

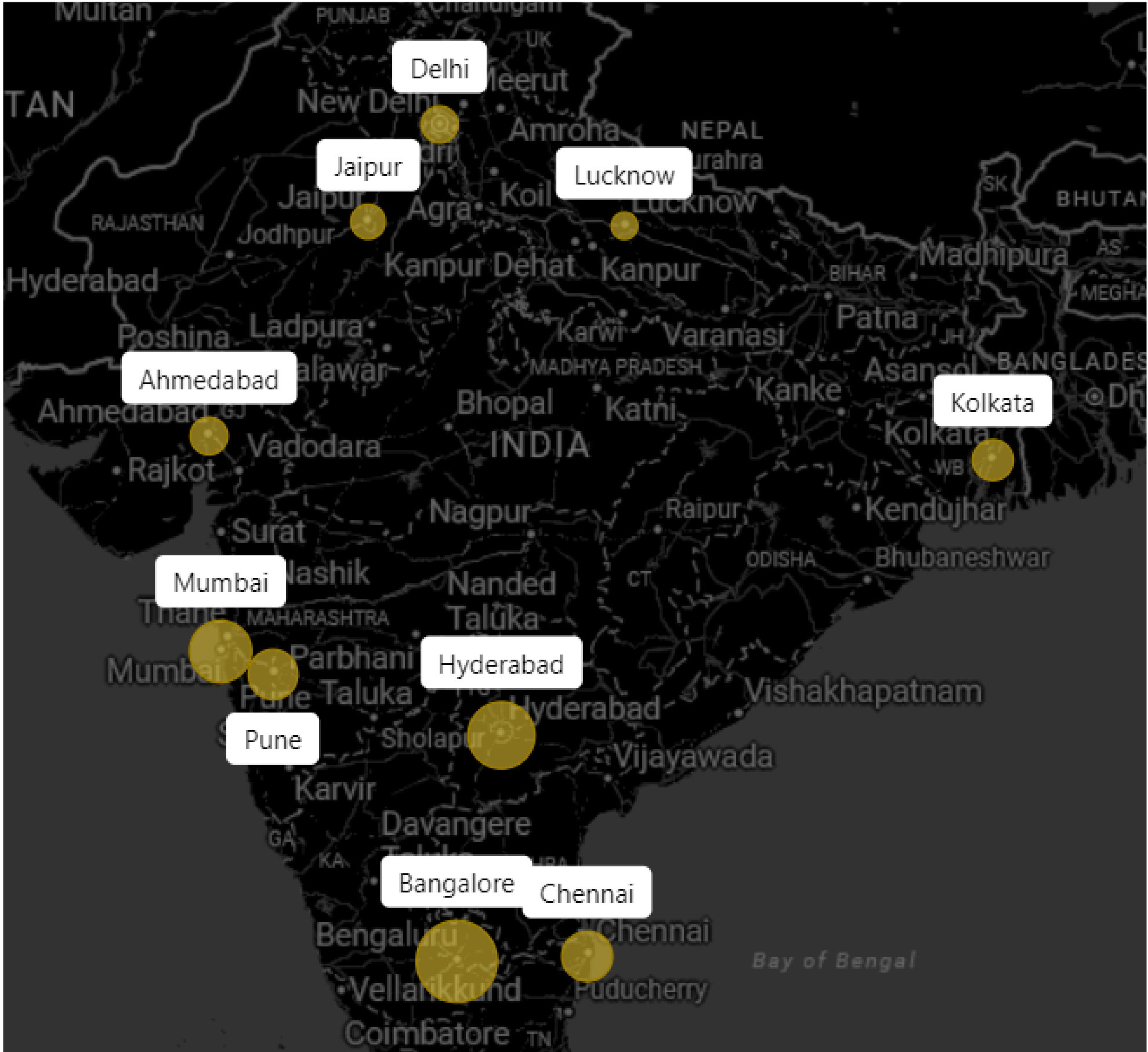
CodeX *Energy drink*
Marketing analysis

Cities from which responses are collected

Collected Responses from 10 cities

Delhi, Jaipur, Lucknow, Ahmedabad, Mumbai, Pune, Hyderabad, Kolkata, Bangalore and Chennai.

| | City | responses_collected |
|---|-----------|---------------------|
| ► | Bangalore | 2828 |
| | Hyderabad | 1833 |
| | Mumbai | 1510 |
| | Chennai | 937 |
| | Pune | 906 |
| | Kolkata | 566 |
| | Ahmedabad | 456 |
| | Delhi | 429 |
| | Jaipur | 360 |
| | Lucknow | 175 |

