

Codebasics
Resume
Project
Challenge # 6

UNVEILING THE
BEVERAGE
MARKET:
INSIGHTS AND
RECOMMENDATIONS
FOR THE
MARKETING TEAM

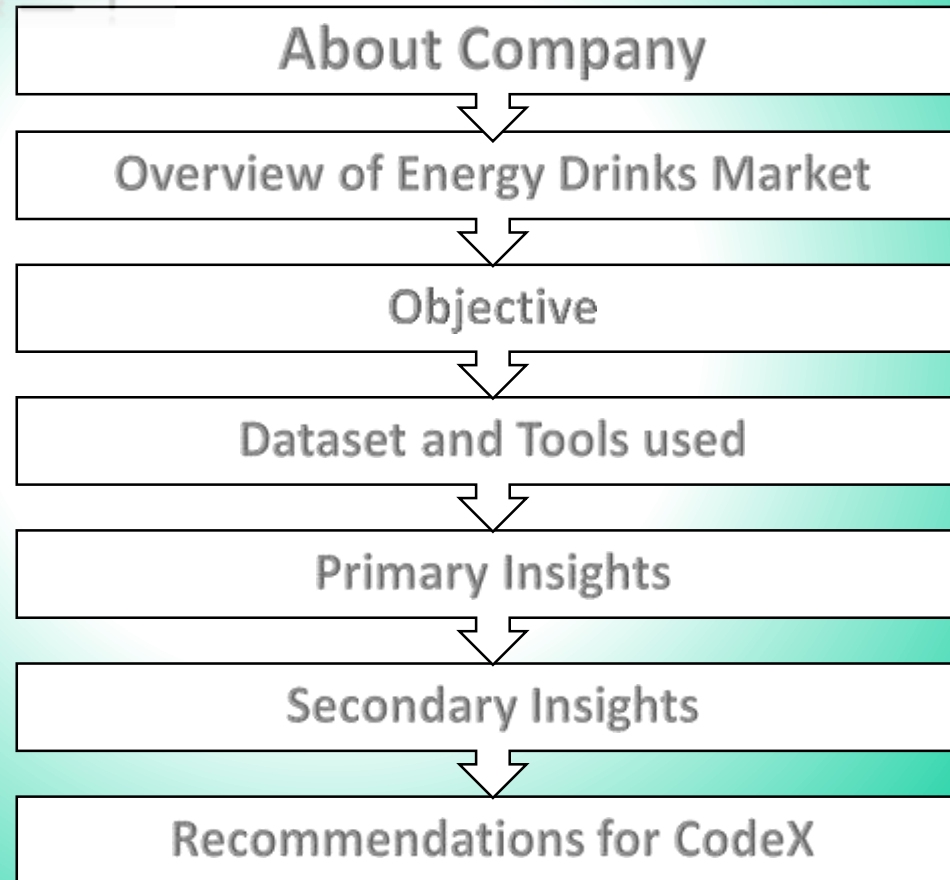


Domain: Food
& Beverage
Function:
Marketing



Presented By:-
Dr. Neha Chaudhry

Agenda



About Company



"Meet CodeX, a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India".



Overview of Energy Drink Market



Definition of Energy Drink: Energy drinks are non-alcoholic beverages formulated to provide an instant boost of energy, mental alertness, and physical performance enhancement.

Market Size and Growth: The Indian energy drink market reached USD 2.609 billion in 2022 and is projected to grow at a CAGR of 5.6% to reach USD 4.145 billion by 2031.

Product Composition: Energy drinks typically contain caffeine, added sugar, amino acids, and other stimulant compounds, offering benefits such as increased energy levels, improved focus, and enhanced physical performance.

Trends & Opportunities: Growing health awareness drives demand for low-sugar options; increasing disposable income and fitness inclination create growth opportunities.

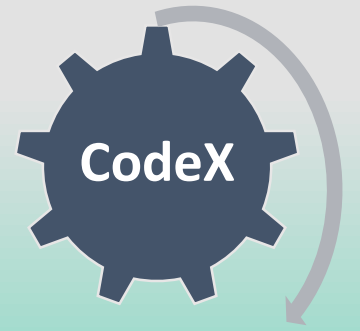
Market Leaders: The energy drink market in India is dominated by key players including Red Bull, Monster Energy Company, PepsiCo (Sting), Power Horse Energy Drinks GmbH, and Nutralike Health Care.

Distribution Channels: Energy drinks in India are distributed through online channels (websites and e-commerce platforms) and offline channels (convenience stores, supermarkets, specialty stores, pharmacies, and more).





Objective



- The objective is to analyze the survey results from **10,000 respondents across 10 cities** and translate them into actionable insights for CodeX's Marketing team.



- As a **marketing data analyst**, my role is to provide valuable recommendations based on data-driven insights to guide the team's decision-making and contribute to the overall success of CodeX's marketing efforts.

- Derive meaningful information to enhance brand awareness, expand market share, and inform strategic product development strategies.



Peter
Pandey

CodeX Energy Drinks: Launching Across 10 Cities in India



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune



Survey Questions: Gaining Insights for Marketing Success



Provide insights to the Marketing Team in Food & Beverage Industry
(Survey Questions and Response Options)

• Demographics:

1. What is your age group?
a) 18-24
b) 25-34
c) 35-44
d) 45-54
e) 55+
2. What is your gender?
a) Male
b) Female
c) Non-binary
3. Which city in India do you reside in?
a) Delhi
b) Mumbai
c) Bangalore
d) Chennai
e) Kolkata
f) Hyderabad
g) Ahmedabad
h) Pune
i) Jaipur
j) Lucknow

• Consumption Habits:

1. How often do you consume energy drink?
a) Daily
b) 3-5 times a week
c) Once a week
d) 2-3 times a month
e) Rarely

• When do you typically consume energy drink?
a) Before exercise
b) To stay awake during work/study
c) For mental alertness
d) Throughout the day

• What are the main reasons for consuming energy drink?
a) Increased energy and focus
b) To combat fatigue
c) To boost performance
d) To enhance sports performance
e) Other

• Awareness and Perception:

1. Have you heard of our energy drink before today?
a) Yes
b) No
2. What do you think of the brand name/Logo/Design?
a) Positive
b) Neutral
c) Negative
3. What is your perception of energy drink's growth?
a) Healthy
b) Effective
c) Impressive
d) Not sure

• Product Experience:

1. Have you ever tried our energy drink before?
a) Yes
b) No

• If yes, how would you rate the taste, flavor, and overall experience?
a) 5 (Great)
b) 4 (Good enough)
c) 3 (Average)
d) 2 (Poor)
e) 1 (Dislike)

• If no, what are the main reasons preventing you from trying it?
a) Not aware enough
b) Not interested in energy drinks
c) Confusion with the brand
d) Health concerns
e) Other

• Competitor Experience:

1. Which energy drink brands do you currently consume or prefer?
a) CodeX
b) Red Bull
c) Pepsi
d) Sprite
e) Fanta
f) Others
2. What are the reasons for choosing these brands over others?
a) Brand reputation
b) Taste/Flavor preference
c) Effectiveness
d) Availability
e) Other
3. What improvements would you like to see in energy drinks currently available in the market?
a) Reduced sugar content
b) More natural ingredients
c) Wider range of flavors
d) Healthier alternatives
e) Other

• Ingredients and Health:

1. What ingredients do you expect to see in an energy drink?
a) Caffeine
b) Vitamins
c) Sugar
d) Electrolytes
3. Are you concerned about the health impacts of energy drink?
a) Yes
b) No
3. Would you be interested in an energy drink with natural or organic ingredients?
a) Yes
b) No
c) Not sure

• Marketing and Packaging:

1. Which marketing channels or platforms do you often come across energy drink advertisements?
a) TV commercials
b) Online ads
c) Print media
d) Outdoor billboards
e) Other
2. What type of packaging or bottle design would attract you to purchase an energy drink?
a) Compact and portable cans
b) Innovative bottle design
c) Eco-friendly design
d) Collaborative packaging
e) Other
3. Would you be more likely to buy an energy drink with limited edition packaging?
a) Yes
b) No
c) Not sure

• Pricing and Availability:

1. What price range do you consider reasonable for an energy drink?
a) Below ₹50
b) ₹50-₹70
c) ₹70-₹100
d) Above ₹100
2. Where do you typically purchase energy drink?
a) Supermarkets
b) Hypermarkets
c) Online retailers
d) Open and Bazaar corners
e) Other
3. In which situations or activities do you typically consume energy drink?
a) Sports/Exercise
b) Studying/working late
c) Social gatherings
d) Driving/commuting
e) Other

Tools
Used



Survey Questions: Gaining Insights for Marketing Success



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 drink more?
 - c. Which type of marketing reaches the most youth (15-30)?
- 2. Consumer Preferences:**
 - a. What are the preferred ingredients of energy drink among respondents?
 - b. What packaging preferences do respondents have for energy drink?
- 3. Competitive 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 Perception:**
 - 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 drink?
 - b. What are the typical consumption situations for energy drink 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/availability)

Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

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?

