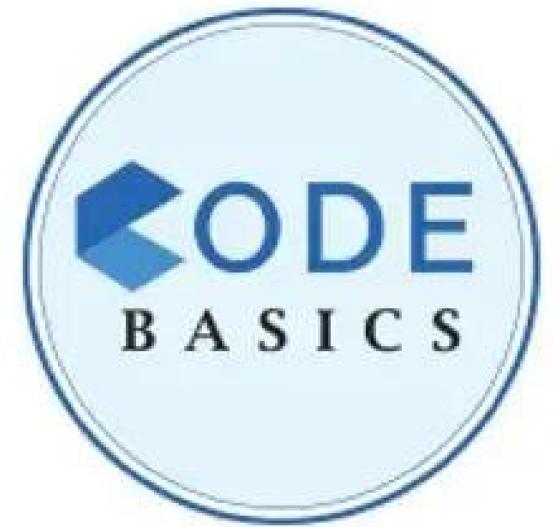


#Challenge 6

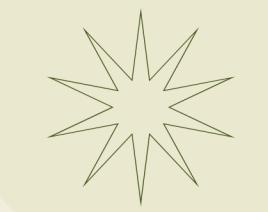
FOOD AND BEVERAGE INDUSTRY



Created by Afroz Arman



AGENDA



01

What is The objective?

02

About The Company

03

Data, Task and Tool

04

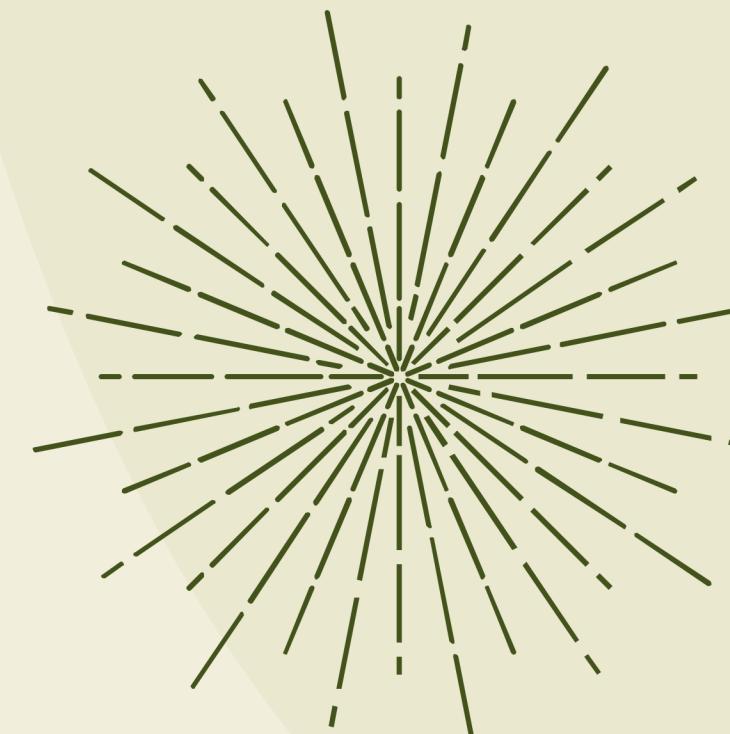
Primary Insights

05

Secondary Insights

06

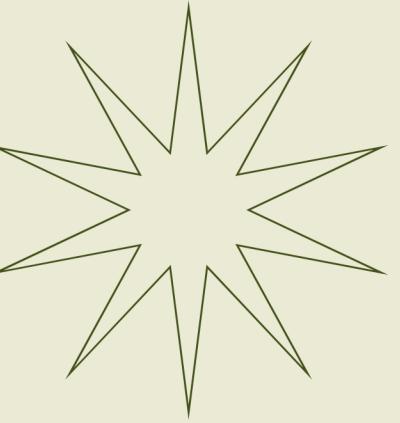
Recommendations



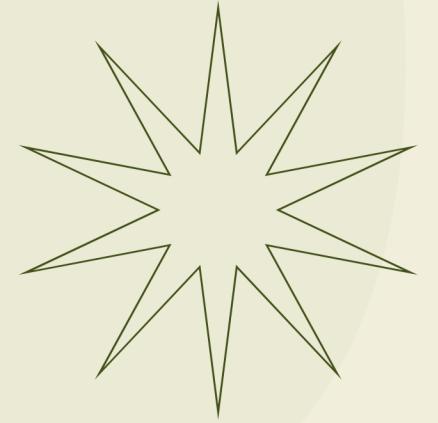
What is the Objective

To Provide Insights to the marketing team of food and beverage company CodeX to improve their business model in India.





Our Best Team Members



Henrietta
Mitchell

Business
Manager

Drew Feig

Head of
Marketing

Isabel
Mercado

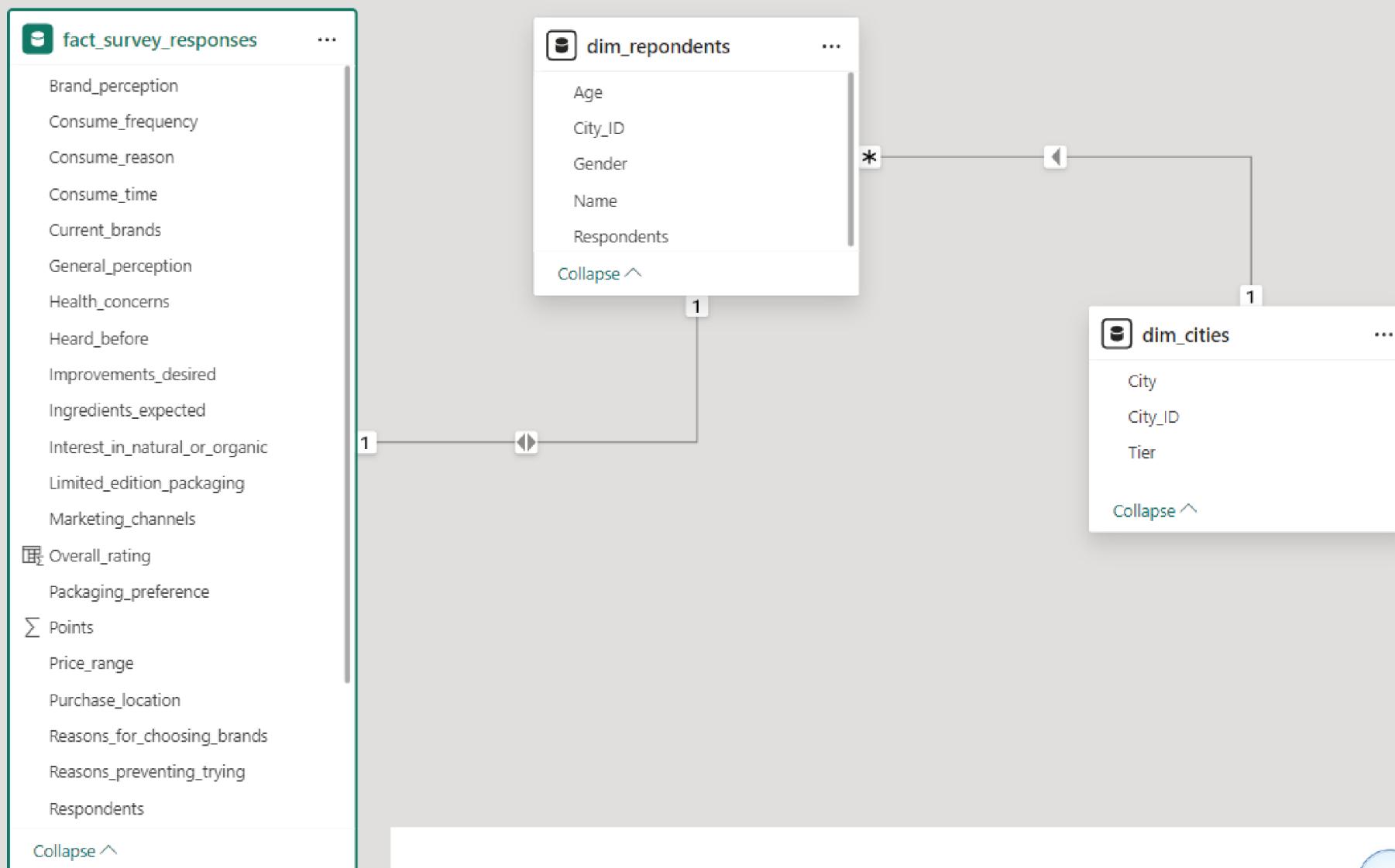
Production
Manager



About The Company

- CodeX is a German Beverage company.
- They have recently entered the Indian Market
- CodeX Specializes in energy drinks
- To gather insights a survey was conducted in 10 cities, generating responses from 10000 respondents.
- The Company aims to establish a strong presence in Indian market.

Data, Task and Tool



Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

Recommendations for CodeX:

Give 5 recommendations for CodeX (below are some samples)

- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?

Provide Insights to the Marketing Team in Food & Beverage Industry

Primary Insights (Sample Sections / Questions)

Note: These insights can be derived from the survey responses

1. Demographic Insights (examples)

- a. Who prefers energy drink more? (male/female/non-binary?)
- b. Which age group prefers energy drinks more?
- c. Which type of marketing reaches the most Youth (15-30)?

2. Consumer Preferences:

- a. What are the preferred ingredients of energy drinks among respondents?
- b. What packaging preferences do respondents have for energy drinks?

3. Competition Analysis:

- a. Who are the current market leaders?
- b. What are the primary reasons consumers prefer those brands over ours?

4. Marketing Channels and Brand Awareness:

- a. Which marketing channel can be used to reach more customers?
- b. How effective are different marketing strategies and channels in reaching our customers?

5. Brand Penetration:

- a. What do people think about our brand? (overall rating)
- b. Which cities do we need to focus more on?

6. Purchase Behavior:

- a. Where do respondents prefer to purchase energy drinks?
- b. What are the typical consumption situations for energy drinks among respondents?
- c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

