

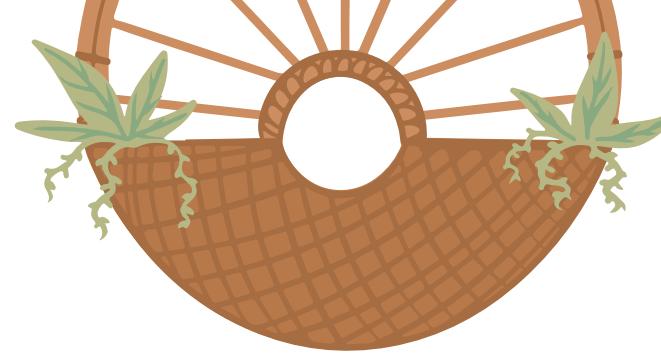


CodeX

Marketing Strategy for India

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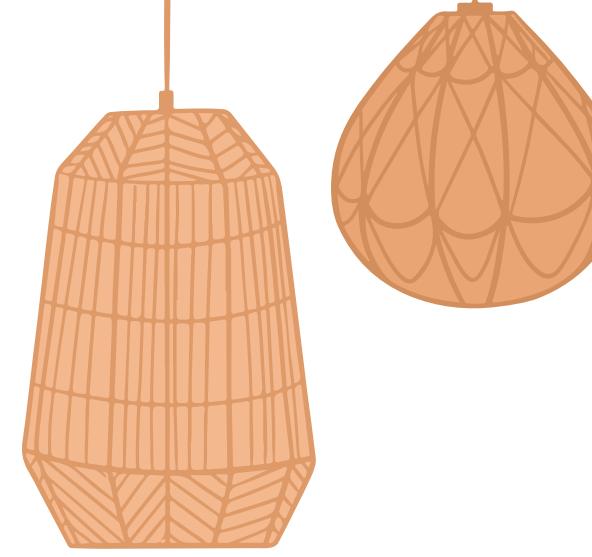


About

CodeX, a German beverage company, has set its sights on expanding its reach into the Indian market. They recently launched their energy drink in 10 Indian cities, marking their first foray into the country's dynamic beverage landscape.



Problem Statement

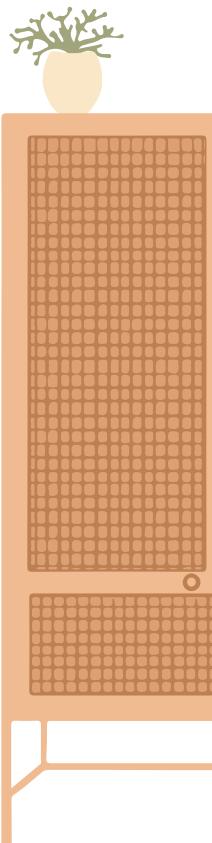
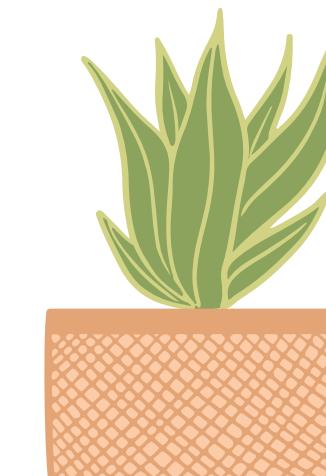


CodeX's marketing team faces the challenge of establishing a strong brand presence in a highly competitive Indian market. Their primary objectives are to:

Increase Brand Awareness:

Expand Market Share:

Product Development:



Task

The task is to extract meaningful insights that can guide actionable strategies and decisions for the Marketing team and present it to the Chief Marketing Officer



Primary Insights (Sample Sections / Questions)

Note: These insights can be derived from the survey responses

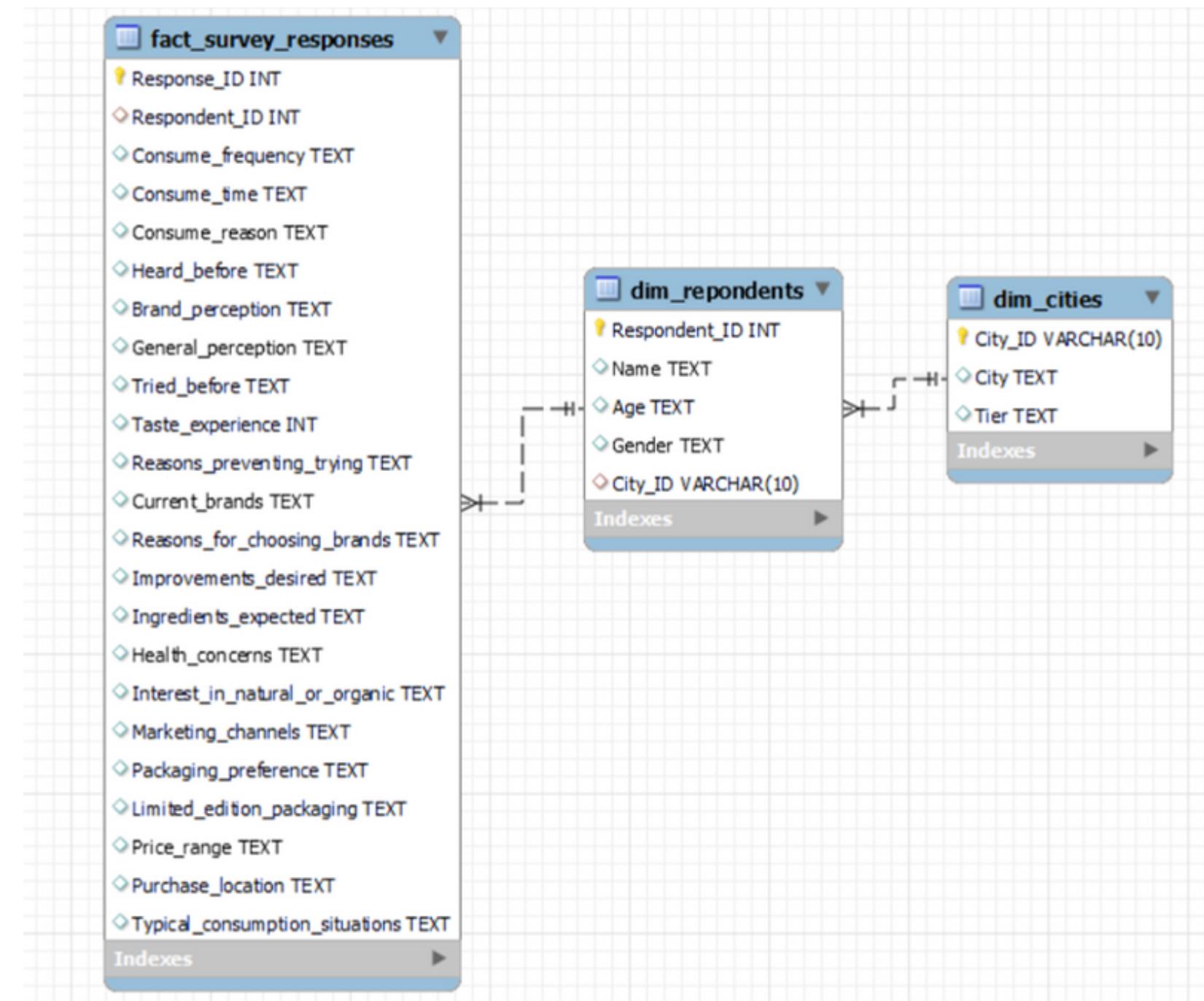
1. **Demographic Insights (examples)**
 - a. Who prefers energy drink more? (male/female/non-binary?)
 - b. Which age group prefers energy drinks more?
 - c. Which type of marketing reaches the most Youth (15-30)?
2. **Consumer Preferences:**
 - a. What are the preferred ingredients of energy drinks 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)

Recommendations for CodeX:

Give 5 recommendations for CodeX (below are some samples)

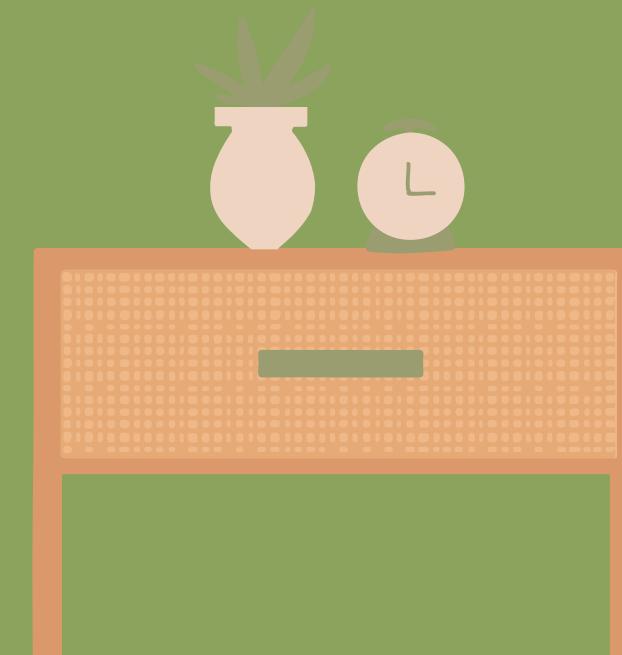
- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?

