

# MARKETING INSIGHTS FOR CODEX



DESIGNED BY : CHINMAYEE BARIK

# Agenda

- **Introduction**
- **Task**
- **Goals**
- **Data set**
- **Problem statements & insights**
- **Recommendations**

# Introduction

---

Codex, a German beverage company, recently launched its energy drink in 10 cities in India. The Marketing team aims to increase brand awareness, market share, and product development. They conducted a survey with 10,000 respondents in these cities.

# Task

Conduct an analysis on survey responses and provide actionable recommendations for CodeX's Chief Marketing Officer.



# Goals

- **Increase Brand Awareness**
- **Increase Market Share**
- **Product Development**
- **Identify Target Consumers**

# Data Set

1. dim\_respondents
2. dim\_cities
3. fact\_survey\_responses

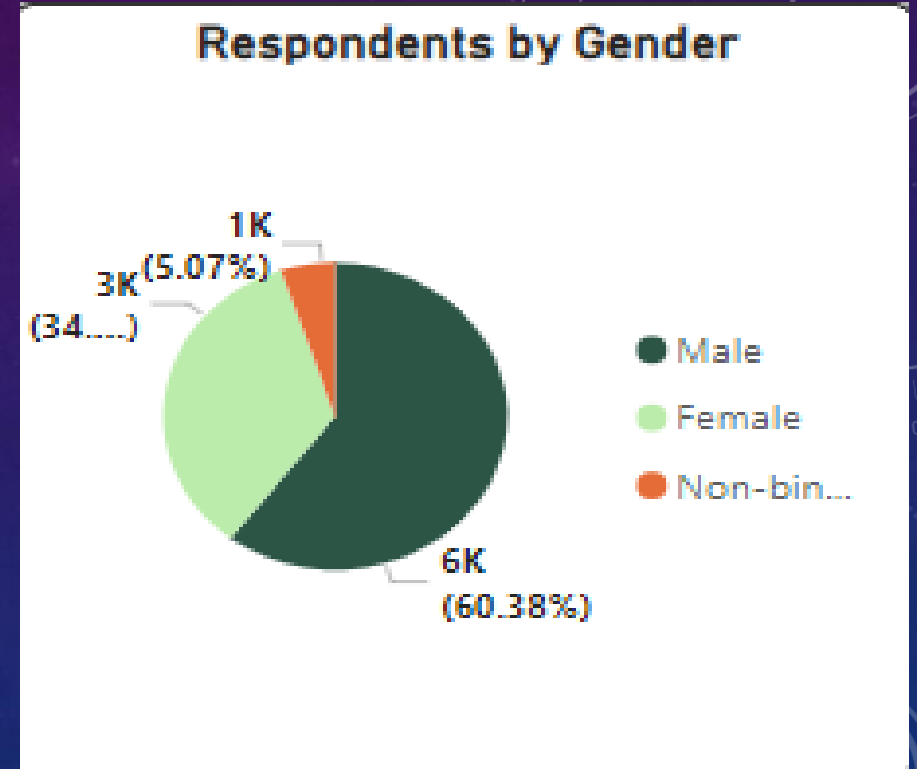
# Problem statements & insights

The background is a dark blue gradient with faint, abstract geometric patterns. On the right side, there is a large, semi-circular scale or gauge with numerical markings from 0 to 210. The scale has concentric circles and arrows indicating a clockwise direction. Other smaller circular elements and dashed lines are scattered across the background, creating a technical or scientific aesthetic.

# 1. Demographic Insights

a . who prefers energy drinks more ?  
( male/female/non-binary ? )

Out of 10 thousand respondents , the number of male respondents is 6038 .This shows 60% of the consumers are male who prefer energy drinks more



