing Insights

For CodeX



Situation

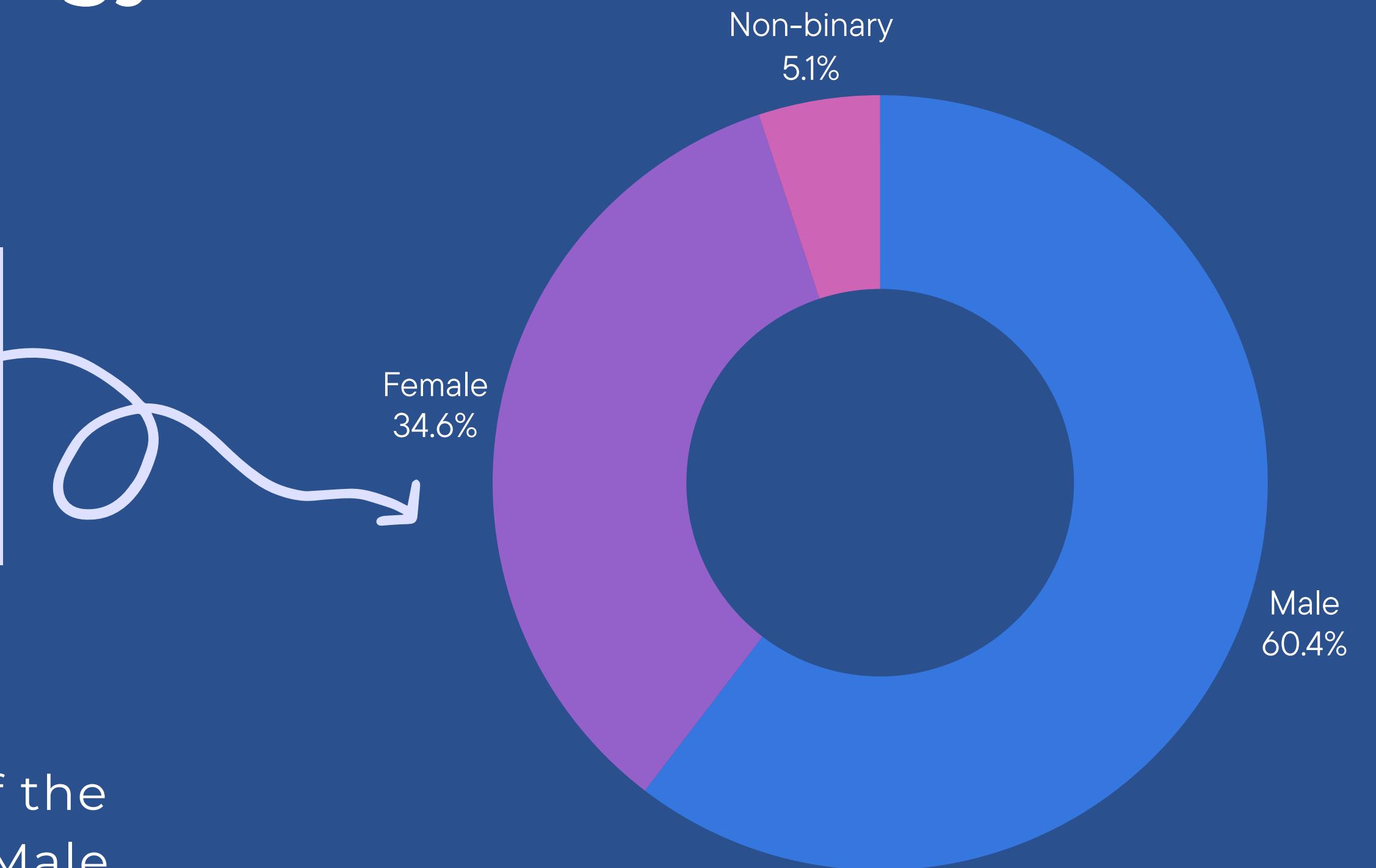
- **CodeX**, a German beverage company, has recently entered the Indian market by launching its energy drink in 10 cities across the country.
- The Marketing team aims to enhance brand awareness, capture market share, and refine product development strategies.
- The team conducted a comprehensive survey 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



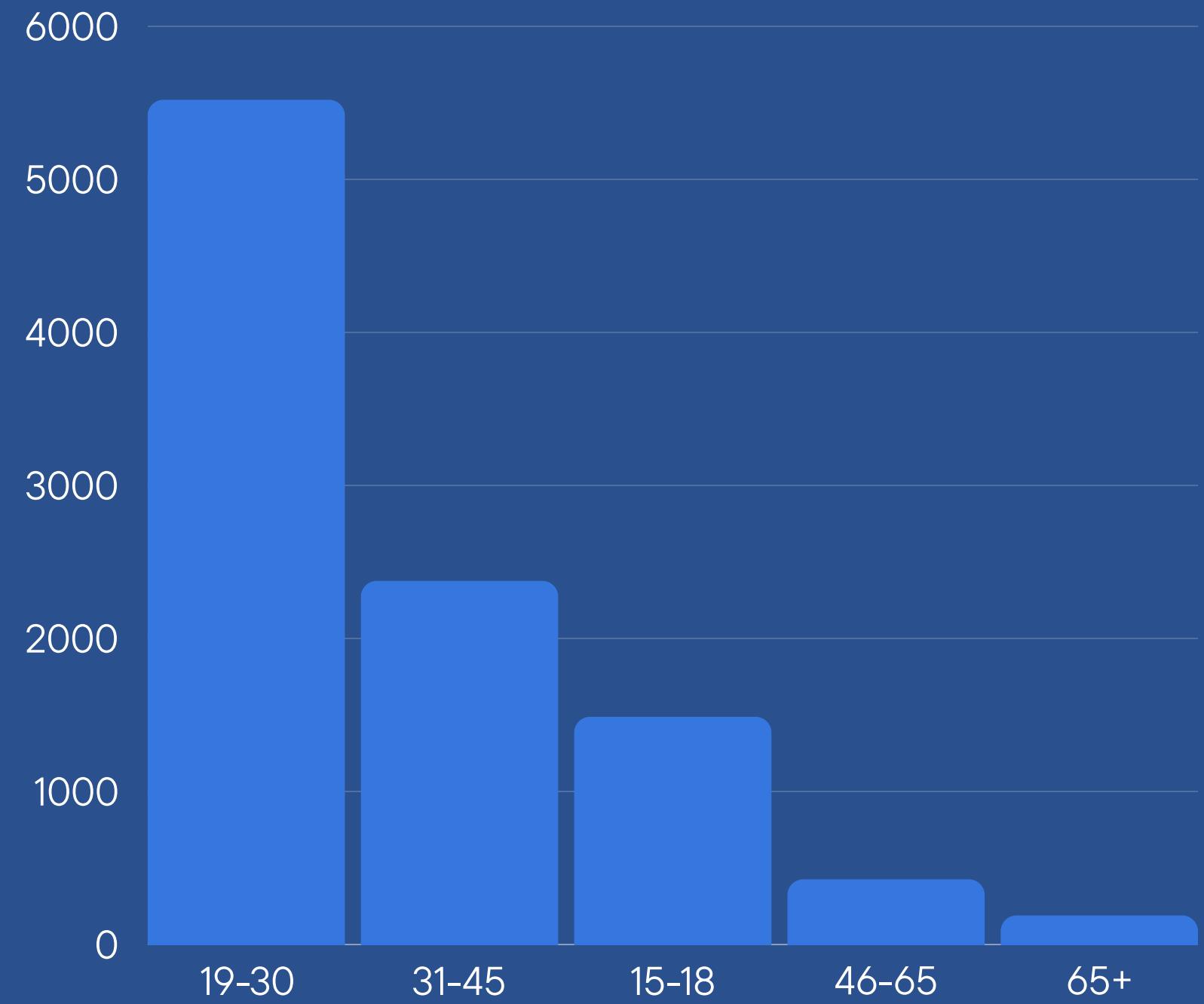
More than **60%** of the respondents are Male