EER Diagram

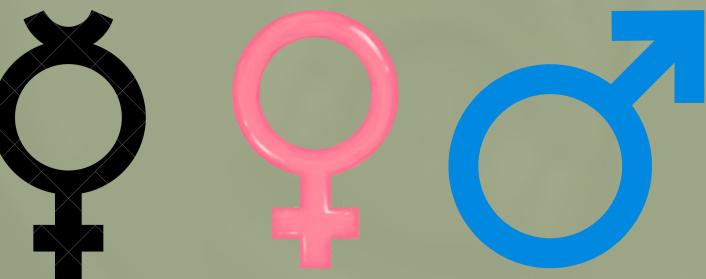




INSIGHTS

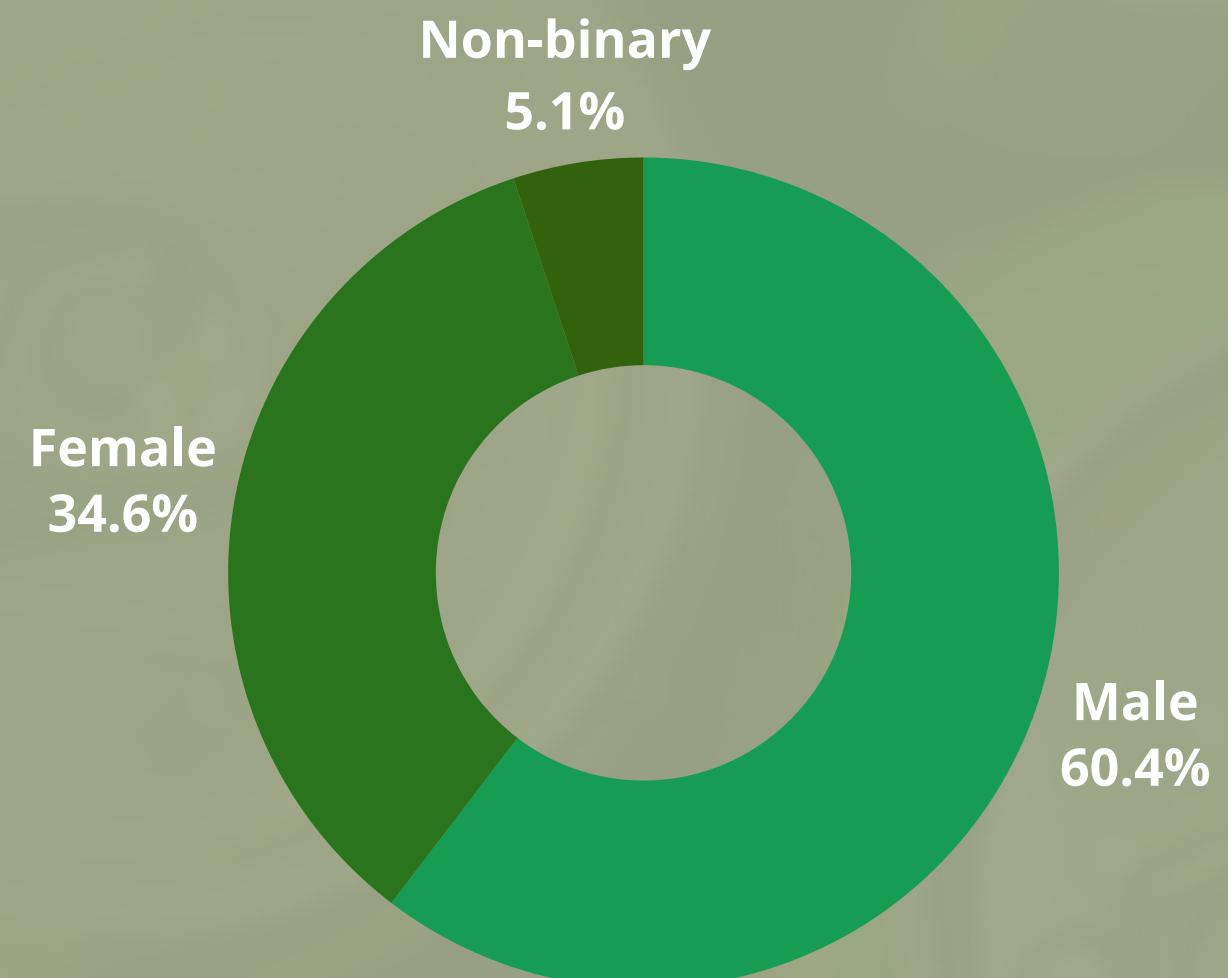


Who prefers energy drink more?



5% 35% 60%

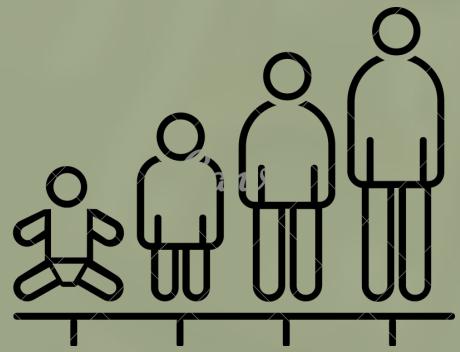
Gender	respondent
Male	6038
Female	3455
Non-binary	507



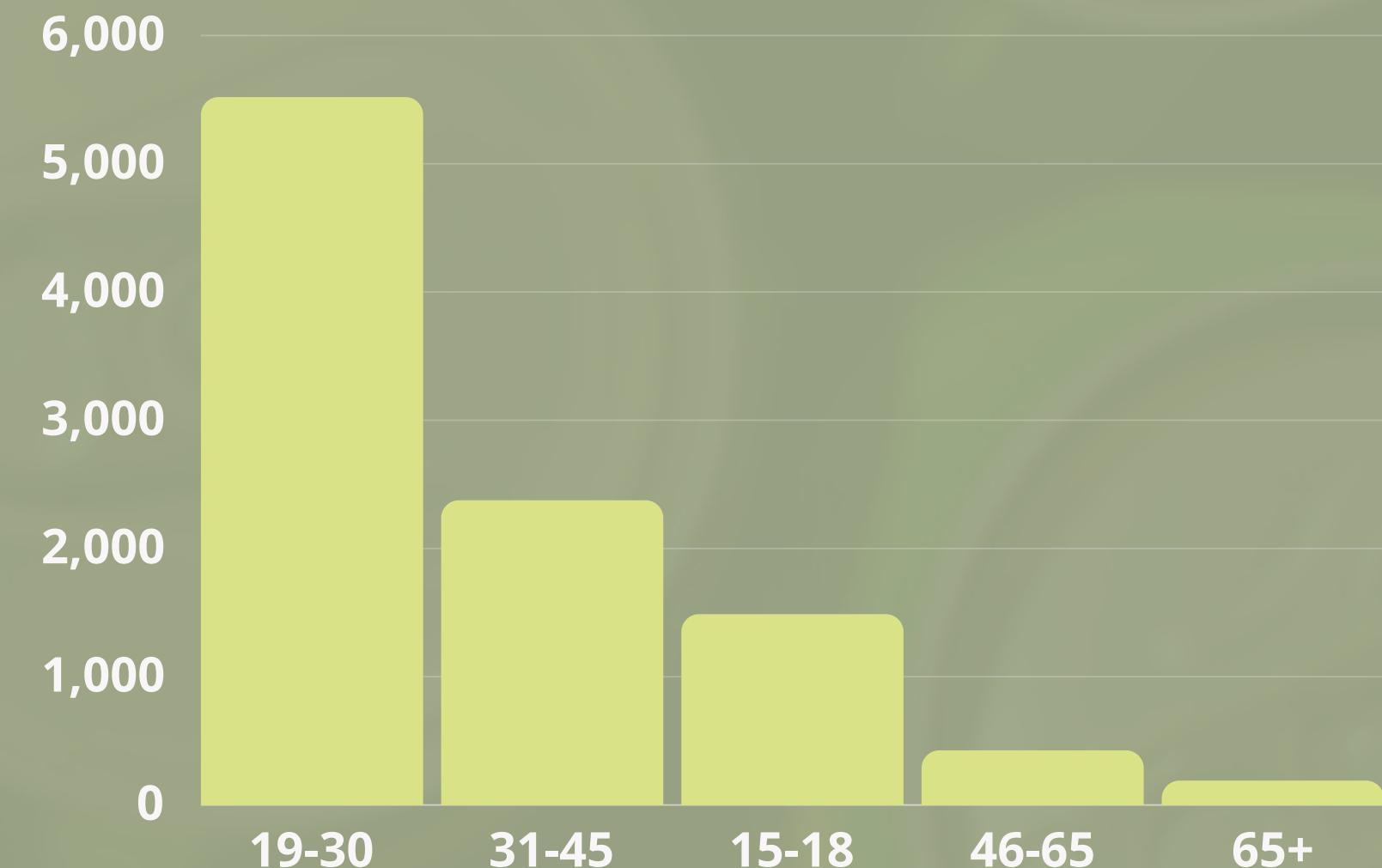
Out of 10 thousand respondents, 6038 are male, which represents 60% of the consumers who prefer energy drinks.



Which age group prefers energy drinks more?



Age	respondent
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190



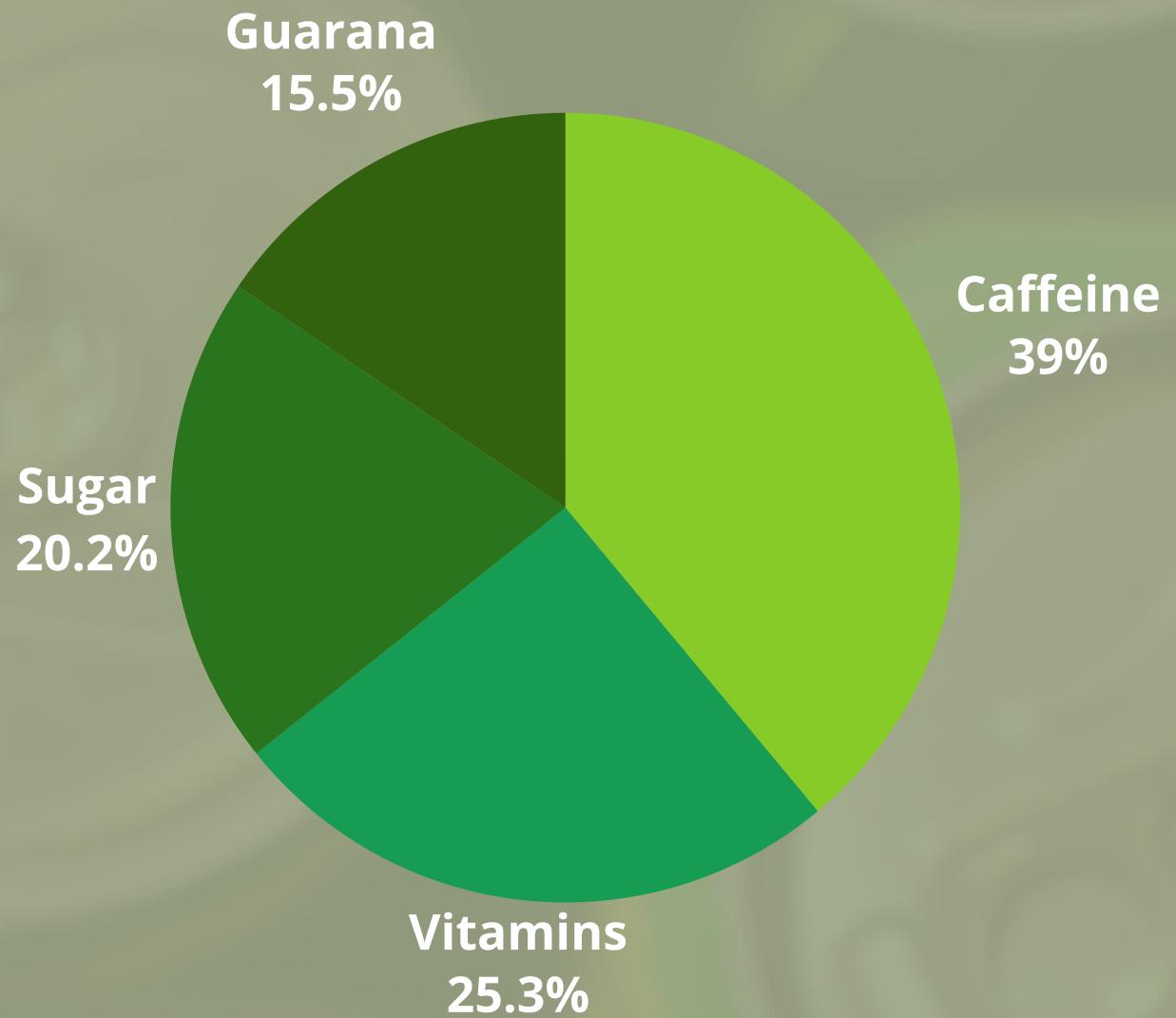
Over 55% of energy drink consumers are between the ages of 19 and 30. If we look at overall young age groups from 15 to 30, then the percentage rises to 70%.