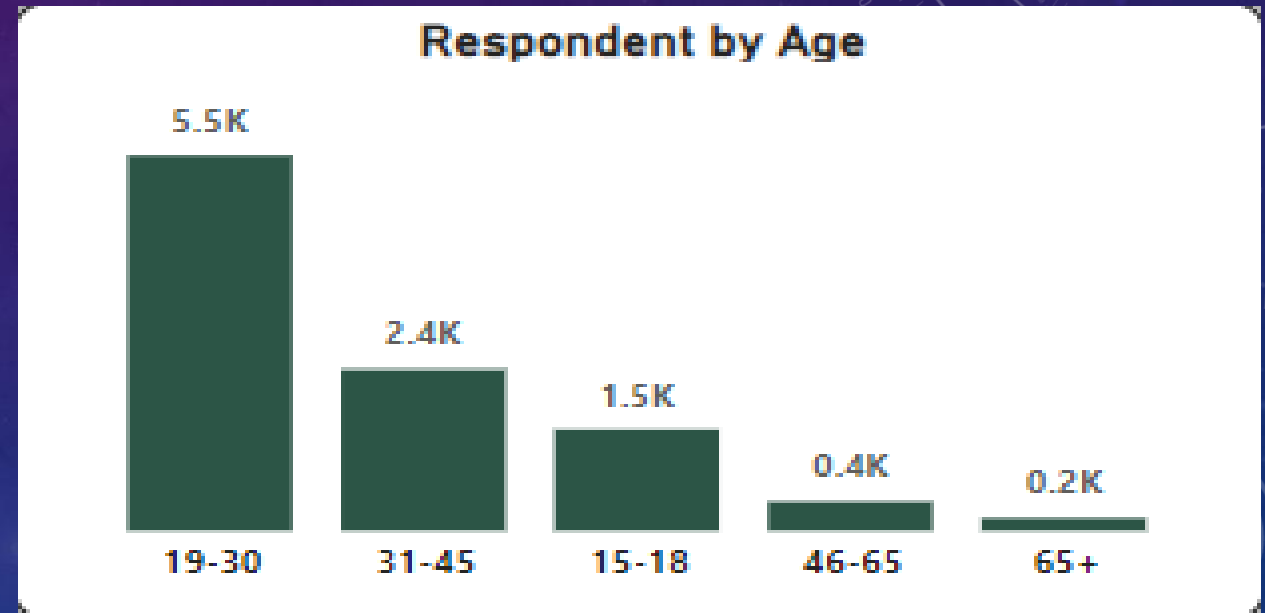


# 1.Demographic Insights

b. Which age group prefers energy drinks more?

From the result of this survey , we get to know that energy driks are **more popular among youngsters** . More than 50 % of the respondents belong to the Age Group 19-30 .

If we look at overall young age groups from 15 to 30, then the % will rise to 70%.



# 1.Demographic Insights

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

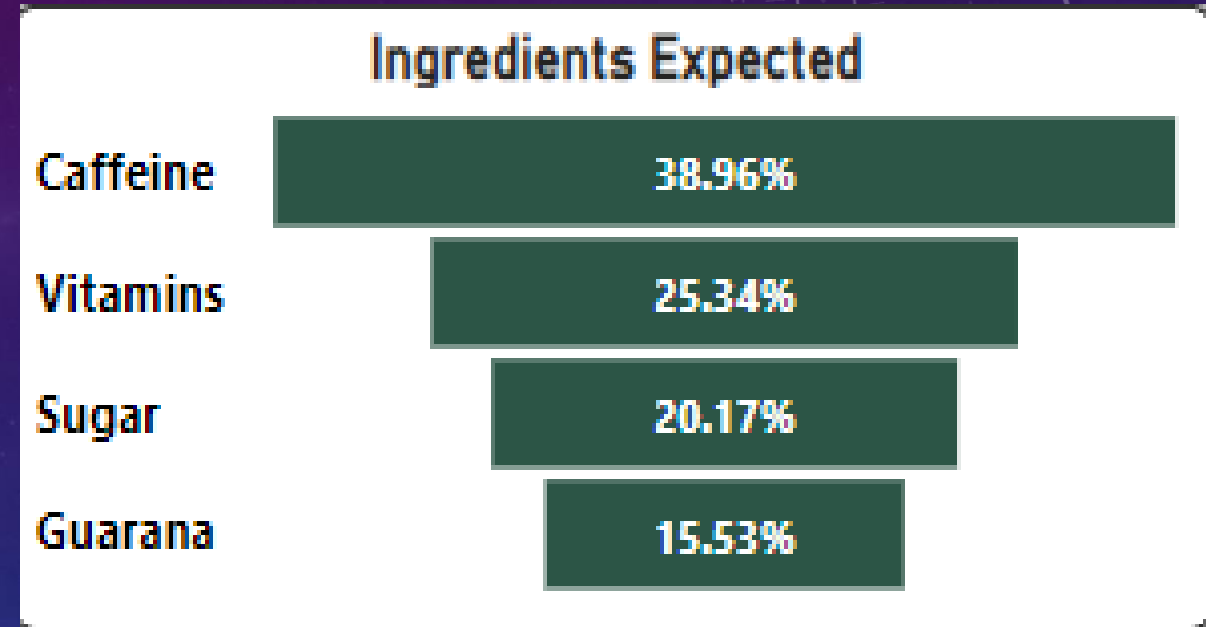
**Online Ads** are the most effective channel to reach for the respondents Age group 15-30.

Marketing Channels						
Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
Outdoor billboards	117	585	431	65	28	1226
Print media	75	371	310	57	28	841
TV commercials	495	1290	737	117	49	2688
Total	1488	5520	2376	426	190	10000

## 2. Consumer Preferences

a. What are the preferred ingredients of energy drinks among respondents?

