

CodeX's Consumer and Market Insights



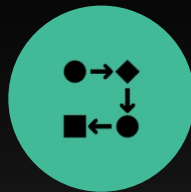
Agenda



PROBLEM



DATASETS
AND TOOLS



PROCESS



INSIGHTS



SUMMARY

Problem

CodeX, a German beverage company, recently launched its energy drink in 10 Indian cities to enter the market. To boost brand awareness, market share, and product development, the marketing team conducted a survey with 10,000 respondents.

The challenge is to analyze this data for insights into consumer preferences and perceptions to guide data-driven marketing decisions and strengthen CodeX's market position.

Energy Drinks Industry

Origin: Emerged in the mid-20th century, major boom in the late 1980s.

Early Formulas: High-caffeine and high-sugar for quick energy.

Market Evolution:

2000s - market was saturated with high-caffeine, high-sugar options.

2004 - introduction of **zero-calorie and zero-sugar formulas** marked a **turning point** in the industry.

Growing demand for **natural ingredients** and **nutritional benefits** led to the emergence of energy drinks with ingredients like **BCAAs and natural caffeine** to promote overall well-being.

This concludes that the industry evolved by **adapting to consumer needs** and there are always opportunities for **innovation**.

Marketing: Fueling the Industry

In today's dynamic business environment, where consumers have numerous options, it is crucial for businesses to stand out to capture and retain customer attention.

How do we capture customer's attention?



Marketing: Fueling the Industry

What is Marketing?

All activities a company does to promote and sell products or services to consumers.

It is a process of communicating with clients and customers a solution to their problem.

Marketing: Fueling the Industry

Marketing Strategies

Traditional Marketing - Before technology and the Internet, traditional marketing was the primary way companies would market their goods to customers.

This includes outdoor marketing (billboards), electronic marketing (TV & radio advertisements), event marketing (conferences, seminars)

Marketing: Fueling the Industry

Marketing Strategies

Digital/Modern Marketing - The internet has transformed marketing, enabling companies to reach customers in innovative ways.

This includes Search engine marketing, E-mail marketing, Social media marketing

Marketing: Fueling the Industry

Benefits of Marketing

Audience generation: Allows companies to target specific people who benefits from the products or services.

Inward education: Helps companies gather information to improve their strategies and make better decisions.

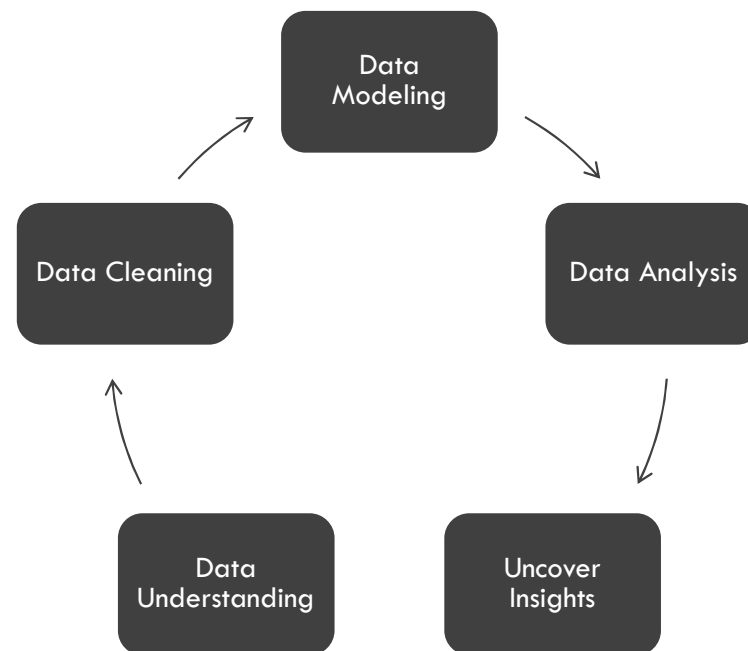
Outward education: Marketing campaigns lets a company introduce itself, its products, and how it can enrich people's lives.