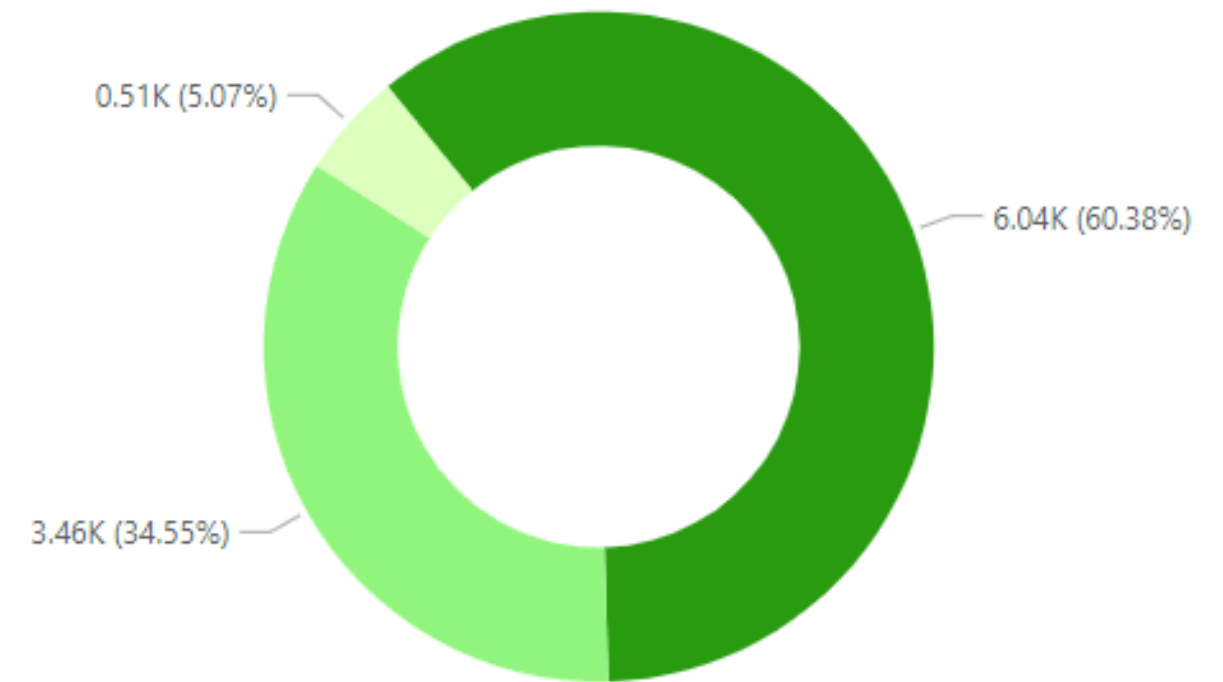


Demographic Insights

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

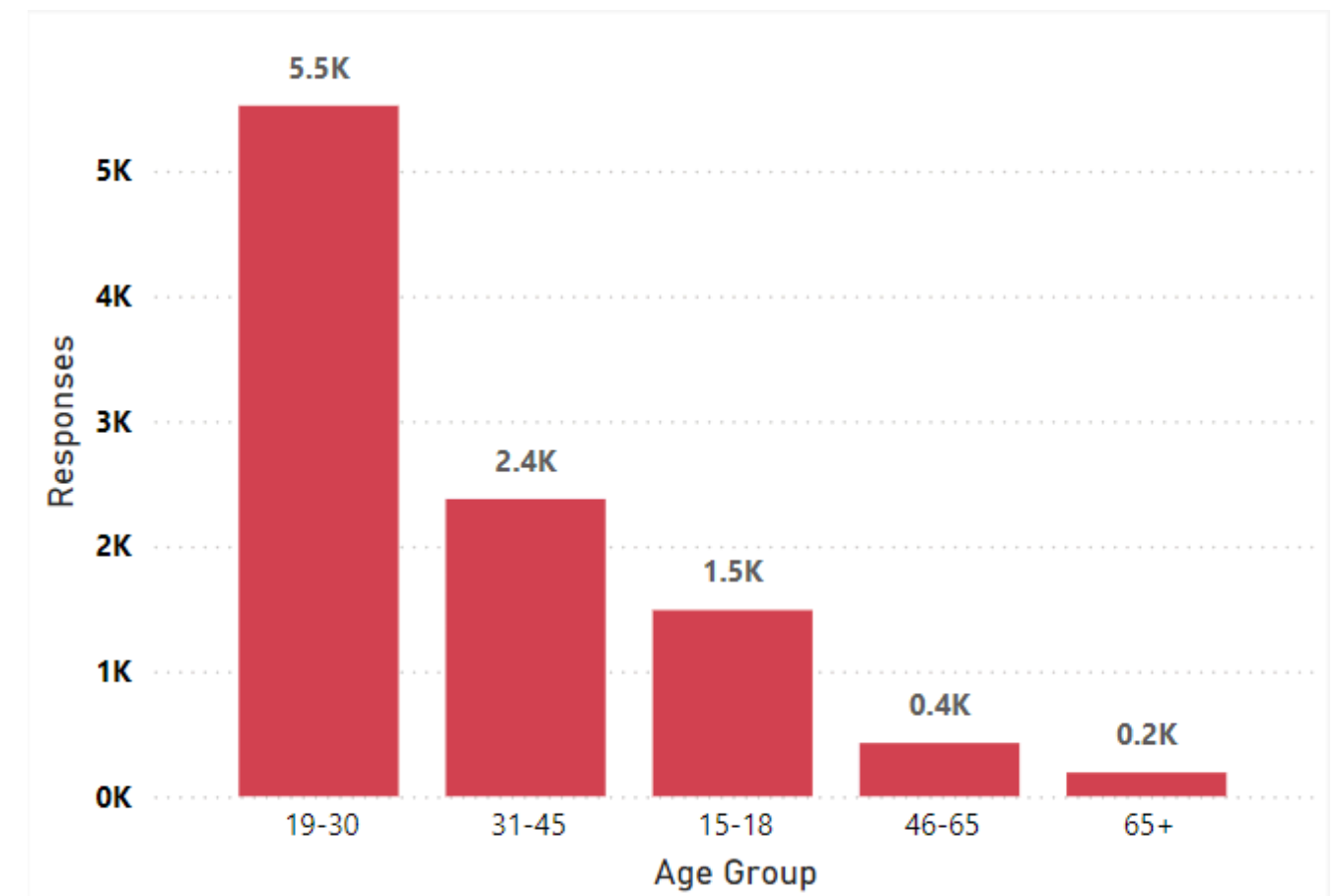
→ Males prefer energy drinks 60% more than females and non-binary individuals.

Gender ● Male ● Female ● Non-binary



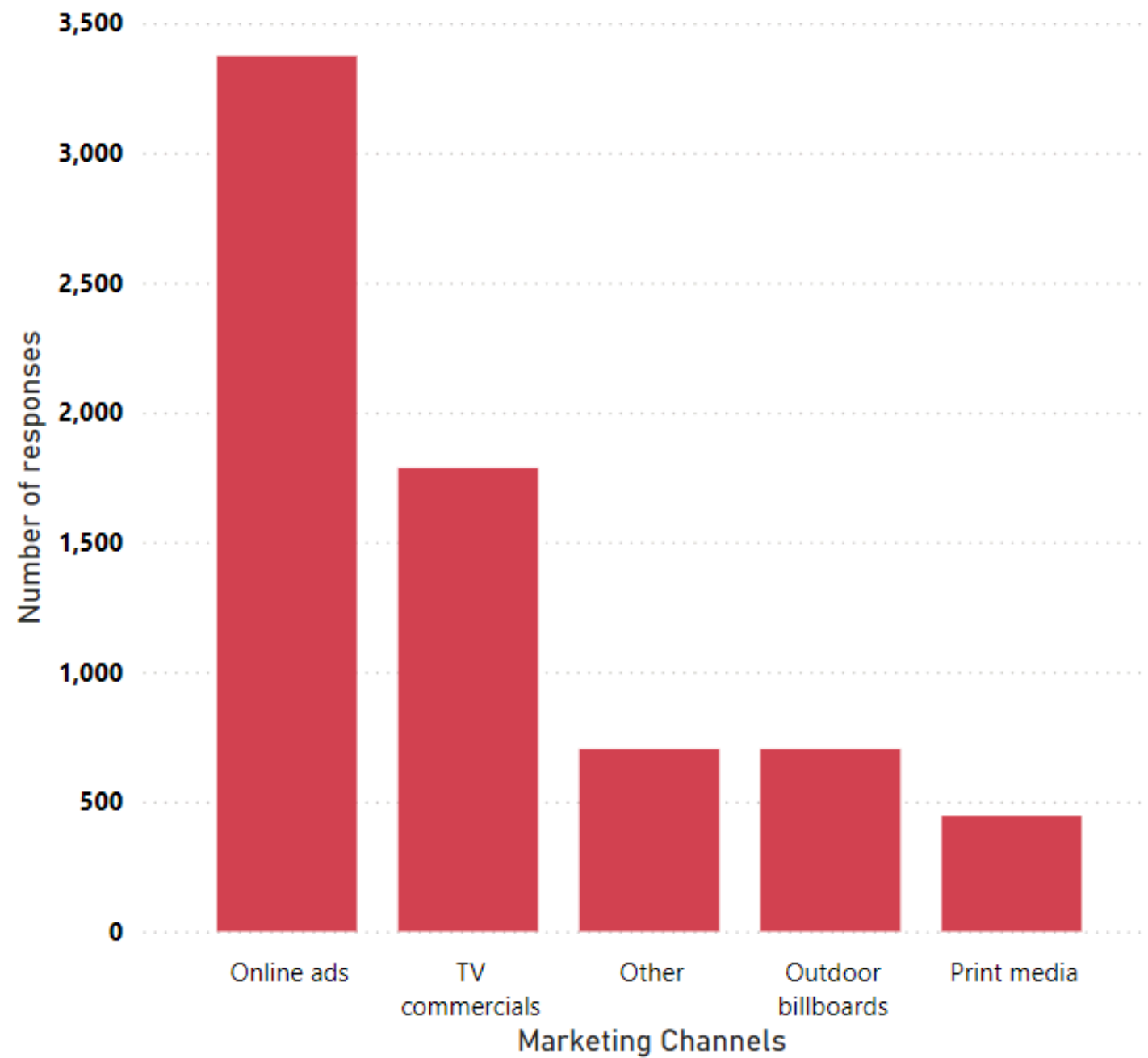
- Which age group prefers energy drinks more?

→ Out of 10,000 responses collected, 5,500 people in the 19–30 age group prefer energy drinks the most.