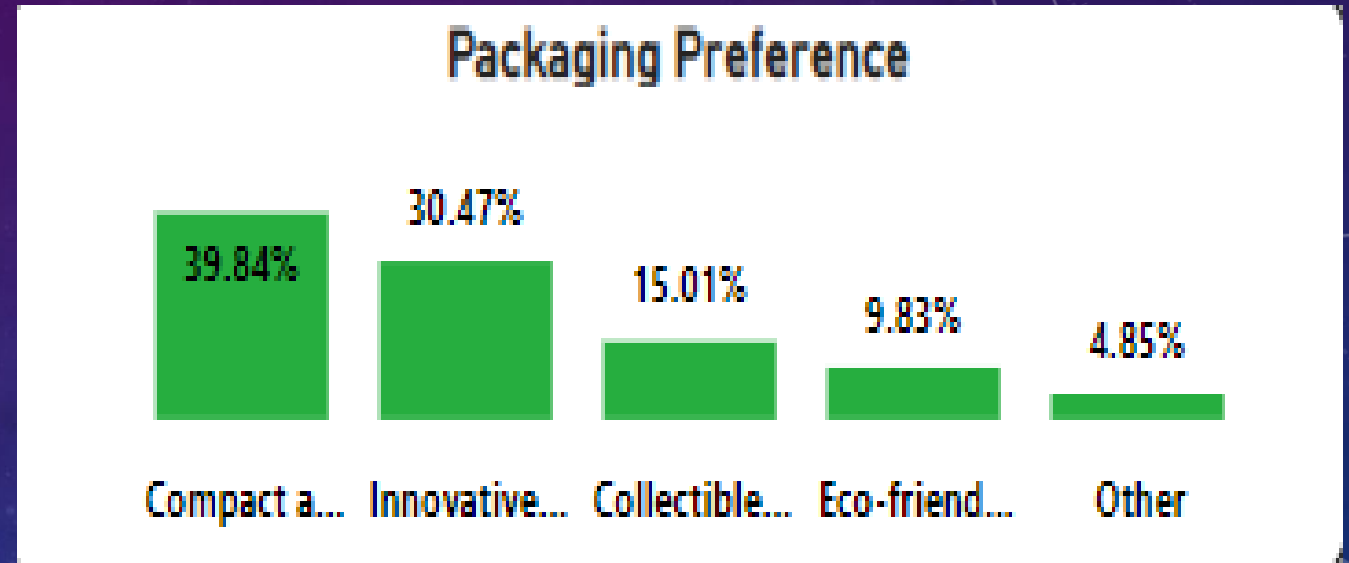
As we know caffeine increases attention and alertness, and it is often used in energy drinks. Caffeine is the most expected ingredient followed by the Vitamins in energy drinks.



## 2. Consumer Preferences

b. What packaging preferences do respondents have for energy drinks?

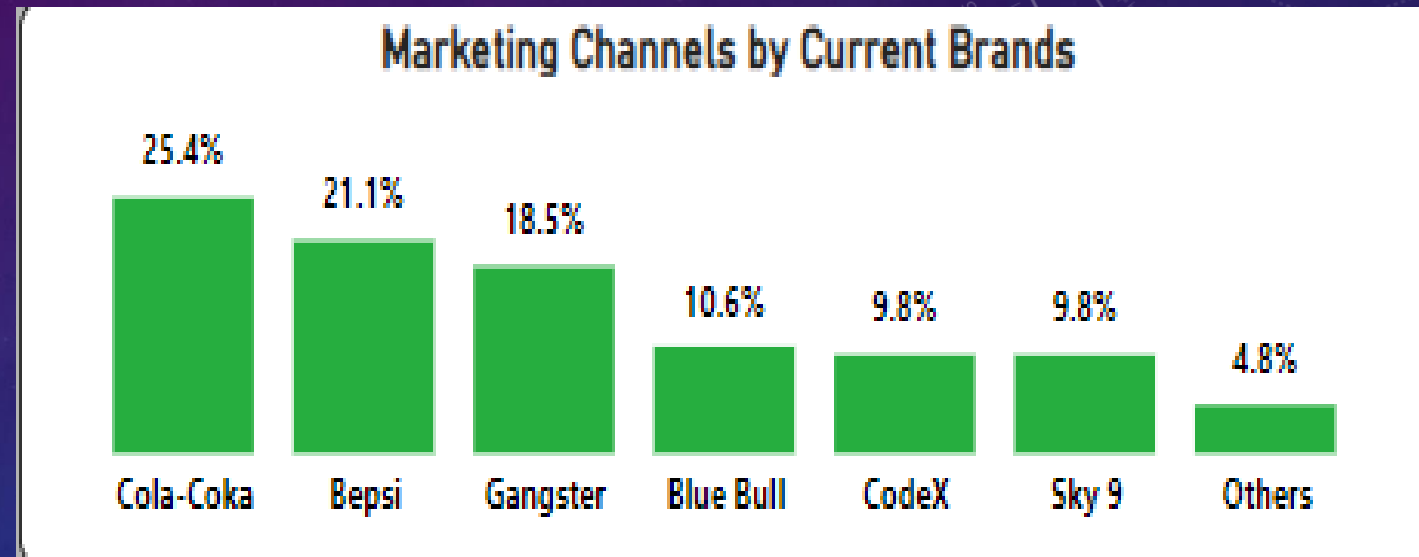
Compact & Portable Cans are high in demand followed by Innovative Bottle Designs