Brand creation & Financial performance

Datasets and tools



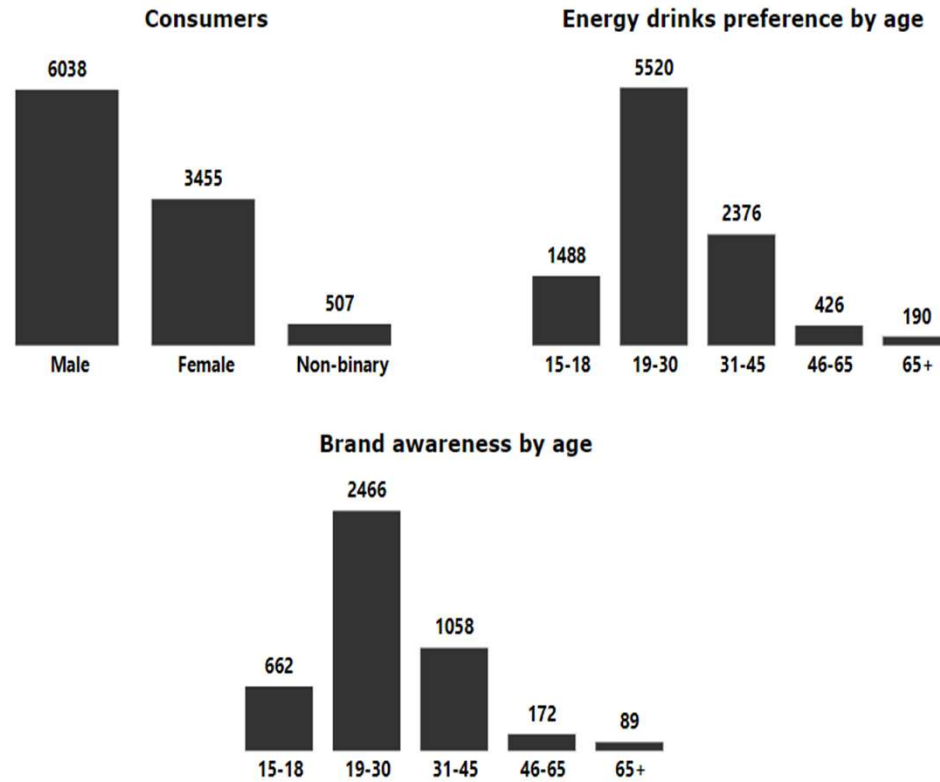
Process



Insights

Demographic Insights

1. Who prefers energy drinks more? (male/female/non-binary)
2. Which age group prefers energy drinks more?
3. Which age groups are most aware of our brand?



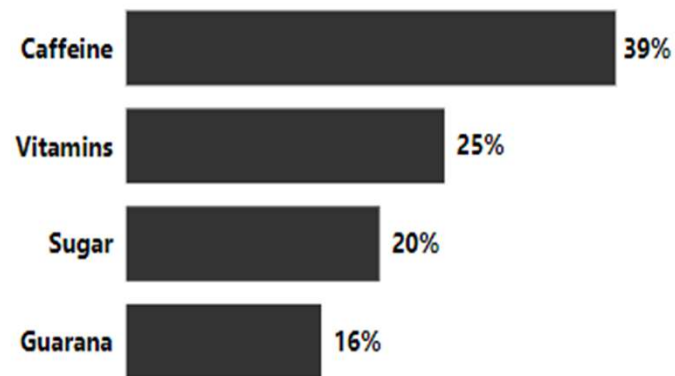
Most consumers are males, while the 19-30 age group prefers energy drinks more and shows higher brand awareness.

Insights

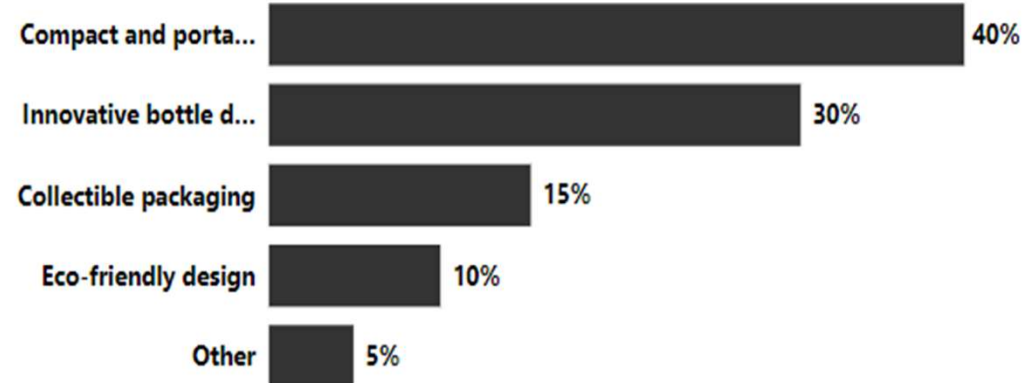
Consumer preferences

1. What are the preferred ingredients of energy drinks among respondents?
2. What packaging preferences do respondents have for energy drinks?