7. Product Development

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

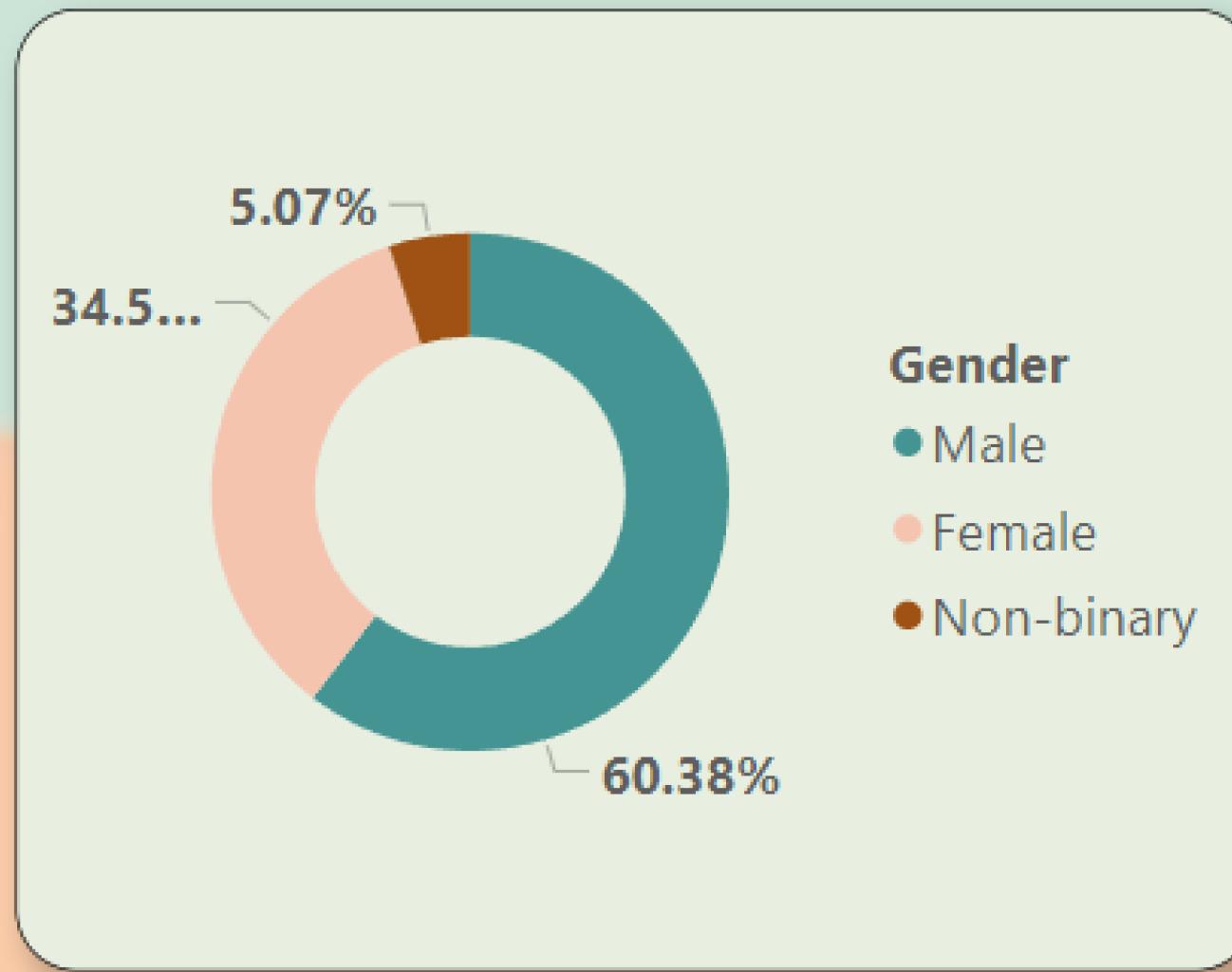


PRIMARY INSIGHTS

- Demographic Insights
- Consumer Preferences
- Competition Analysis
- Marketing Channel and Brand awareness
- Brand Penetration
- purchase Behavior
- Product Development

1. Demographic Insights

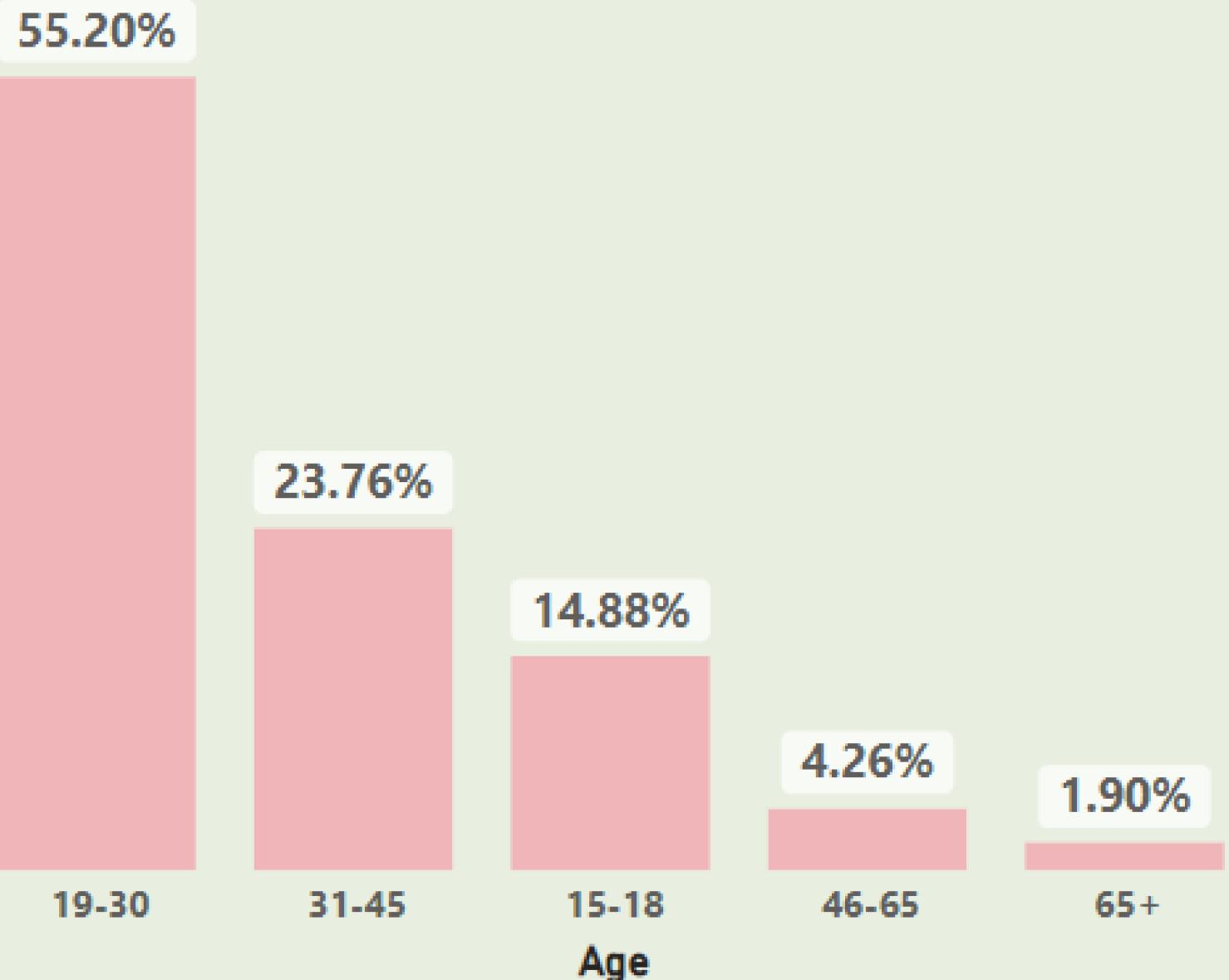
1.a . Who Prefers Energy drink more(male/female/Non-Binary)



| Gender | Count of Gender |
|--------------|-----------------|
| Male | 6038 |
| Female | 3455 |
| Non-binary | 507 |
| Total | 10000 |

It's quite evident that Males prefer energy drinks more than other genders, accounting for 60.38% of the total distribution

1.b. Which age group prefers energy drinks more?

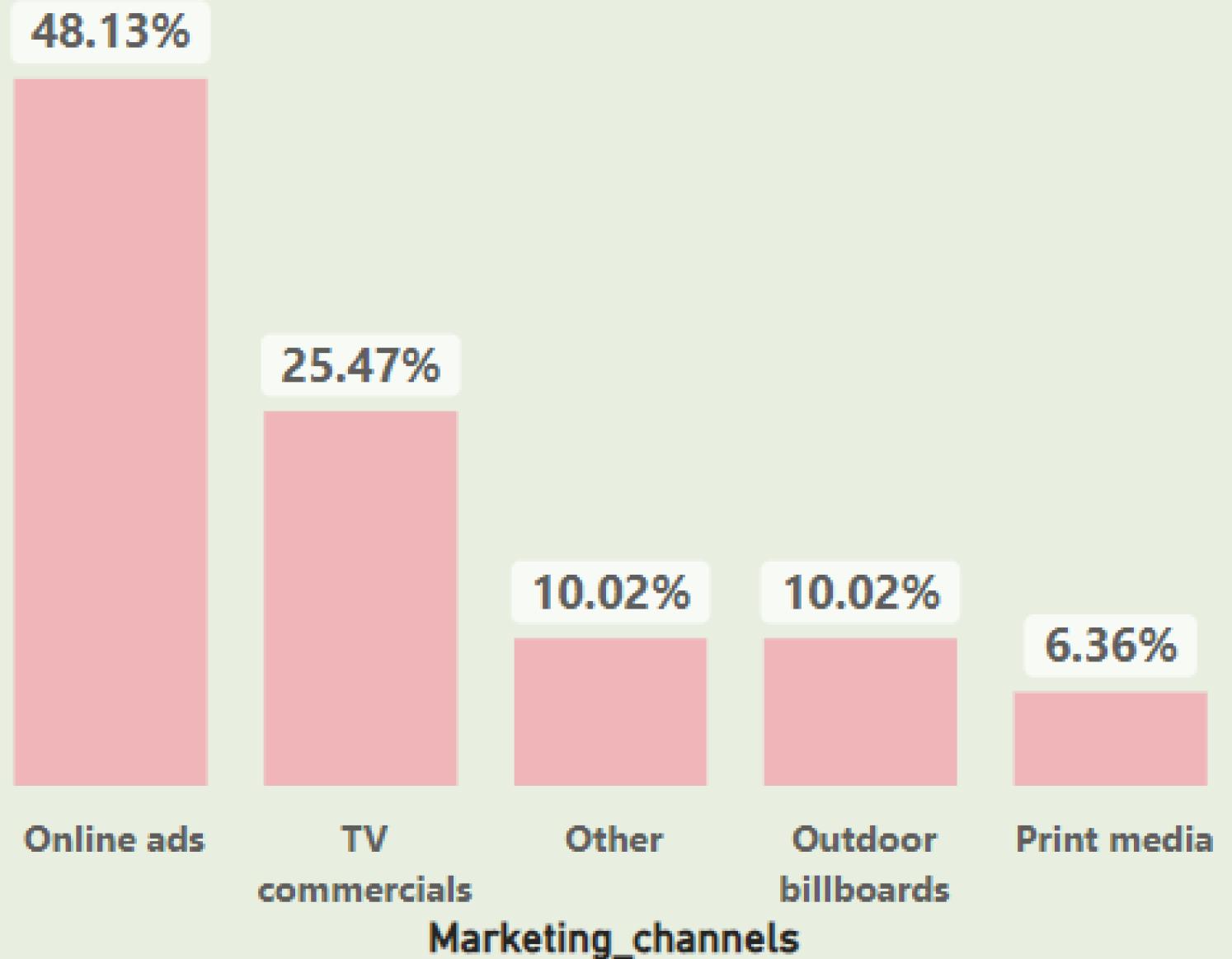


Age Count of Consume_frequency

| Age | Count of Consume_frequency |
|-------|----------------------------|
| 19-30 | 5520 |
| 31-45 | 2376 |
| 15-18 | 1488 |
| 46-65 | 426 |
| 65+ | 190 |
| Total | 10000 |

Age group 19-30 consume energy drnks more than any other age group.accounting for 55.20% of total distribution

1.c Which type of marketing reaches the most youth(15-30)



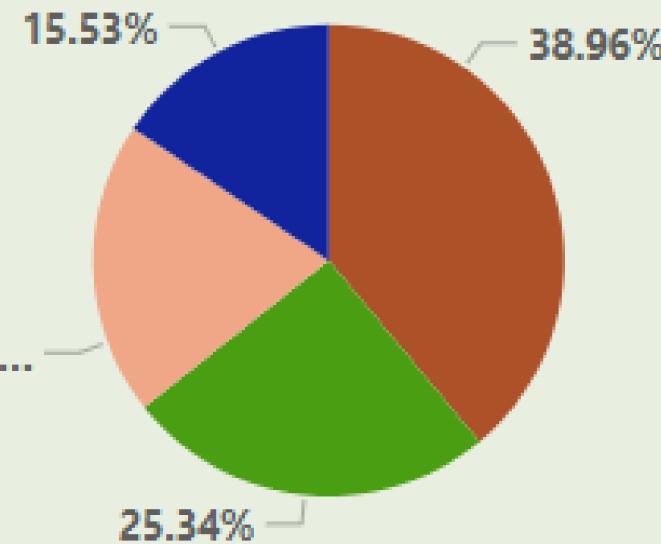
Marketing_channels Count of Respondents

| | |
|--------------------|-------------|
| Online ads | 3373 |
| Other | 702 |
| Outdoor billboards | 702 |
| Print media | 446 |
| TV commercials | 1785 |
| Total | 7008 |

Comparatively Online Ads have a greater reach among the youth, representing 48.13% of total distribution.