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)



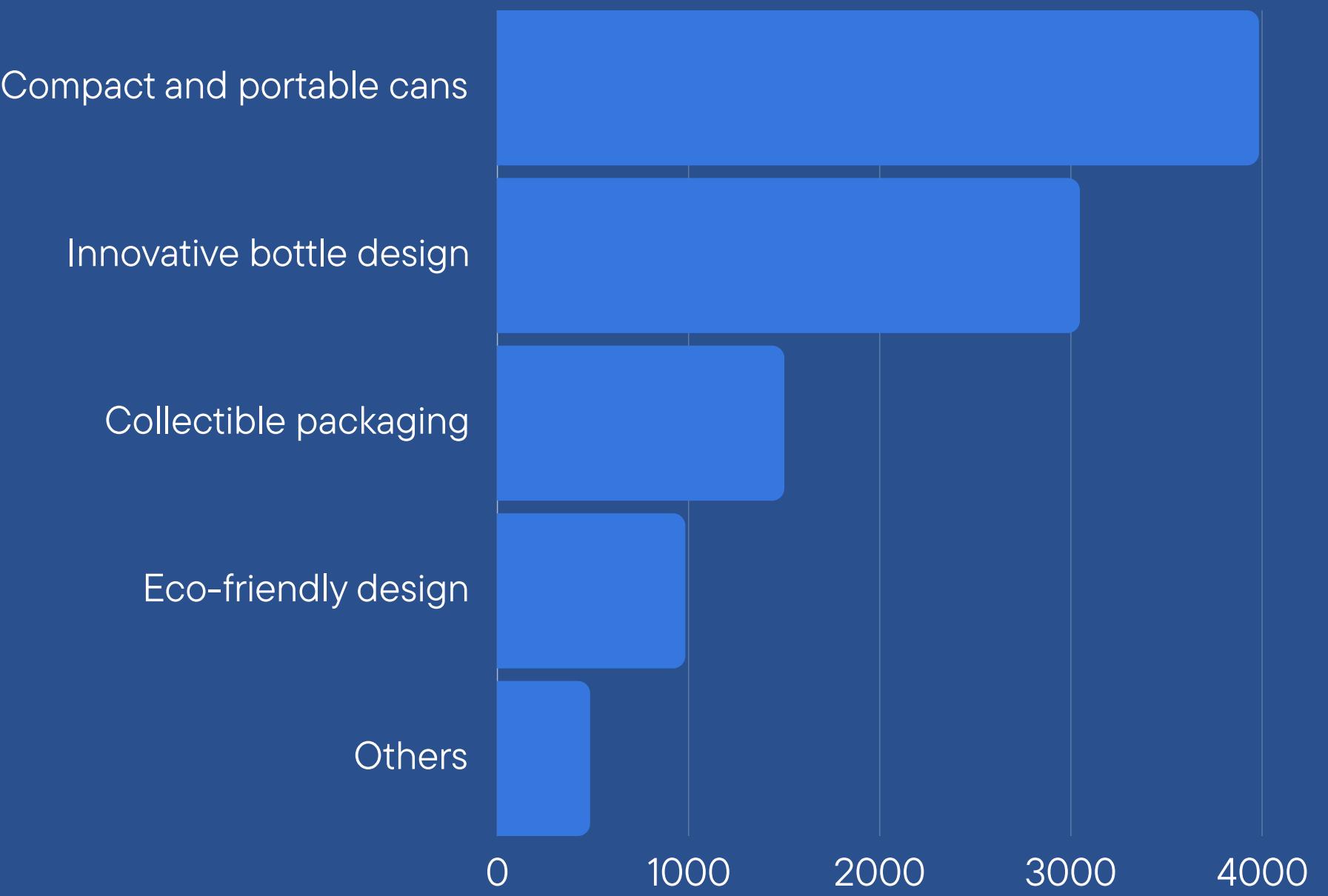
Which type of marketing reaches the most Youth (15-30)?



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

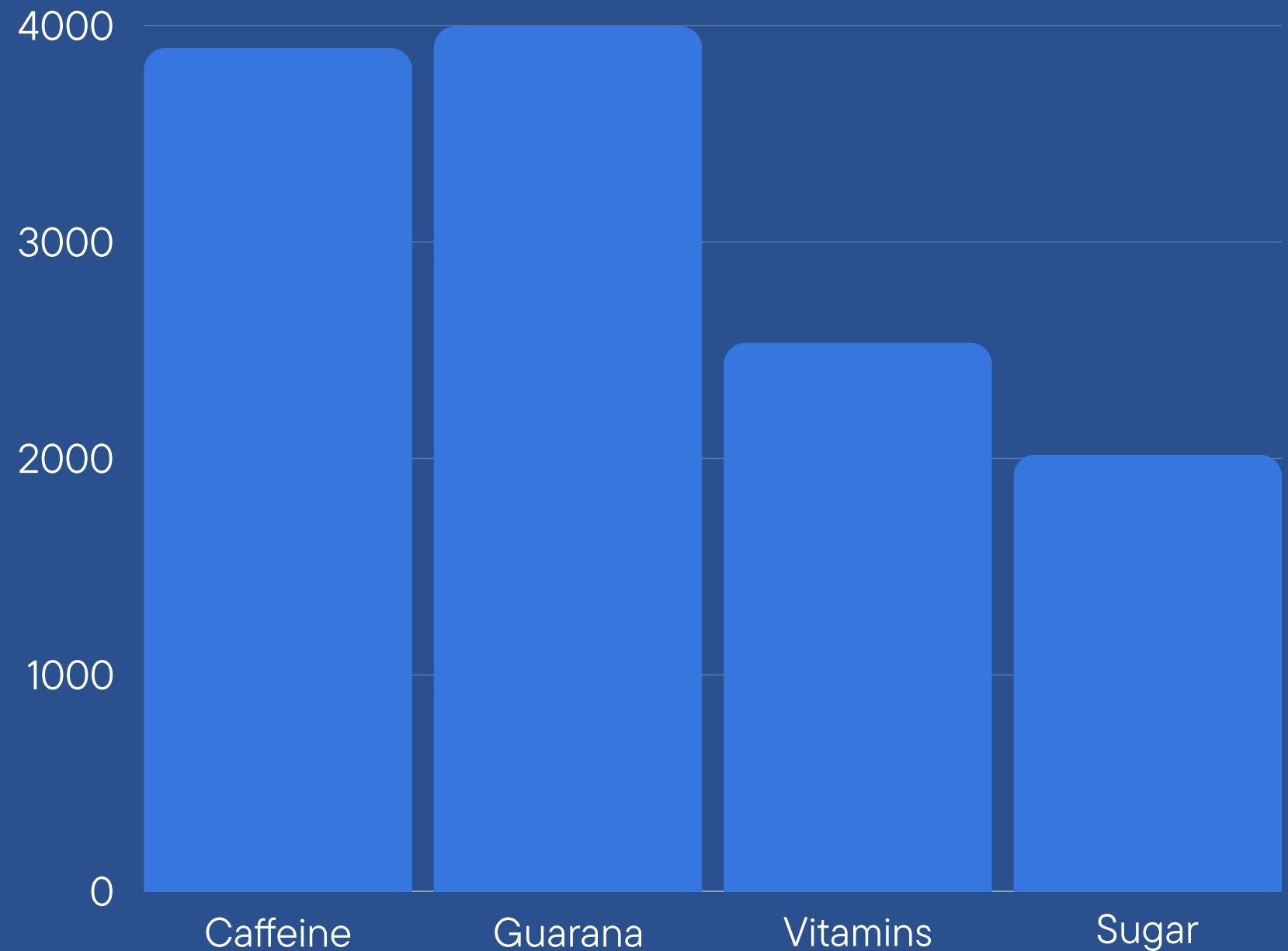
Most of respondents prefer
Compact and portable cans
as a packing method.