Ingredients preferred



Packaging preferred



39% prefer caffeine, 25% prefer vitamins, 40% prefer portable cans, and 30% prefer innovative bottle designs.

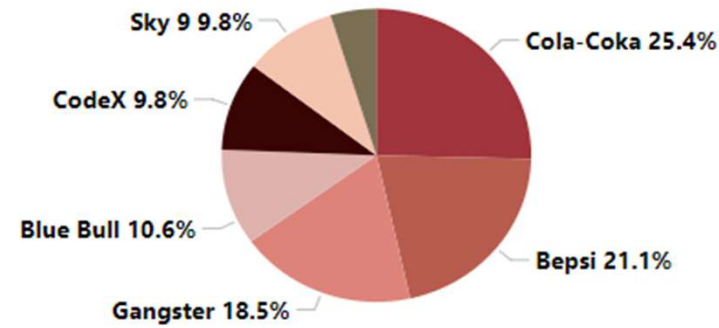
Insights

Competition Analysis

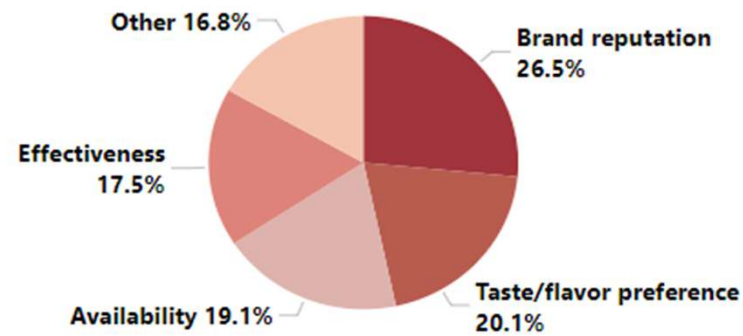
1. Who are the current market leaders?
2. What are the primary reasons consumers prefer those brands over ours?



Current brands



Why?



Insights

Marketing Channels and Brand Awareness

1. Which marketing channels are most effective by city tier?

40%

27%

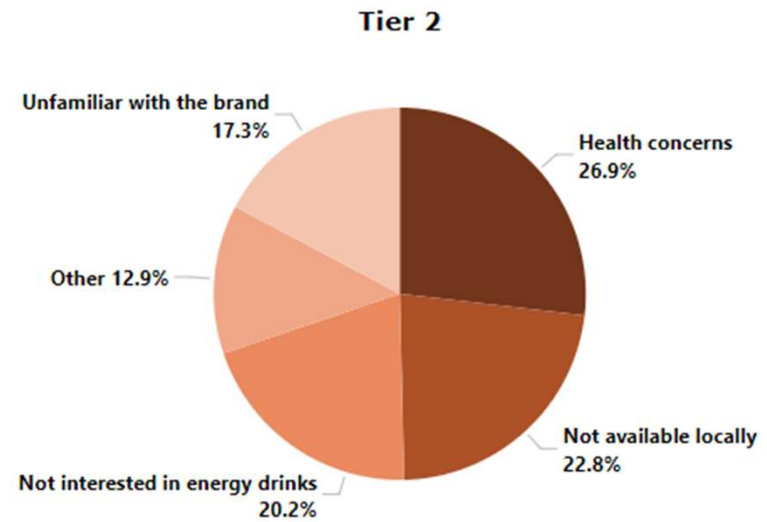
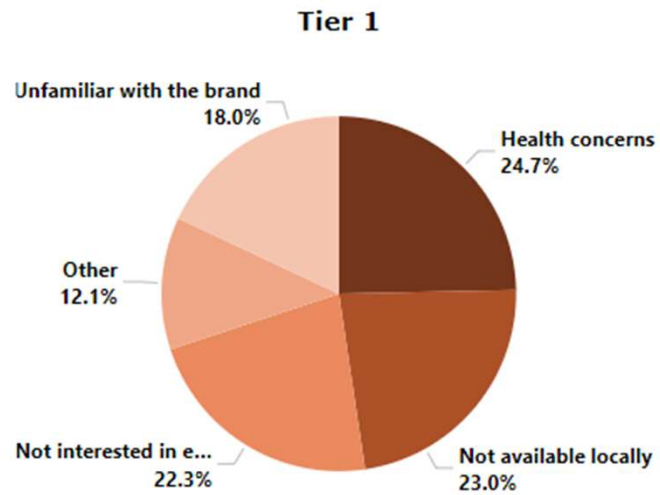
67%

| Marketing Channels | Effectiveness |
|---------------------------------|---------------|
| <input type="checkbox"/> Tier 1 | |
| Online ads | 3153 |
| TV commercials | 1764 |
| Other | 998 |
| Outdoor billboards | 949 |
| Print media | 673 |
| <input type="checkbox"/> Tier 2 | |
| TV commercials | 924 |
| Online ads | 867 |
| Outdoor billboards | 277 |
| Other | 227 |
| Print media | 168 |