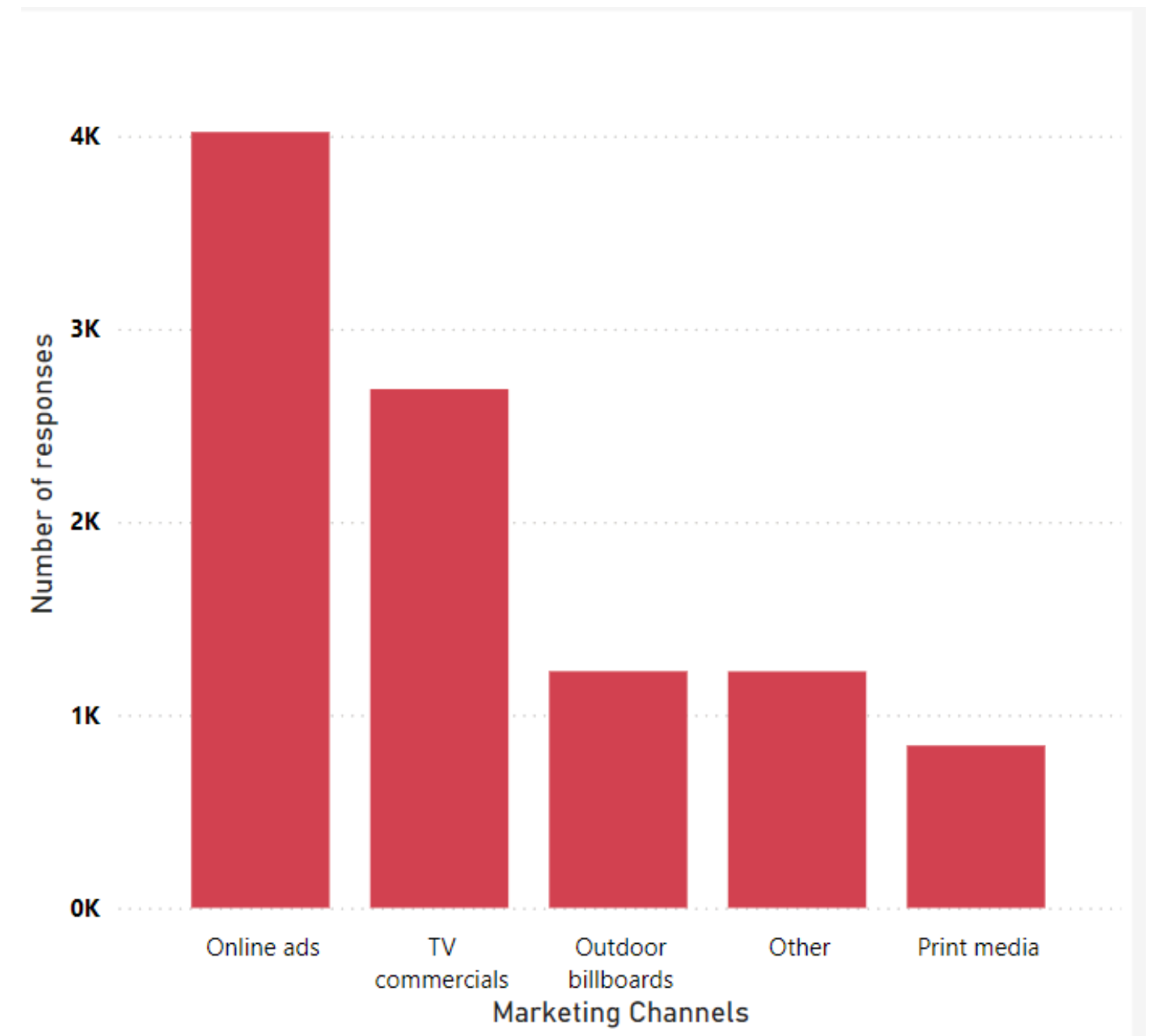


Which type of marketing reaches the most Youth (15–30)?

➔ Age 15–30



➔ All age groups

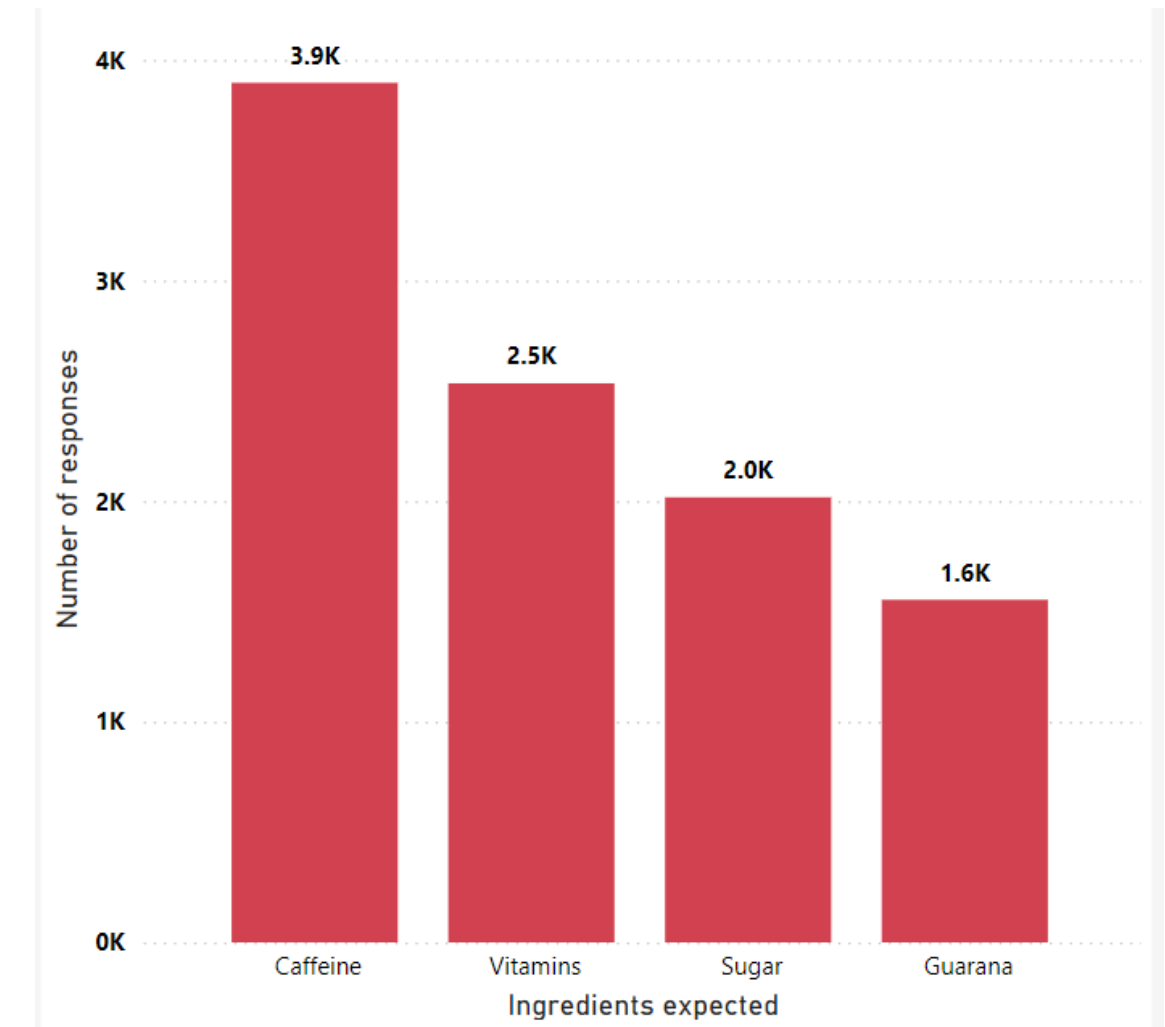


Consumer Preferences

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

→ Caffeine and vitamins are the two most preferred ingredients among respondents.