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.

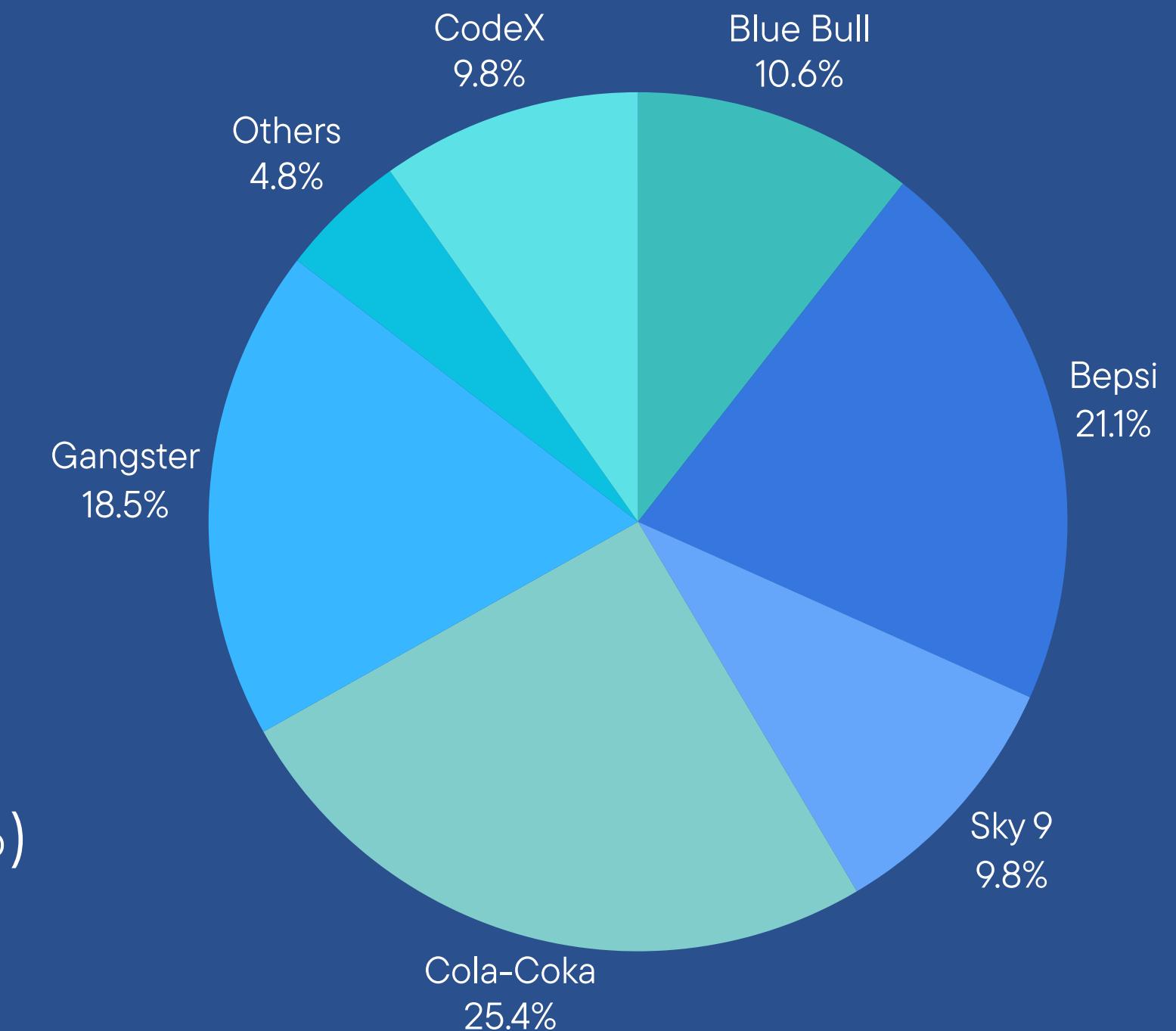


Who are the current market leaders?