### 3. Competition Analysis

#### a. Who are the current market leaders?

Cola Coka is leading the market followed by Bepsi .The data shows there more respondents for Cola Coka than the other brands .





### 3. Competition Analysis

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

The top reason for choosing the brands by consumers is brand reputation.

Reason for Choosing Brands					
Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.8%	27.3%	16.1%	16.8%	20.0%
Blue Bull	17.0%	27.3%	17.7%	15.6%	22.4%
CodeX	19.9%	26.4%	18.0%	17.1%	18.6%
Cola-Coka	20.1%	24.3%	17.1%	17.7%	20.9%
Gangster	18.3%	27.6%	18.2%	16.7%	19.3%
Others	18.0%	29.2%	18.2%	16.5%	18.2%
Sky 9	18.6%	26.6%	19.2%	15.8%	19.8%

# 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?

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
Outdoor billboards	117	585	431	65	28	1226
Print media	75	371	310	57	28	841
TV commercials	495	1290	737	117	49	2688
Total	1488	5520	2376	426	190	10000

As we have seen previously Online Ads are the most effective way to reach maximum audiences in a short duration & it is cost effective as well .

# 5. Brand Penetration

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

Out of 980 , 455 people have heard about our brand and hence we consier their ratings for the CodeX product's taste .

This **rating of 3.28 is the industry average rating as well.**

**3.28**

Avg Taste Exp

# 5. Brand Penetration

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

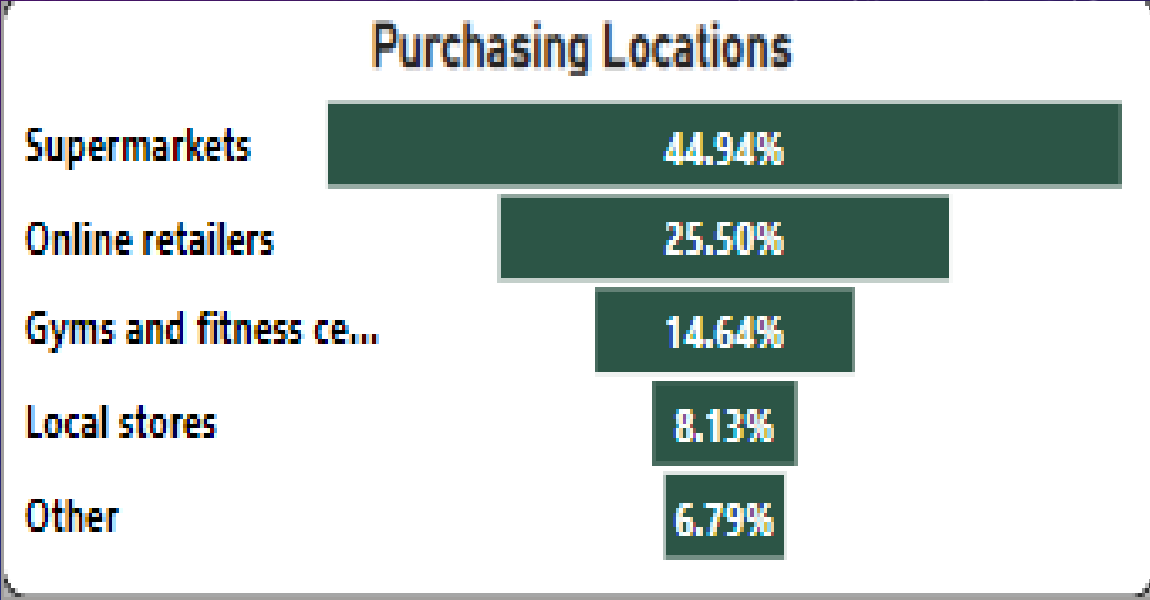
This Data shows people's perception of CodeX as a brand in different cities .