2. Consumer Preferences:

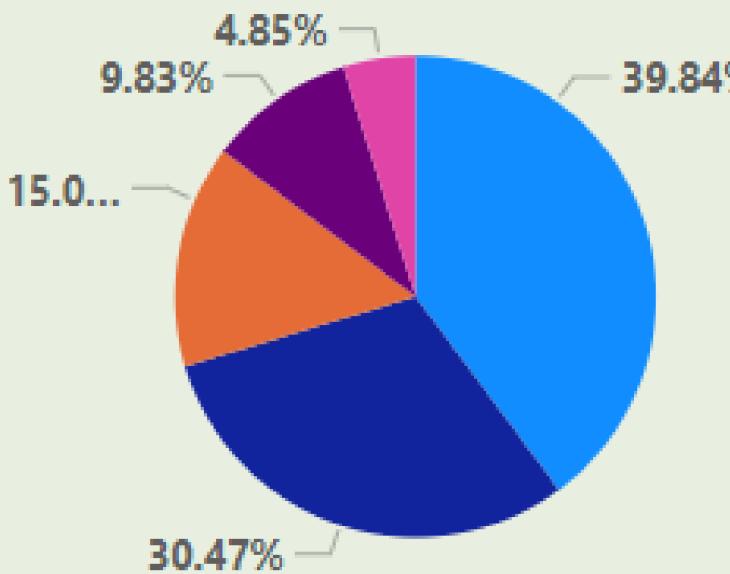
- a. What are the preferred ingredients of energy drinks among respondents?
- b. What packaging preferences do respondents have for energy drinks?



Ingredients_expected

- Caffeine
- Vitamins
- Sugar
- Guarana

| Ingredients_expected | Count of Respondents |
|----------------------|----------------------|
| Caffeine | 3896 |
| Guarana | 1553 |
| Sugar | 2017 |
| Vitamins | 2534 |
| Total | 10000 |



Packaging_preference

- Compact a...
- Innovative ...
- Collectible ...
- Eco-friendl...
- Other

- 2.a. Caffeine** is leading with **38.96%** followed by **Vitamins** and **Sugar**.
- 2.b.** Most of the respondents i.e, **39.84%** prefer **compact and portable cans** and **30.47%** of respondents prefer **innovative bottle design**

3. Competition Analysis:

a. Who are the current market leaders?



...

Current_brands Count of Respondents

| Current_brands | Count of Respondents |
|----------------|----------------------|
| Bepsi | 2112 |
| Blue Bull | 1058 |
| CodeX | 980 |
| Cola-Coka | 2538 |
| Gangster | 1854 |
| Others | 479 |
| Sky 9 | 979 |
| Total | 10000 |

25.16%

20.98%

18.84%

10.70%

9.80%

9.63%

4.89%

Cola-Coka

Bepsi

Gangster

Blue Bull

Sky 9

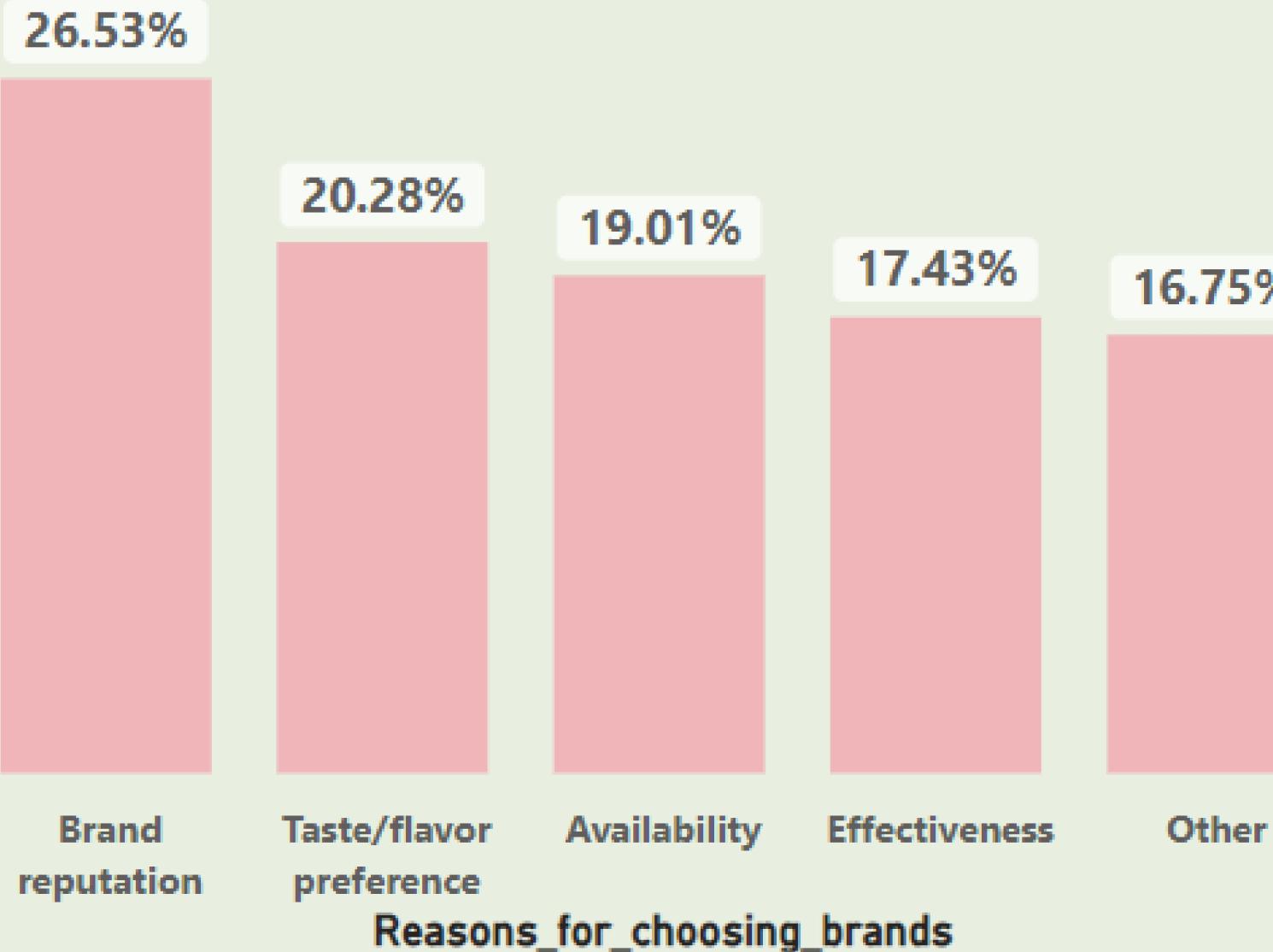
CodeX

Others

Cola-Coka, Bepsi and Gangster hold the top three positions with 25.16%, 20.98%, and 18.84% of the total distribution respectively

3. Competition Analysis:

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



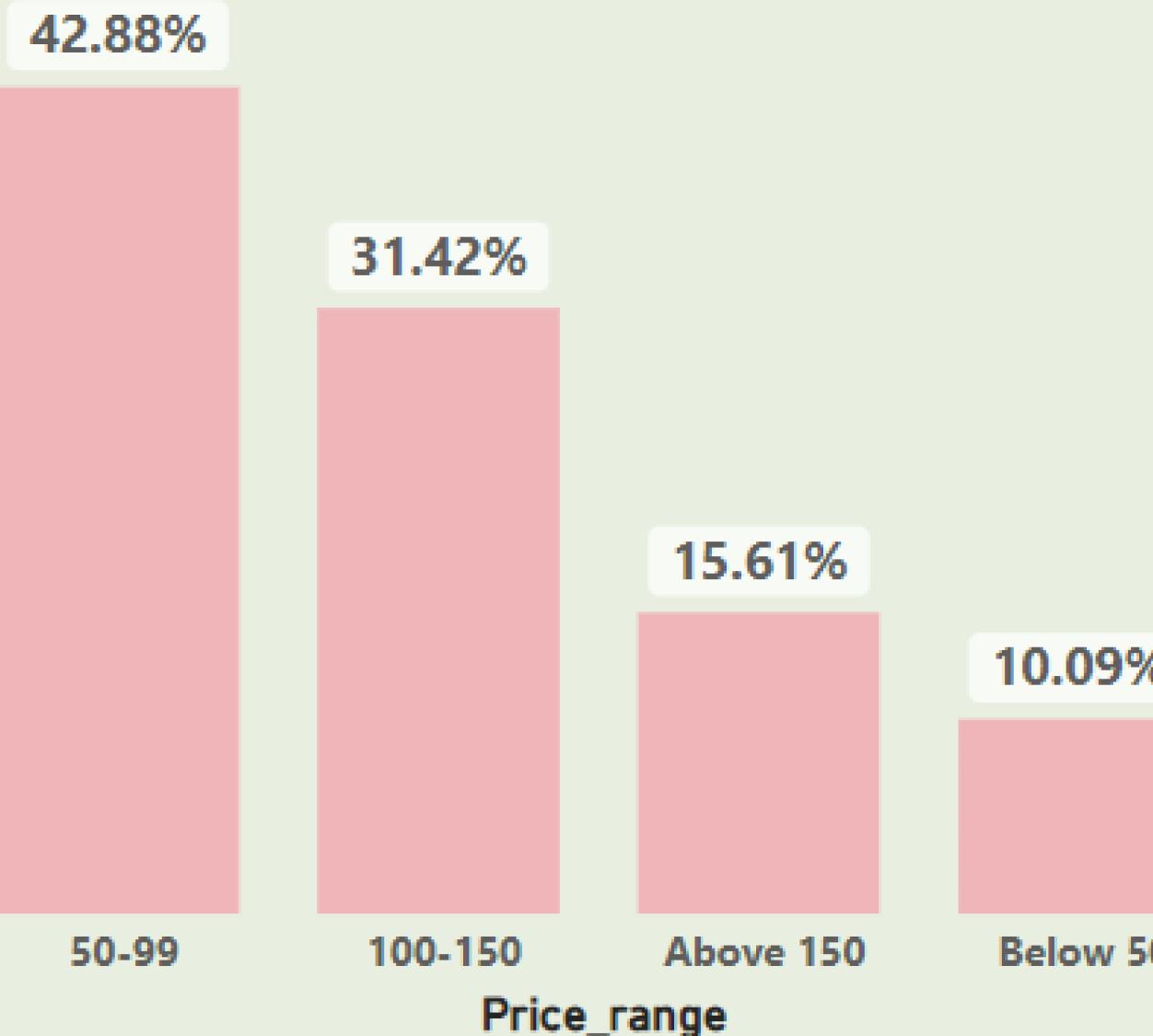
Reasons_for_choosing_brands Count of Respondents

| Reasons_for_choosing_brands | Count of Respondents |
|-----------------------------|----------------------|
| Brand reputation | 2393 |
| Taste/flavor preference | 1829 |
| Availability | 1715 |
| Effectiveness | 1572 |
| Other | 1511 |
| Total | 9020 |

Apart from our Brand, **26.53%** of total distribution consumers are choosing other brands for their **Brand reputation**. moreover Flavor, availability and effectiveness also played major role.
codeX is not a current Brand

3. Competition Analysis:

c. What Price range is Preferred by the respondents among different brands.