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

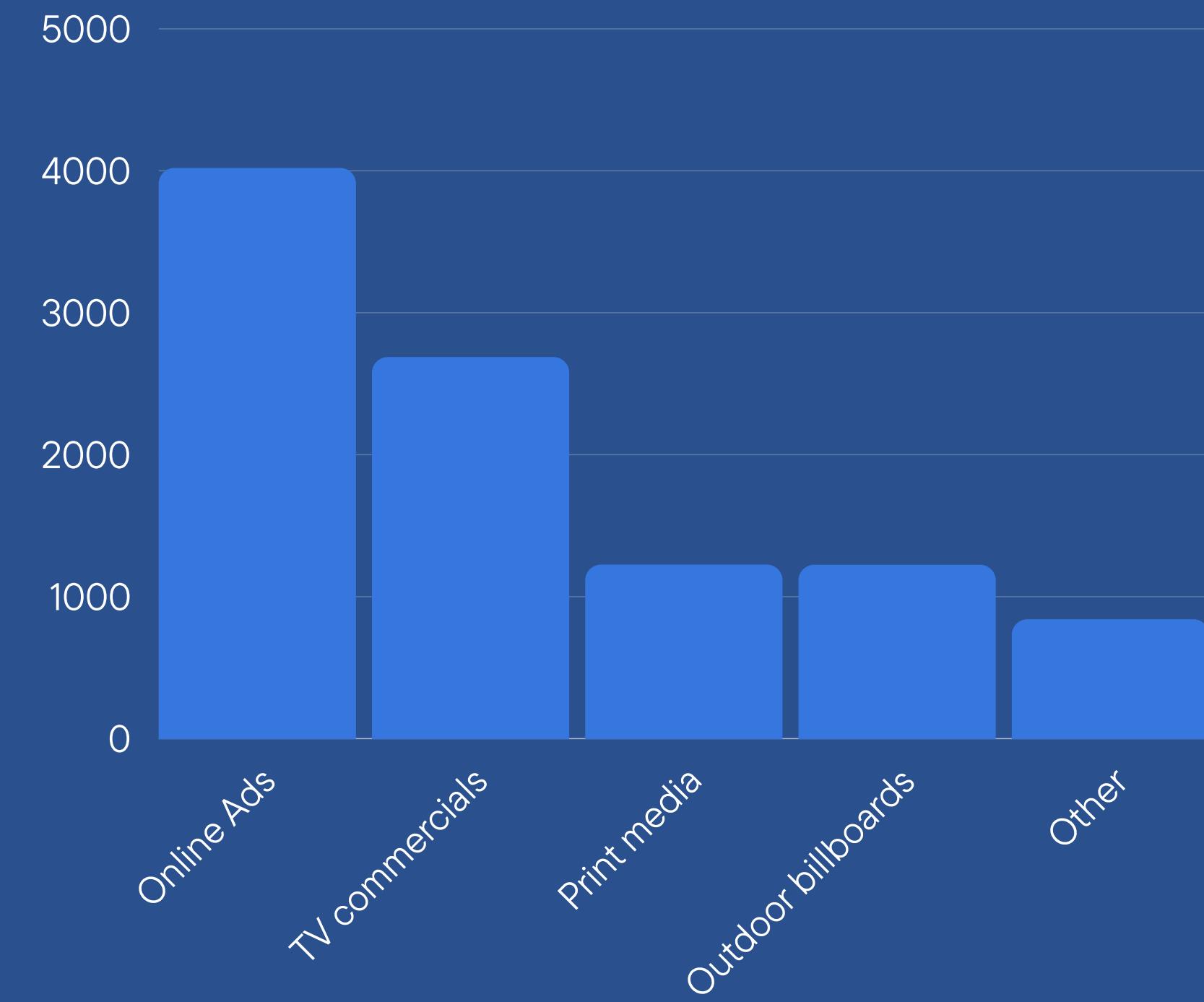


Brand reputation(26%) is the major reason for choosing other brand followed by Taste/flavor preference.

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.



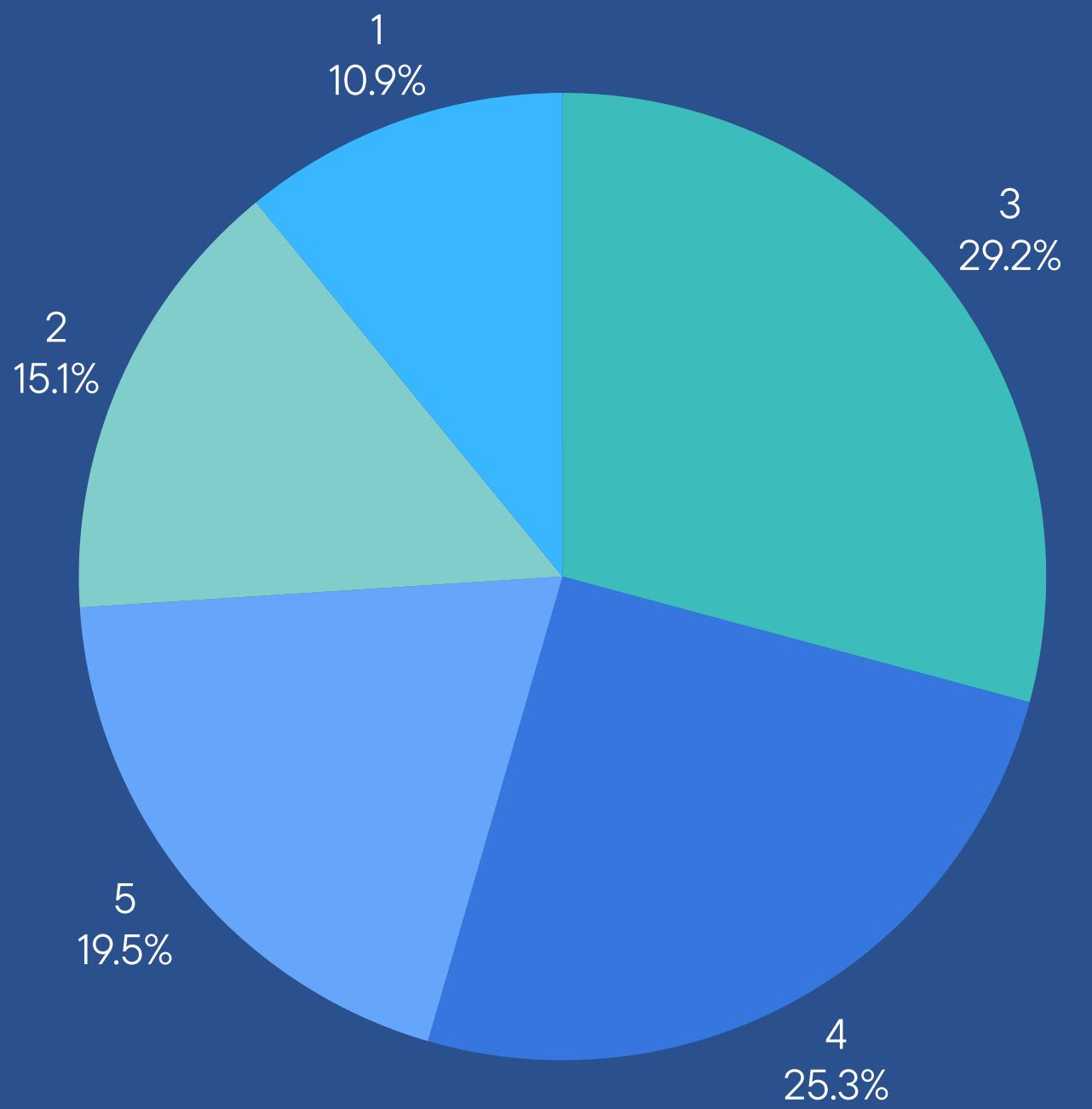
What do people think about our brand?