What are the preferred ingredients of energy drinks among respondents?



Ingredients_expected	respondent
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553



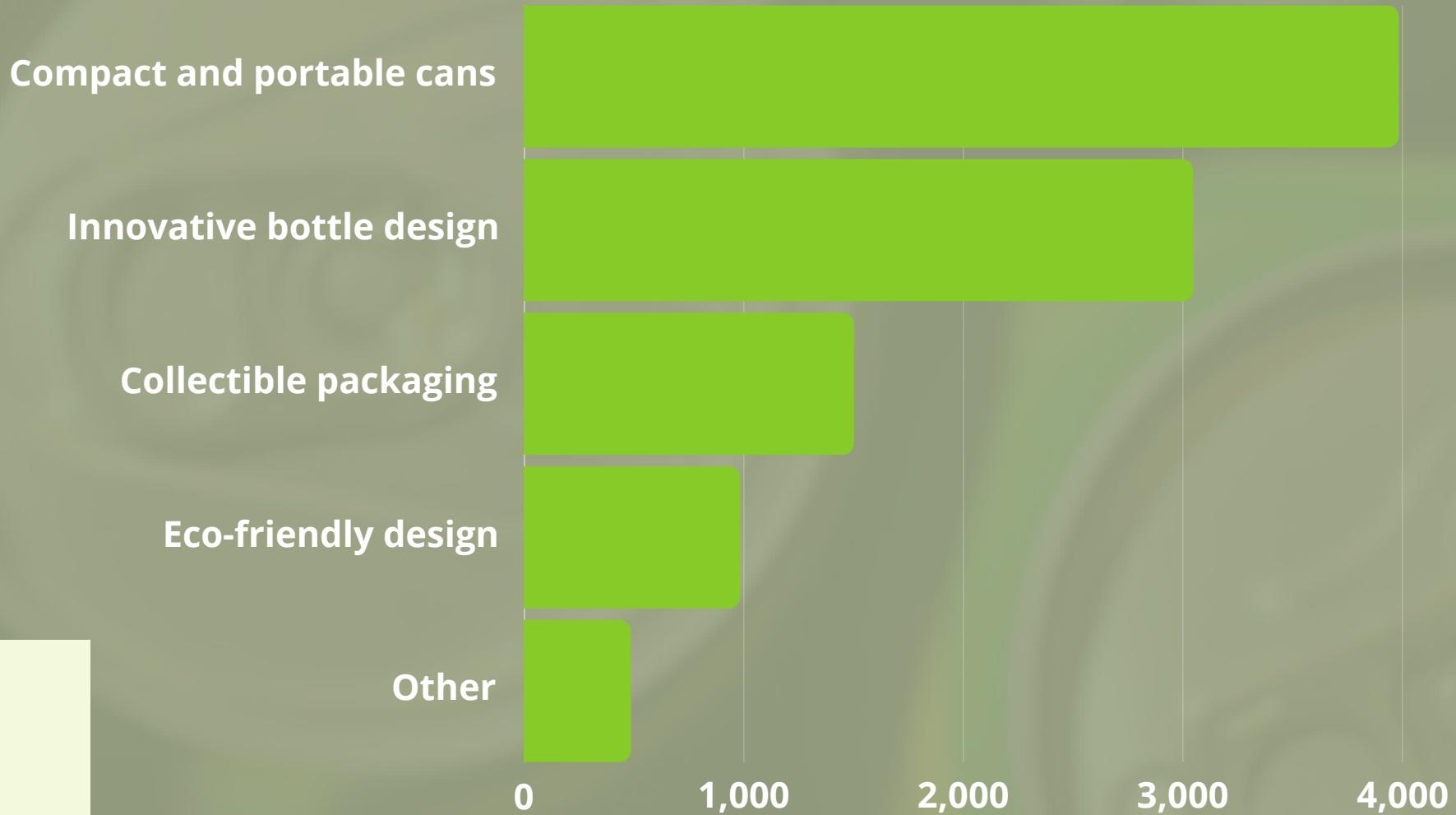
Caffeine is the most commonly expected ingredient in energy drinks, as it is known to increase attention and alertness. Vitamins are also frequently included in energy drinks, as they are believed to provide additional energy and health benefits.



What packaging preferences do respondents have for energy drinks?



Packaging preference	respondent
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485



Compact and portable cans are the most popular packaging choice for energy drinks, followed by innovative bottle designs.

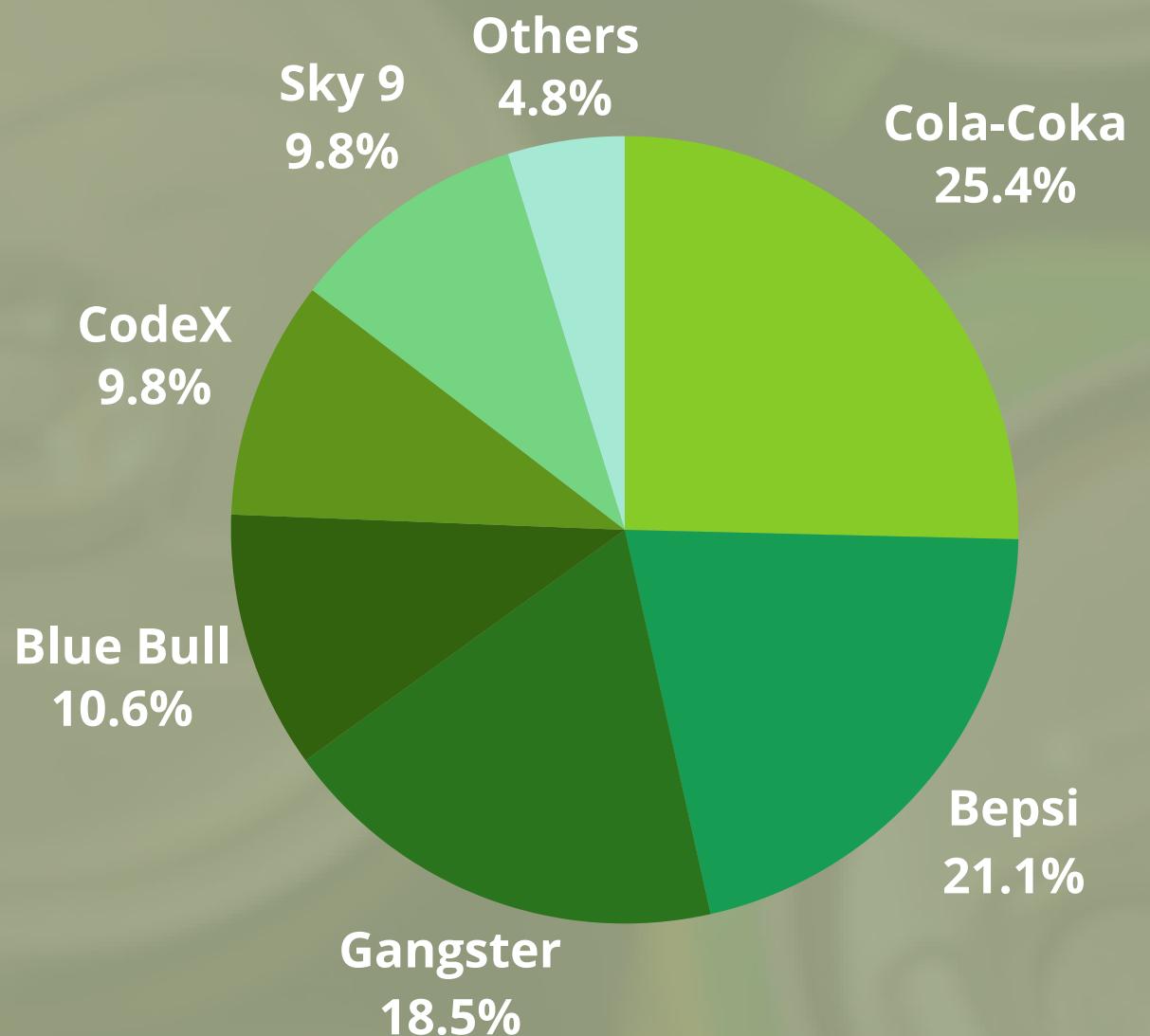


Who are the current market leaders?



Brands	respondent
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

Cola Coka is the leading energy drink brand in the market, followed by Pepsi. This is based on data showing that there are more respondents who prefer Cola Coka than any other brand.