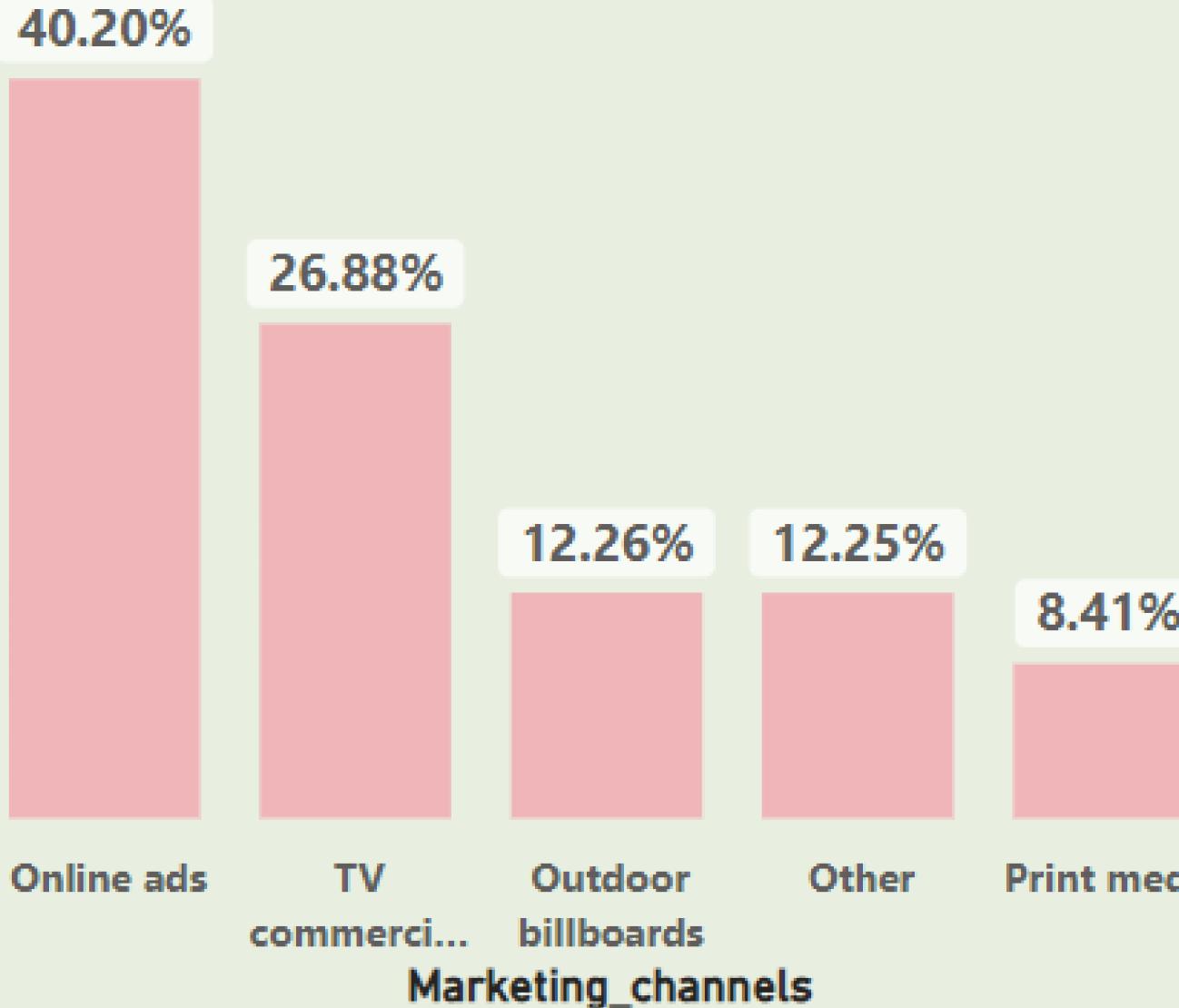


| Price_range | Bepsi | Blue Bull | CodeX | Cola-Coka | Gangster | Others | Sky 9 | Total |
|-------------|-------------|-------------|------------|-------------|-------------|------------|------------|--------------|
| 100-150 | 676 | 354 | 313 | 772 | 599 | 149 | 279 | 3142 |
| 50-99 | 920 | 424 | 410 | 1130 | 763 | 204 | 437 | 4288 |
| Above 150 | 310 | 176 | 159 | 387 | 289 | 76 | 164 | 1561 |
| Below 50 | 206 | 104 | 98 | 249 | 203 | 50 | 99 | 1009 |
| Total | 2112 | 1058 | 980 | 2538 | 1854 | 479 | 979 | 10000 |

among different brands, most of the respondents i.e, **42.88%** (Sum of all cities) of total distribution are willing to pay **50-99 RS** Next to that, a price range of **100-150 RS** is accepted by respondents

4. Marketing Channels and Brand Awareness:

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



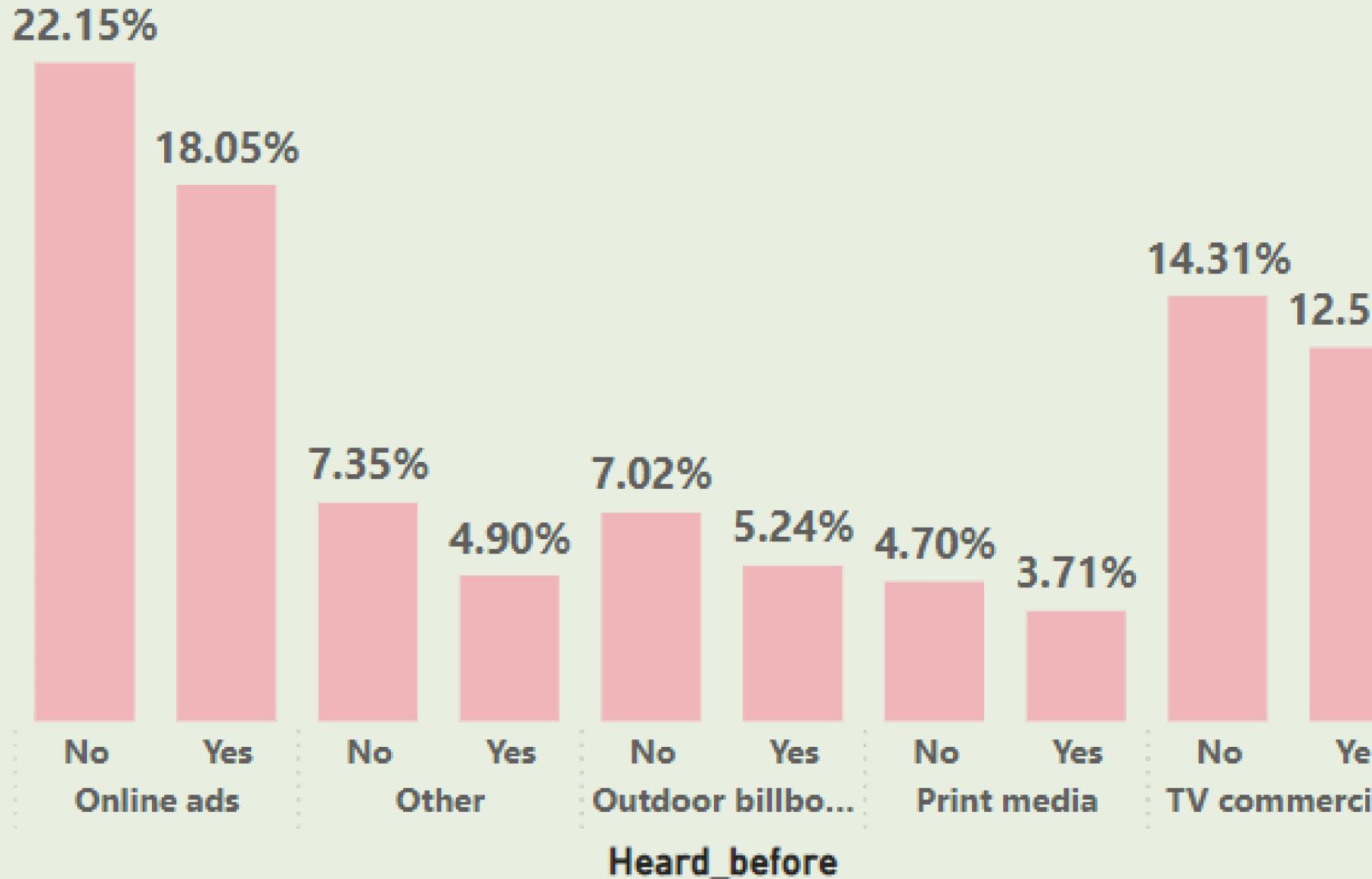
Marketing_channels Count of Respondents

| Marketing_channels | Count of Respondents |
|--------------------|----------------------|
| Online ads | 4020 |
| TV commercials | 2688 |
| Outdoor billboards | 1226 |
| Other | 1225 |
| Print media | 841 |
| Total | 10000 |

Online ads demonstrate greater effectiveness in reaching customers compared to other marketing methods, representing 40.20% of total distribution.

4. Marketing Channels and Brand Awareness:

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

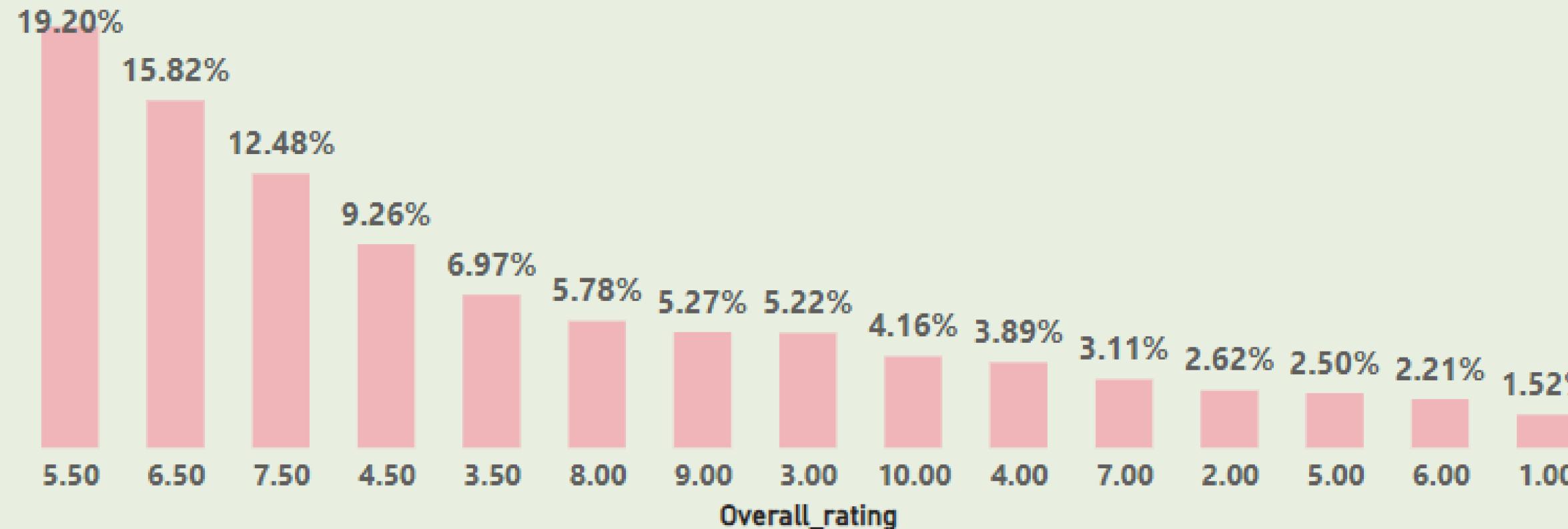


| Marketing_channels | No | Yes | Total |
|--------------------|-------------|-------------|--------------|
| Online ads | 2215 | 1805 | 4020 |
| Other | 735 | 490 | 1225 |
| Outdoor billboards | 702 | 524 | 1226 |
| Print media | 470 | 371 | 841 |
| TV commercials | 1431 | 1257 | 2688 |
| Total | 5553 | 4447 | 10000 |