3.27



Avg Rating for CodeX

Out of 980 respondents, only 455 heard about CodeX



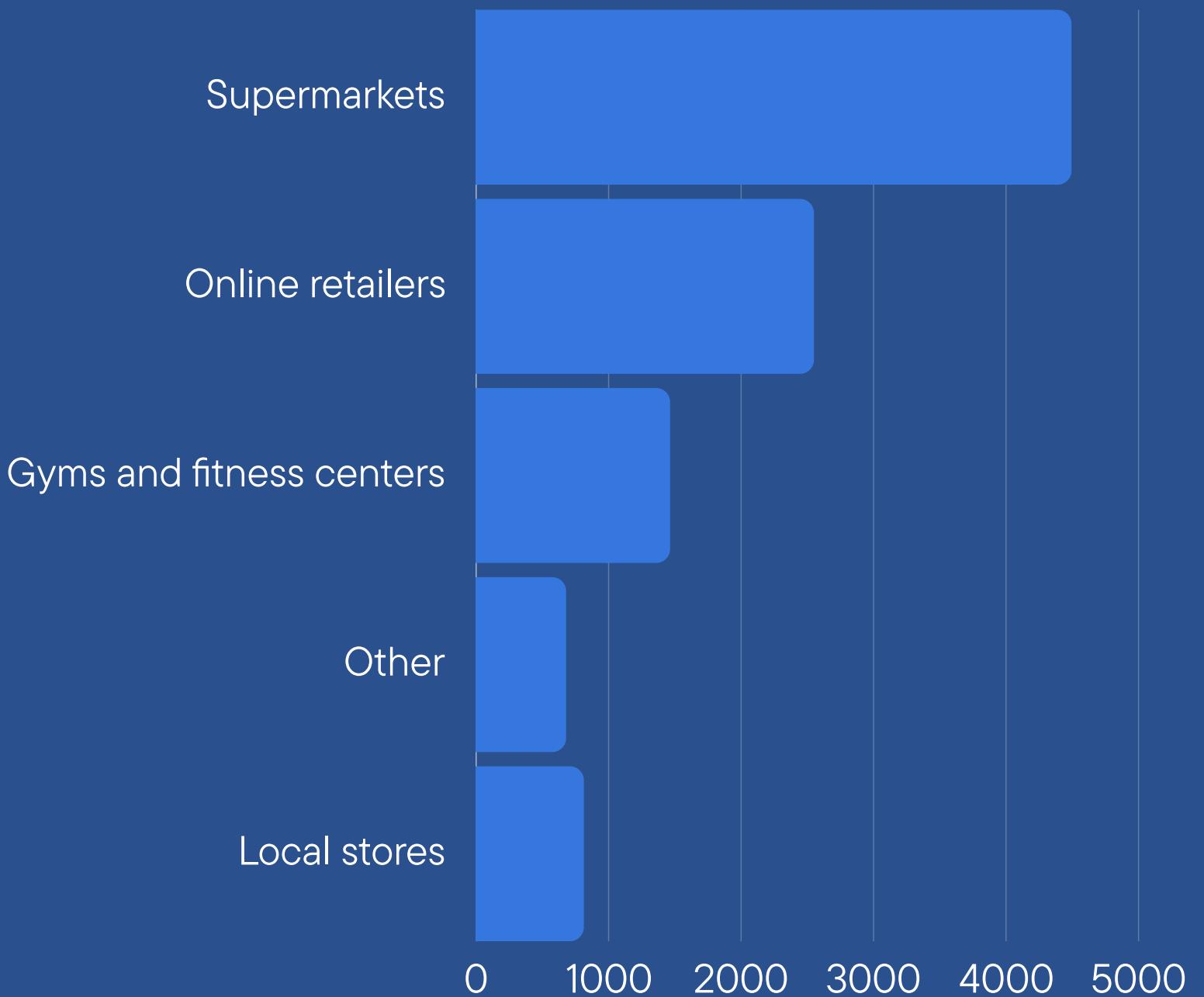
Which cities do we need to focus more on?

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?

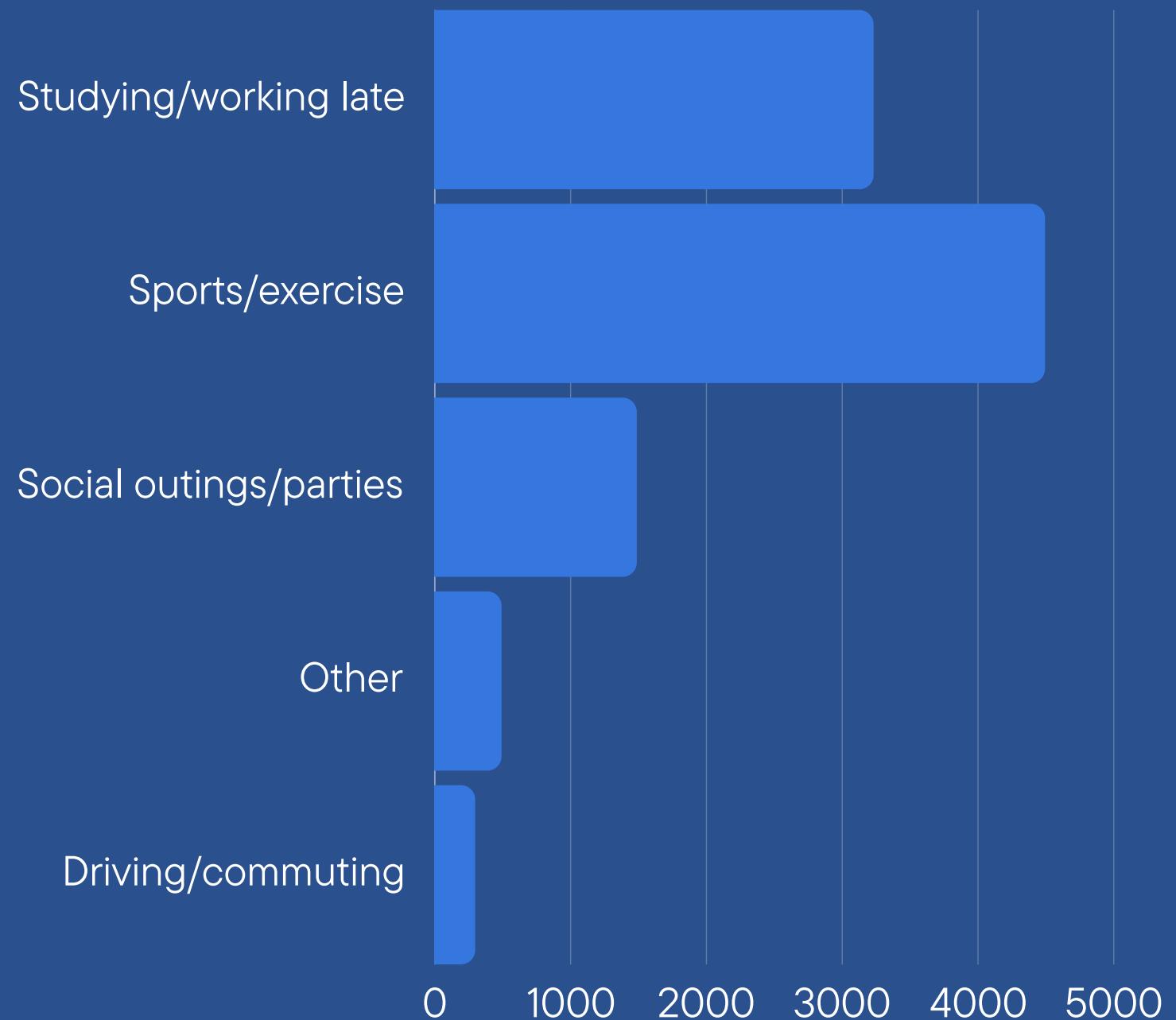
Purchase_location	count_of_respond
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679