City Wise Response for Brand Perception				
City	Negative	Neutral	Positive	Total
Ahmedabad	11.05%	3.23%	3.20%	4.59%
Bangalore	24.42%	31.58%	29.22%	29.80%
Chennai	7.56%	10.02%	9.13%	9.39%
Delhi	4.65%	3.40%	5.48%	4.08%
Hyderabad	16.86%	19.19%	18.26%	18.57%
Jaipur	2.91%	2.21%	4.57%	2.86%
Kolkata	3.49%	5.94%	3.20%	4.90%
Lucknow	1.16%	0.34%	0.46%	0.51%
Mumbai	13.37%	15.45%	19.18%	15.92%
Pune	14.53%	8.66%	7.31%	9.39%
Total	100.00%	100.00%	100.00%	100.00%

# 6. Purchase Behavior

a. Where do respondents prefer to purchase energy drinks?

**Super markets** are the most common choice among consumers to buy energy drinks .





# 6. Purchase Behavior

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

Sports/exercise

Studying/working late

Also, this data shows youth is consuming these drinks more.

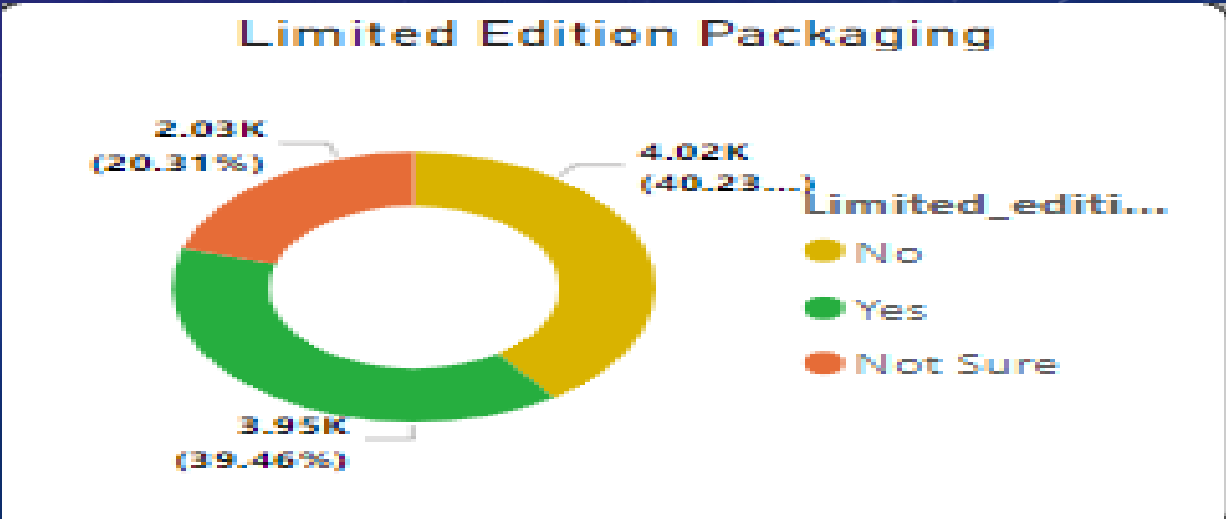
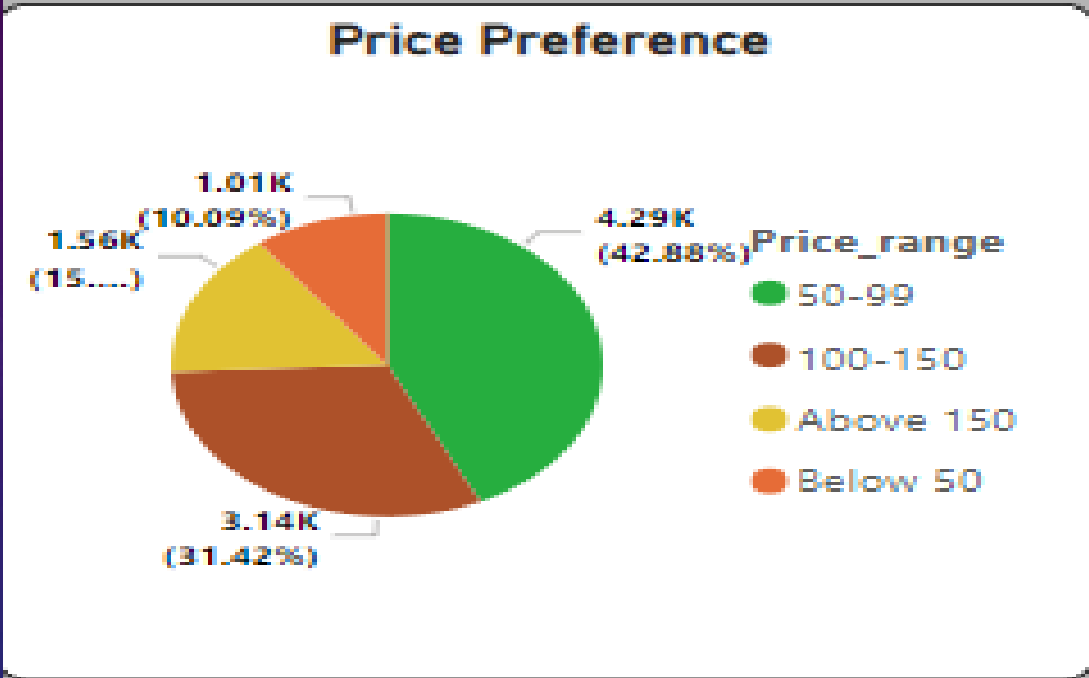
Consumption Situations						
Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000

# 6. Purchase Behavior

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

43% of the consumers buy a product if the price is between 50-99.