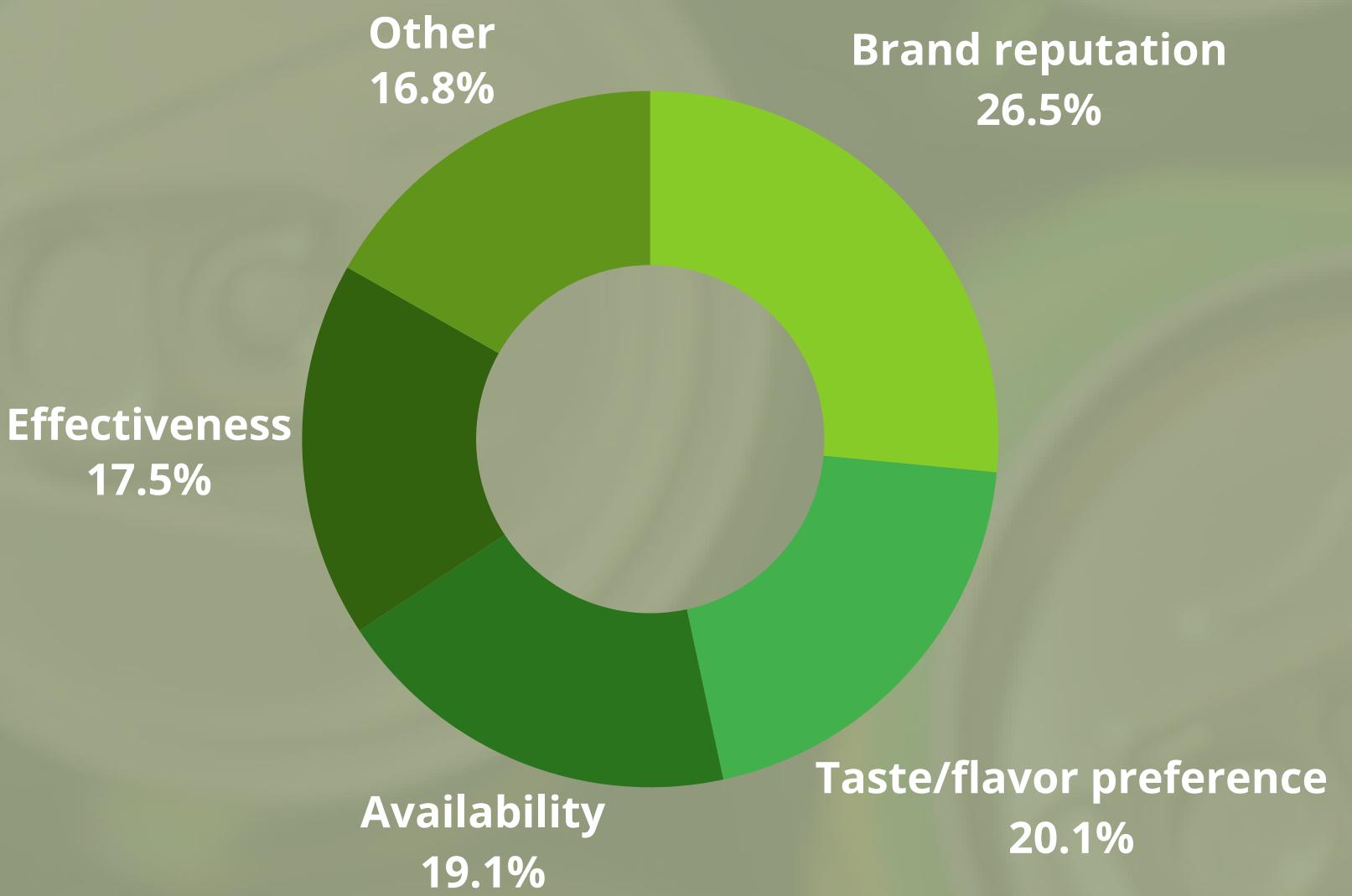




What are the primary reasons consumers prefer those brands over ours?

Reason	respondent
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

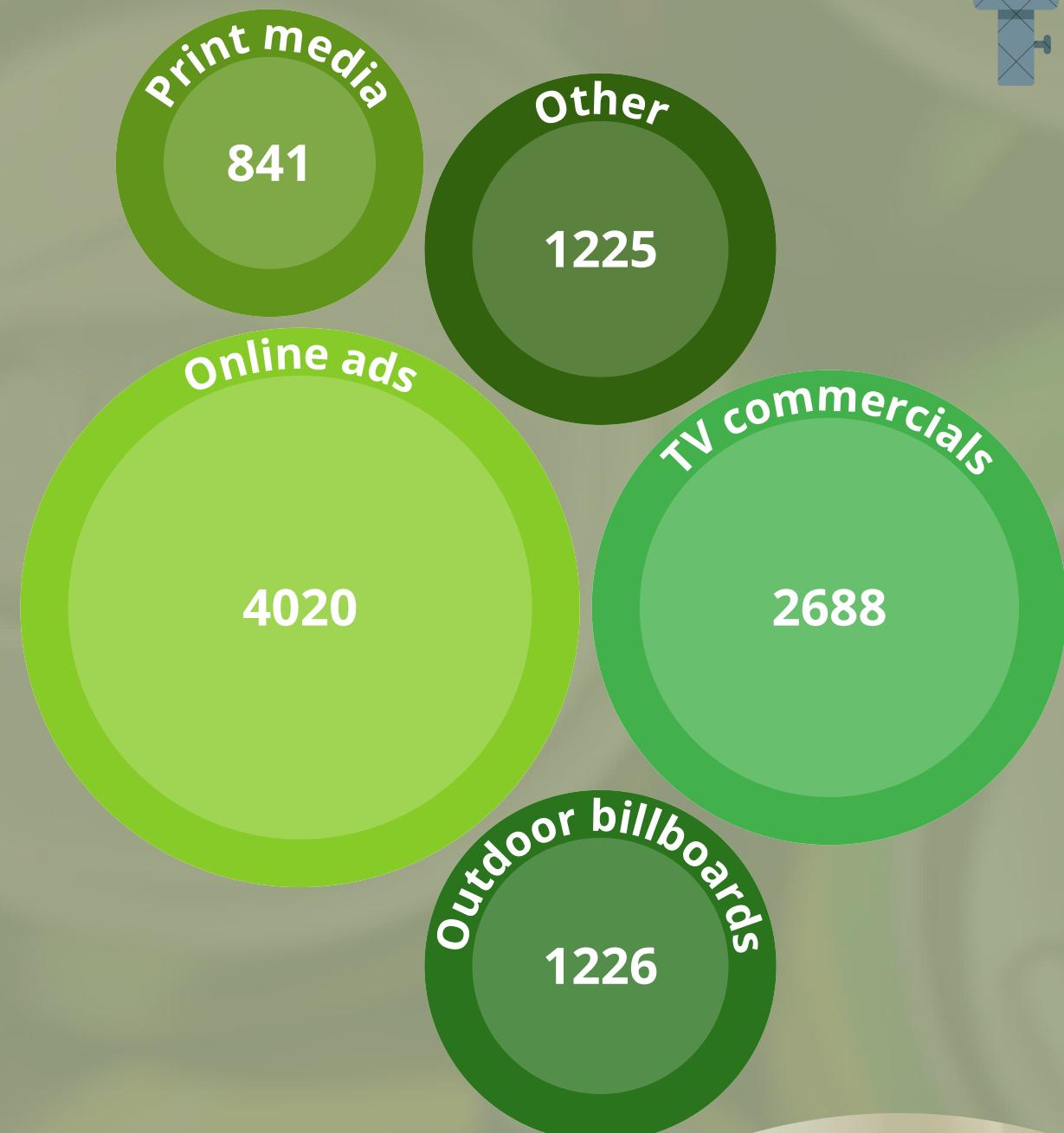
The top reason for choosing the brands by consumers is brand reputation.



Which marketing channel can be used to reach more customers?

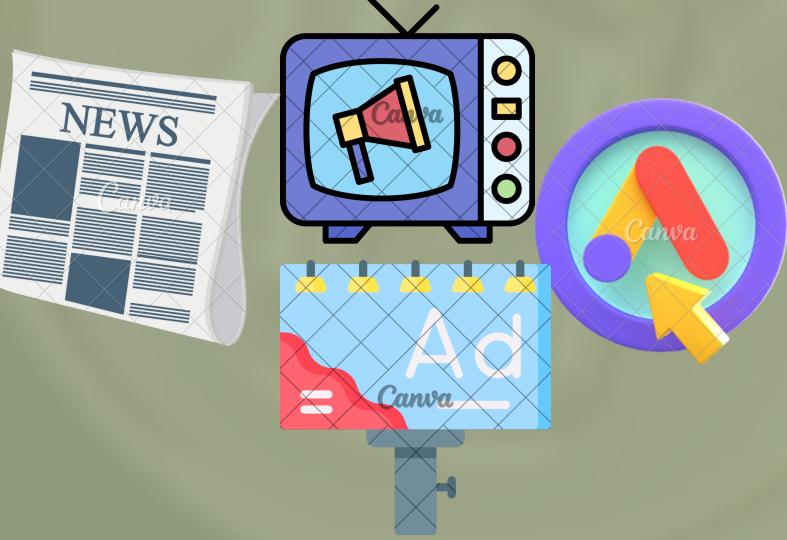


Marketing_channels	respondent
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841



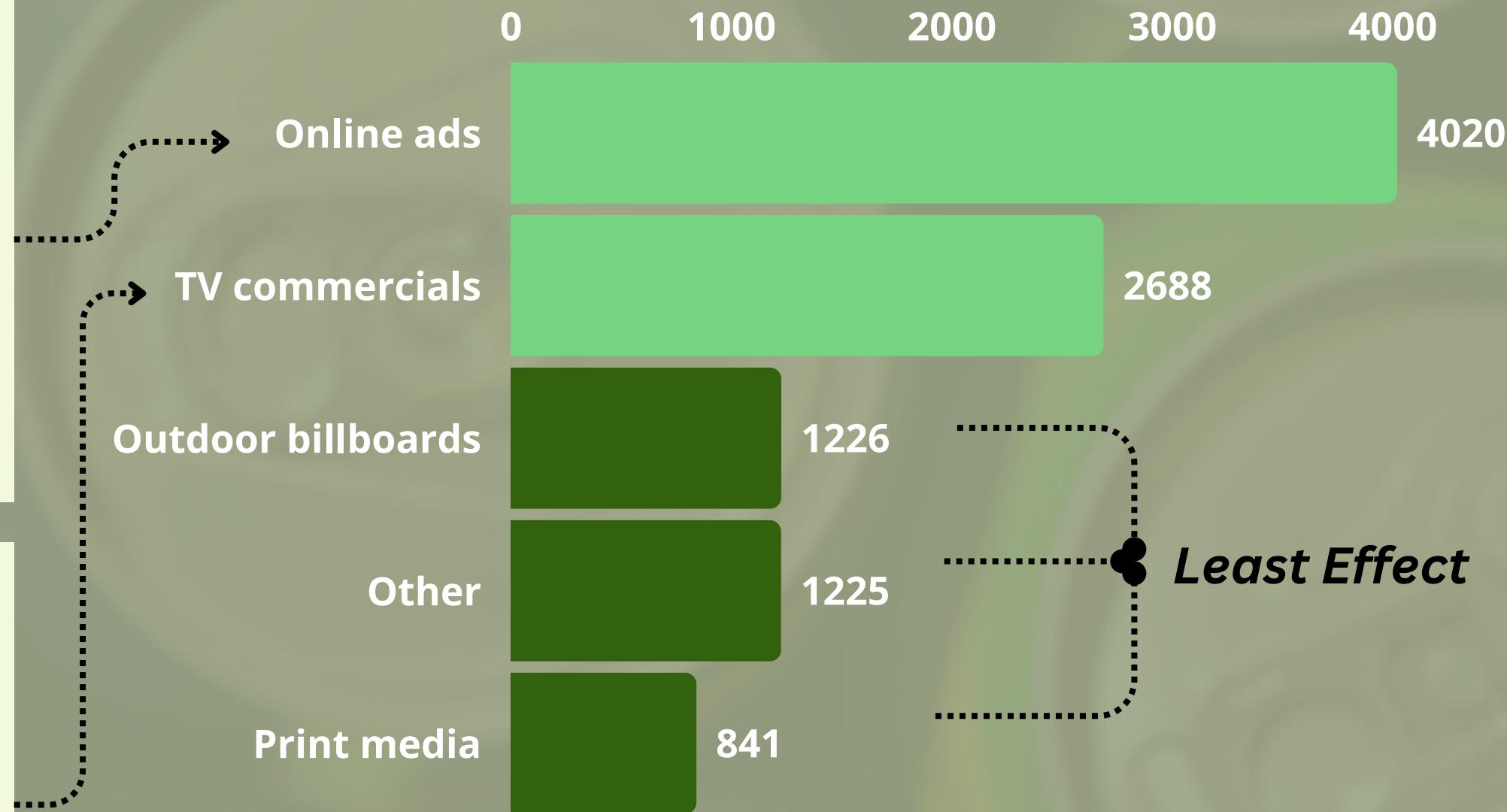
Online Ads are the most effective way to reach maximum audiences in a short duration and is cost effective.