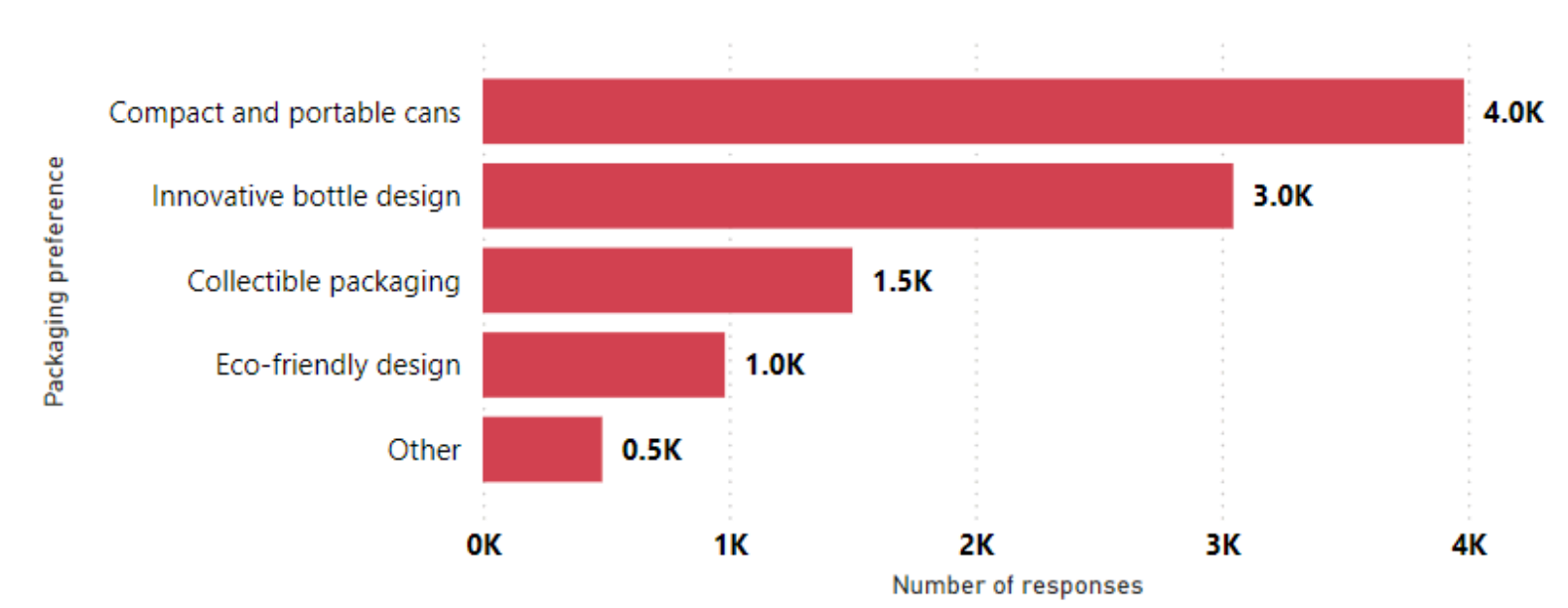
| | Ingredients_preferred | number_of_responses | percentage |
|---|-----------------------|---------------------|------------|
| ▶ | Caffeine | 3896 | 38.96 |
| | Vitamins | 2534 | 25.34 |
| | Sugar | 2017 | 20.17 |
| | Guarana | 1553 | 15.53 |



- What packaging preferences do respondents have for energy drinks?

→ Compact cans and innovative bottle designs are the most preferred packaging.

| | Packaging_preference | number_of_responses | percentage |
|---|---------------------------|---------------------|------------|
| ▶ | Compact and portable cans | 3984 | 39.84 |
| | Innovative bottle design | 3047 | 30.47 |
| | Collectible packaging | 1501 | 15.01 |
| | Eco-friendly design | 983 | 9.83 |
| | Other | 485 | 4.85 |

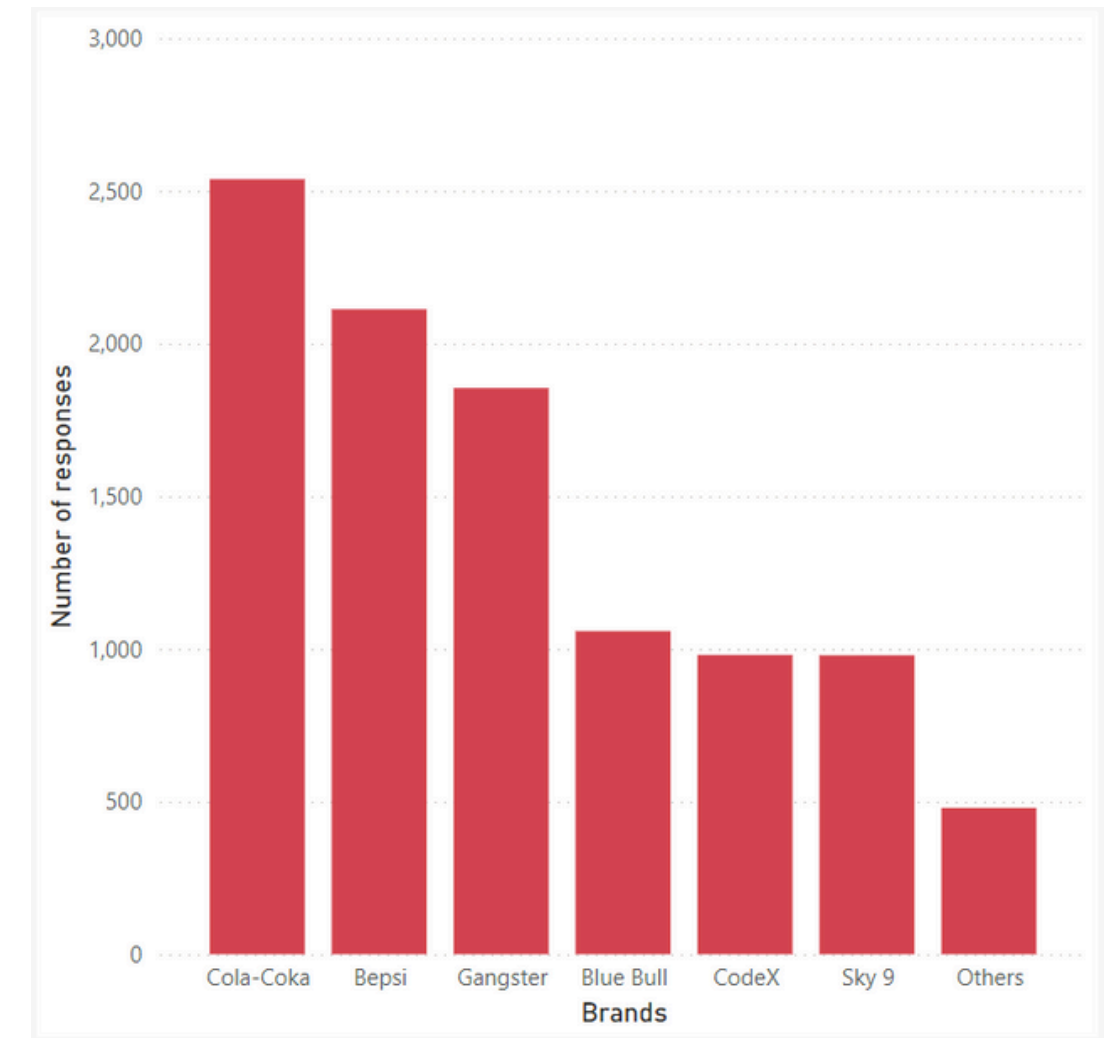


Competition Analysis

- Who are the current market leaders?

→ The top three market-leading brands are Cola-Coka, Bepsi, and Gangsters.

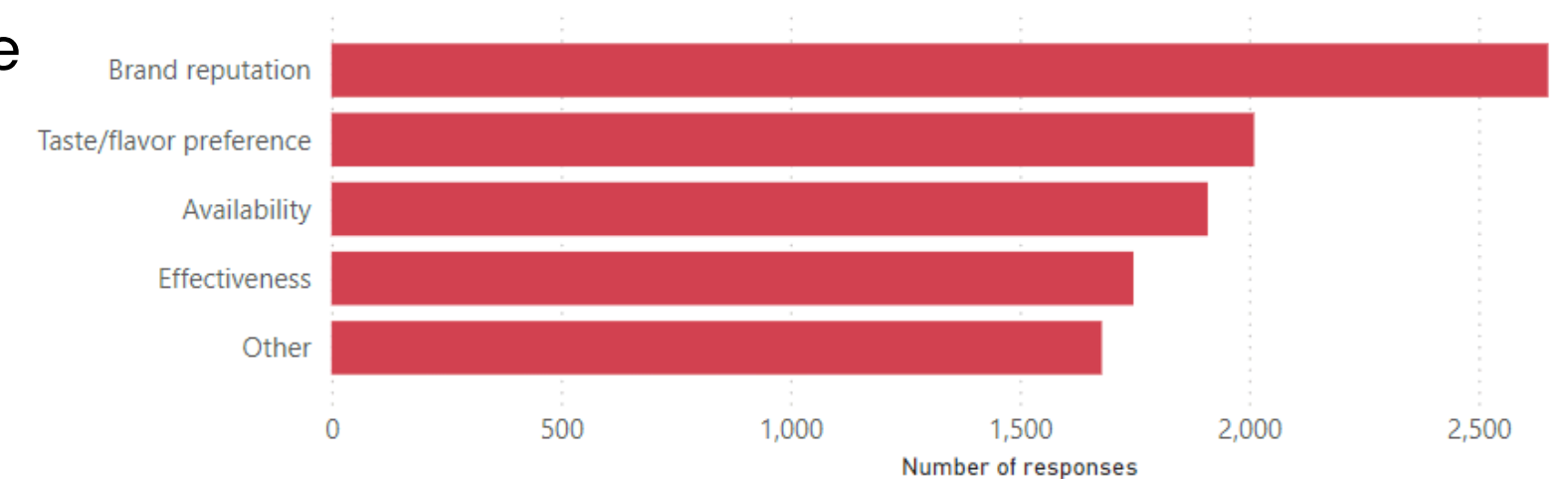
| | brands | number_of_responses | response_percentage |
|---|-----------|---------------------|---------------------|
| ▶ | Cola-Coka | 2538 | 25.38 |
| | Bepsi | 2112 | 21.12 |
| | Gangster | 1854 | 18.54 |
| | Blue Bull | 1058 | 10.58 |
| | CodeX | 980 | 9.80 |
| | Sky 9 | 979 | 9.79 |
| | Others | 479 | 4.79 |