Insights

Brand Penetration

1. What are the top reasons people in each city tier haven't tried the product?
2. Which cities do we need to focus more on?



HEALTH CONCERNS

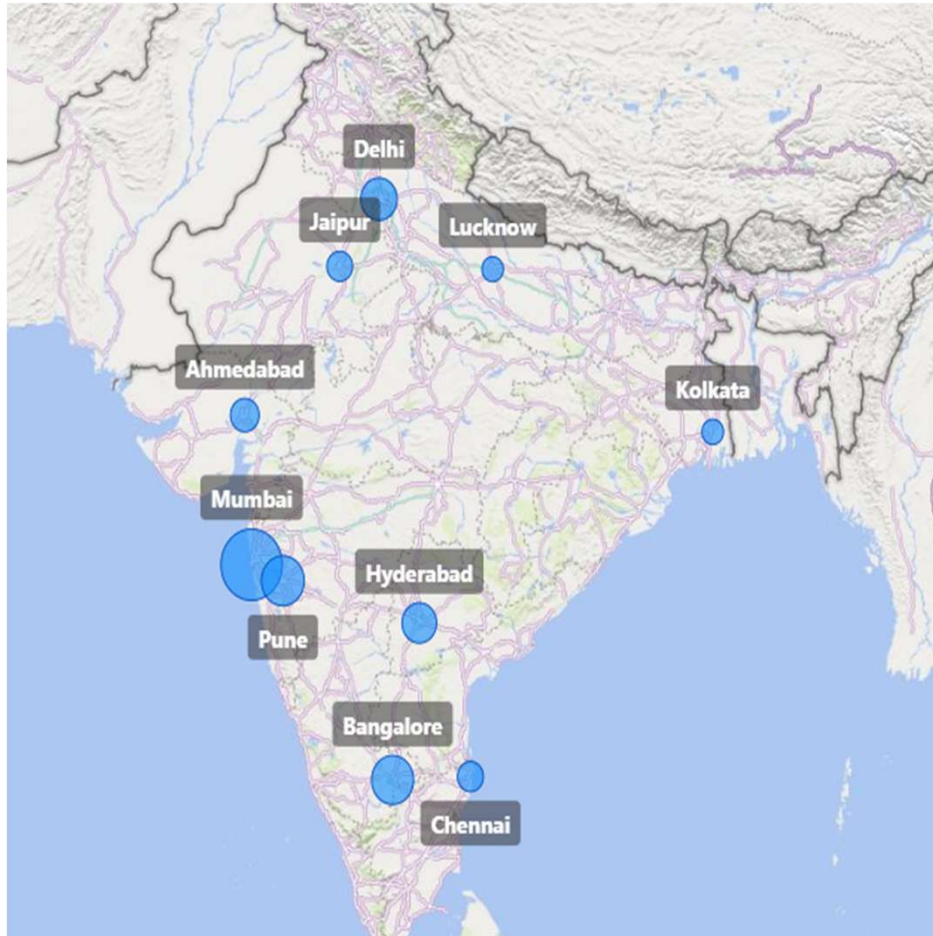
25%