Though Online Ads reach well, for our brand, it has less effectiveness in reaching the customers.
Even all the other means of marketing has less impact among the customers

5. Brand Penetration:

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



| Overall_rating | Count of Respondents |
|----------------|----------------------|
| 5.50 | 937 |
| 6.50 | 772 |
| 7.50 | 609 |
| 4.50 | 452 |
| 3.50 | 340 |
| 8.00 | 282 |
| 9.00 | 257 |
| 3.00 | 255 |
| 10.00 | 203 |
| 4.00 | 190 |
| 7.00 | 152 |
| 2.00 | 128 |
| 5.00 | 122 |
| 6.00 | 108 |
| 1.00 | 74 |
| Total | 4881 |

Overall_rating =
Brand_perception+Taste_Rating

Brand_Perception

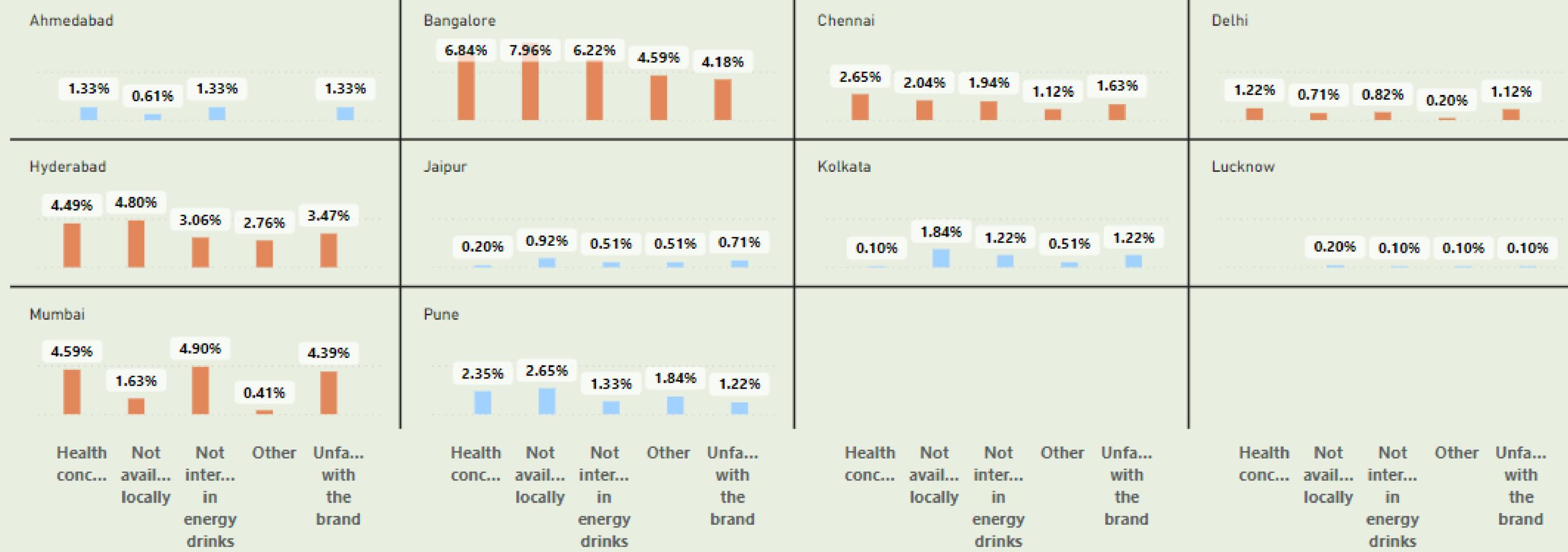
Positive= 5
Neutral = 2.5
Negative = 0

19.5% of respondents give only 5.5 rating and somewhat equally
15.82% of respondents give 6.5 rating. and all the respondents here tried **codex** before.

5. Brand Penetration:

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

Tier ● Tier 1 ● Tier 2

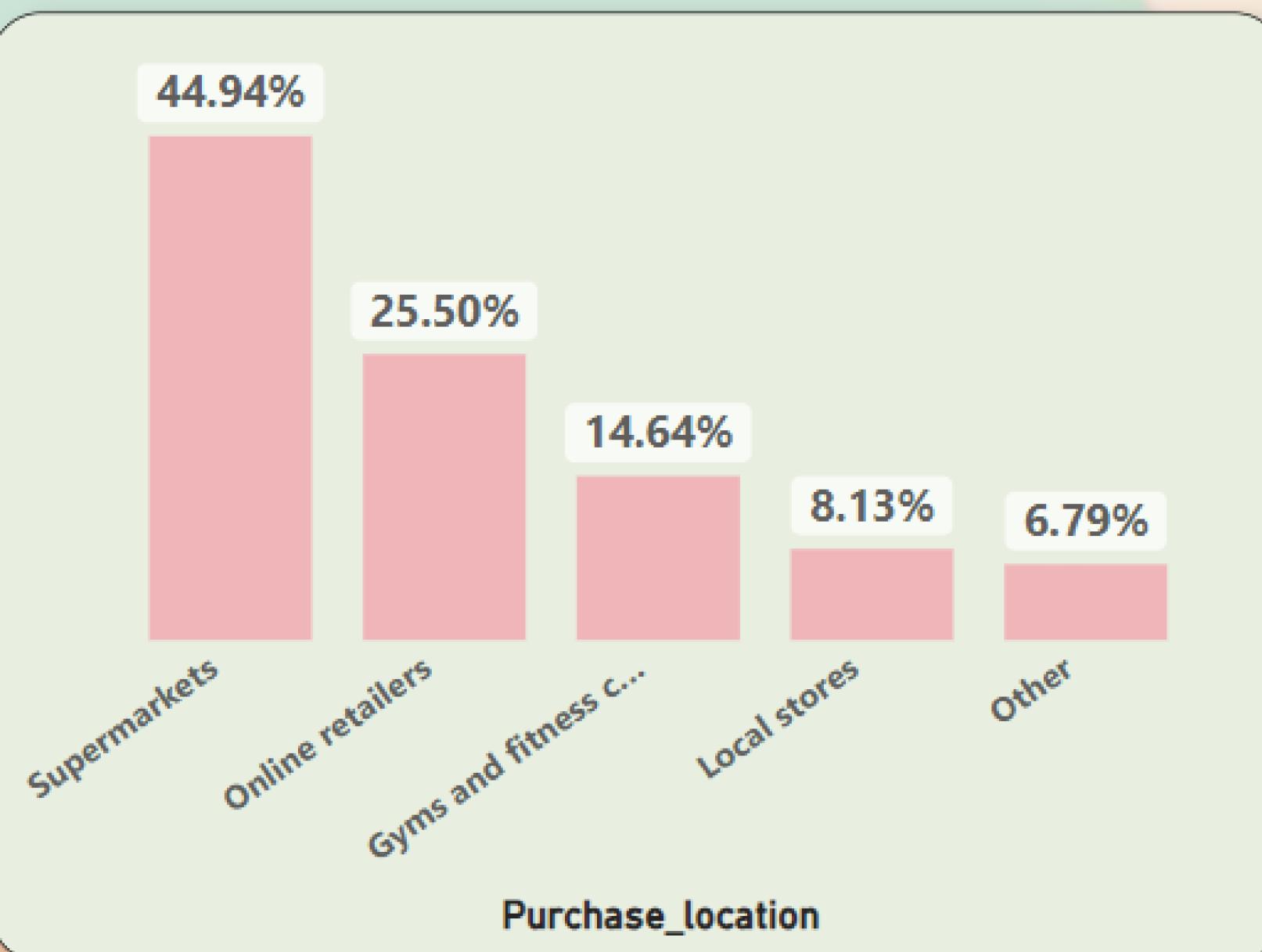


| City | Count of Respondents |
|--------------|----------------------|
| Bangalore | 292 |
| Hyderabad | 182 |
| Mumbai | 156 |
| Chennai | 92 |
| Pune | 92 |
| Kolkata | 48 |
| Ahmedabad | 45 |
| Delhi | 40 |
| Jaipur | 28 |
| Lucknow | 5 |
| Total | 980 |

Among **Tier 1** Cities we need to focus on **Mumbai, Bangalore and Hyderabad**.
and among **Tier 2** cities we need to focus on **Pune, Kolkata and Ahmedabad**.
and **CodeX** is a current Brand

6. Purchase Behavior:

a. Where do respondents prefer to purchase energy drinks?

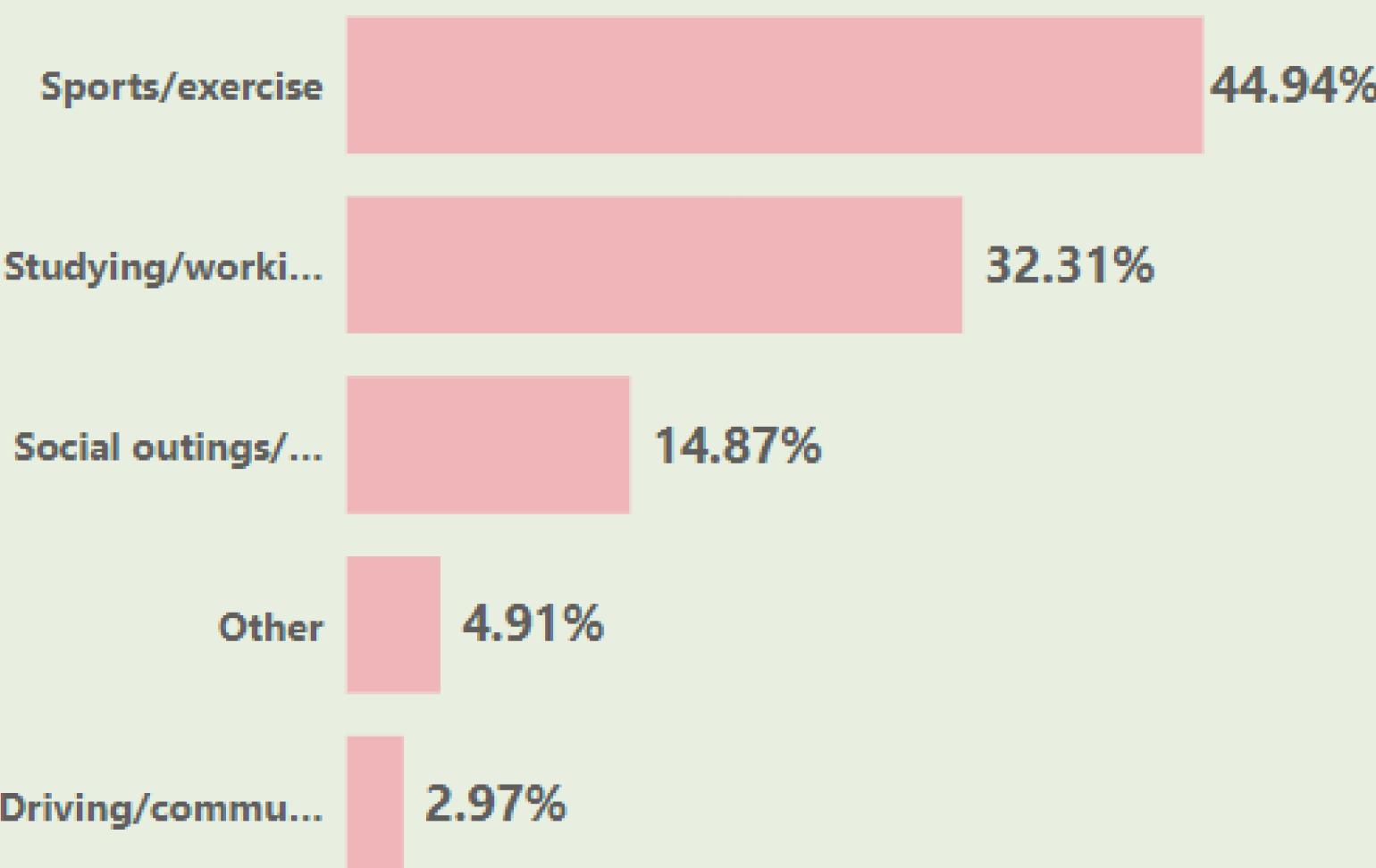


| Purchase_location | Count of Respondents |
|--------------------------|----------------------|
| Supermarkets | 4494 |
| Online retailers | 2550 |
| Gyms and fitness centers | 1464 |
| Local stores | 813 |
| Other | 679 |
| Total | 10000 |