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

→ Brand reputation, taste/flavor, availability, and effectiveness are the top three reasons for choosing current brands.

| | Reasons_for_choosing_brands | number_of_responses | percentage_of_responses |
|---|-----------------------------|---------------------|-------------------------|
| ▶ | Brand reputation | 2393 | 23.93 |
| | Taste/flavor preference | 1829 | 18.29 |
| | Availability | 1715 | 17.15 |
| | Effectiveness | 1572 | 15.72 |
| | Other | 1511 | 15.11 |

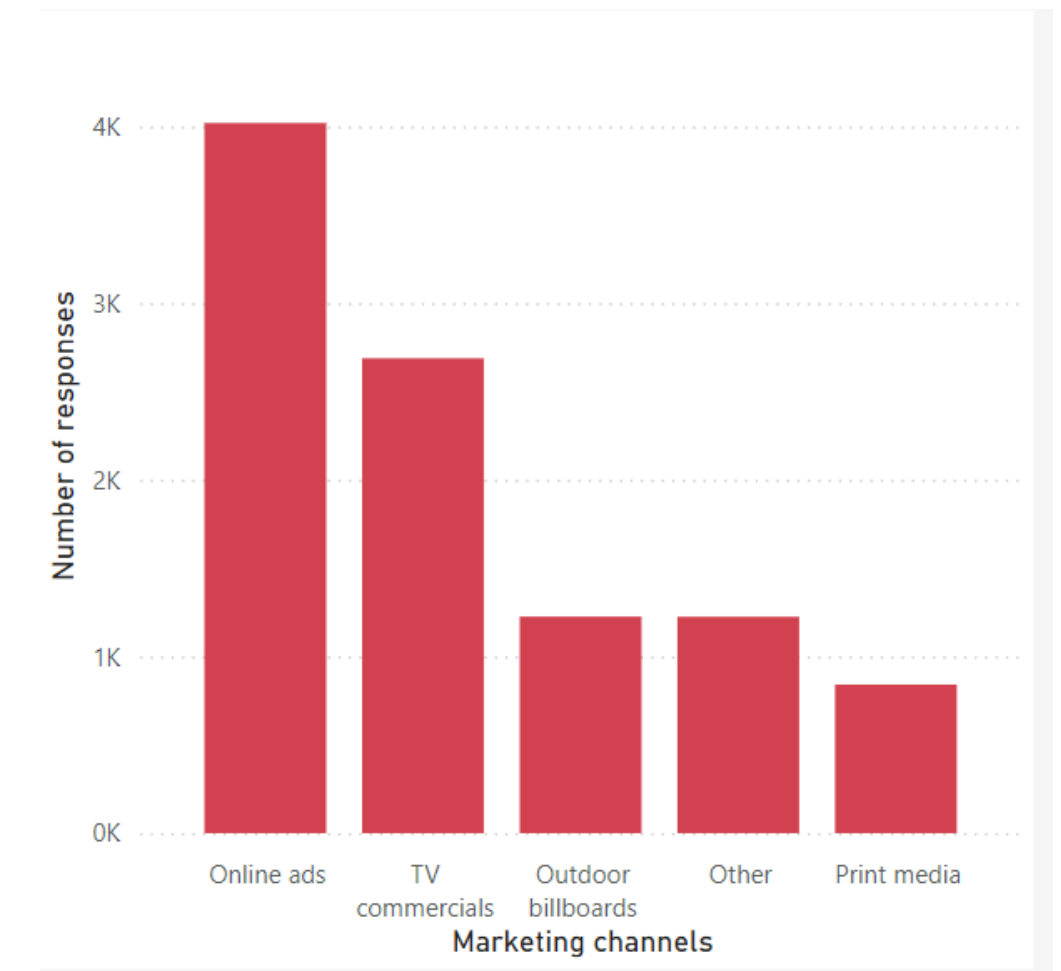


Marketing Channels & Brand Awareness

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

➔ Online ads and TV commercials are effective marketing channels for reaching more customers

| | Marketing_channels | number_of_responses | percentage_responses |
|---|--------------------|---------------------|----------------------|
| ▶ | Online ads | 4020 | 40.20 |
| | TV commercials | 2688 | 26.88 |
| | Outdoor billboards | 1226 | 12.26 |
| | Other | 1225 | 12.25 |
| | Print media | 841 | 8.41 |




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

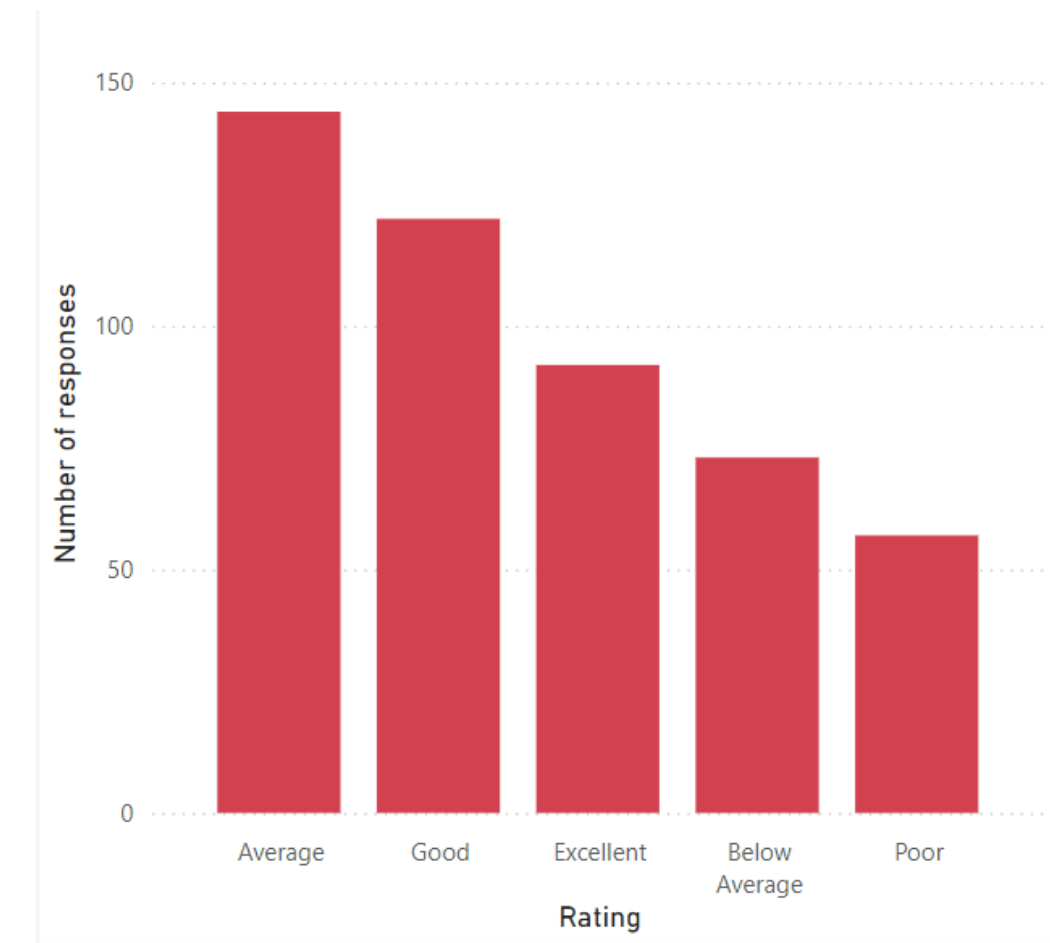
➔ Online ads and TV commercials are effective marketing channels for reaching more customers

