

Marketing Insights for CodeX Energy Drink Launch

COMPANY OVERVIEW:

CodeX is a German beverage company aiming to expand into the competitive Indian market. A few months ago, CodeX launched its energy drink across 10 major cities in India (Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Ahmedabad, Pune, Jaipur, Lucknow).

The company's marketing team is tasked with increasing **brand awareness**, **growing market share**, and **improving the product** based on local customer preferences.

PROJECT OBJECTIVE:

The objective of this project is to analyze customer survey data collected from 10,000 respondents across India and to extract actionable insights for CodeX's marketing and product development strategies.

The insights are meant to help:

- Improve brand perception
 - Optimize marketing campaigns
 - Focus product development on customer preferences
 - Increase CodeX's market penetration and revenue growth
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GOALS

1. Primary Goals (From Survey Data)

- **Demographic Insights:** Understand age, gender, and city-level preferences.
- **Consumer Preferences:** Identify ingredient, packaging, and taste expectations.
- **Competition Analysis:** Evaluate current competitors and why customers prefer them.
- **Marketing and Brand Awareness:** Determine the most effective marketing channels.
- **Brand Penetration:** Analyze how well CodeX is known and liked.
- **Purchase Behavior:** Where, when, and why people buy energy drinks.
- **Product Development Focus:** Suggest improvements based on consumer desires.

2. Secondary Goals (Additional Research-Based)

- Recommend product and marketing improvements.
- Suggest an ideal price point.
- Propose branding strategies, target audiences, and promotional ideas.

DATA DESCRIPTION:

The analysis was based on three main datasets:

<i>Dataset Name</i>	<i>Description</i>
<i>dim_respondents</i>	<i>Information about each respondent (age group, gender, city)</i>
<i>dim_cities</i>	<i>Information about cities (city name, tier category)</i>
<i>fact_survey_responses</i>	<i>Detailed survey responses for consumption habits, perceptions, purchase behavior, etc</i>

The survey included questions about:

- Consumption habits (frequency, timing, reasons)
- Brand awareness and perception
- Taste and experience
- Competitor preference
- Marketing channel exposure
- Pricing, ingredients, and packaging preferences

KEY FINDINGS & INSIGHTS:

1. Demographic Insights

- Young Audience (15-30 years) are the biggest consumers of energy drinks.
- Males consume more energy drinks compared to females and non-binary respondents.
- Top consuming cities: Mumbai, Delhi, Bangalore.

2. Consumer Preferences

- Preferred ingredients: Caffeine and Vitamins are highly expected in energy drinks.
- Top packaging preference: Compact and portable cans.
- Many consumers expect more natural ingredients and reduced sugar options.

3. Competition Analysis

- Major competitors include Blue Bull, Cola-Coka, and Bepsi.
- Consumers prefer competing brands mainly because of Taste/Flavor Preference and Brand Reputation.

4. Marketing and Brand Awareness

- **Online ads** and **TV commercials** are the most effective marketing channels among the youth.
- Cities like **Lucknow** and **Jaipur** show **lower brand awareness** — potential focus areas.

5. Brand Perception

- A significant portion of respondents have a **positive perception** of CodeX's brand design/logo.
- However, **many haven't tried** CodeX yet mainly due to **availability issues**.

6. Purchase Behavior

- Preferred purchase locations: **Supermarkets** and **Local Stores**.
- Common consumption situations: **Before exercise, Studying/working late, and Social outings**.

7. Pricing and Product Expectations

- Ideal price range: **INR 50-99** for an energy drink.
- Respondents are interested in **healthier alternatives** with **eco-friendly packaging**.

RECOMMENDATIONS FOR CODE-X:

✓ Product Improvements:

- Introduce **healthier, low-sugar** variants.
- Add **more natural ingredients** like Guarana and organic extracts.

✓ Pricing Strategy:

- Keep the price between **₹50-99**, which is most attractive to target customers.

✓ Marketing Strategy:

- Focus heavily on **online ads, social media campaigns, and fitness influencers**.
- Run awareness campaigns in **Tier 2 cities** (like Lucknow and Jaipur) to boost brand recognition.

✓ Product Availability:

- Strengthen retail partnerships to ensure **wider availability** in **supermarkets** and **local stores**.

✓ Packaging Strategy:

- Launch **limited-edition collectible packaging** to attract youth buyers.
- Prioritize **portable cans** and explore **eco-friendly designs**.

✓ Target Audience Strategy:

- Primary Target: **Males and Females aged 15-30 years**, urban and semi-urban areas.

- Focus marketing efforts on **students, gym-goers, and young working professionals.**



Conclusion

Through careful analysis of the survey data, CodeX can **sharpen its marketing strategies, develop customer-centric products, and strengthen its brand presence** in the Indian energy drink market.

REFERENCES:

<https://drive.google.com/drive/folders/1pT1qTYuLbU6Z7CuoRGHtx3A3Kg8Ba6Nk?usp=sharing>