Stages in this Project



Primary Insights



Secondary Insights



**Recommendations for
the CodeX**

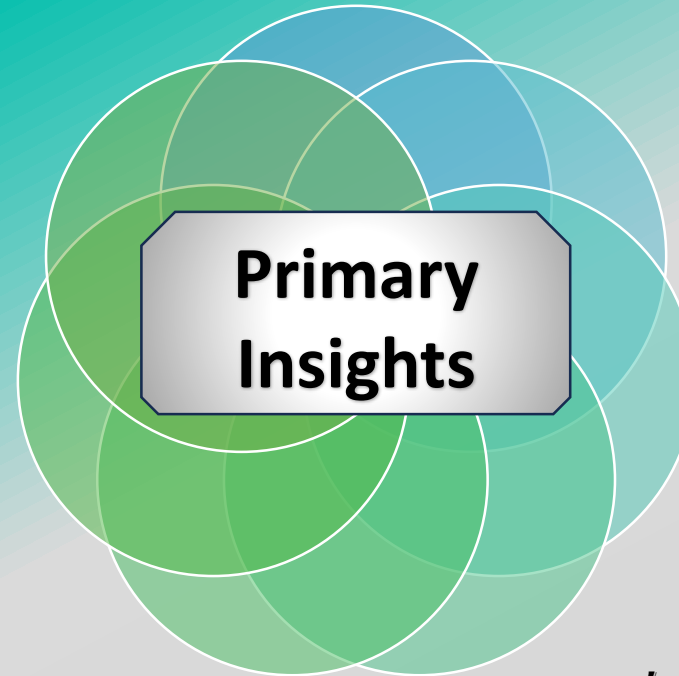


1. DEMOGRAPHIC
INSIGHTS

2. CONSUMER
PREFERENCES

3. COMPETITION
ANALYSIS

4. MARKETING
CHANNELS AND
BRAND
AWARENESS



7. PRODUCT
DEVELOPMENT

6. PURCHASE
BEHAVIOR

5. BRAND
PENETRATION





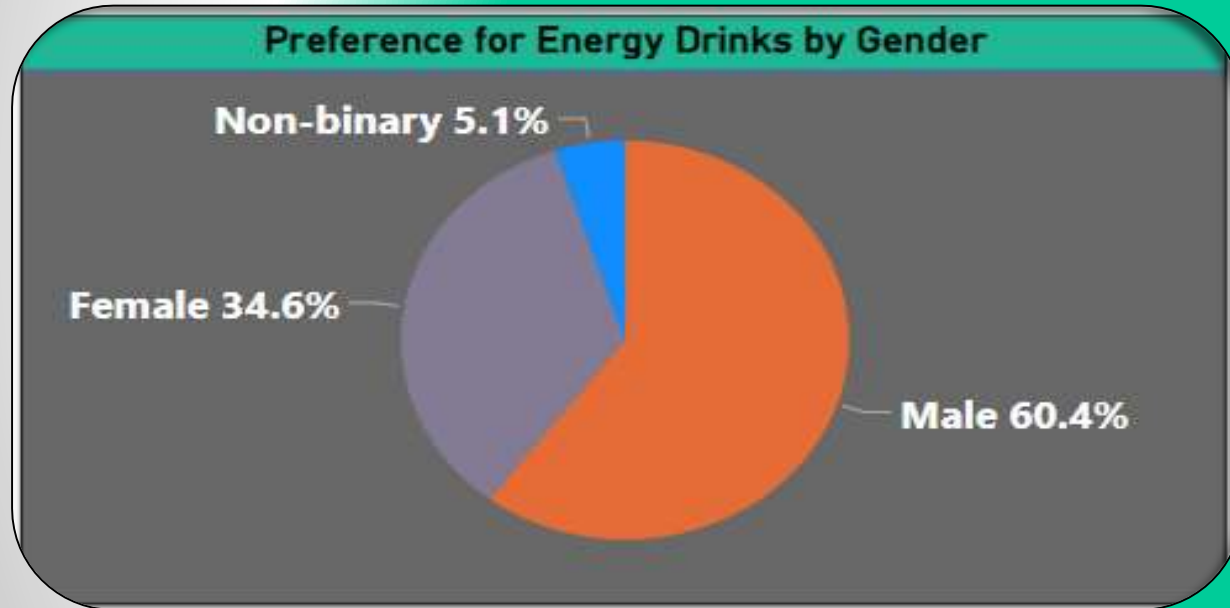
DEMOGRAPHIC INSIGHTS



Demographic Insights



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



Male 6038



Female 3455



Non-binary 507



Insights:- Males are the dominant consumers of energy drinks, representing 60.4% of the total count, suggesting the need to target marketing efforts towards this segment.

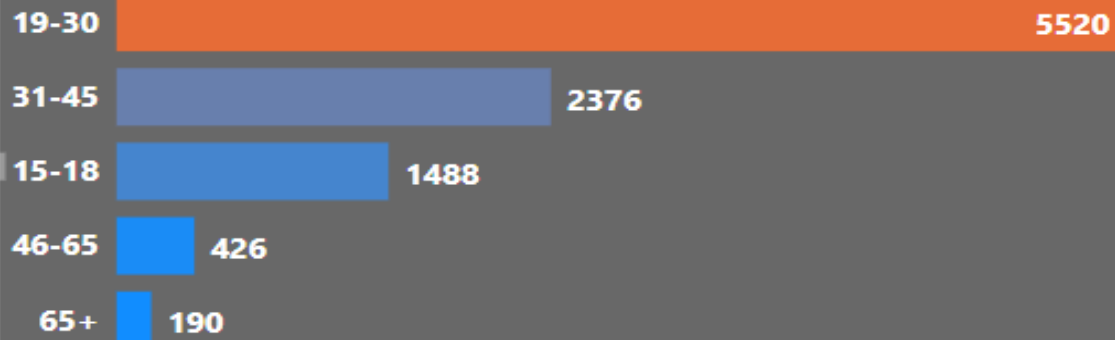


Demographic Insights



b. Which age group prefers energy drinks more?

Age Group Preferences for Energy Drinks



19-30
55.20%

31-45
23.76%

15-18
14.88%

45-65
4.26%

65+
1.90%

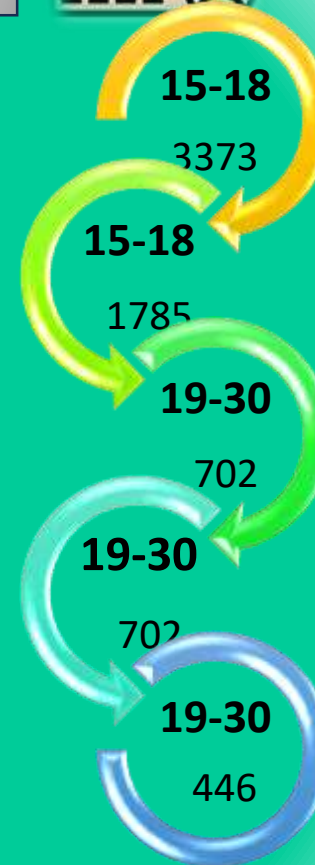
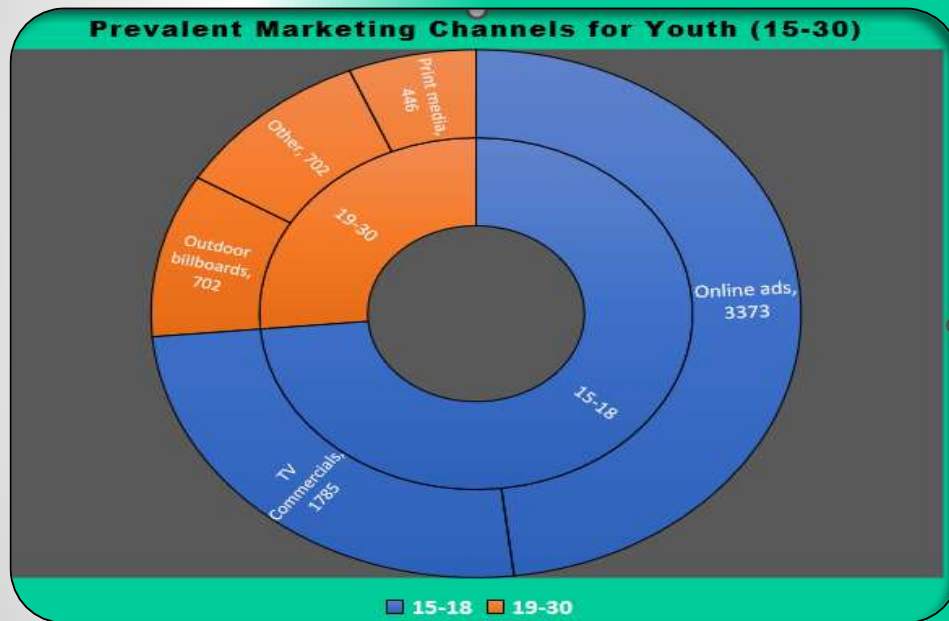
Insights:- The 19-30 age group demonstrates the highest preference for energy drinks, indicating the need for targeted marketing and product development. CodeX should also consider offering specialized energy drink options for the 65+ age group.