Brand Penetration


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



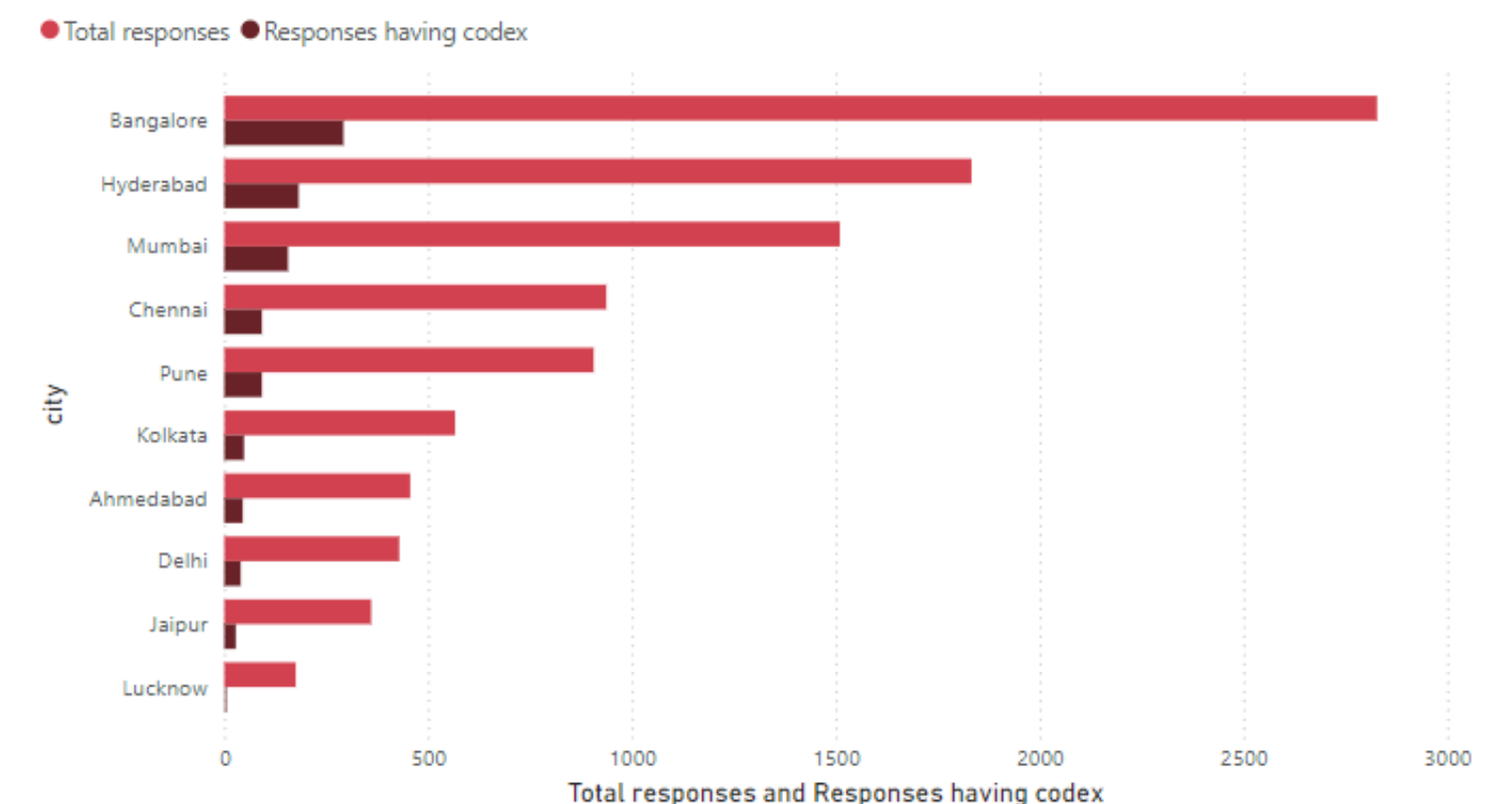
| | rating | votes | percen_votes |
|---|-------------------|-------|--------------|
| ▶ | 3 (Average) | 144 | 2.95 |
| | 4 (Good) | 122 | 2.50 |
| | 5 (Excellent) | 92 | 1.88 |
| | 2 (Below Average) | 73 | 1.50 |
| | 1 (Poor) | 57 | 1.17 |



- Which cities do we need to focus more on?



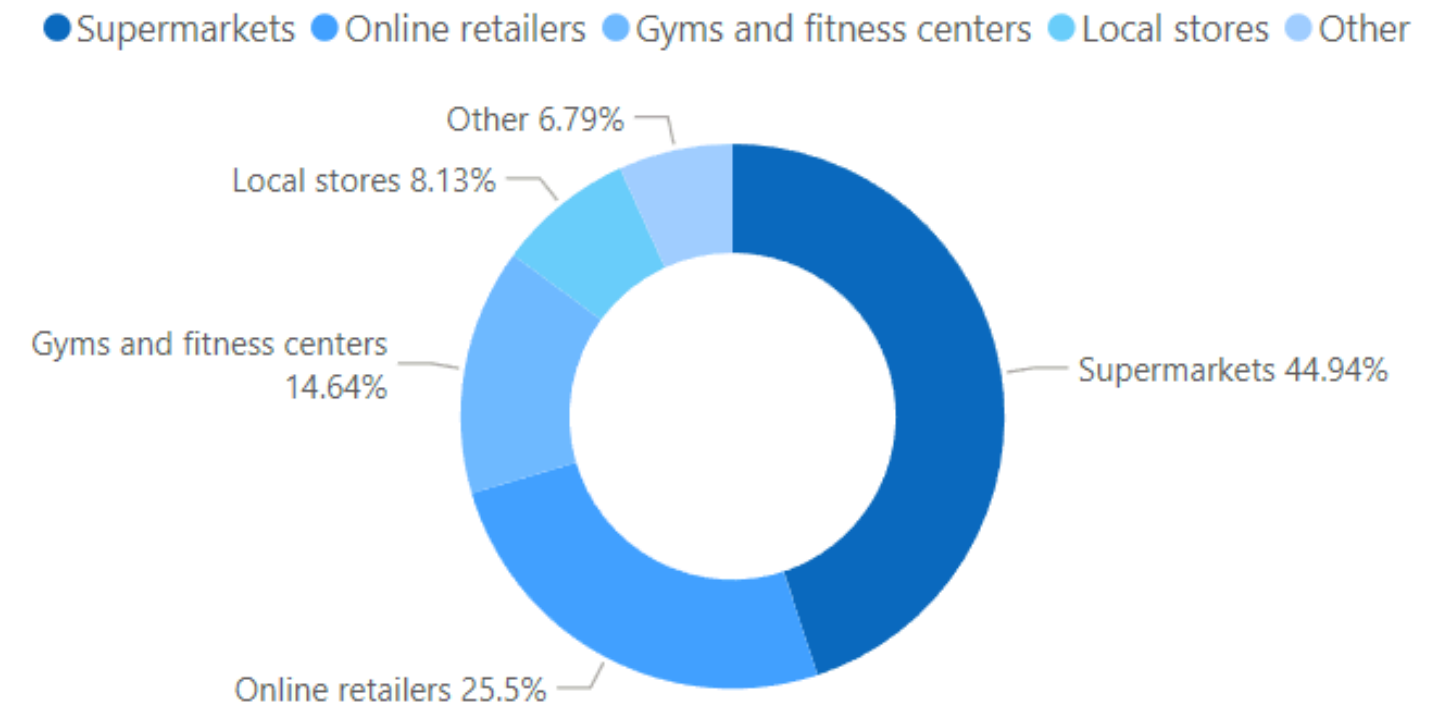
| | city | in_codex_responses_percentage | in_codex_responses | total_responses |
|---|-----------|-------------------------------|--------------------|-----------------|
| ▶ | Lucknow | 2.86 | 5 | 175 |
| | Jaipur | 7.78 | 28 | 360 |
| | Kolkata | 8.48 | 48 | 566 |
| | Delhi | 9.32 | 40 | 429 |
| | Chennai | 9.82 | 92 | 937 |
| | Ahmedabad | 9.87 | 45 | 456 |
| | Hyderabad | 9.93 | 182 | 1833 |
| | Pune | 10.15 | 92 | 906 |
| | Bangalore | 10.33 | 292 | 2828 |
| | Mumbai | 10.33 | 156 | 1510 |