22.9%



17.8%

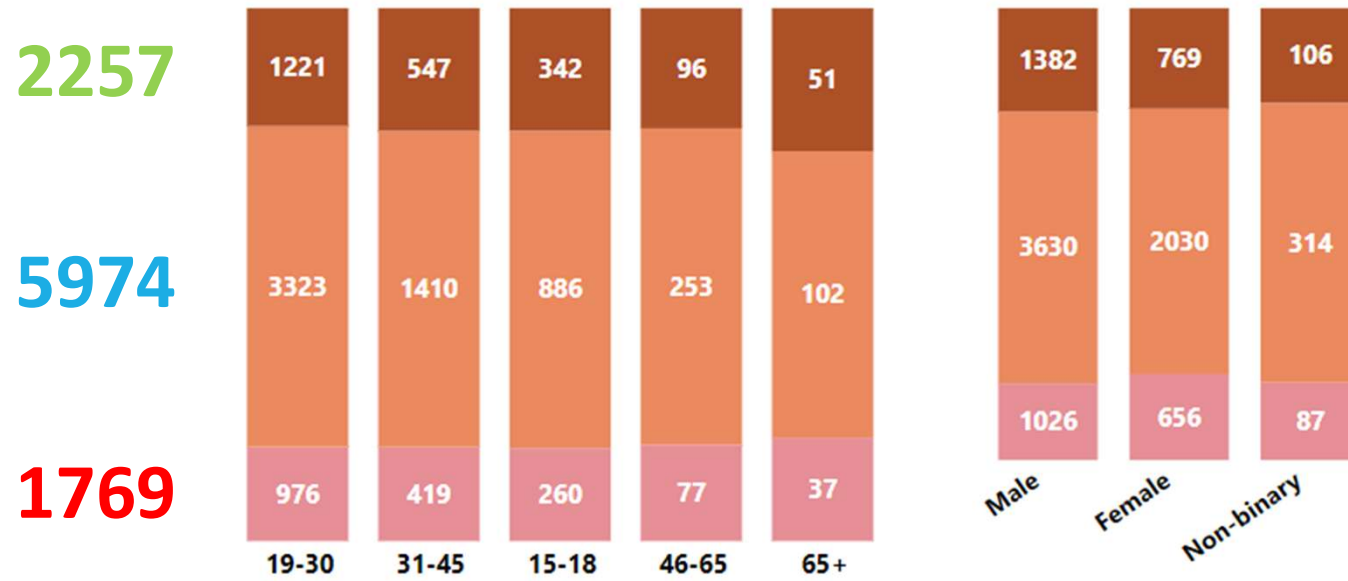


Delhi
Mumbai
Pune
Hyderabad
Bangalore

Insights

Customer feedback

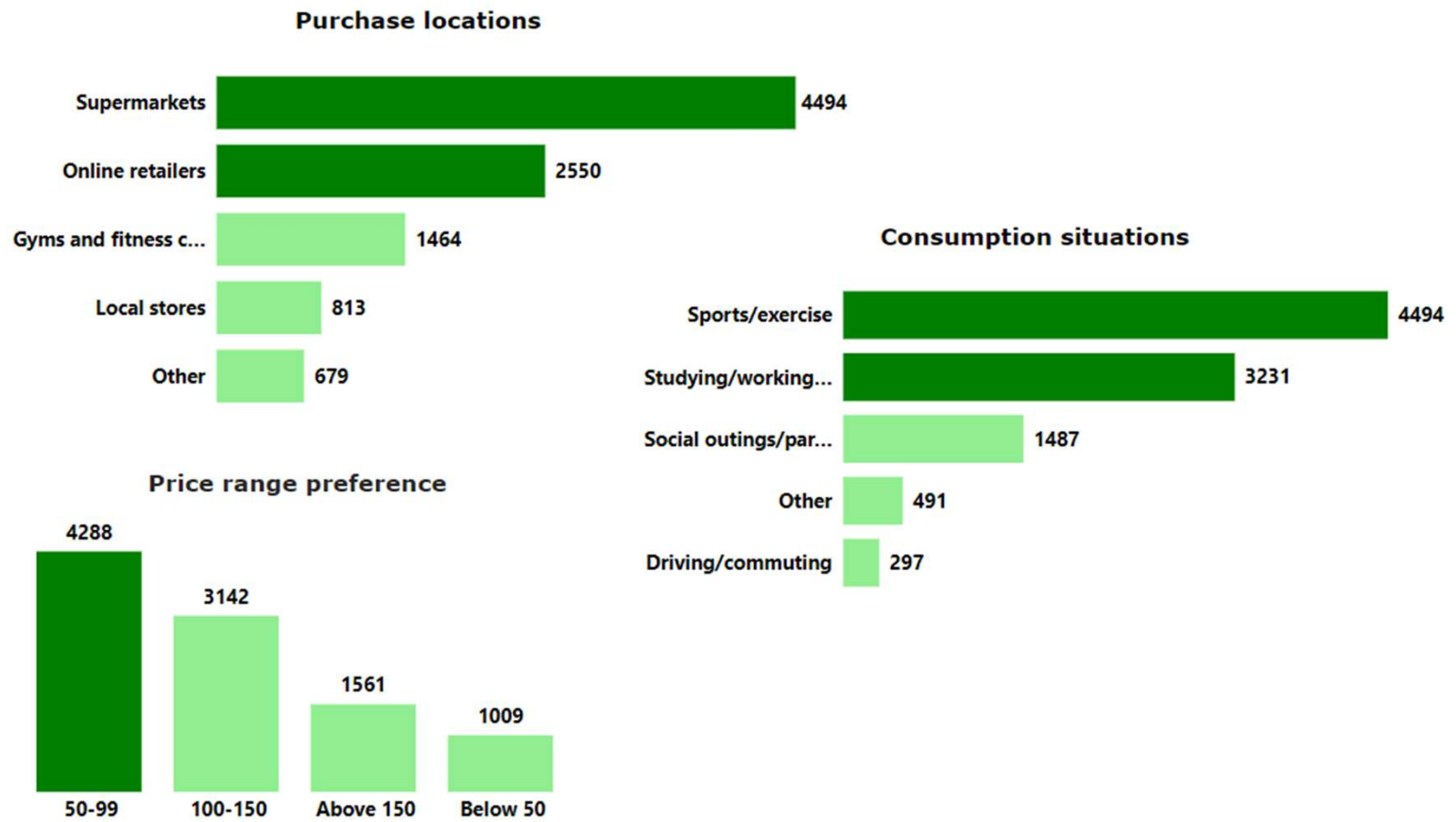
1. Analyze brand perception by gender and age group.