Demographic Insights



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



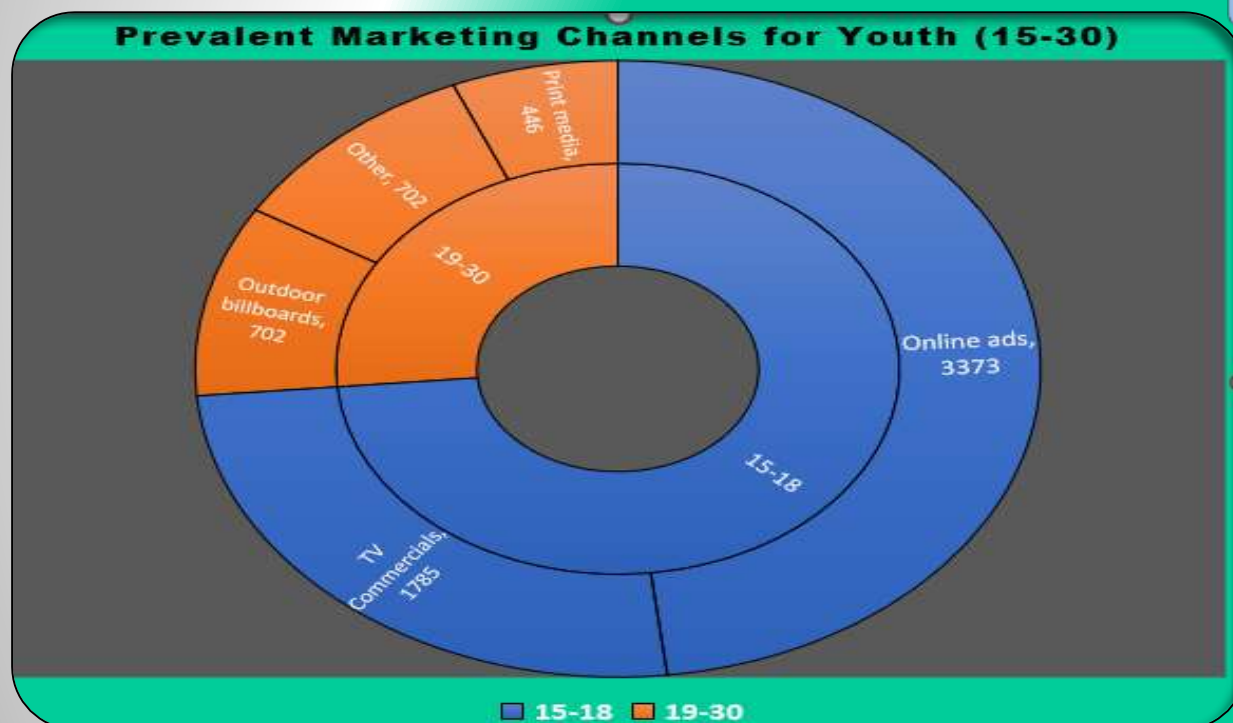
Insights:- Online ads and TV commercials have the highest reach among the youth (15-30 age group), while outdoor billboards and print media also effectively engage this demographic. CodeX should prioritize online ads and TV commercials for targeted youth marketing.



Demographic Insights



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



Online ads
3373

TV commercials
1785

Other
702

Outdoor billboards
702

Print media
446



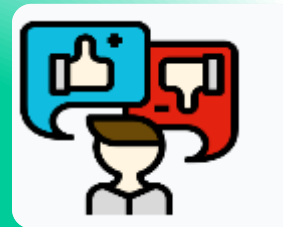
Insights:- Online ads and TV commercials have the highest reach among the youth (15-30 age group), while outdoor billboards and print media also effectively engage this demographic. CodeX should prioritize online ads and TV commercials for targeted youth marketing.



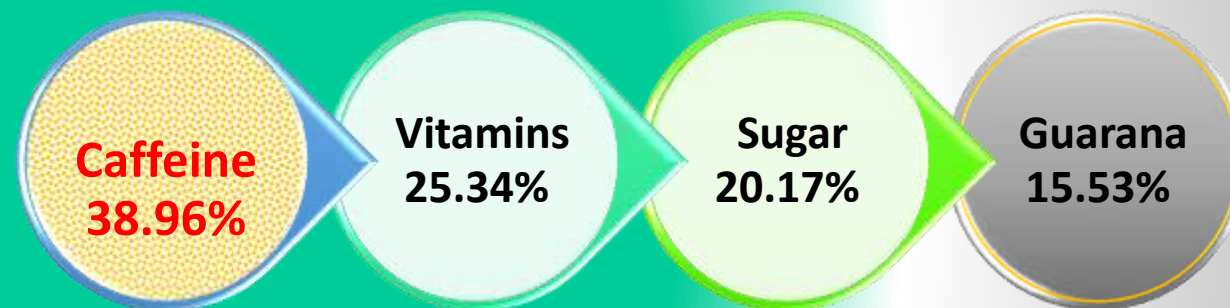
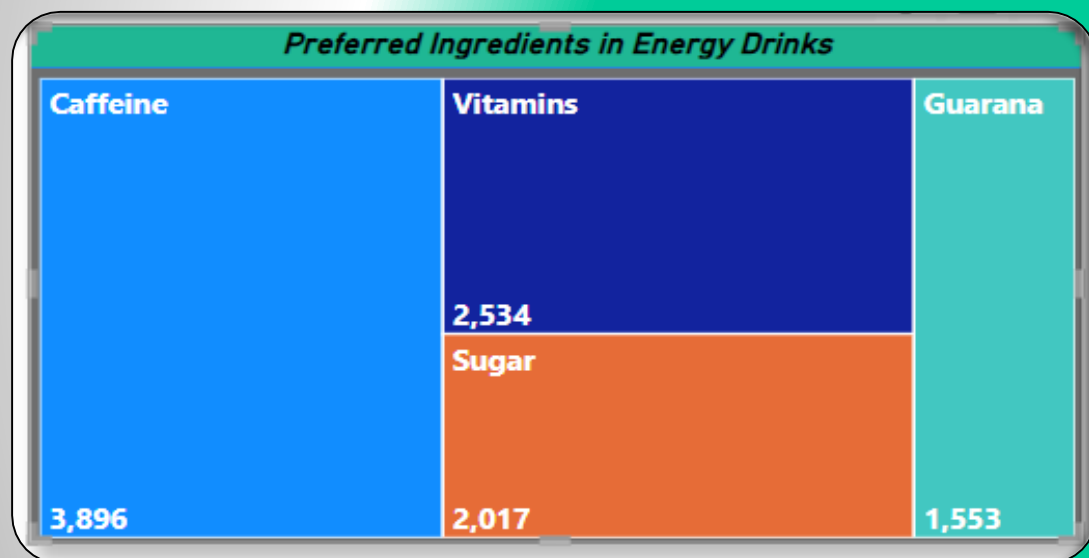
CONSUMER PREFERENCES INSIGHTS



Consumer Preferences Insights



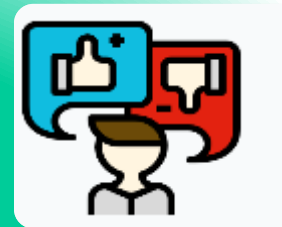
a. What are the preferred ingredients of energy drinks among respondents?