Purchase Behaviour

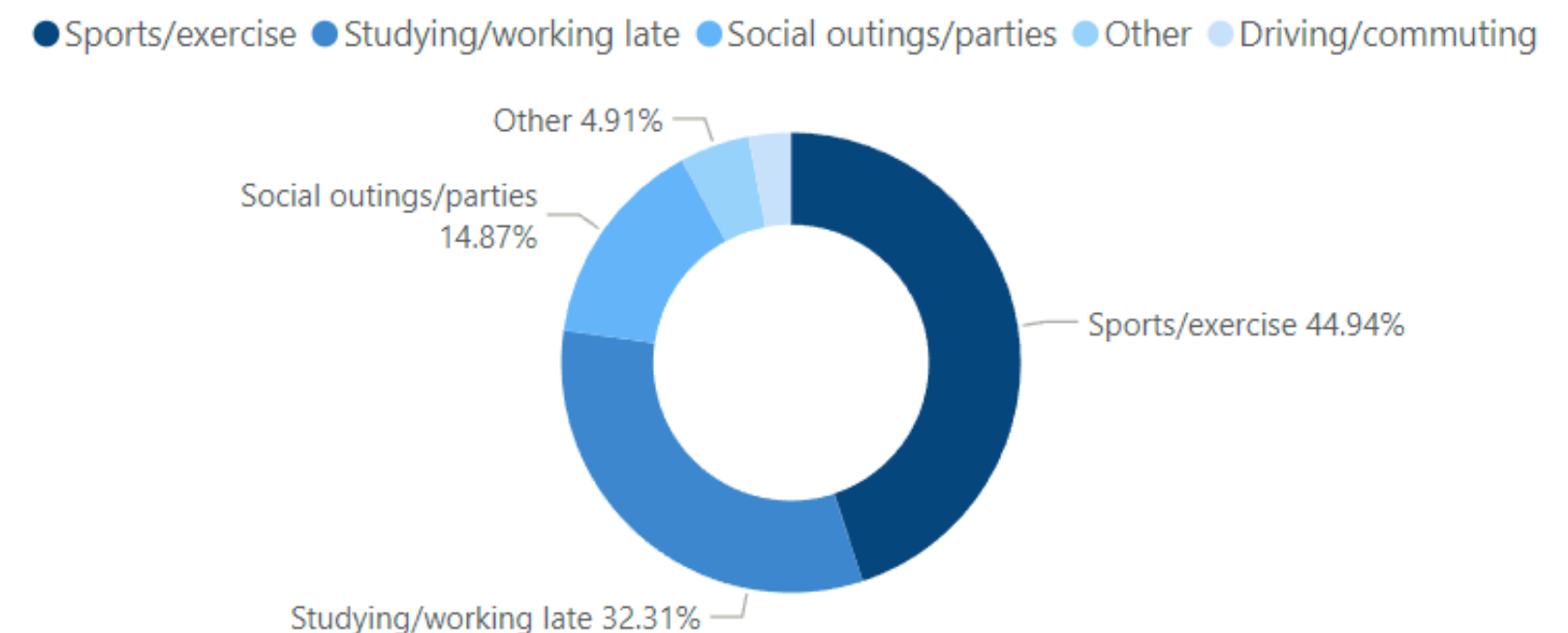
- Where do respondents prefer to purchase energy drinks?

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



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

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



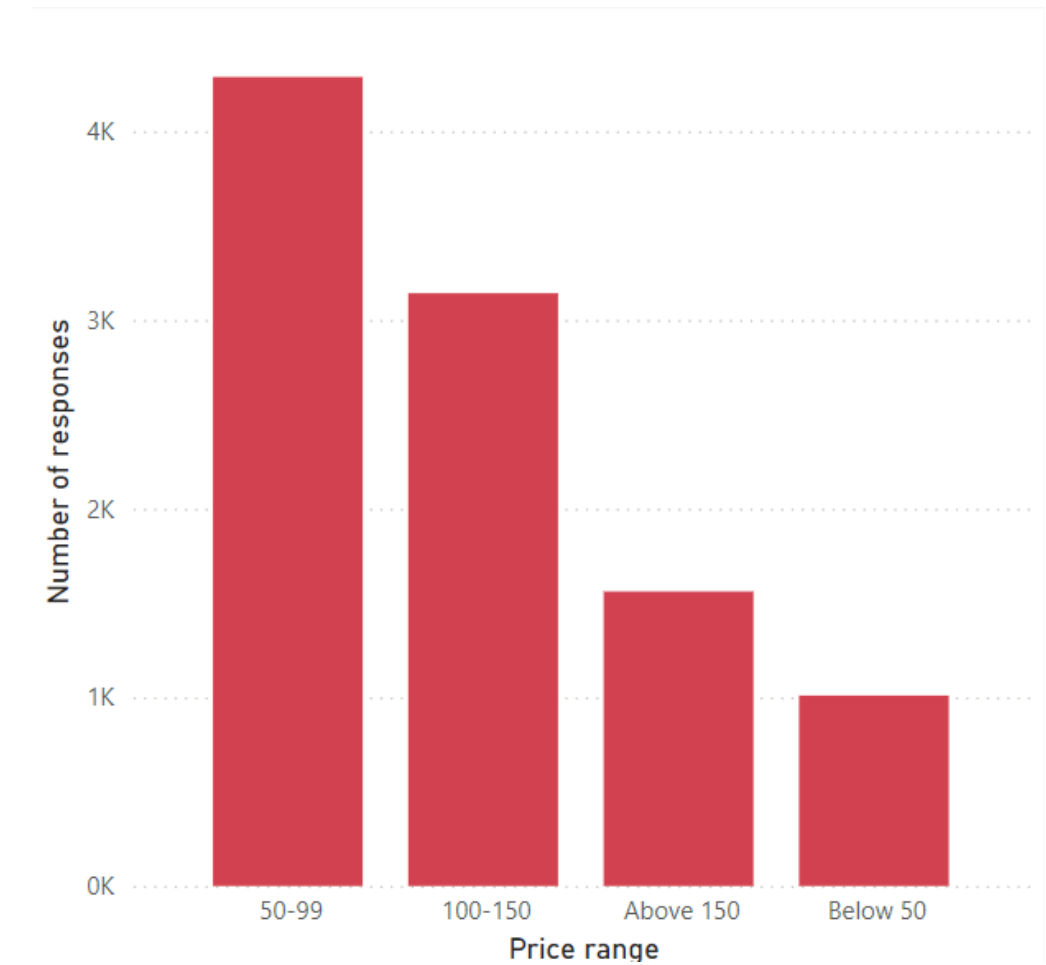
Product Development

- What factors influence respondents' purchase decisions?

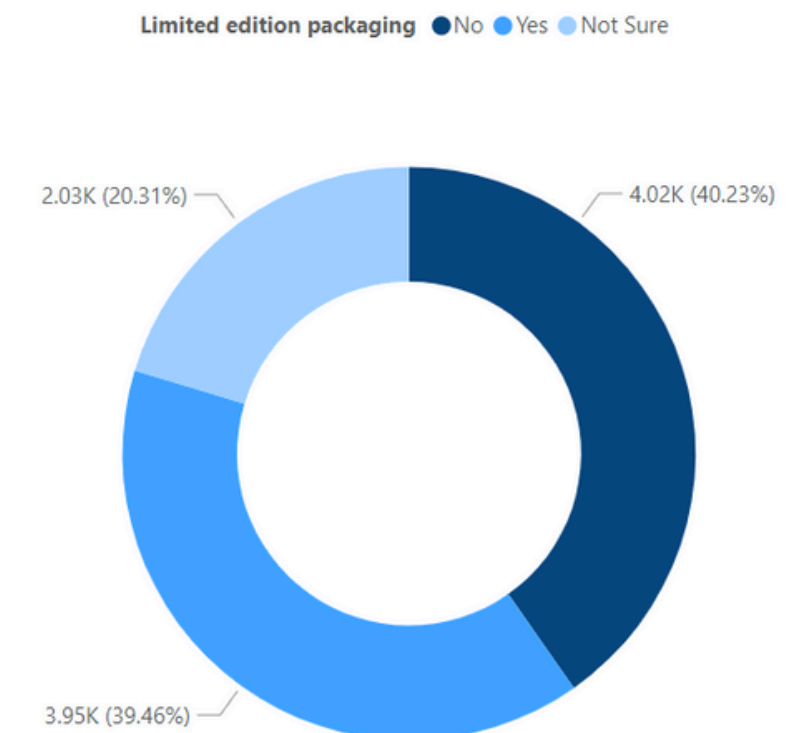
1. Price range

2. Limited edition packaging

| | Price_range | percentage | number_of_responses |
|---|-------------|------------|---------------------|
| ▶ | 50-99 | 42.88 | 4288 |
| | 100-150 | 31.42 | 3142 |
| | Above 150 | 15.61 | 1561 |
| | Below 50 | 10.09 | 1009 |



| | Yes | No | Not_Sure |
|---|------|------|----------|
| ▶ | 3946 | 4023 | 2031 |