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



Online ads are the best way to reach Codex energy drink's target audience of young adults and can be tracked to measure effectiveness.

TV commercials are a powerful tool for reaching a broad audience and generating brand excitement for Codex energy drink.



What do people think about our brand?



Heard about CodeX

Taste_experience	respondent
3	620
4	511
5	386
2	300
1	209

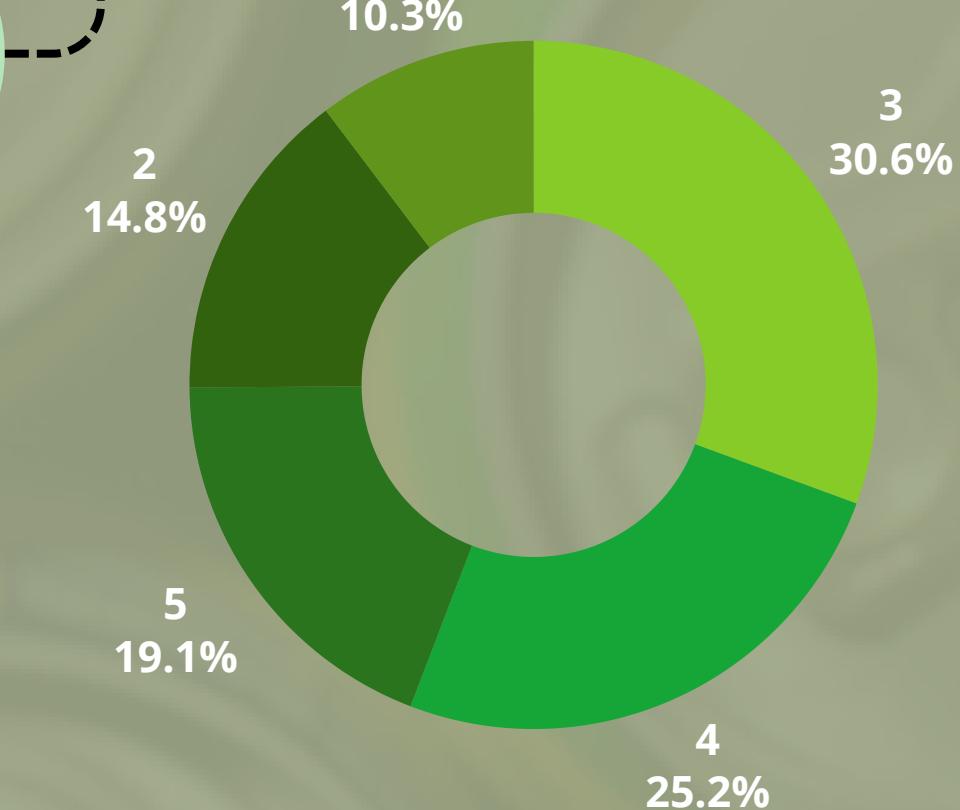
10000

2026

4447

Tried CodeX Drink

Among 10,000 surveyed, 4,447 know our brand; 2,026 tried CodeX Drink, shaping its 3.3 taste rating, aligning with industry averages.

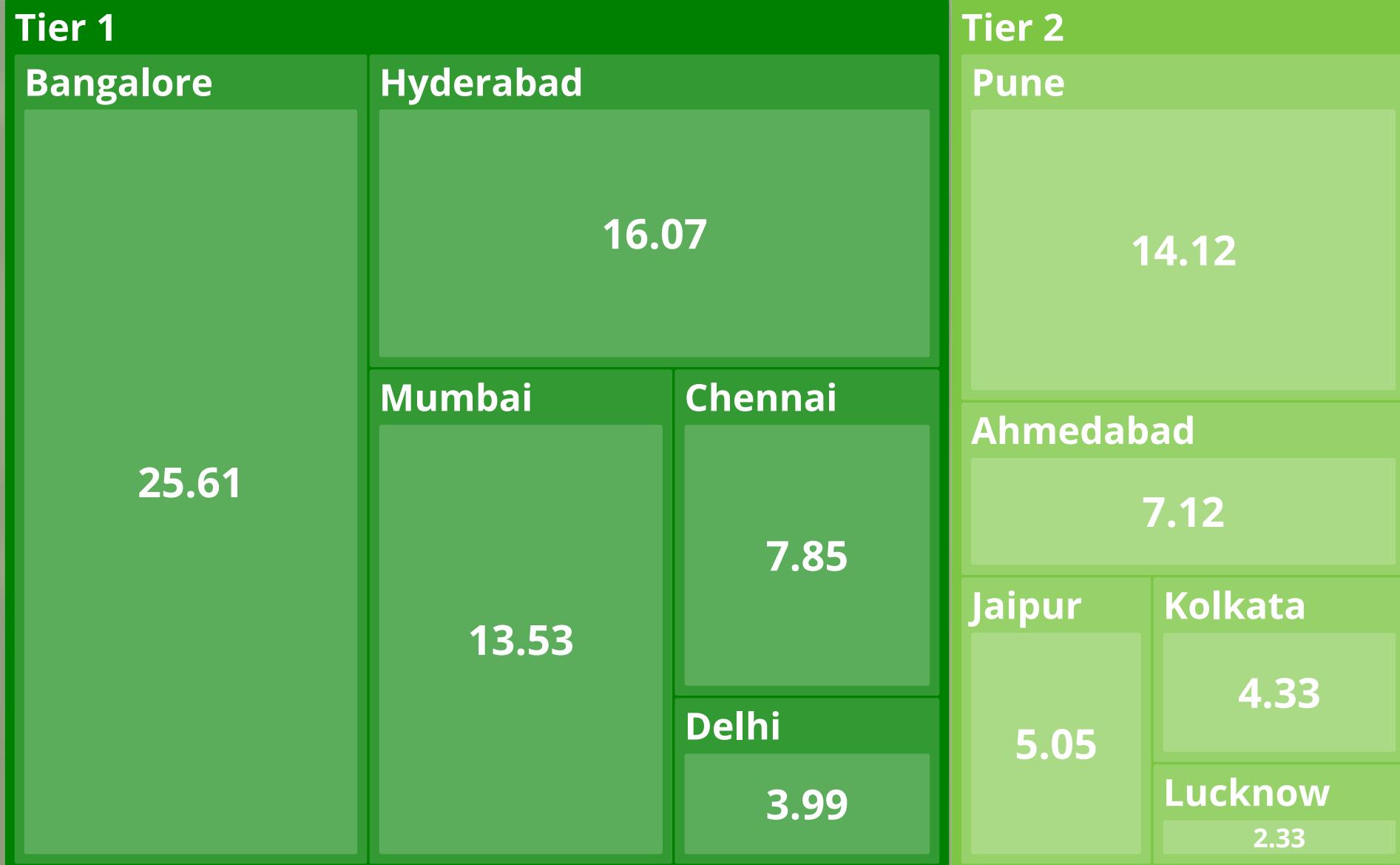


Which cities do we need to focus more on?

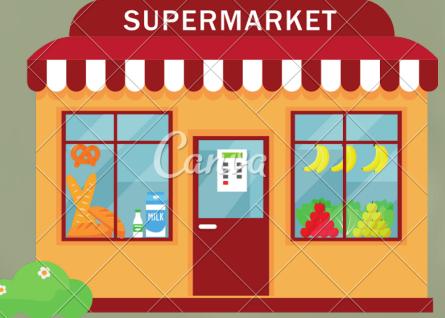


City	Tier	Negative Response	Percentage
Bangalore	Tier 1	604	25.61
Hyderabad	Tier 1	379	16.07
Pune	Tier 2	333	14.12
Mumbai	Tier 1	319	13.53
Chennai	Tier 1	185	7.85
Ahmedabad	Tier 2	168	7.12
Jaipur	Tier 2	119	5.05
Kolkata	Tier 2	102	4.33
Delhi	Tier 1	94	3.99
Lucknow	Tier 2	55	2.33

Focusing marketing efforts on Bangalore, Hyderabad, Mumbai, Chennai, and Pune will maximize brand exposure and tap into their potential customer base in India.



Where do respondents prefer to purchase energy drinks?