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

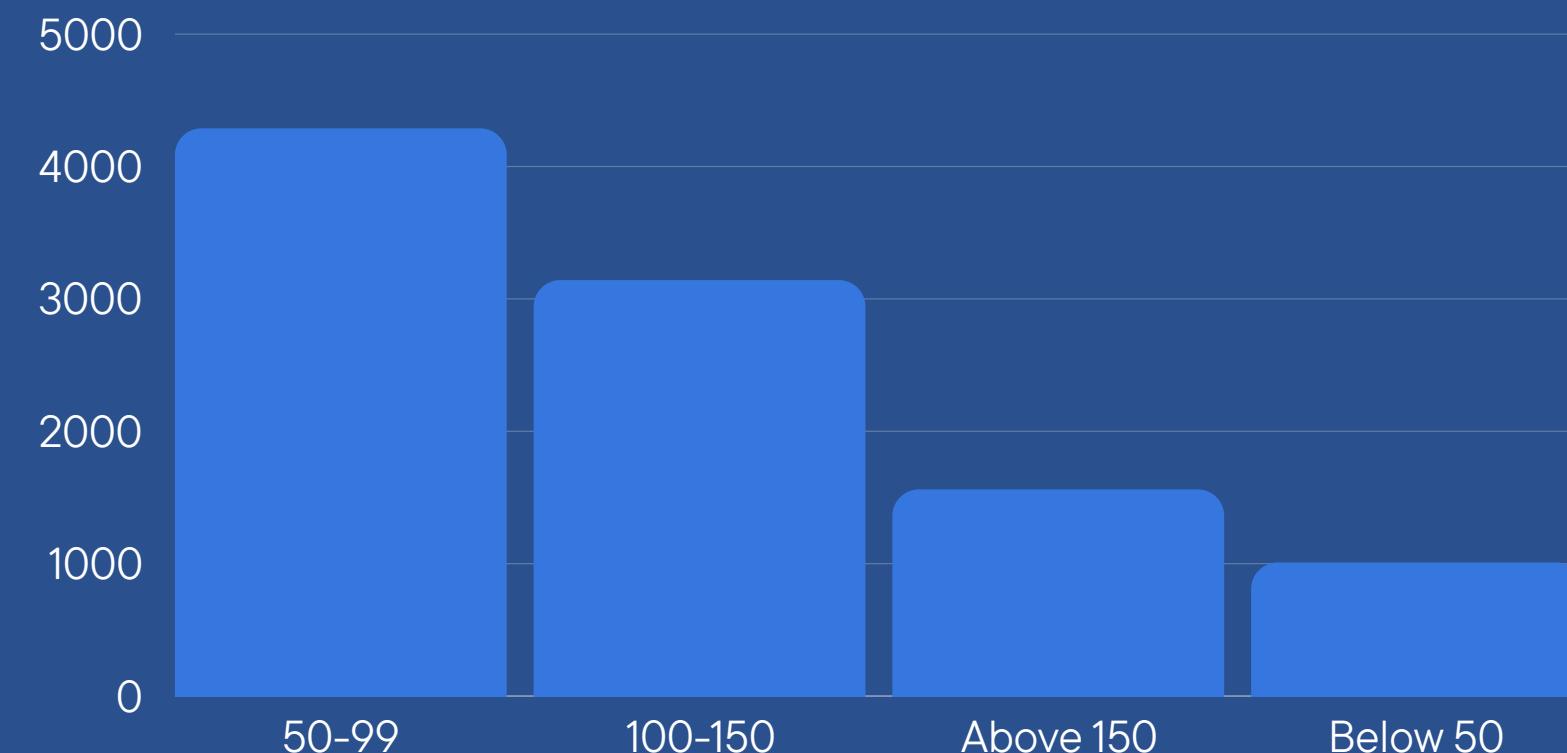
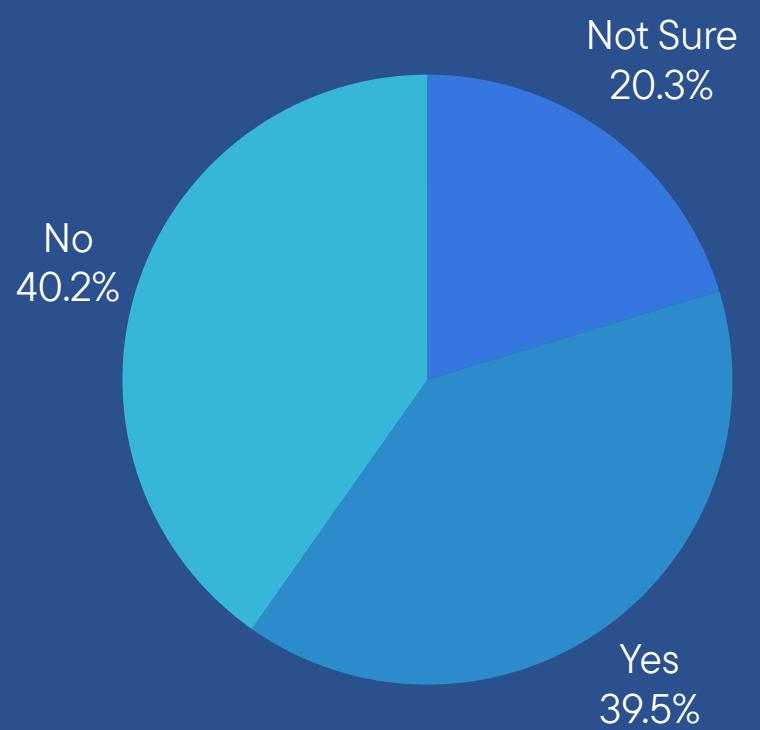