44.94% of respondents are Preferring to buy energy drinks in SUPERMARKETS and almost half of them i.e, 25.5% are preferring ONLINE RETAILERS

6. Purchase Behavior:

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

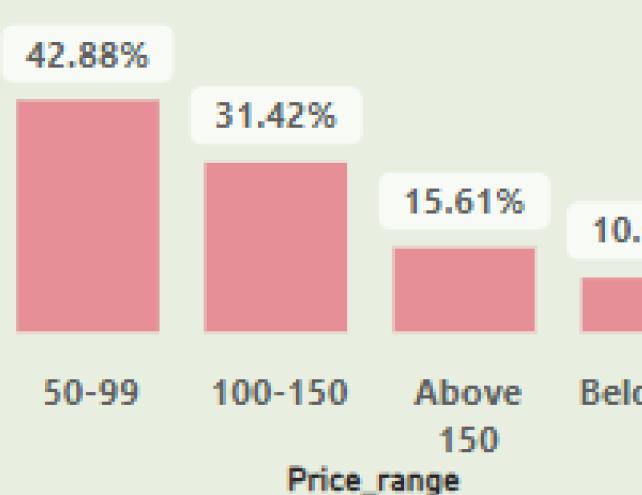


| Typical_consumption_situations | Count of Respondents |
|--------------------------------|----------------------|
| Sports/exercise | 4494 |
| Studying/working late | 3231 |
| Social outings/parties | 1487 |
| Other | 491 |
| Driving/commuting | 297 |
| Total | 10000 |

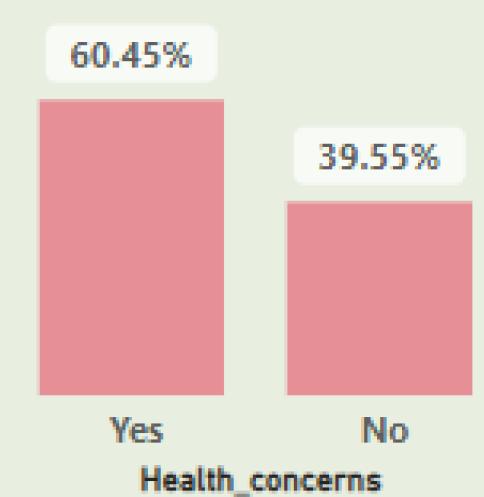
44.94% of respondents are Consuming energy drinks during SPORTS/EXERCISE and 32.31% are during STUDY/WORK

6. Purchase Behavior:

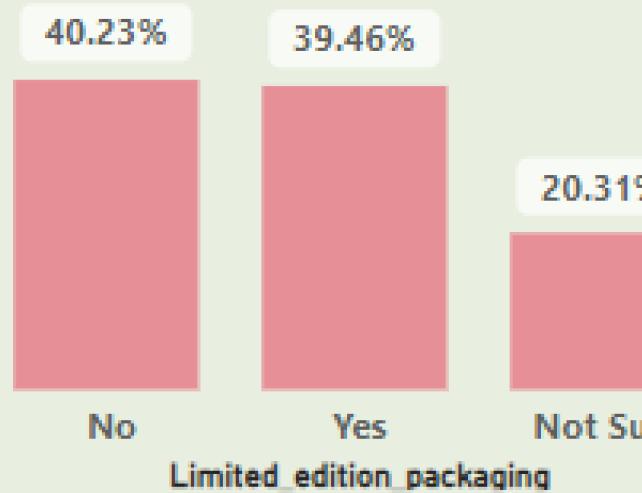
c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?



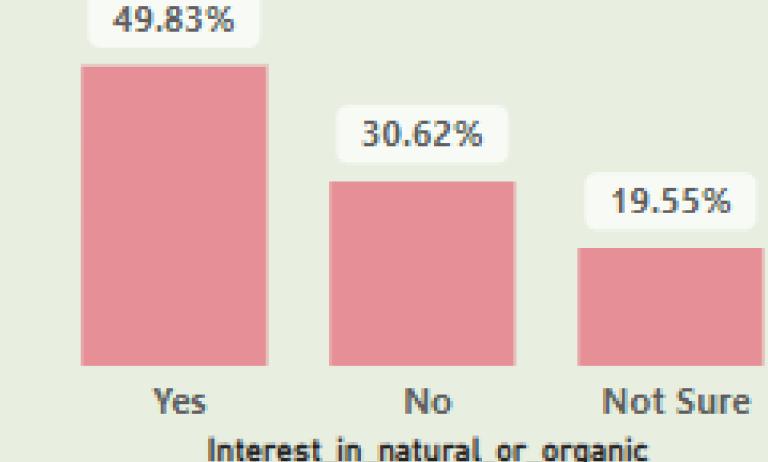
| Price_range | Count of Respondents |
|--------------|----------------------|
| 50-99 | 4288 |
| 100-150 | 3142 |
| Above 150 | 1561 |
| Below 50 | 1009 |
| Total | 10000 |



| Health_concerns | Count of Respondents |
|-----------------|----------------------|
| Yes | 6045 |
| No | 3955 |
| Total | 10000 |



| Limited_edition_packaging | Count of Respondents |
|---------------------------|----------------------|
| No | 4023 |
| Yes | 3946 |
| Not Sure | 2031 |
| Total | 10000 |

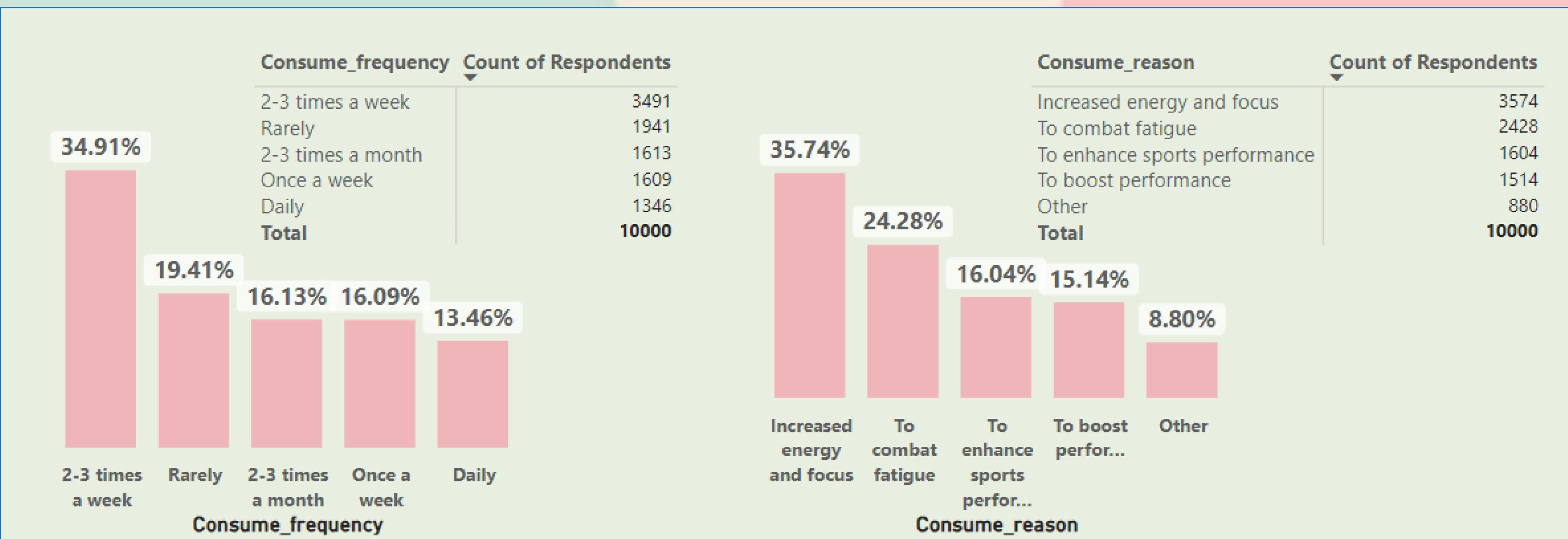


| Interest_in_natural_or_organic | Count of Respondents |
|--------------------------------|----------------------|
| Yes | 4983 |
| No | 3062 |
| Not Sure | 1955 |
| Total | 10000 |

Various factors are responsible for Purchase decision of respondents such as Price-range, Limited edition, Health concern, and people like organic and natural product

6. Purchase Behavior:

- d. How often are energy drinks consumed by respondents ?
- e. Why do respondents prefer energy drinks ?