40% of the consumers donot expect a change is the packaging while 39% of consumers are open to trying the Limited Edition Packaging .



# 7. Product Development

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

Out of 980 respondents of CodeX **only 219 have a positive brand perception.**

The taste experience rating is the same as the industry rating . This is something that needs immediate attention.

We need to work on the availability of the product. About 20% of the consumers choose the product because it is available. Availability is a major factor in sales of a product.

Brand_perception	Responses
Negative	172
Neutral	589
Positive	219
Total	980



# Recommendations for Codex





# Suggestion for Ingredients



Guarana : **Natural caffeine** source for sustained **energy** and **mental alertness**.

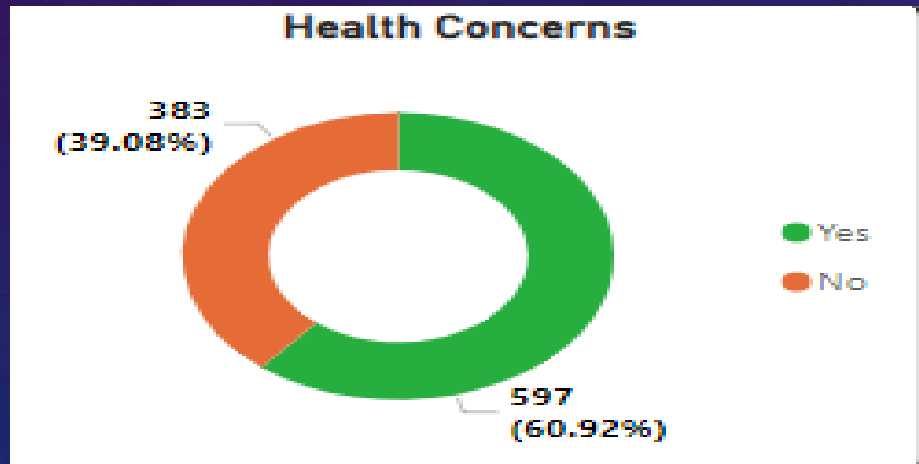


Green Tea Extract: Rich in antioxidants and moderate **caffeine**, it offers a **natural energy boost** without Discomfort.

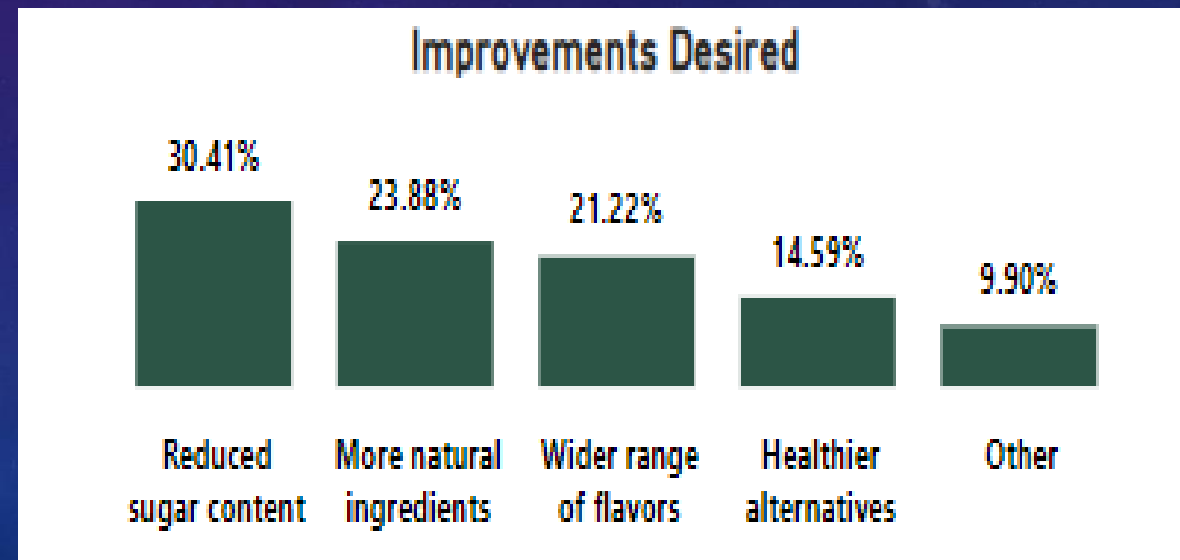


# What immediate improvements can we bring to the product?

- Availability
- Health Concern-if possible another survey related to health concern questions.(455 people who have heard about us.
- Limited Edition Packaging