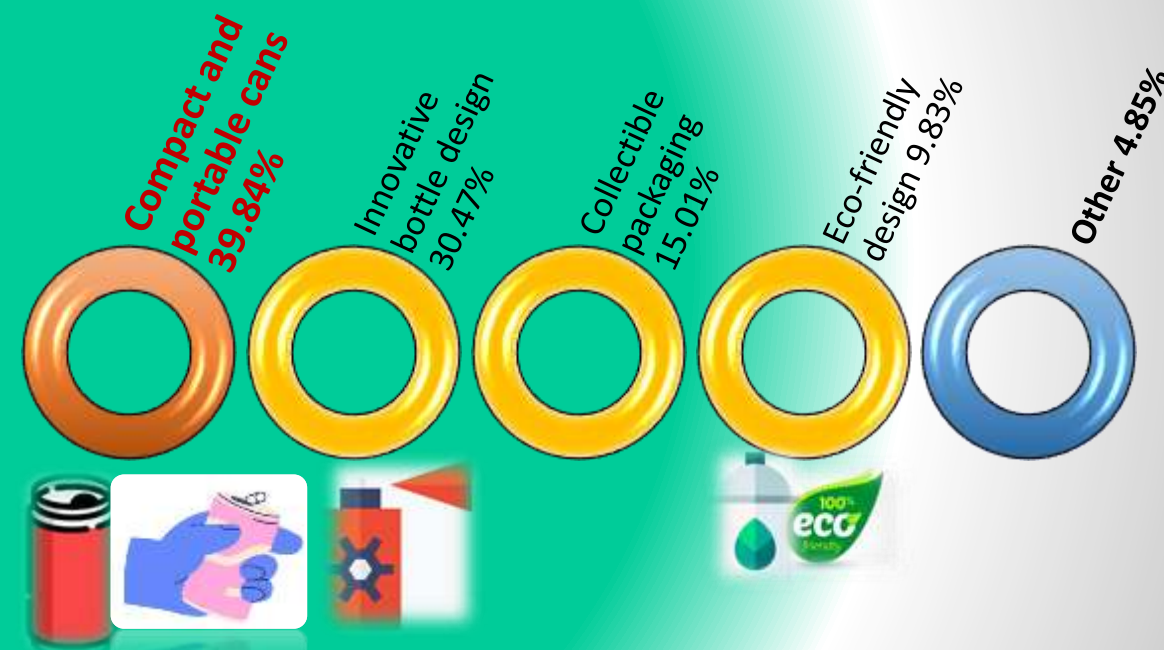
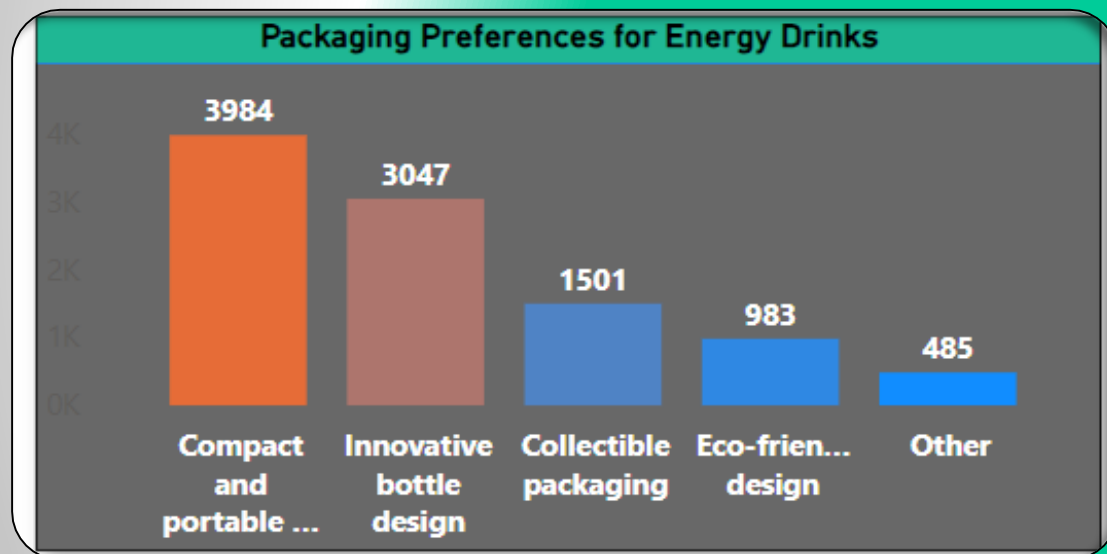
Insights:- Caffeine is the most preferred ingredient in energy drinks at 38.96%, followed by other ingredients, sugar, and guarana. CodeX should leverage the popularity of caffeine and enhance the appeal of guarana to meet consumer preferences.



Consumer Preferences Insights



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



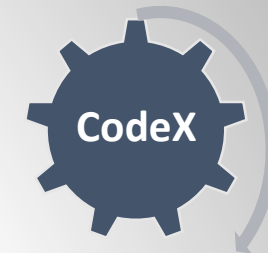
Insights:- Compact cans preferred by 39.84%, collectible packaging lowest at 9.83%, and others at 4.85%. CodeX should focus on convenient, innovative packaging, including eco-friendly options, and consider limited edition designs to boost brand appeal.



COMPETITION ANALYSIS



Competition Analysis



a. Who are the current market leaders?



Cola-Coka
25.38%

Bepsi
21.12%

Gangster
18.54%

Blue Bull
10.58%

CodeX
9.80%

CodeX has
a 9.80 %
share

Sky
9 9.79%

Others
4.79%

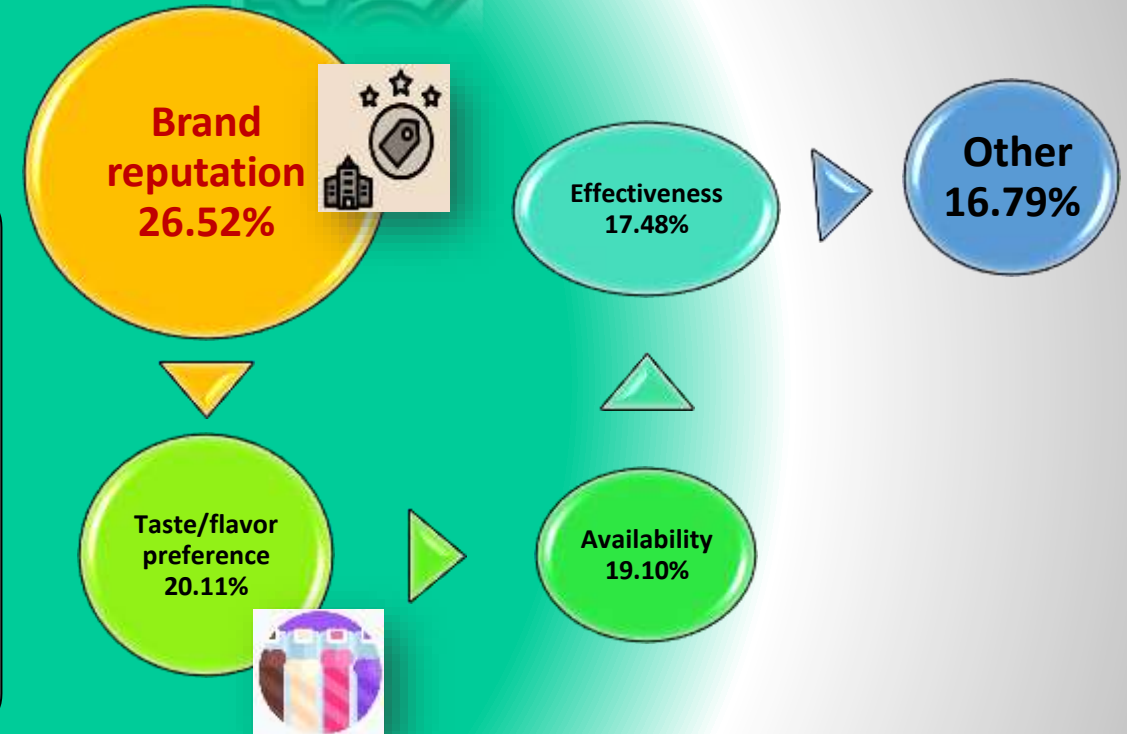
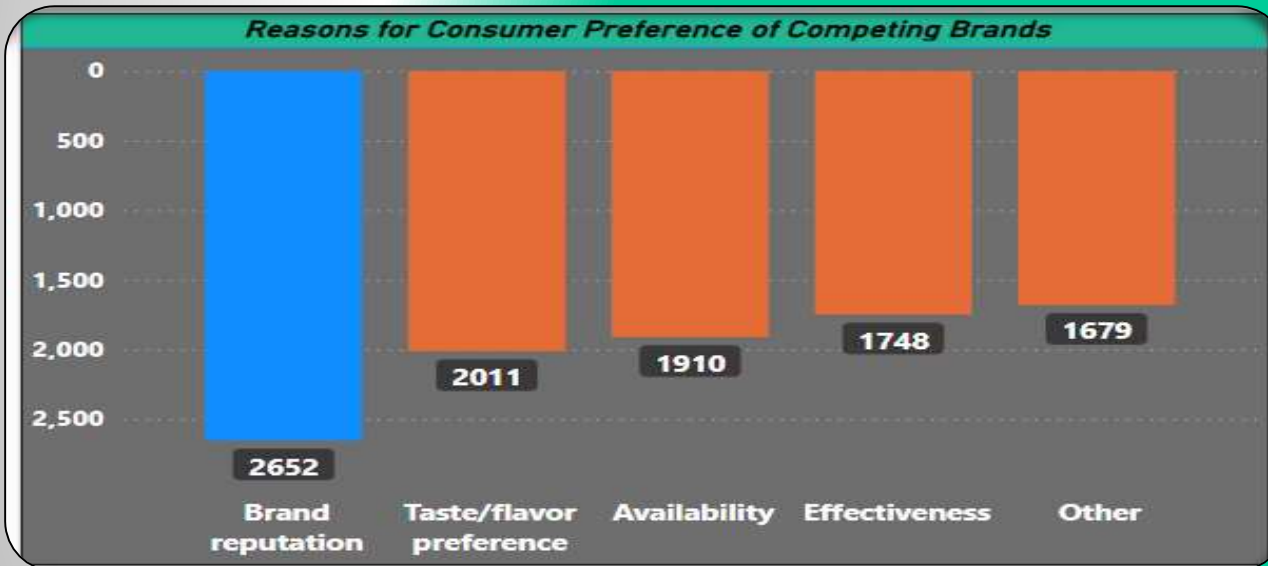
Insights:- Cola-Coka (25.38%), Bepsi (21.12%), and Gangster (18.54%) are top competitors to CodeX. To improve brand positioning, CodeX should analyze market leaders, offer unique features, distinct taste, and effective marketing campaigns.