Most of the respondents consume energy drinks during **Sports/exercise**

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

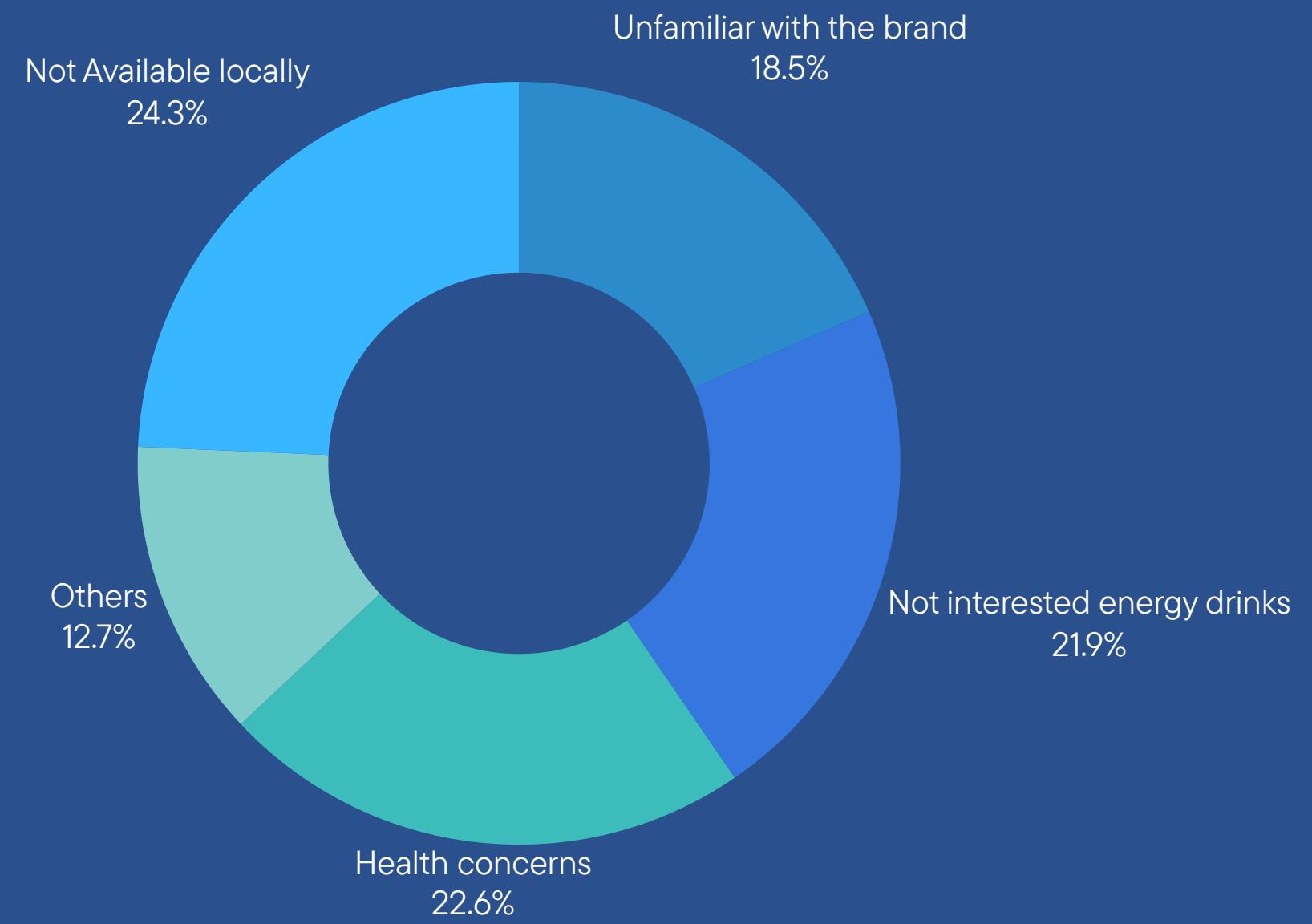
Brand Reputation

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

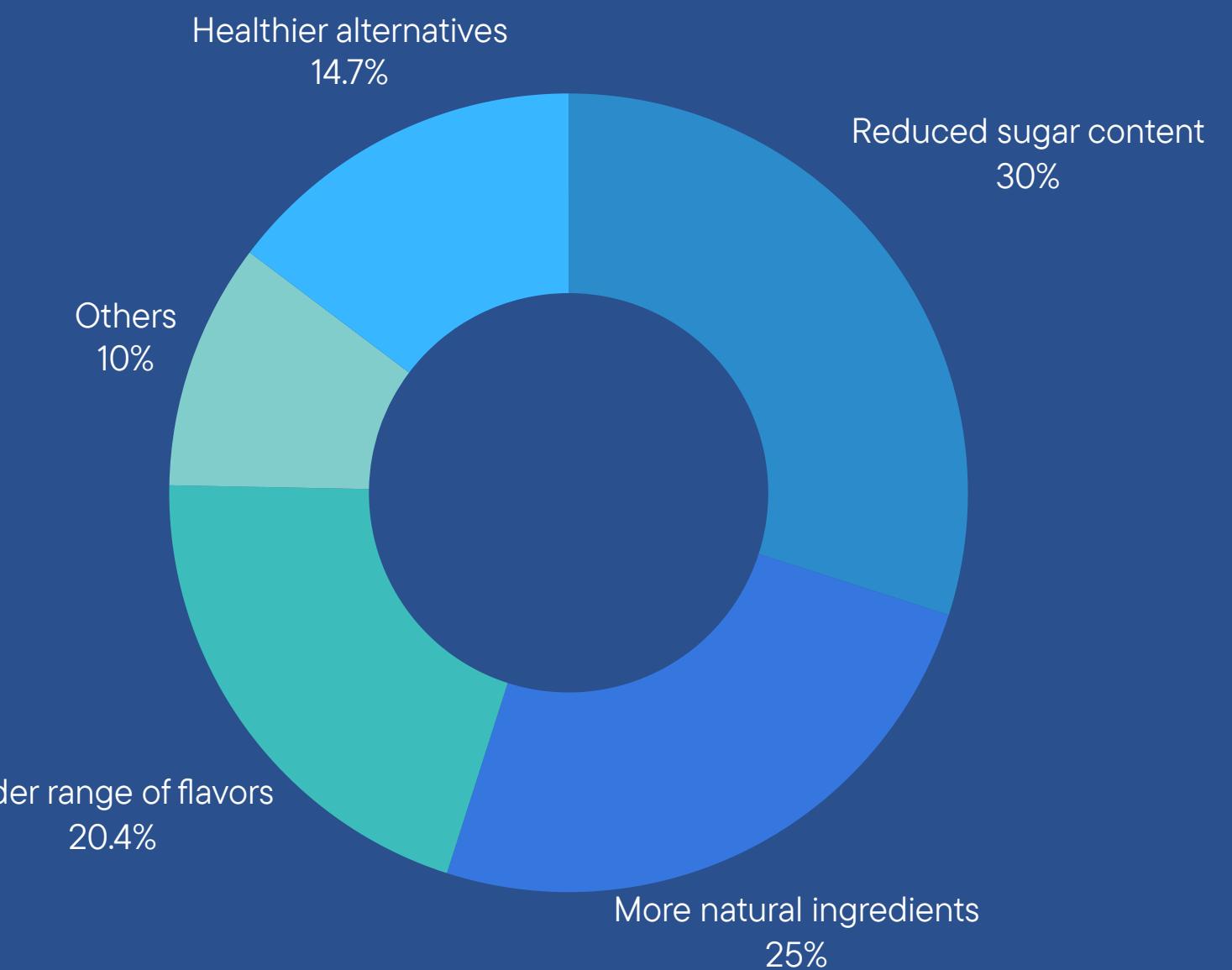
- 24.3% of respondents mentioned that energy drinks are not available locally. So Conduct market research to understand consumer preferences and demand in various locations.
- 18.5% mentioned that they are unfamiliar with the brand. So focus on building a strong brand identity and communicating unique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



What immediate improvements can we bring to the product?