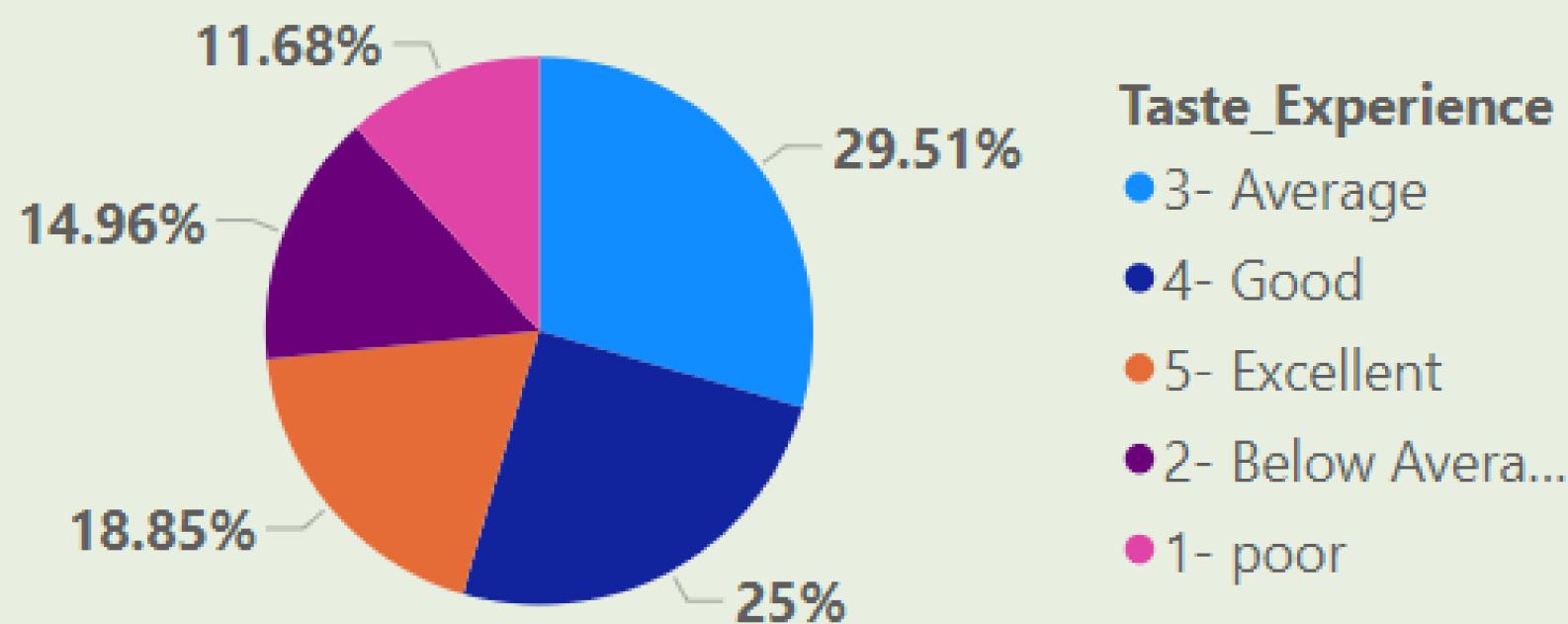
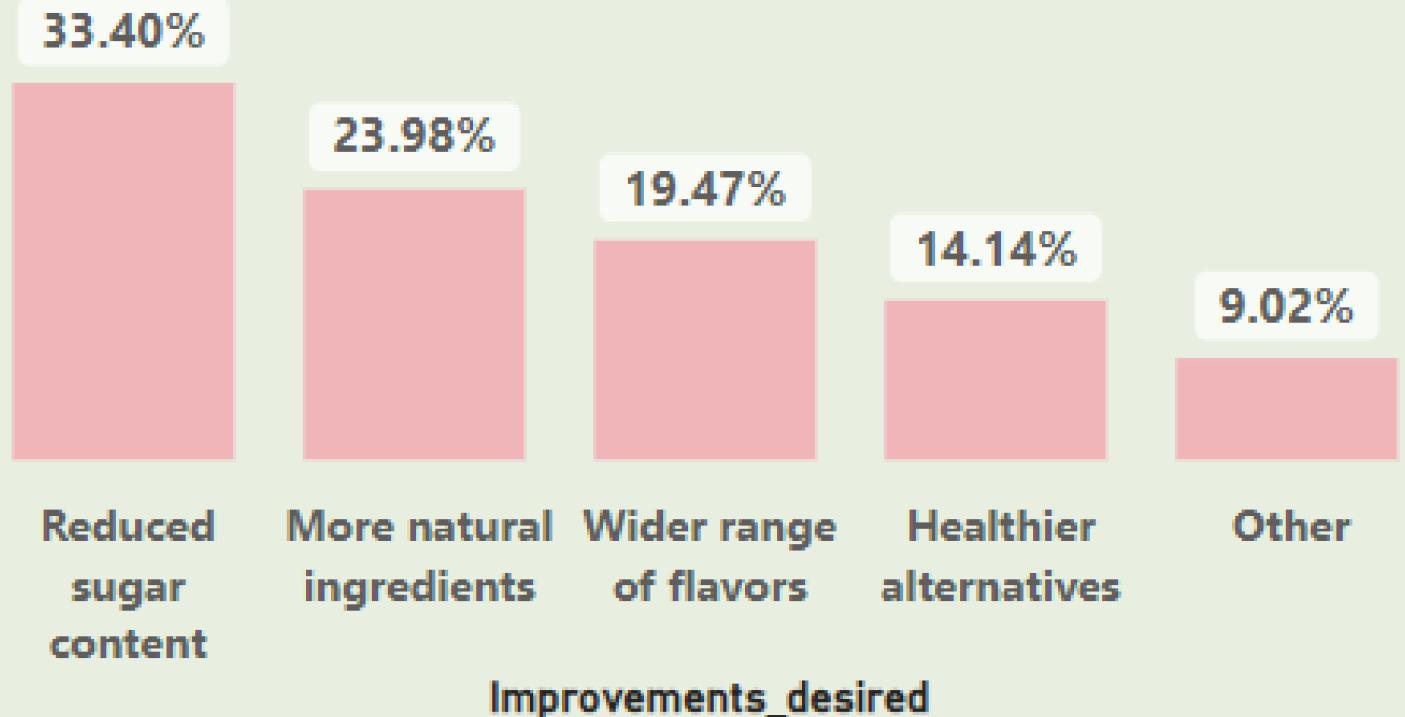


d. Mostly **34.91%** of respondents are consuming only **2-3 times per week**.

e. Generally **35.74%** are consuming it to **increase energy and focus** followed by **24.28%** to **combat fatigue**

7. Product Development

a. Which area of business should we focus more on our product development? (Brand/ Taste/ Availability)



| Taste_Experience | Count of Respondents |
|------------------|----------------------|
| 3- Average | 286 |
| 4- Good | 248 |
| 5- Excellent | 191 |
| 2- Below Average | 148 |
| 1- poor | 107 |
| Total | 980 |

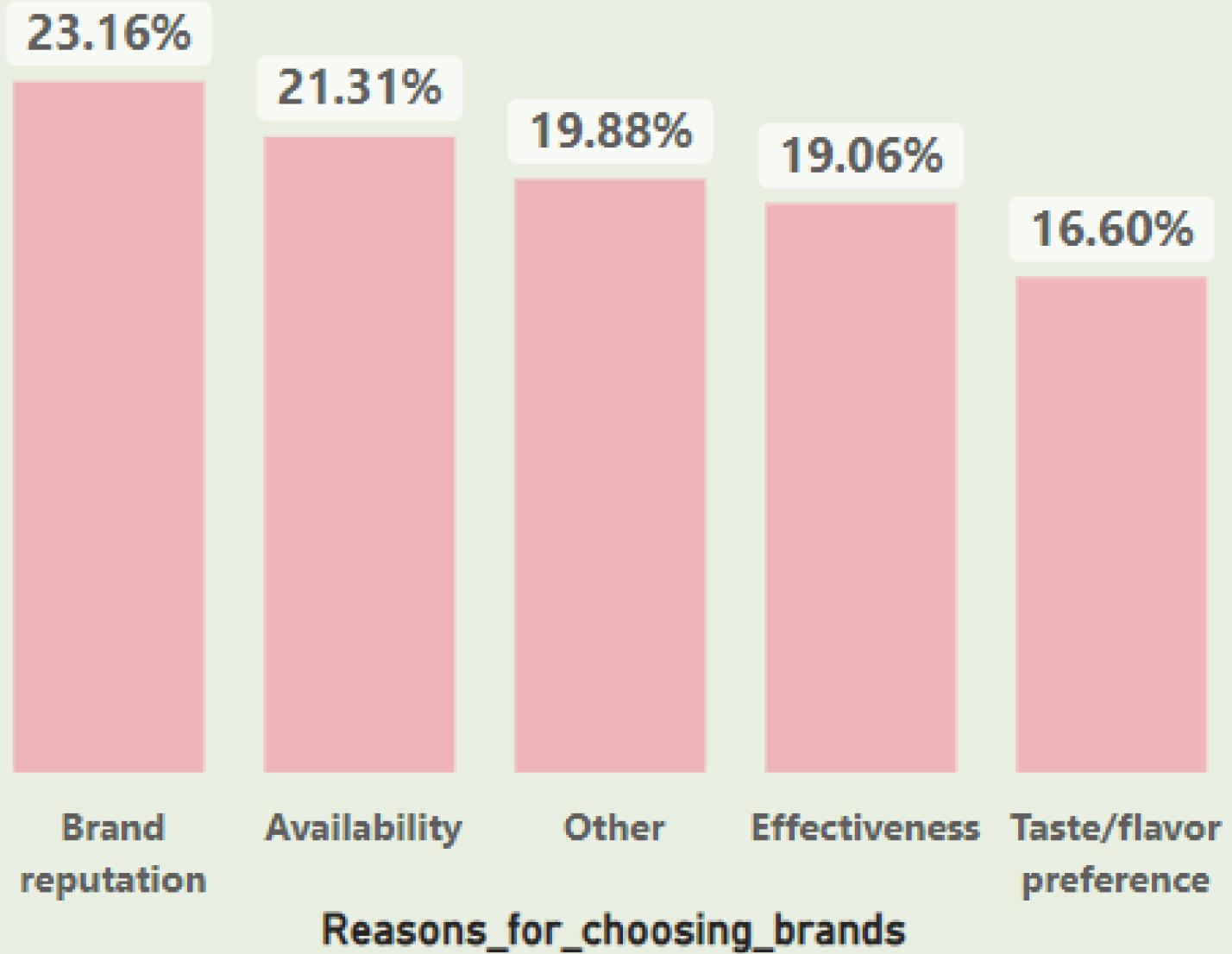
3.27

Average of Taste_rating

Taste

33.40% respondents want to reduce sugar and 23.98% respondents want more natural ingredients and 25% respondents gave good rating but mostly 29.51% respondents find it Average, so we need to focus more on taste and ingredients.

Branding

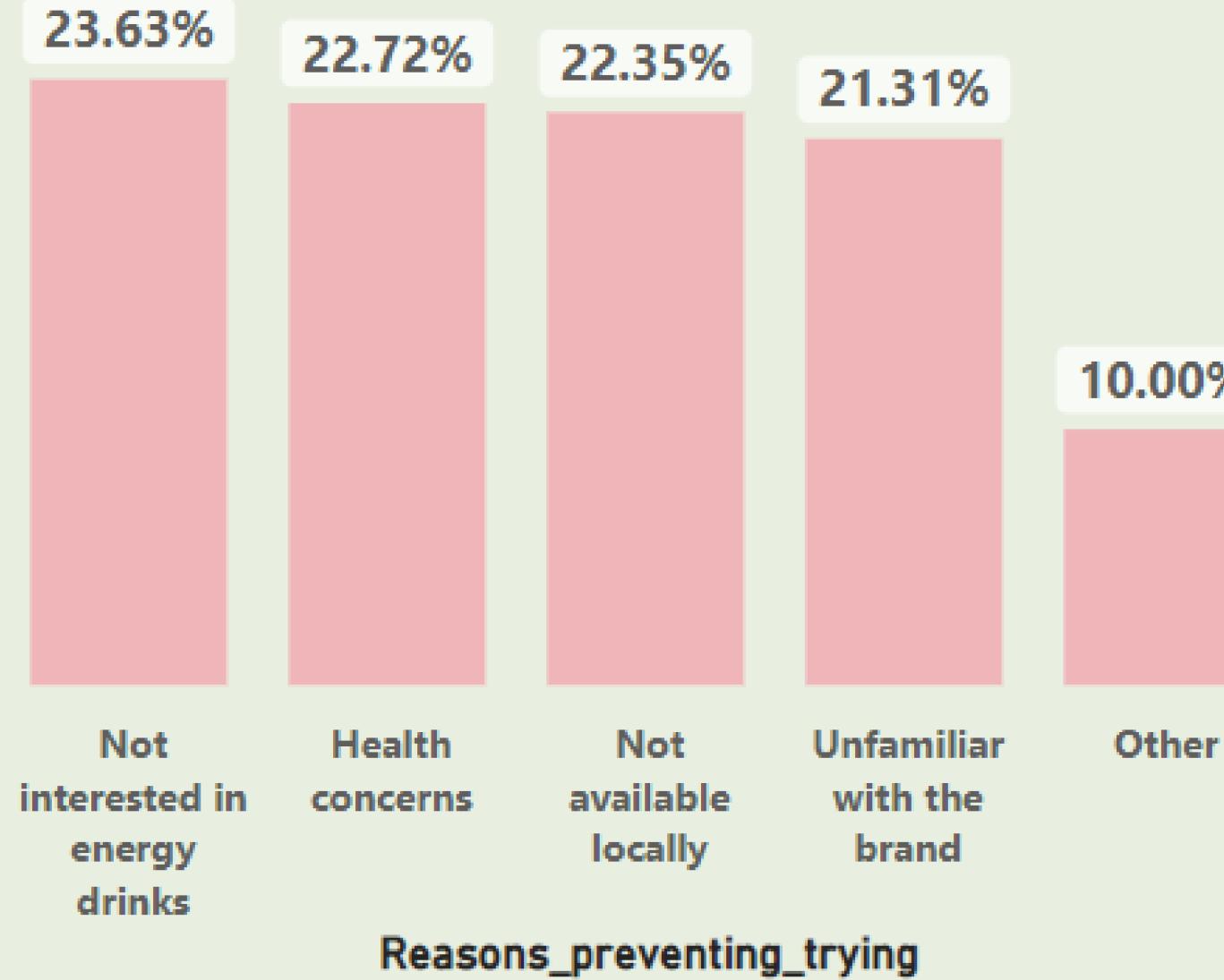


Reasons_for_choosing_brands Count of Respondents

| Reasons_for_choosing_brands | Count of Respondents |
|-----------------------------|----------------------|
| Brand reputation | 259 |
| Availability | 195 |
| Taste/flavor preference | 182 |
| Effectiveness | 176 |
| Other | 168 |
| Total | 980 |

We are doing Good in Brand reputation but we need to focus more on Effectiveness of our energy drink. Branding has to be done on how effective our energy drink is

Availability



| Reasons_preventing_trying | No | Yes | Total |
|---------------------------------|-------------|-------------|-------------|
| Not available locally | 541 | 516 | 1057 |
| Health concerns | 550 | 451 | 1001 |
| Not interested in energy drinks | 572 | 405 | 977 |
| Unfamiliar with the brand | 516 | 367 | 883 |
| Other | 242 | 287 | 529 |
| Total | 2421 | 2026 | 4447 |

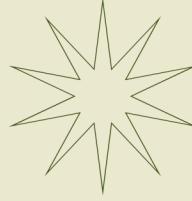
When it comes about availability, 22.35% of respondents say that our brand is not locally available, which comparatively plays an important role in buying our drink.