Competition Analysis



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



Insights:- The top reasons for choosing competitor brands are brand reputation (26.52%) and taste/flavor preference (20.11%). CodeX should focus on improving brand reputation and taste to effectively compete and attract more consumers.



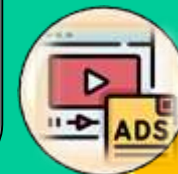
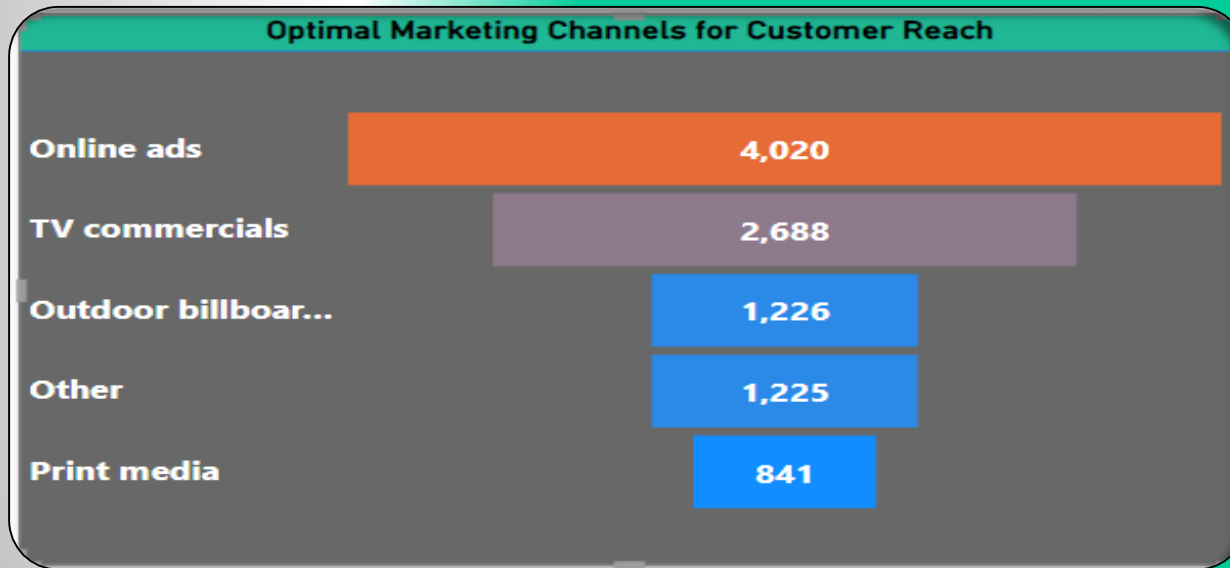
MARKETING CHANNELS AND BRAND AWARENESS



Marketing Channels and Brand Awareness



a. Which marketing channel can be used to reach more customers?



Online ads
40.20%



TV commercials
26.88%



Outdoor billboards
12.26%



Other
12.25%



Print media
8.41%

Insights:- TV commercials (40.20%) and online ads (26.80%) have the highest reach, while print media (12.26%) and outdoor billboards (12.25%) have lower exposure. CodeX should focus on TV commercials & online ads for maximum customer reach; consider print media & outdoor billboards for brand awareness.



Marketing Channels and Brand Awareness



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



Total 980

Online ads
411

TV
commercials
261

Other
119

Outdoor
billboards 116

Print media
73

Insights:-Online ads (411) and TV commercials (261) are the most effective marketing channels in reaching CodeX customers. CodeX should optimize online ad campaigns and TV commercials for maximum customer reach and allocate resources accordingly.



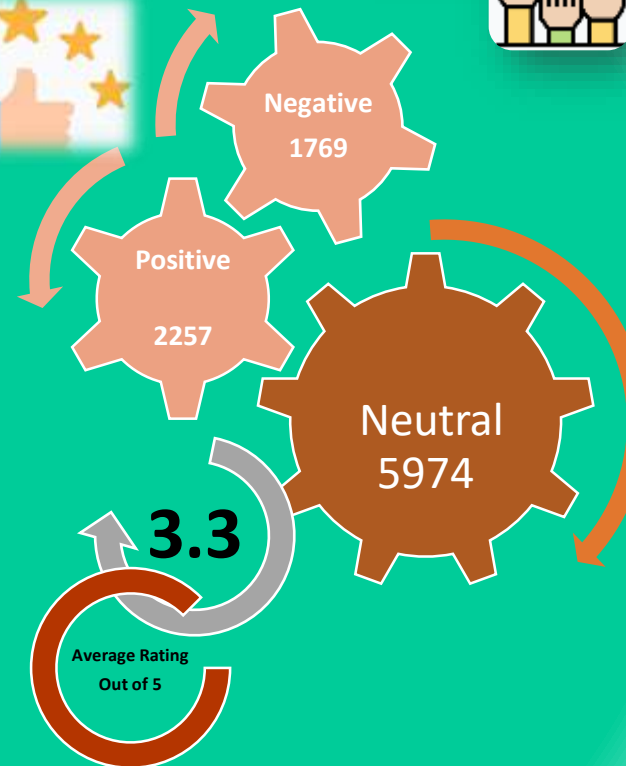
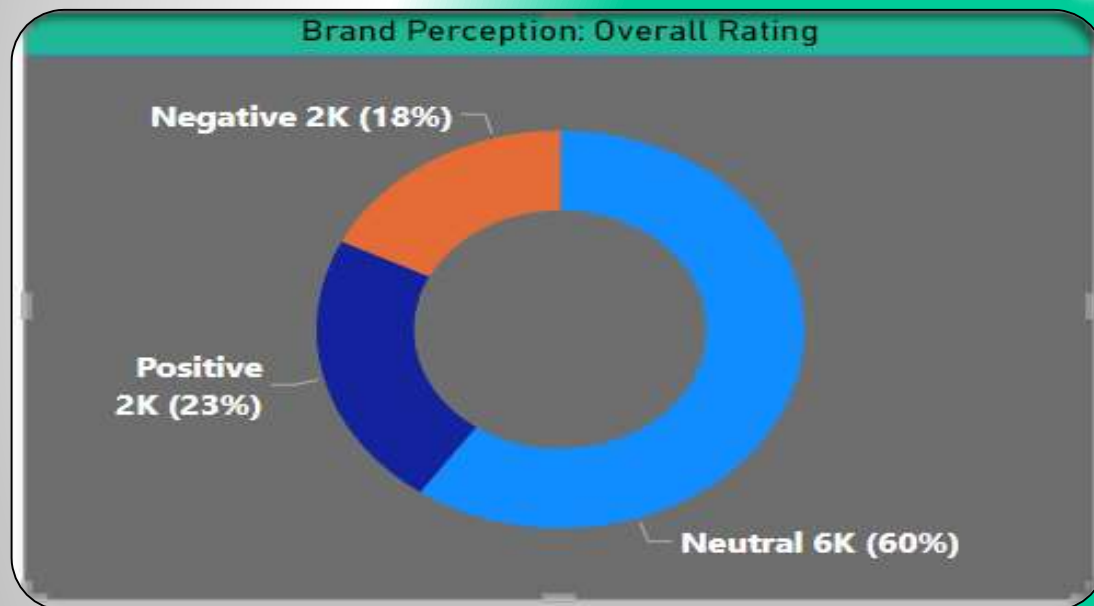
BRAND PENETRATION