- Add more natural ingredients , reduced sugar content and add more flavours
- Improve Positive Response rate



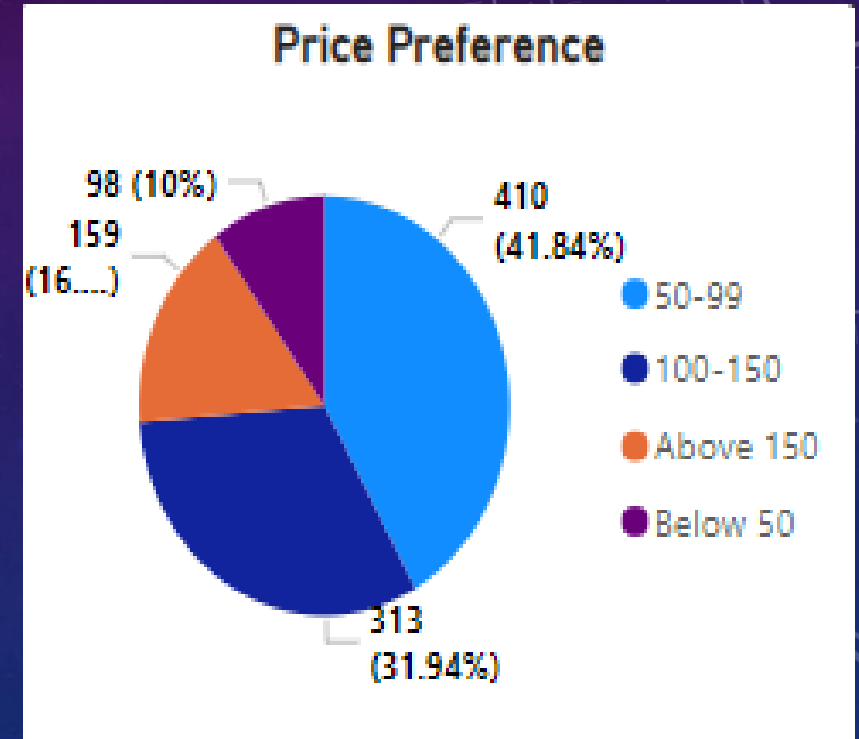
# Product Development

**What should be the ideal price of our product?**

**The price range expected by consumers lies between 50-150.**

**In cities like Ahmedabad, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai and Pune consumers expect the price range between 50-99.**

**While the rest of cities , people are willing to pay up to 150.**



# Product Development

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

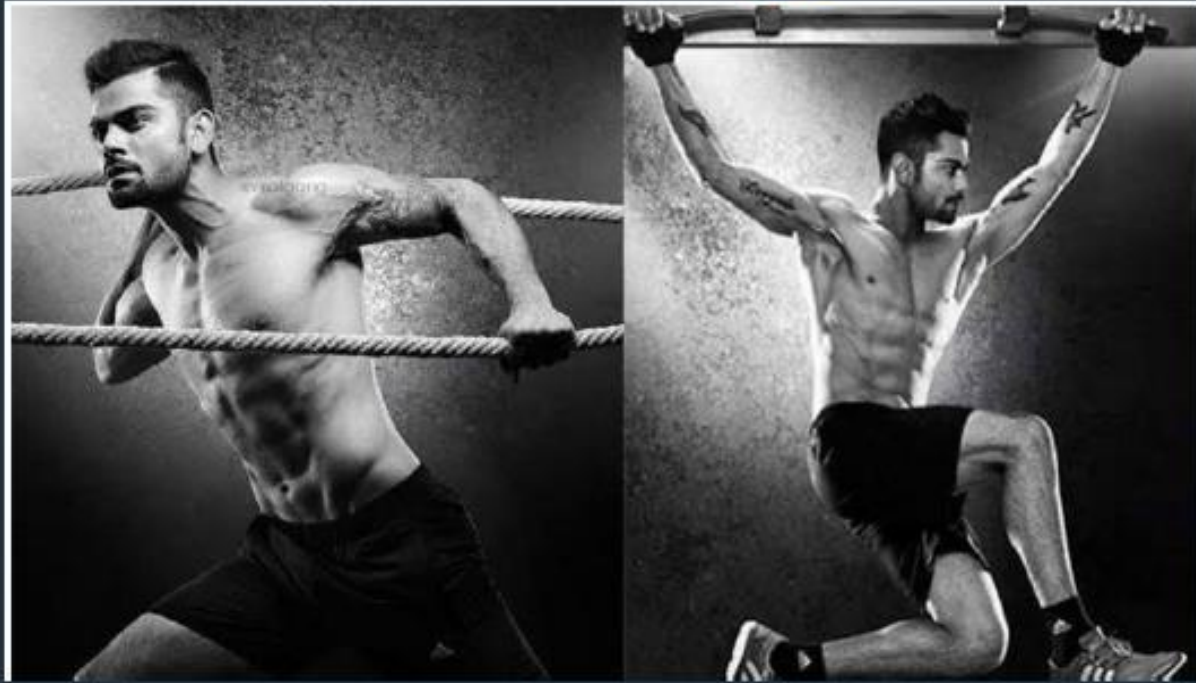
In the previous recommendation , we saw that we can **experiment** with the price in **different cities** . Also , if changing the price does not go with the brand's strategy , we can provide offers on buying the **pack of 6 cans at a cheaper cost** . Also , each of these cities celebrates multiple **festivals** throughout the year . We can come up with the gift set packs .