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



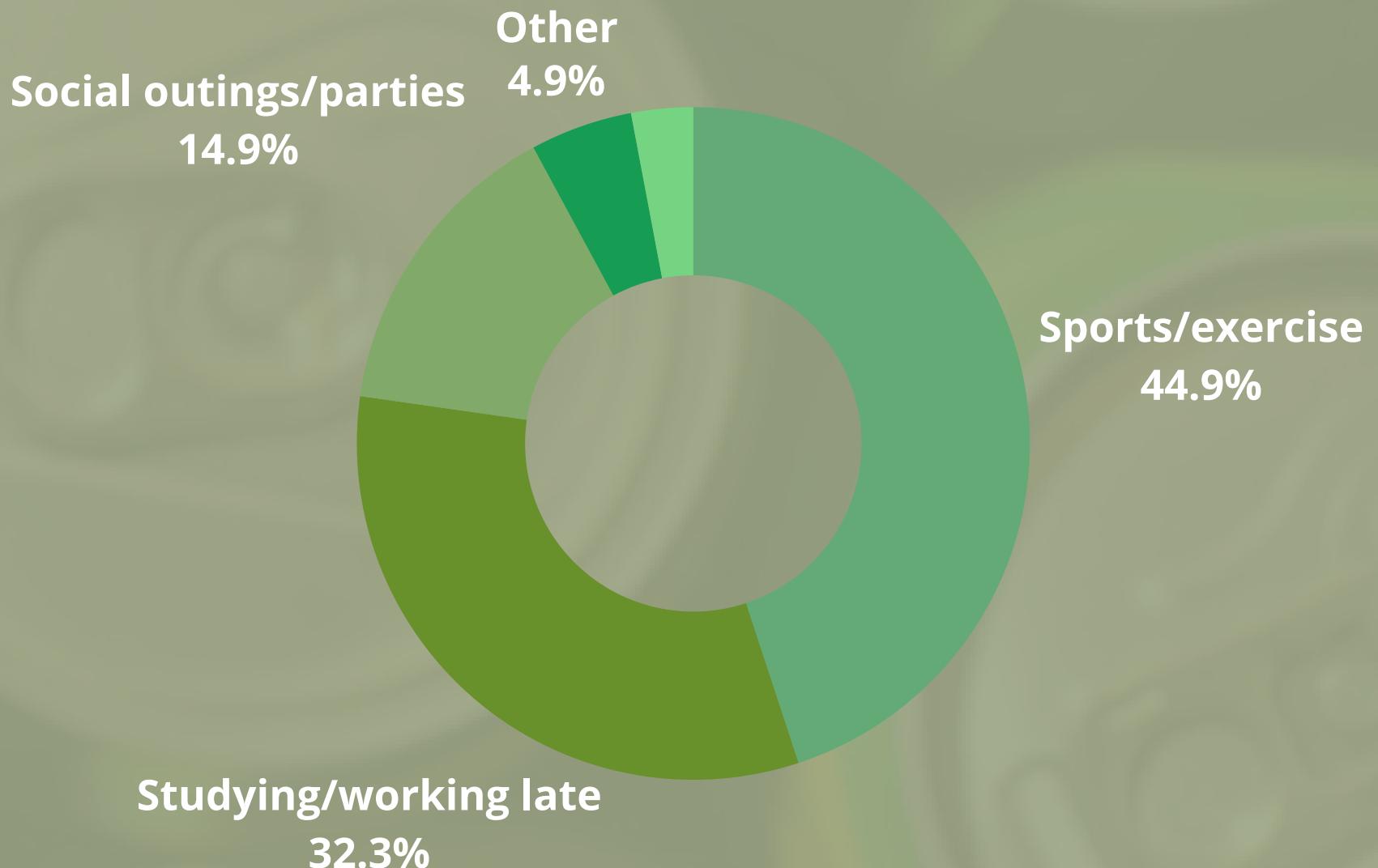
Consumers commonly opt for supermarkets as their primary choice for purchasing energy drinks.



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



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



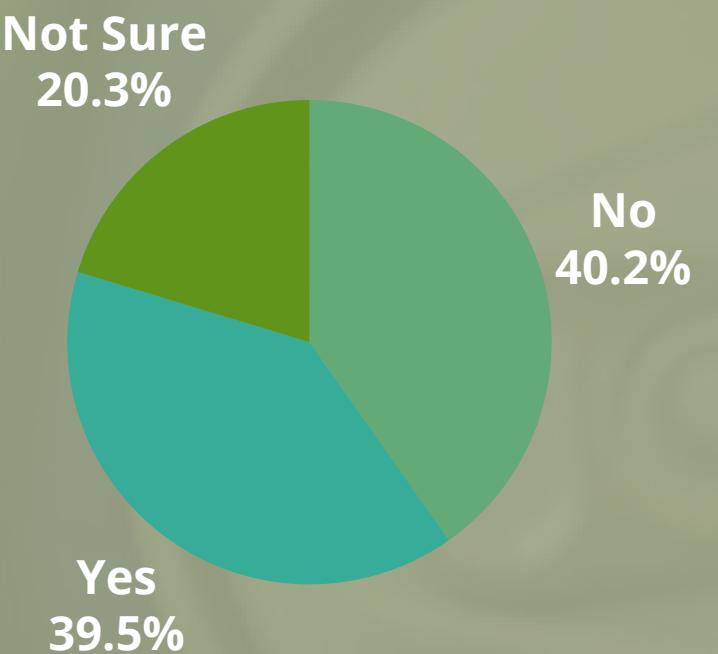
The typical consumption situations for energy drinks among respondents include sports/exercise at 44.9%, studying/working late at 32.3%, and social outings/parties at 14.9%.



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

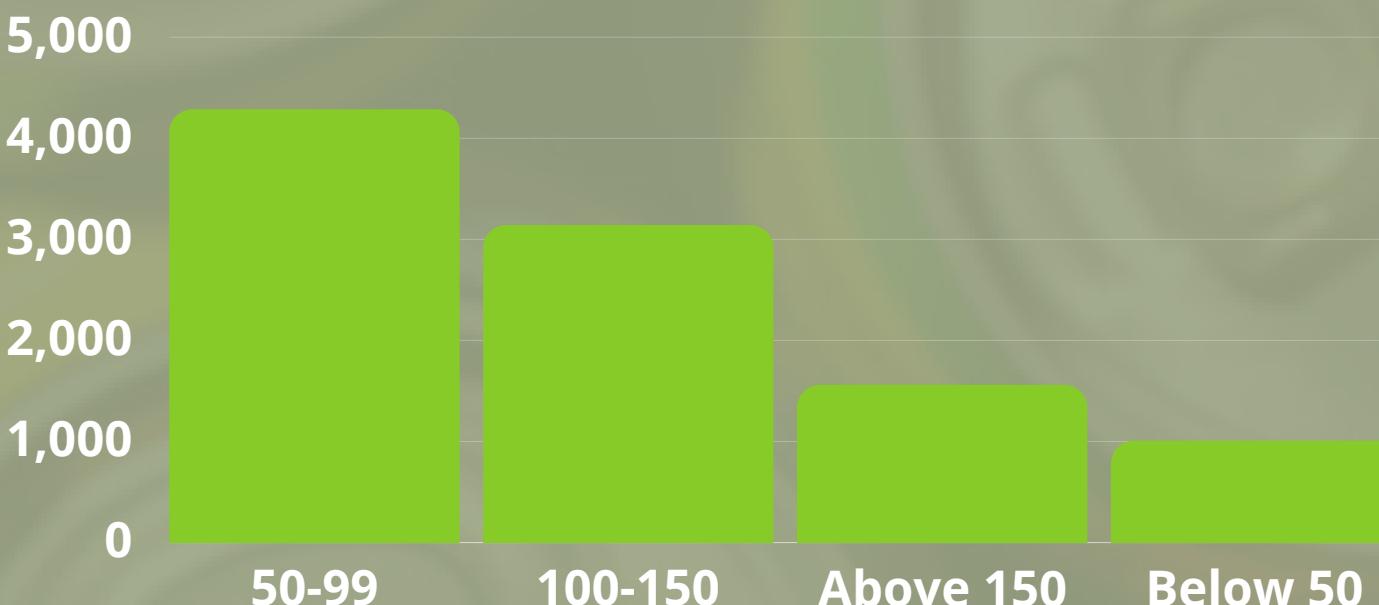


Limited_edition_packaging	respondent
No	4023
Yes	3946
Not Sure	2031



Price_range	respondent
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

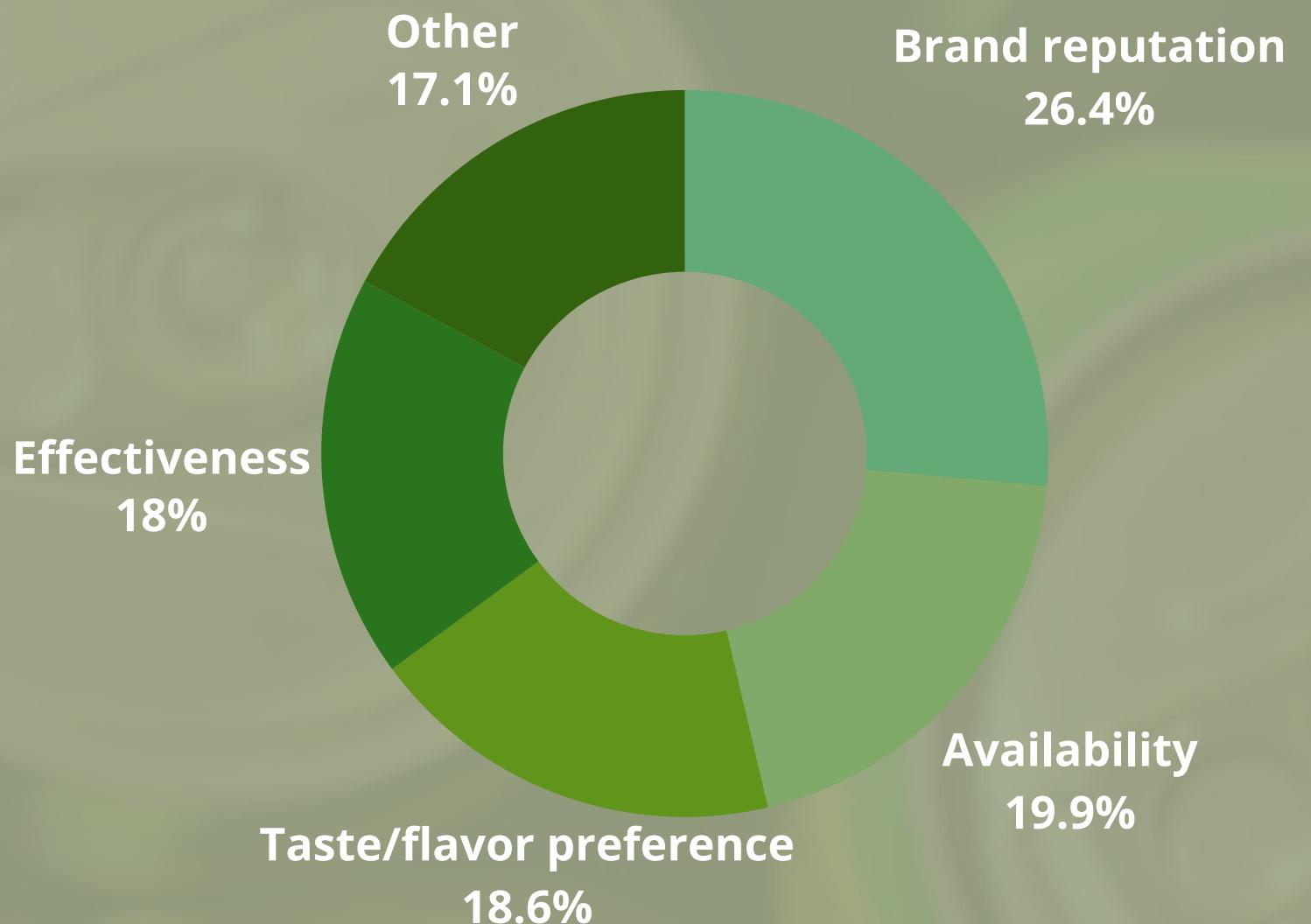
Consumer preferences indicate that Codex should focus on pricing their energy drink between 50-99 and maintain the current packaging while offering limited edition options.