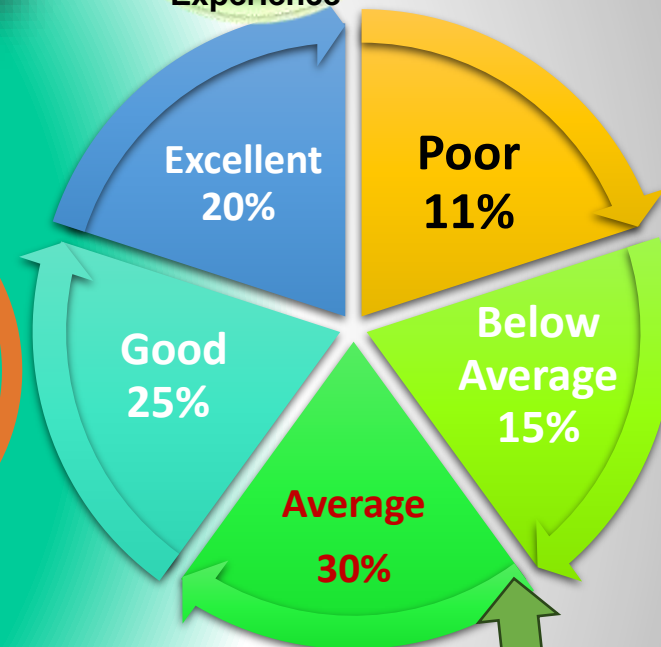
Brand Penetration



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



Customer Rating:
Taste,
Flavor, and
Overall
Experience

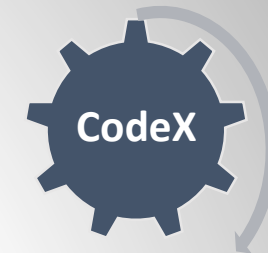


Insights: The overall rating for CodeX is 3.3 out of 5, indicating a moderately positive perception among respondents about the brand. CodeX should focus on improving its brand image and customer satisfaction to increase the overall rating and enhance its reputation in the market.

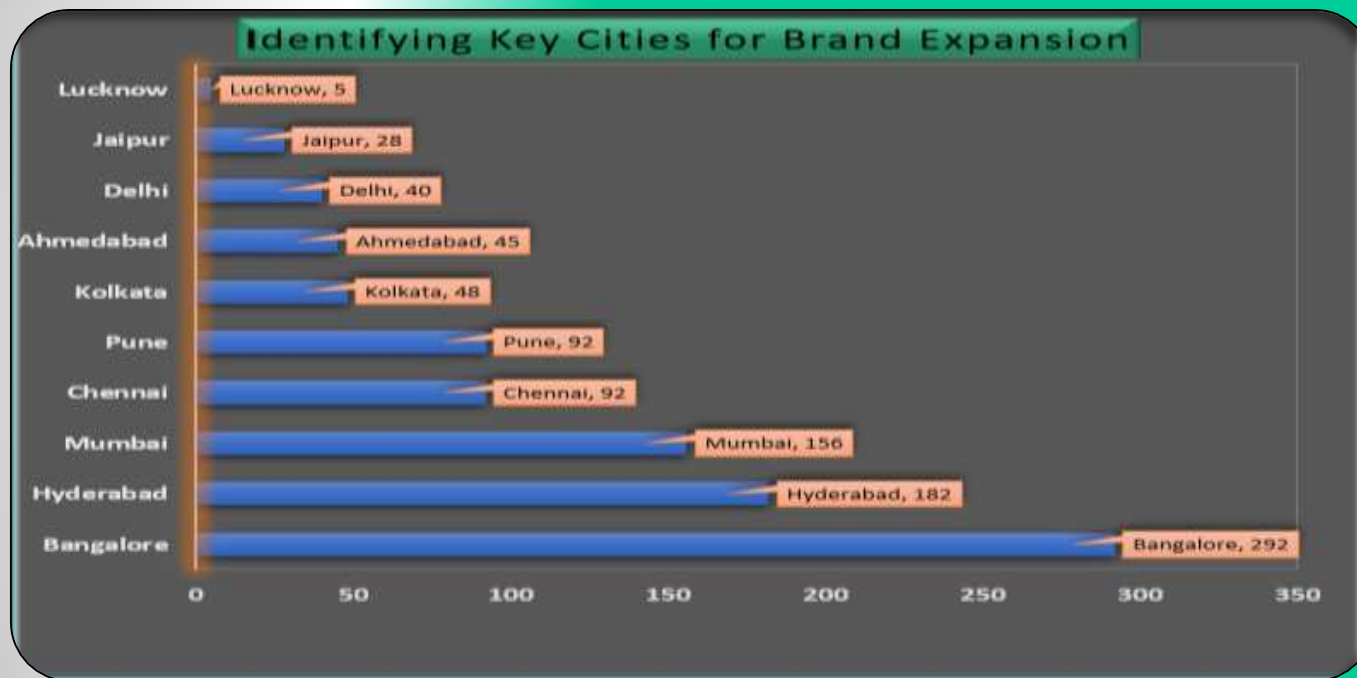
Mixed
customer
ratings for
taste, flavor,
and overall
experience.



Brand Penetration



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



Bangalore
29.2% Tier 1

Hyderabad
18.2% Tier 1

Mumbai
15.6% Tier 1

Chennai
9.2% Tier 1

Pune
9.2% Tier 2

Kolkata
4.8% Tier 2

Ahmedabad
4.5% Tier 2

Delhi
4.0% Tier 1

Jaipur
2.8% Tier 2

Lucknow
0.5% Tier 2

Insights:- Bangalore, Hyderabad, and Mumbai have the highest respondent counts, indicating a strong market presence. Lucknow had the lowest number of respondents with only 5 participants. Based on this, CodeX should focus more on these cities for brand promotion and market penetration.

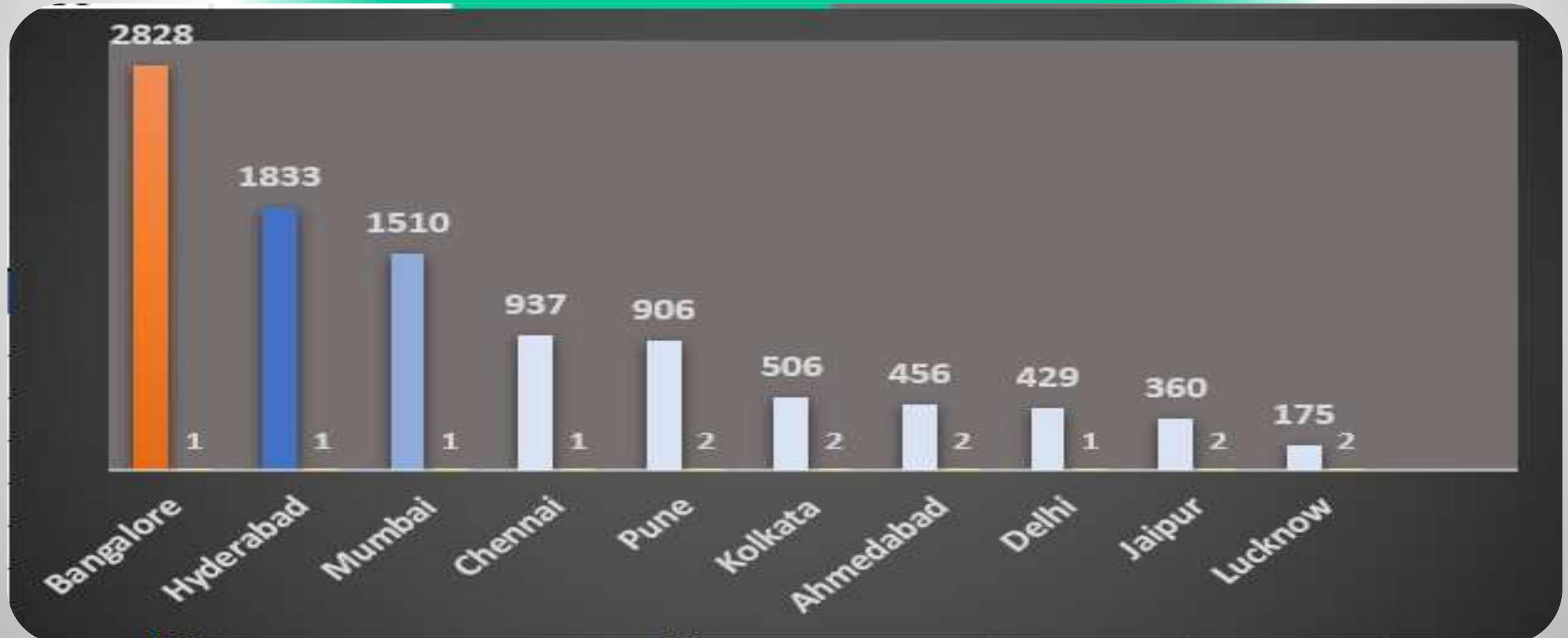
strong market presence in these metropolitan areas
Need to Focus on Tier 2 Cities