Product Development

- Which area of business should we focus more on our product development.

| | Reasons_for_choosing_brands | responses |
|---|-----------------------------|-----------|
| ► | Brand reputation | 2393 |
| | Taste/flavor preference | 1829 |
| | Availability | 1715 |
| | Effectiveness | 1572 |
| | Other | 1511 |

Areas to focus on:

- Branding
- Taste/flavor preference
- Availability

Branding

- Build Trust: Share a compelling brand story and customer testimonials to reduce apprehension.
- Visual Appeal: Transform packaging with a modern design that communicates freshness and transparency.
- Engage Consumers: Host tasting events and leverage social media to foster community and excitement.

Taste/Flavor

- Flavor Development: Conduct taste tests to gather feedback and introduce seasonal flavors.
- Quality Improvement: Refine core flavors for a memorable taste experience.

Availability

- Retail Expansion: Partner with local stores and markets for better visibility and accessibility.

Recommendations for CodeX

Immediate improvements can we bring to the product:

- Natural Sweeteners & Ingredients: Replace artificial sugar with natural sweeteners like stevia and use natural ingredients to appeal to health-conscious consumers.
- Nutritional Additions: Enrich the formula with B vitamins, magnesium, antioxidants, and amino acids to reduce fatigue and enhance energy levels.
- Transparency: Clearly list all ingredients and their quantities on the label to address health concerns and build trust with consumers.

Pricing Strategy:

- Affordable Pricing: Set the ideal price between ₹40 and ₹80 to ensure the product is effective and accessible for the mass market.

Marketing Campaign:

Event sponsorships

- Diverse Events: Sponsor various national and local events (e.g., football matches, music festivals, quizzes) to increase brand visibility and appeal to athletes, students, and professionals.

Promotional Offers

- Cashback and Gift Vouchers: Introduce cashback offers and gift vouchers to encourage trial and repeat purchases.
- Discount Promotions: Offer deals like “Buy 12, Get 2 Free” to incentivize bulk purchases.

Who can be a brand ambassador, and why?

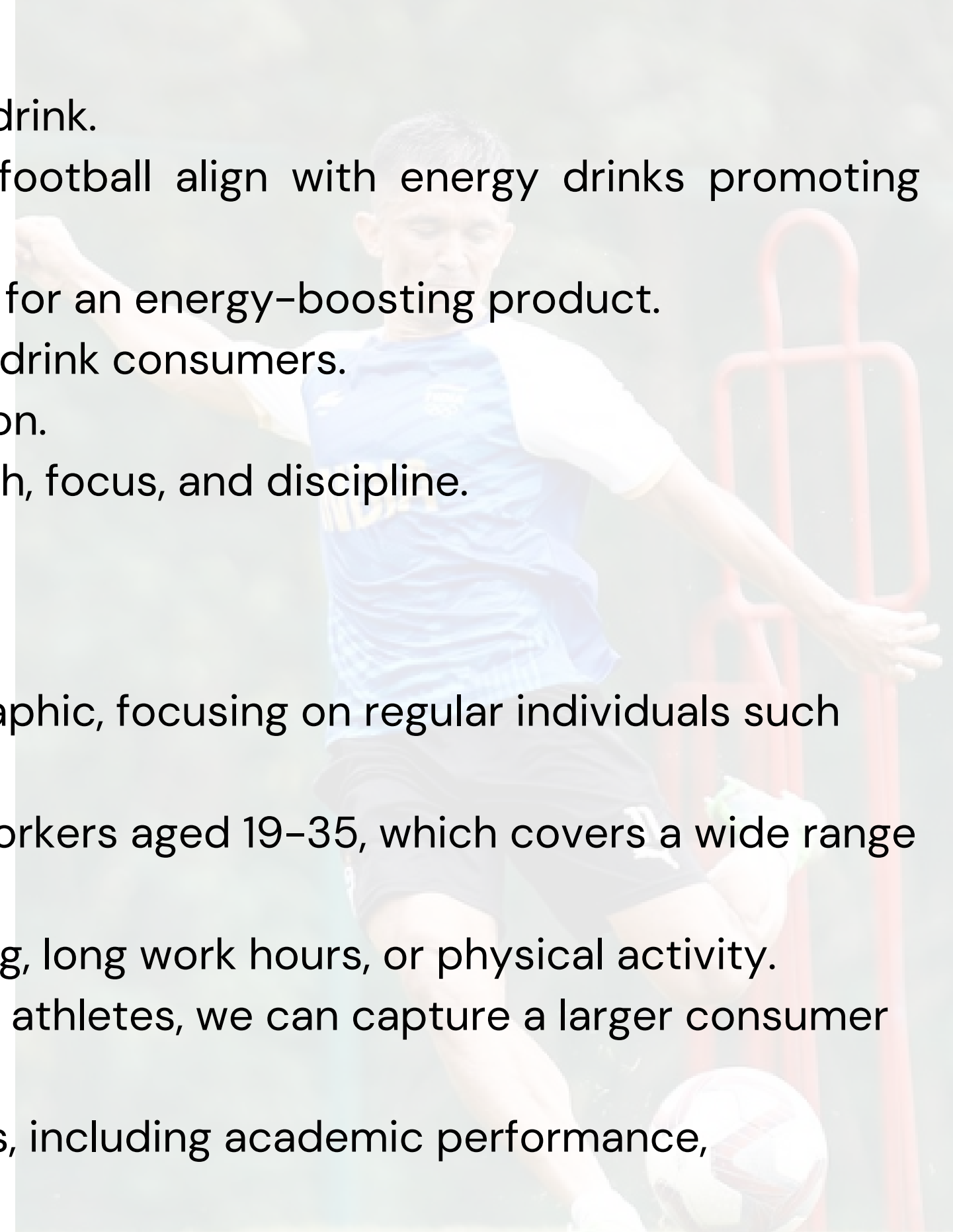
Sunil Chhetri would be a great choice as a brand ambassador for our energy drink.

- **Inspiration & Dedication:** Chhetri's perseverance and long career in football align with energy drinks promoting endurance.
- **Stamina & Fitness:** Known for exceptional stamina, making him a great fit for an energy-boosting product.
- **Youth Icon:** Popular among young sports enthusiasts, relatable to energy drink consumers.
- **Clean Image:** Respected sportsman with a positive, professional reputation.
- **Leadership & Character:** As India's football captain, he embodies strength, focus, and discipline.
- **Growing Football Popularity:** Taps into India's rising football fan base.

Who should be our target audience, and why??

The target audience for our energy drink should encompass a broad demographic, focusing on regular individuals such as students, sports enthusiasts, and office workers, primarily aged 19–30.

- **Broad Demographic:** Focus on students, sports enthusiasts, and office workers aged 19–35, which covers a wide range of consumers.
- **Daily Energy Needs:** This group regularly seeks energy boosts for studying, long work hours, or physical activity.
- **Mass Market Appeal:** By targeting the general population rather than just athletes, we can capture a larger consumer base.
- **Versatile Use Cases:** Energy drinks can be marketed for various purposes, including academic performance, productivity, and fitness.
- **Opportunity for Engagement:** This demographic is often active on social media, providing opportunities for marketing and engagement.





Thank You