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



Reasons_for_choosing_brands	respondent
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168

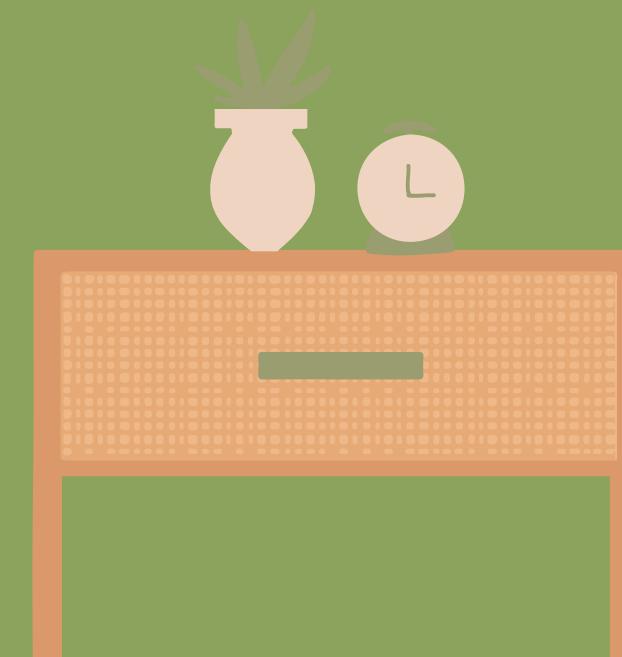


Consumer feedback highlights that building and enhancing brand reputation is a crucial priority for Codex's product development strategy.

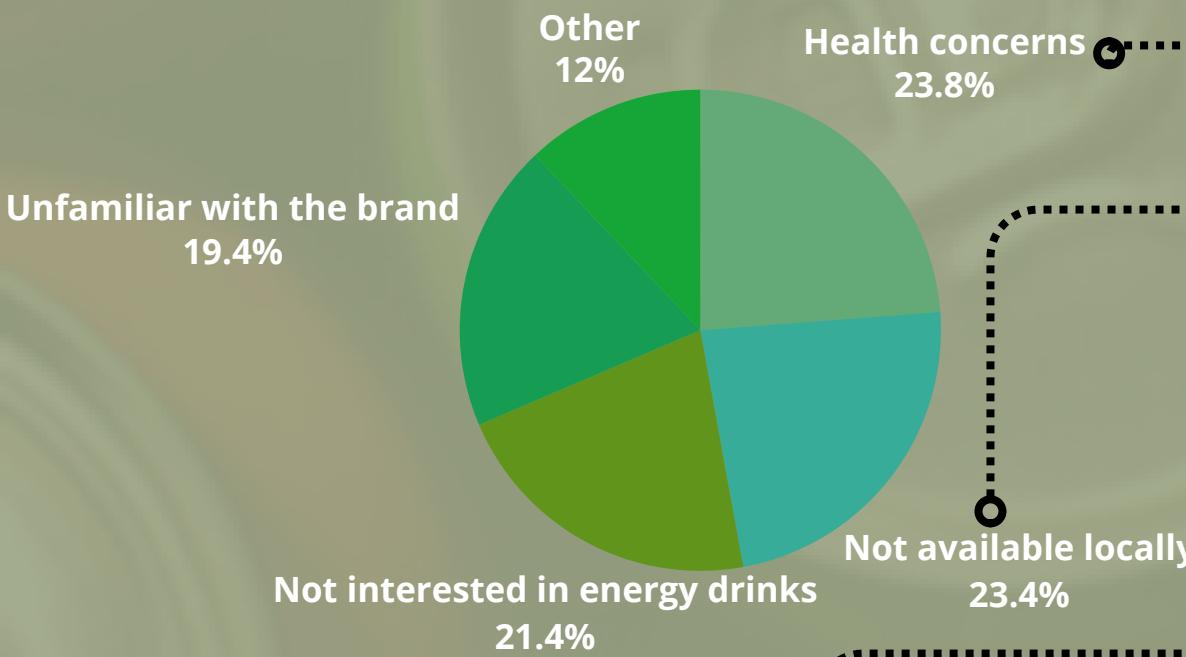




RECOMMENDATION



What immediate improvements can we bring to the product?



Availability :

Due to product unavailability, particularly in local markets, 54% of people who heard about Codex did not try it. This suggests that increasing Codex's availability and accessibility could significantly boost adoption rates.

Improve positive response rate

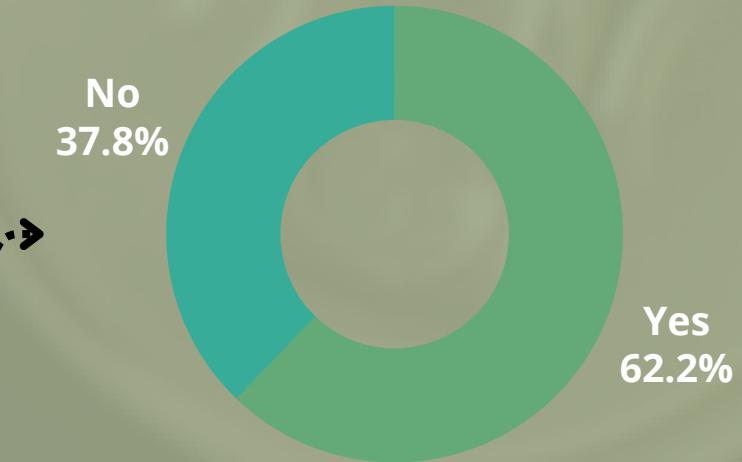
Negative
17.6%

Positive
22.3%

Neutral
60.1%

Improvements Desired :

- Use natural ingredients whenever possible to avoid artificial additives, sweeteners, and preservatives.
- Enhance the nutritional value of the drink by incorporating vitamins, minerals, and antioxidants.
- Develop low-calorie variants to cater to health-conscious consumers.
- Use natural flavors and adjust acidity for a more balanced and enjoyable taste.

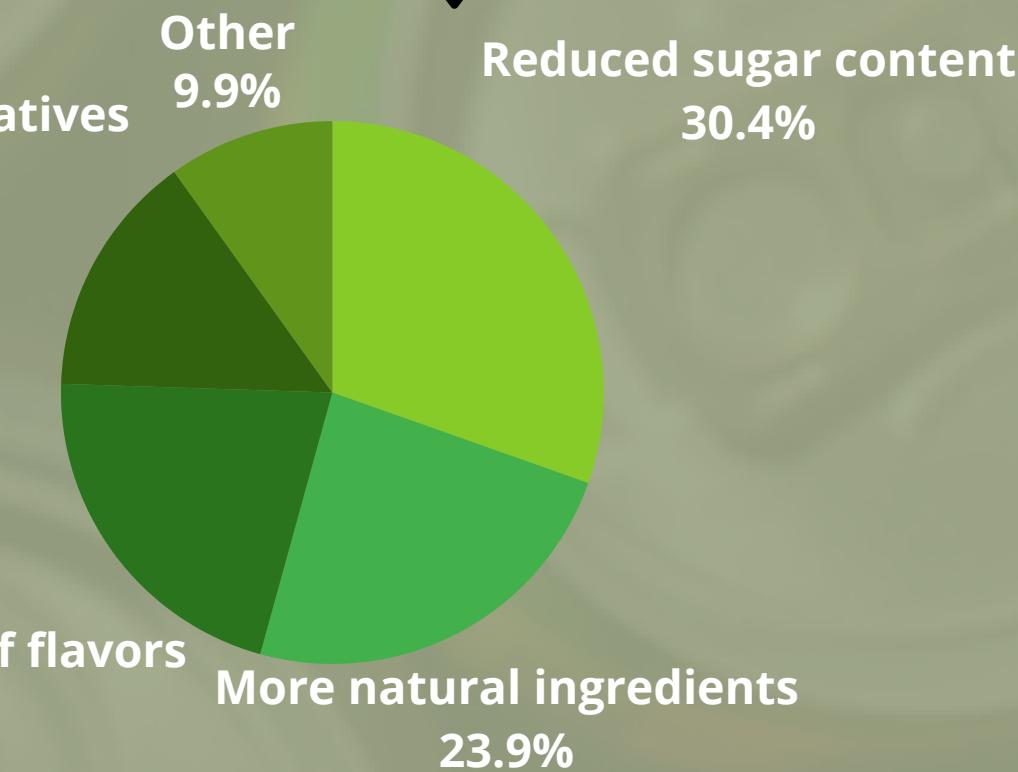


Health Concerns

Out of the 455 respondents who were aware of our product, 283 (62%) reported health concerns.