SECONDARY INSIGHTS

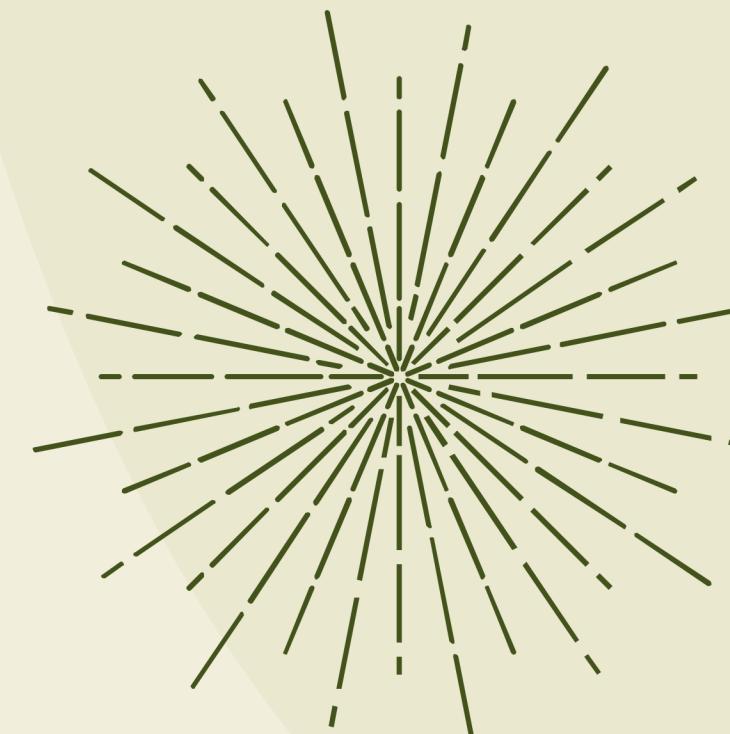
Recommendation for CodeX:

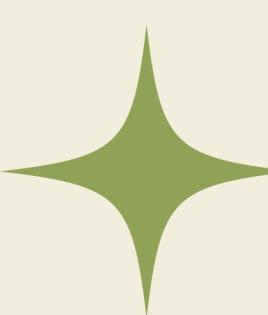
- What immediate improvements can we bring to the product?
- What Should be the ideal price of our product?
- What kind of marketing campaigns, offer and discount we can run?
- Who can be our Brand ambassador, and why?
- who should be our target audience and why?

What improvement can we bring to the product



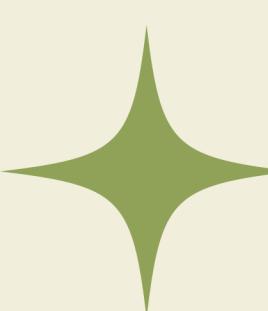
- 01 Availability
- 02 Health Benefits
- 03 Flavor Enhancement
- 04 Brand Communication





Availability

- Among the 4,447 people who heard about CodeX, a significant portion of 2,421 individuals (54.4%) didn't try the product.
- Notably, 22.3% of respondents mentioned that the product's unavailability locally was a key factor in their decision not to try CodeX.
- Availability emerged as one of the top three reasons influencing people's choice of a particular brand among market competitors.
- To address this, we should prioritize assessing the product's distribution we have to ensure that CodeX is easily accessible in the key markets and popular retail outlets to fullfill the customer demands.



Health Benefits

- Lower sugar content or utilizing natural sweeteners like stevia or honey.
- Using natural ingredients, to avoid artificial additives, sweeteners, and preservatives.
- Enhancing nutritional value by incorporating vitamins, and minerals.
- Controlling caffeine levels for a boost without excessive stimulation.
- Choosing natural coloring from fruit or vegetable extracts, to avoid artificial colors.
- labelling ingredients and nutritional information clearly would be great for health freaks.
- Combining energy benefits with proper hydration for overall wellness.



Flavor Enhancement

- Let's use natural flavors to appeal to those consumers seeking natural ingredients.
- Create unique flavors to stand out in the competitive market.
- Offer low-sugar options so people will like it more without fearing of Diabetes
- Adjust acidity for a more balanced and enjoyable taste.
- Use carbonation in moderation for a refreshing flavor experience.



Brand Communication

1. **Identity:** Create a brand that embodies vitality and stamina, resonating with the target audience's active lifestyle.
2. **Audience:** Focus on engaging young adults, athletes, and professionals who seek a quick energy boost.
3. **Message:** Deliver a straightforward message highlighting the drink's ability to enhance performance and mental alertness.
4. **Visuals:** Use lively and eye-catching imagery to convey the drink's energizing properties effectively.
5. **Slogan:** Develop a memorable tagline that encapsulates the brand's promise of energy and endurance.
6. **Online Presence:** Stay active on social media platforms to interact with consumers and share energizing content.
7. **Sponsorship:** Support events like sports competitions and music festivals to associate the brand with an active lifestyle.
8. **Influencers:** Partner with influencers and athletes who embody the brand's values to endorse the product.
9. **Product Placement:** Strategically place the product in popular media to increase visibility.
10. **Education:** Provide informative content about energy and performance optimization to establish credibility.
11. **Consistency:** Maintain consistency across all communication channels to build brand recognition

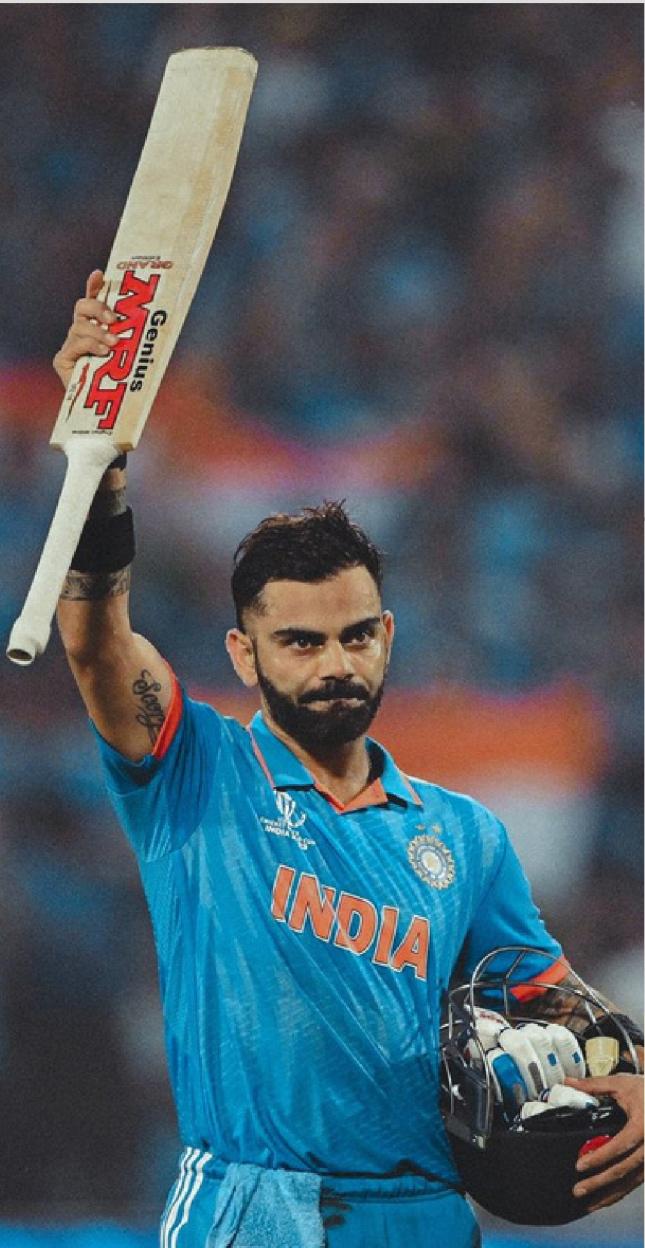
What should be the ideal price of the product

Based on customer preferences, the majority of customers are inclined towards a price range of 50-99 rupees, followed by 100-150 rupees, and then above 150 rupees. To attract customers from both these price ranges, as well as those willing to pay above 150 rupees, setting the price around **115 rupees** would be ideal. This pricing strategy allows us to cater to a broader customer base and maximize customer attraction. This pricing strategy enables us to reach a wider range of customers and maximize our appeal to attract more potential customers.

What kind of marketing campaigns ,offers and discount we can run

- **Seasonal Promotions:** Launch seasonal campaigns aligned with outdoor activities or sports events. Offer limited-edition flavors or themed packaging to create excitement and encourage repeat purchases.
- **Bundle Deals:** Introduce bundle deals where consumers can purchase the energy drink alongside complementary products like protein bars, workout gear, or sports accessories.
- **Loyalty Programs:** Implement loyalty programs where frequent buyers can earn points for each purchase, leading to rewards such as discounts, exclusive merchandise.
- **Social Media Contests:** Engage consumers through social media contests, encouraging them to share photos or videos of themselves enjoying the energy drink in action. Offer prizes such as branded merchandise, free product samples, or tickets to sporting events.
- **Limited-Time Offers:** Create a sense of urgency by introducing limited-time offers or flash sales, enticing consumers with discounts or BOGO offers for a short duration to spur immediate purchases.
- **Referral Programs:** Encourage word-of-mouth marketing by implementing referral programs where existing customers can earn rewards or discounts for referring friends or family members to try the energy drink.
- **Partnerships:** Collaborate with fitness centers, sports clubs, or wellness brands to cross-promote products and offer joint promotions, tapping into each other's customer bases and expanding brand reach.
- **Sampling Events:** Organize sampling events at high-traffic locations such as gyms, malls, or sporting events, allowing consumers to try the energy drink for free or at a discounted price, with the opportunity to purchase larger quantities at a special rate.

Who Should be our Brand ambassador and why?



As of 2024, Virat Kohli would be the best fit for our company as a brand ambassador. There are several reasons for choosing him. Firstly, he is a well-known athlete across India, making him familiar to people from both the lower and upper parts of the country. Additionally, he holds a prominent position in terms of fan base and has the highest number of followers on social media platforms like Instagram. By associating with him, we can attract a larger customer base and enhance the brand appeal.



virat.kohli ✅

Follow

Message

1,688 posts

268M followers

300 following

Who should be our target audience and why??

Our target audience primarily consists of males and females aged between 19 and 30. This particular age group is actively involved in sports activities, bodybuilding, and other energy- draining pursuits. The data also supports the fact that individuals in this age range tend to purchase a higher quantity of energy drinks.

Thank You

Do You have any Question



armaan.afroz213@gmail.com