Insights

Purchase Behavior

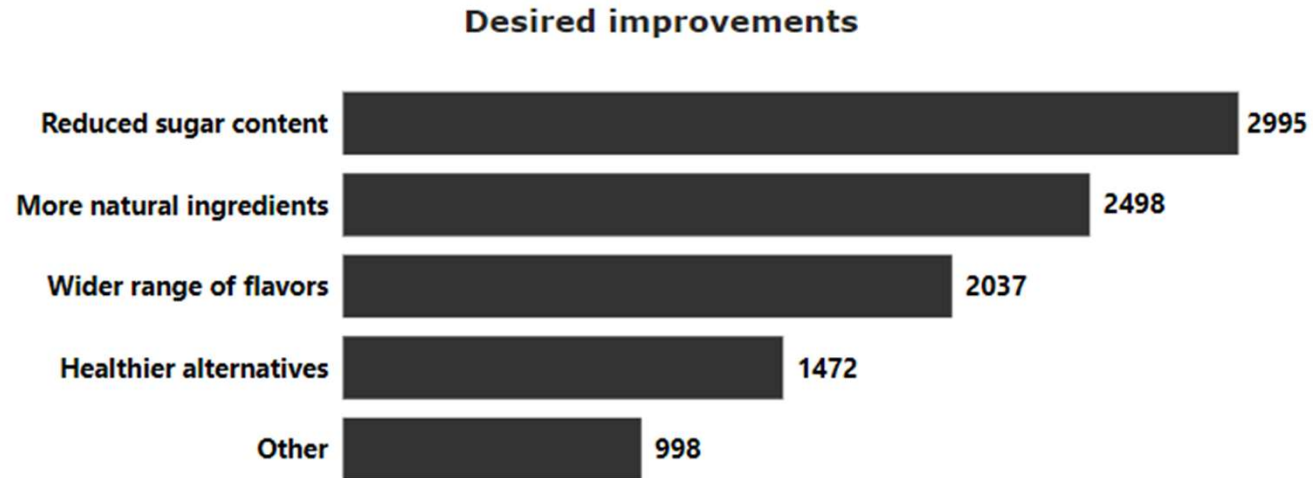
1. Where do respondents prefer to purchase energy drinks?
2. What are the typical consumption situations for energy drinks among respondents?
3. What is the price range preference?



Insights

Product development

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



Reduced sugar content and more natural ingredients can be immediate improvements that promote overall health.

Summary

Recommendations

CodeX should target ages 19-30, as they show higher brand awareness and more positive perception.

25% of the sample didn't try the product possibly due to health concerns, highlighting a preference for healthy drinks. The product should be improved with natural caffeine, vitamins, and reduced sugar.

Customers prefer other brands for reputation and taste. CodeX should focus on influencer marketing, consider a young cricketer like Shubman Gill as a brand ambassador, experiment with flavors to boost awareness, taste and shift brand perception from neutral to positive.

Promote products through in-store ads and campaigns in supermarkets, and invest in SEO, SMS, and email marketing for online retailers especially in Tier 1 cities.

Design portable cans and innovative bottles to strengthen brand image, priced ideally at 50-99.

Thank you