Healthier alternatives
14.6%

Wider range of flavors
21.2%



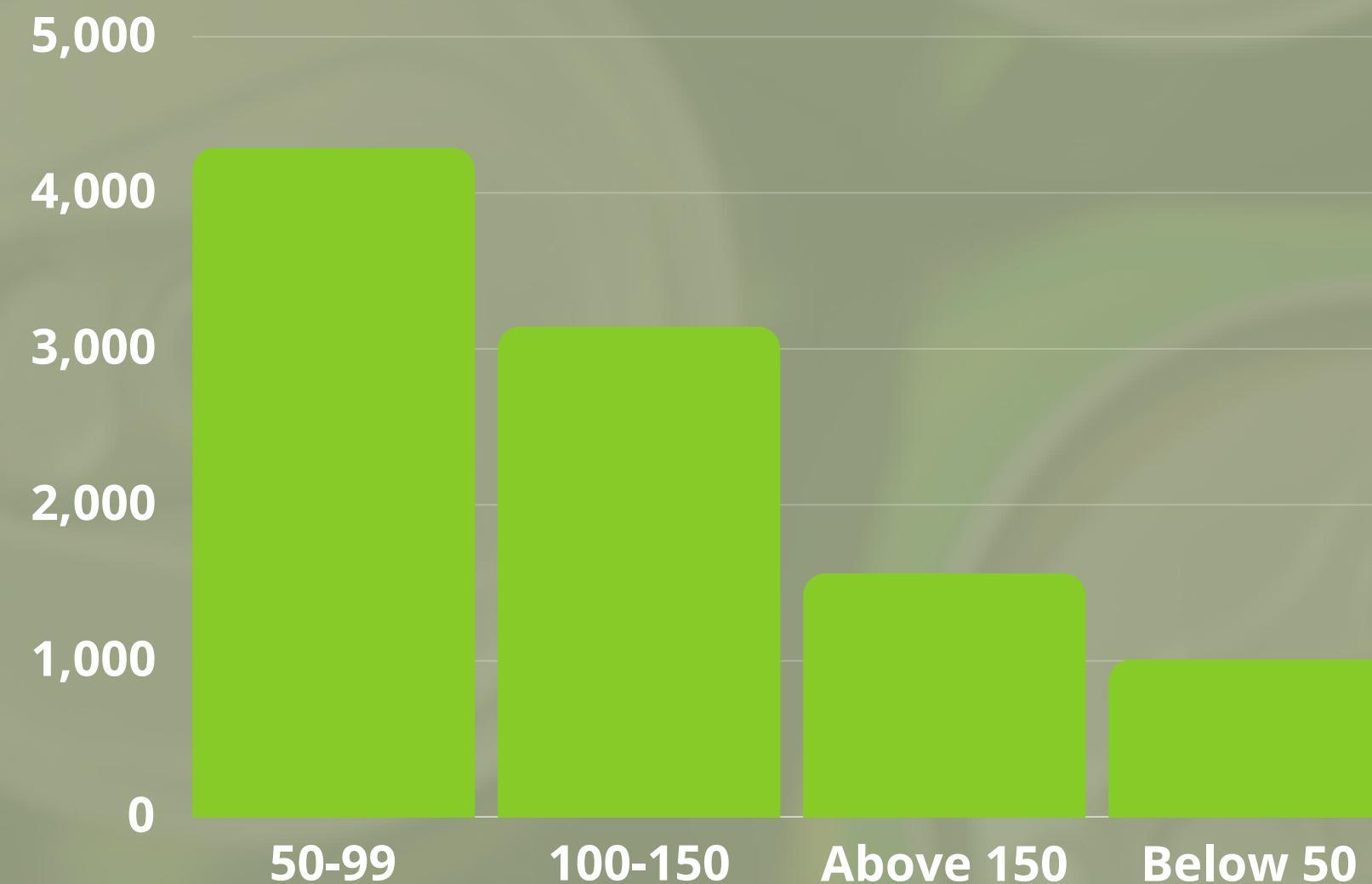
Reduced sugar content
30.4%

More natural ingredients
23.9%

What should be the ideal price of our product?

The price range expected by consumers lies between 50 to 150.

- Set a competitive price of ₹115 for a 250 ml compact and portable can to cater to price-sensitive Indian consumers.
- Prioritize product quality by using high-grade ingredients that enhance the taste, efficacy, and perceived value of the energy drink.
- Craft a compelling value proposition that effectively communicates the benefits and quality of the energy drink to attract and retain customers.



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

Package Deals and Festival Gift Sets:

- Offer discounted pack of 6 cans.
- Create themed festival gift sets for different city celebrations.

Social Media Strategy:

- Target active 15 to 30 age group on social media.
- Use targeted ads for product introduction.

Influencer Marketing Approach:

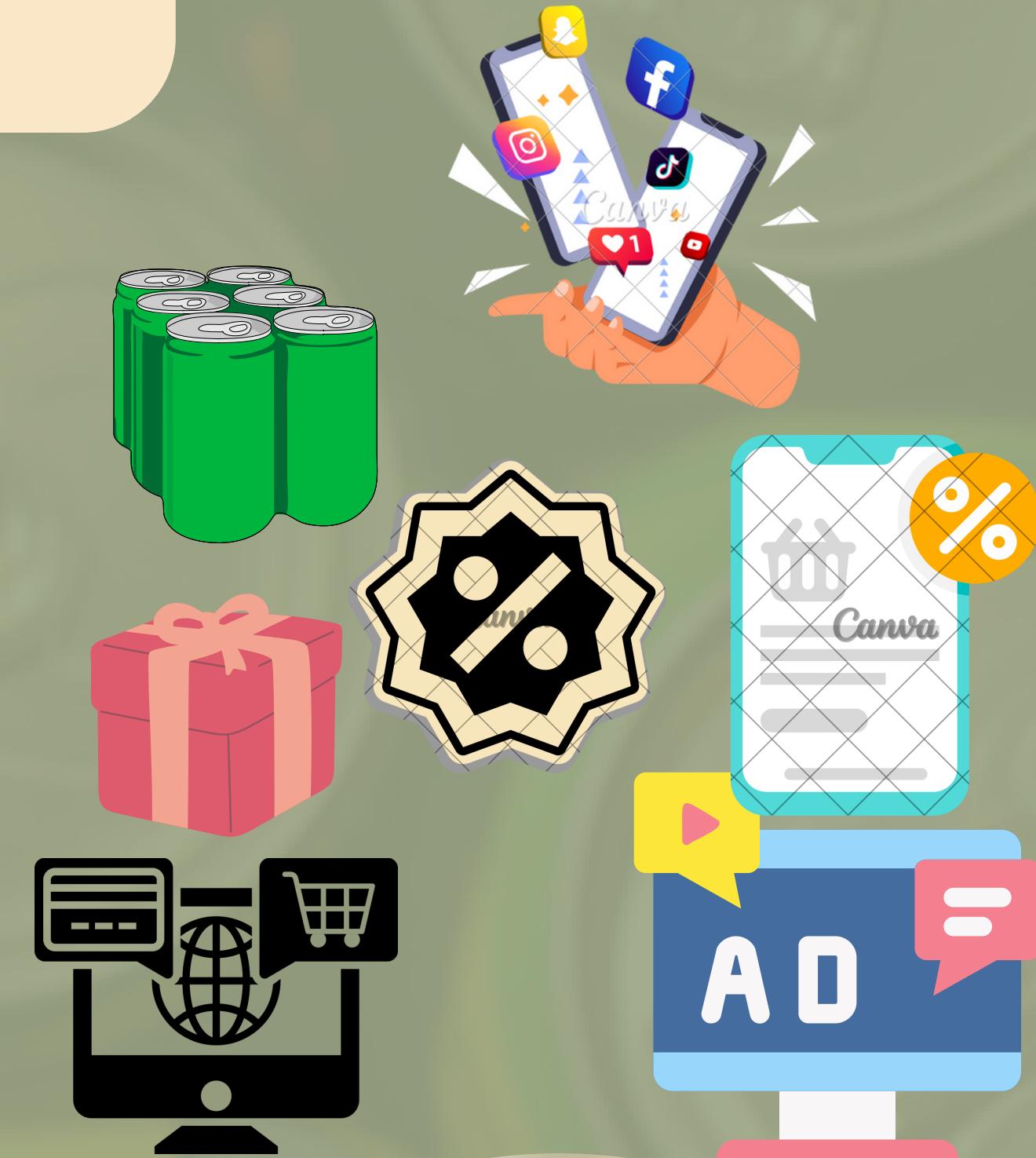
- Collaborate with local influencers (10k-100k, 100k-500k followers).
- Use barter systems or nominal payments for cost-effective partnerships.
- Conduct giveaways via influencers for brand perception.
- Offer exclusive coupons for customer retention.

E-commerce and Paid Advertising:

- Utilize PPC(Pay-per-click) platforms on e-commerce sites for increased visibility.

Marketing Strategies:

- Set up exclusive displays in supermarkets.
- Participate in major local events for product exposure and feedback.



Who should be our target audience, and why?

Gender	respondent
Male	6038
Female	3455
Non-binary	507

Target Audience:

- Primary: Young adults aged 19-30 (5520), predominantly male (6038) and female (3455).
- Key Segments:
 - Individuals seeking energy for work/study (3409) and pre-exercise (3148).
 - Sports/exercise enthusiasts (4494).
 - Individuals who study or work late (3231).

Focus:

- Primary Product Benefits: Increased energy and focus (3574).

Strategy:

- Direct marketing efforts towards the identified key segments to elevate brand awareness and stimulate product adoption in the market.

Increased energy and focus

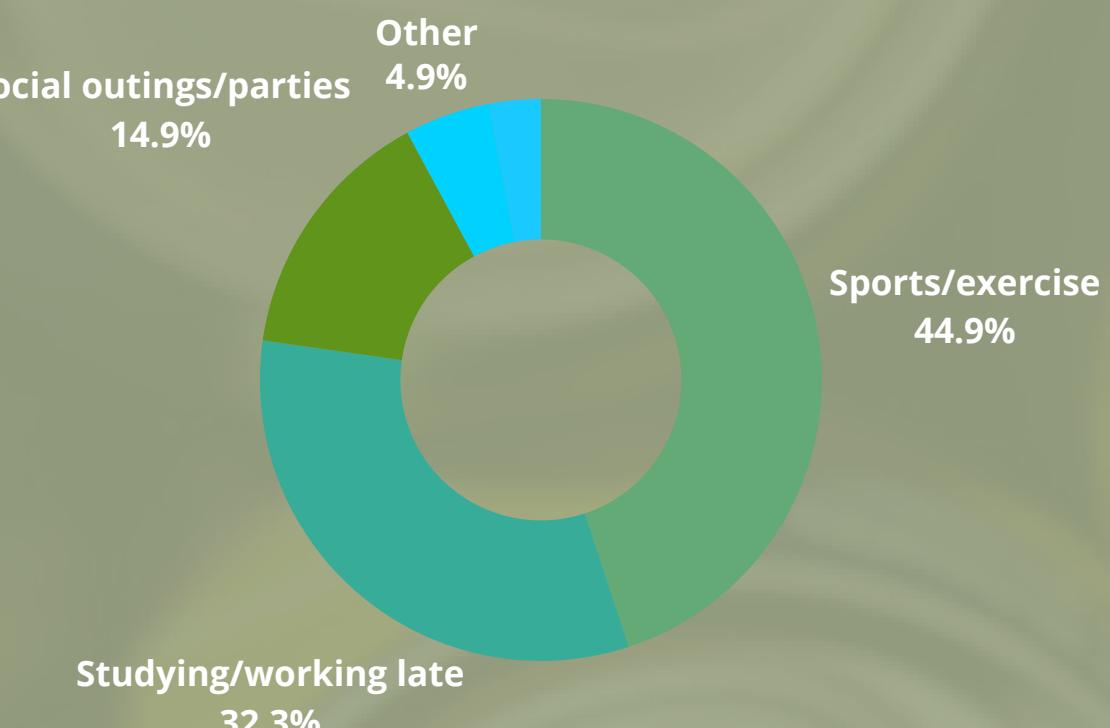
To combat fatigue

To enhance sports performance

To boost performance

Other

0 1,000 2,000 3,000 4,000



Age	respondent
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

Who can be a brand ambassador, and why?

- Shubman Gill, a rising star in the cricket world, presents an intriguing opportunity for Codex Beverage Company to enhance its brand visibility and appeal.
- Gill's exceptional talent, unwavering dedication, and promising future have established him as an admired figure among sports enthusiasts, particularly young adults, aligning with Codex's target market.
- Partnering with Gill would allow Codex to harness his extensive social media following, reaching over 11.7M followers, to amplify brand awareness and connect with a broader audience.
- Gill's embodiment of the brand's focus on performance, excellence, and youthful energy would strengthen Codex's position in the market.





Thank You



My Audio Presentation

youtube.com/watch?v=f-nb

Github

github.com/Devaharsha002/CodeX

LinkedIn

linkedin.com/in/devaharsha02/