# Suggestion for Brand Ambasdor



Virat Kohli is widely recognized for his exceptional **mental and physical strength**, which sets him apart as a remarkable role model for the **youth**.



With **253+ million Instagram followers**, Virat Kohli has immense influence over the youth, making him an ideal ambassador for our product.



# Social Media

We have seen in the **insights that our consumers fall in the age group of 15 to 30**. This age group is very much active on social media. Also, they get to know about the products from online ads. Running social media ads can be a good strategy to reach them.

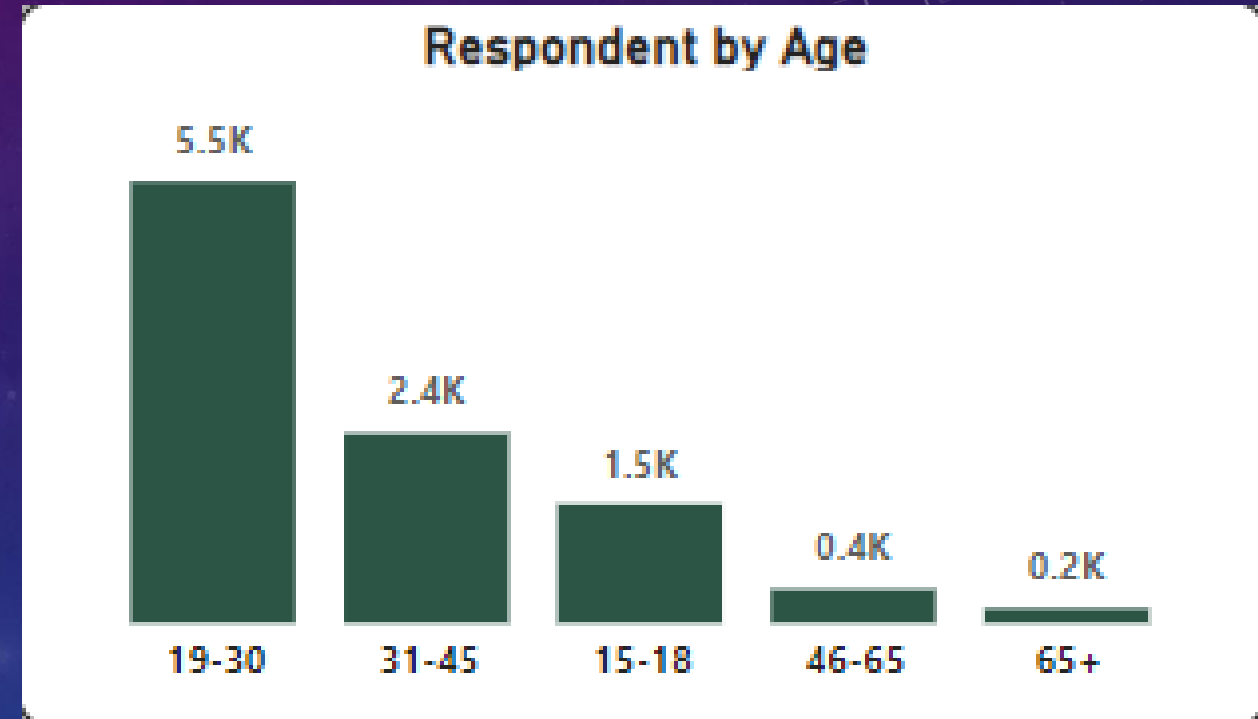


# Target Audience

Who should be our target audience, and why?

It is evident from the statistics that our consumers are mostly **between the ages of 15 to 30**.

From this survey , the count shows that 70% of consumers are youth.



# Conclusion

In conclusion, implementing and  
Adapting your marketing strategy while  
Keeping your customers at the center is  
Key to success in today's dynamic  
Business landscape. Stay agile, measure  
Results, and continually innovate to  
Achieve your marketing goals effectively.

**Thank  
You!**