Brand Penetration



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





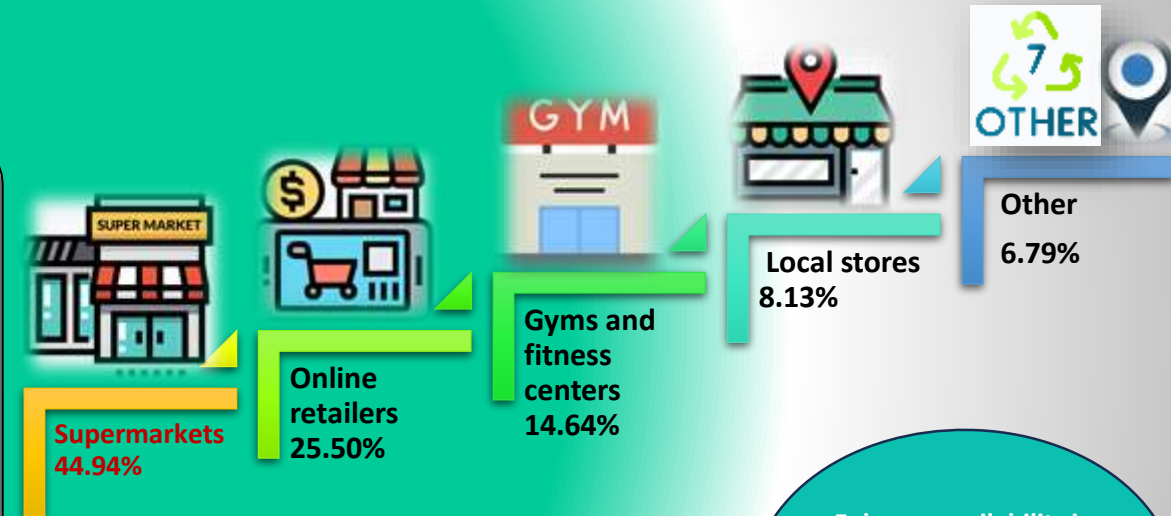
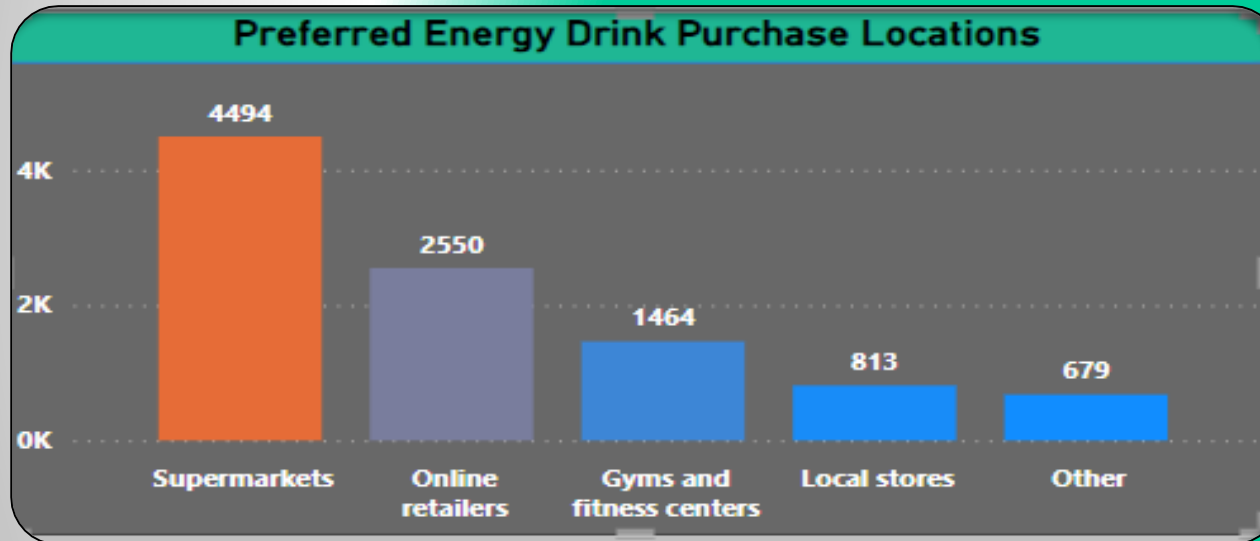
PURCHASE BEHAVIOR



Purchase Behavior



a. Where do respondents prefer to purchase energy drinks?



Enhance availability in local stores, explore new channels, cater to diverse preferences, expand market reach.

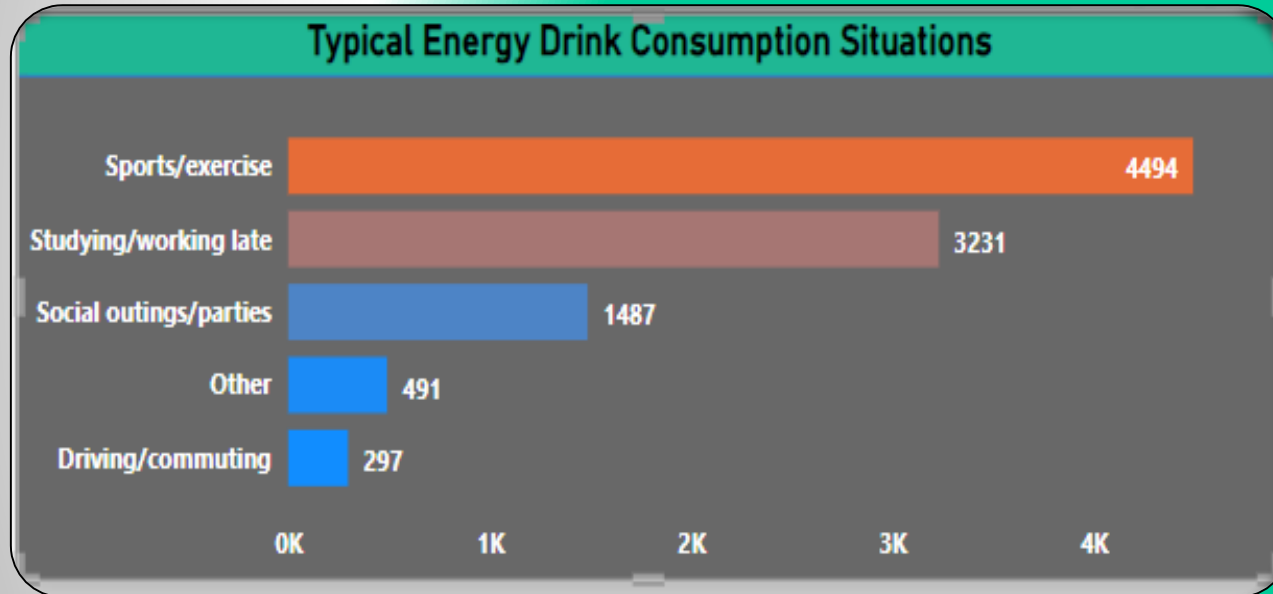
Insights:- Supermarkets are the most popular purchase location for energy drinks with 44.94% preference, followed by online retailers at 25.50%. CodeX should prioritize distribution in supermarkets and online platforms to capitalize on the highest consumer reach.