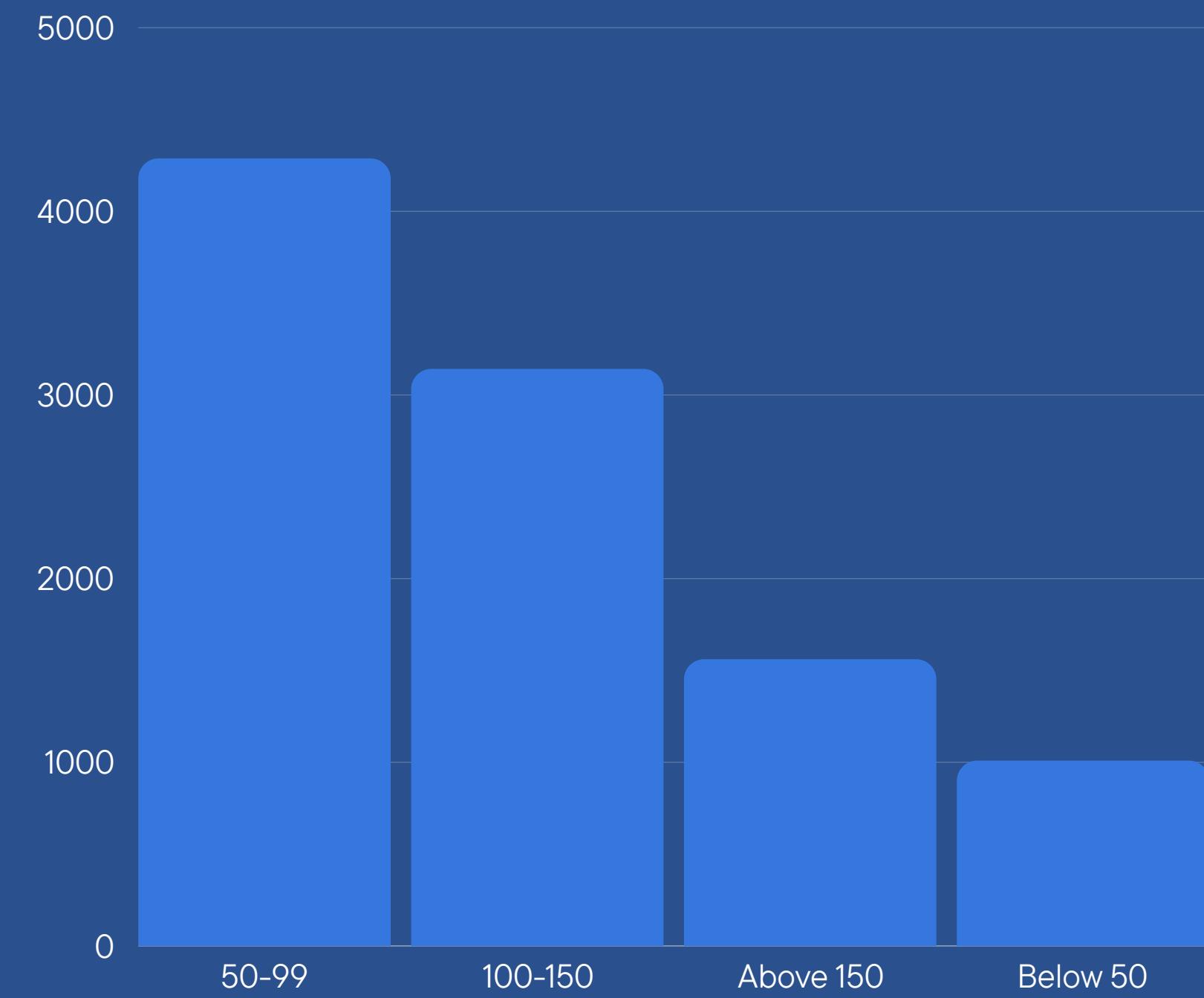
Health concerns

- 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?

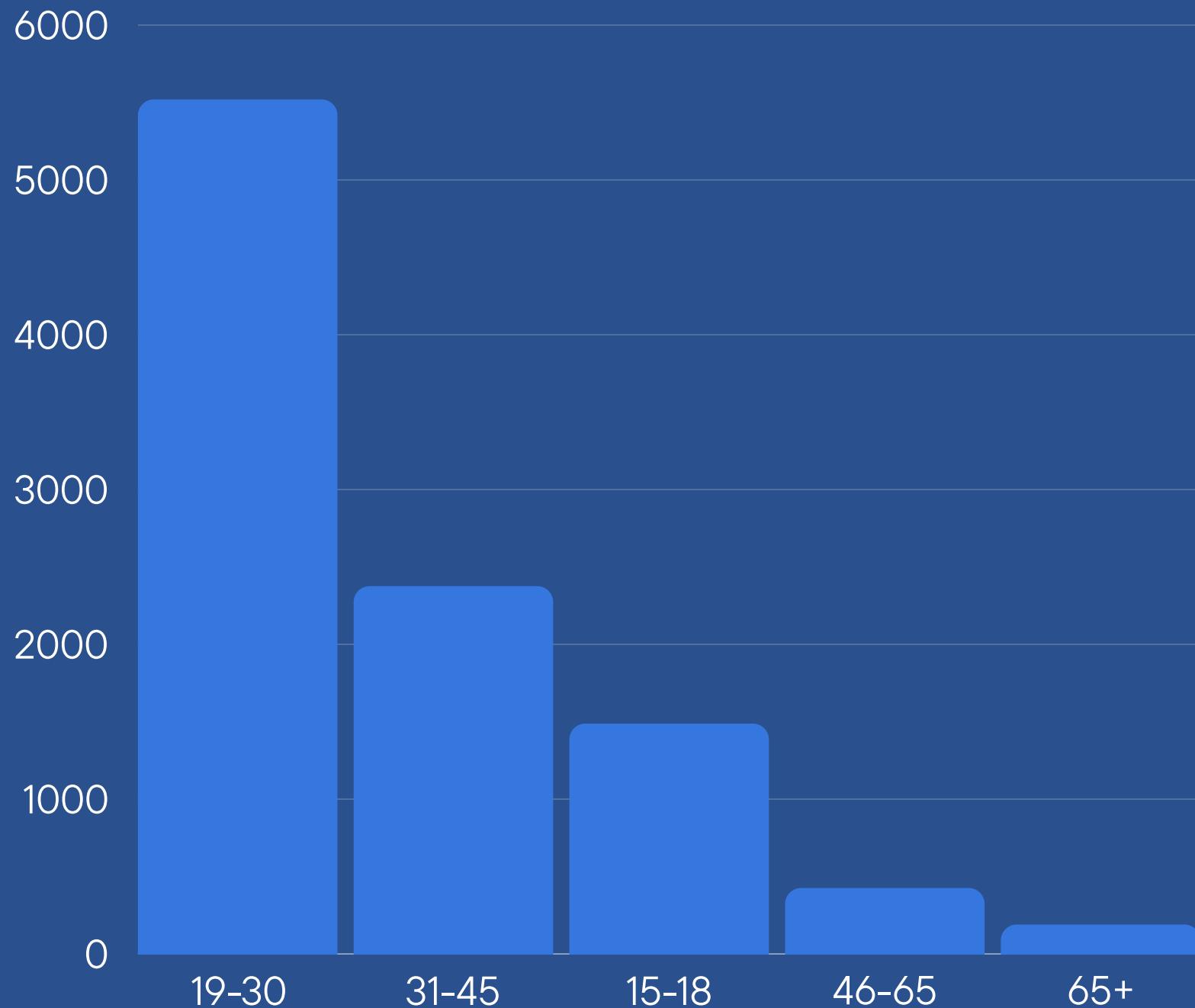
Neeraj Chopra, the Indian athlete and Olympic gold medalist in javelin throw

- **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