Purchase Behavior



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



Sports/exercise 44.94%

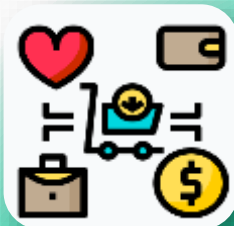
Studying/working late 32.3%

Social outings/parties 14.87%

Other 4.91%

Driving/commuting 2.97%

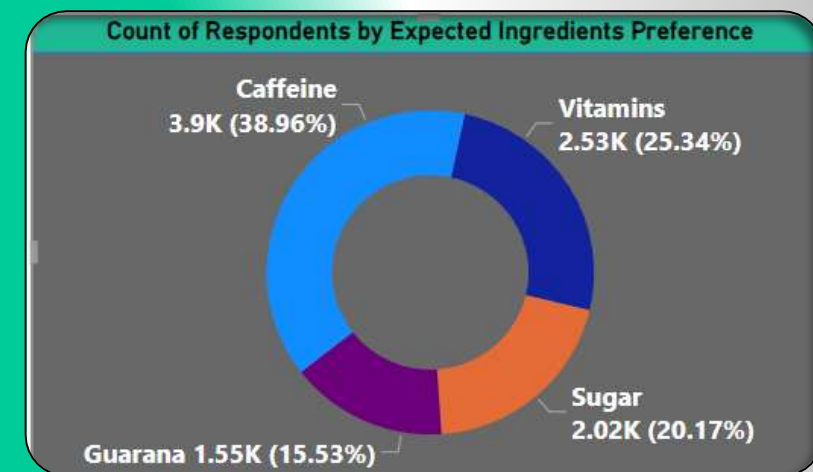
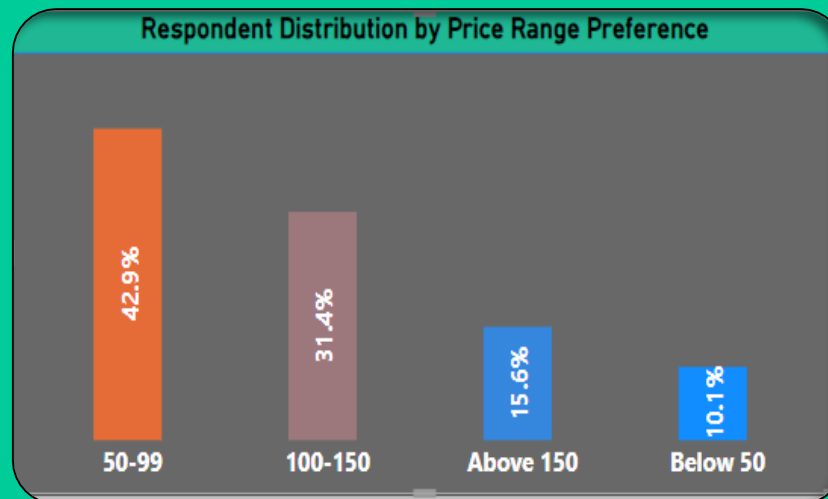
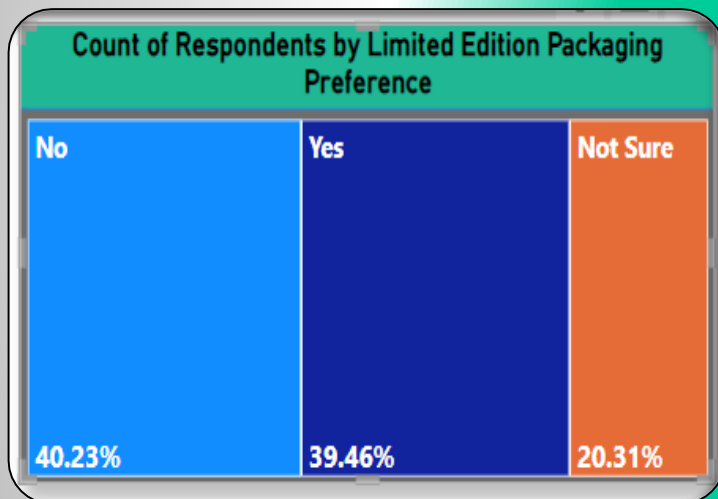
Insights:- The majority of respondents consume energy drinks during sports/exercise and studying/working late. CodeX should target sports enthusiasts and students/professionals by highlighting the energy-boosting benefits of their drinks in these specific situations



Purchase Behavior



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



Yes 4023

No 3946

Not Sure 2031

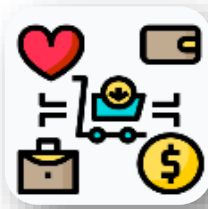
50-99
4288

100-150
3142

Above 150
1561

Below 50
1009

Factors Influencing
Energy Drink
Purchase Decisions



Purchase Behavior



Insights of Factors Influencing Energy Drink Purchase Decisions

Price range
should be
50-99
And
100-150

Insights:- The majority of respondents consider price ranges between **50-99 (42.88%)** and **100-150 (31.42%)** as reasonable for energy drinks, indicating that CodeX should focus on offering competitive pricing within these ranges to attract more customers.

Offer occasional discounts to attract customers in higher price segments.



Insights:- Respondents are evenly divided on their preference for energy drinks with **limited edition packaging**. CodeX can leverage limited edition packaging to create excitement and attract customers through seasonal designs and targeted marketing campaigns.



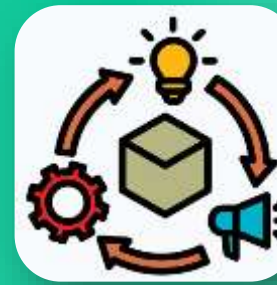
Insights:- The survey shows that **caffeine** is the most preferred ingredient among respondents (38.96%), followed by **vitamins** (25.34%), and sugar (20.17%), CodeX should focus on creating a balanced formula with these ingredients to meet expectations and enhance product appeal.



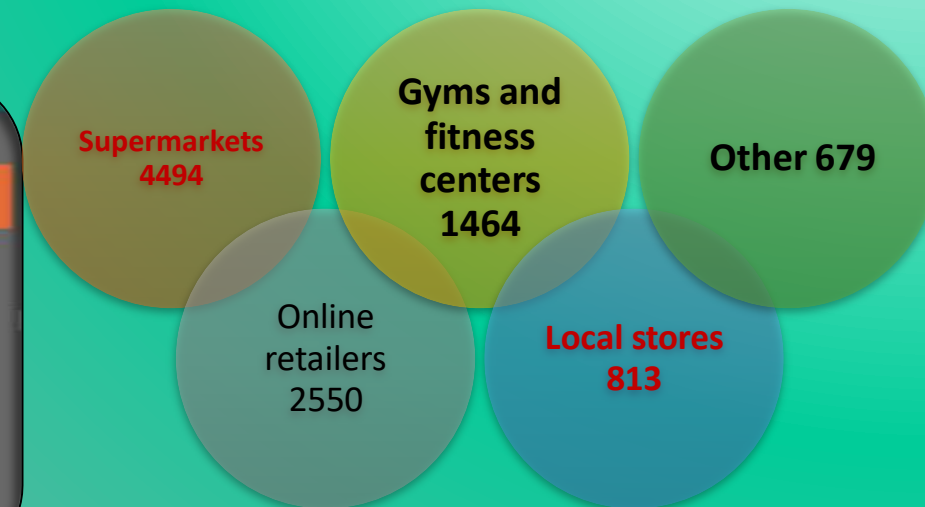
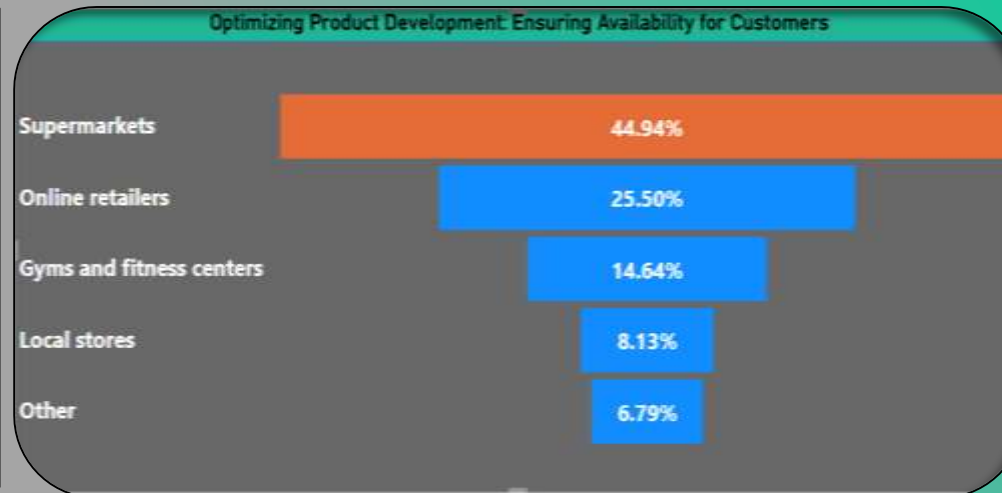
PRODUCT DEVELOPMENT



Product Development



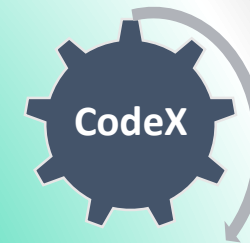
a. Which area of business should we focus more on our product development?
(Branding/taste/availability)



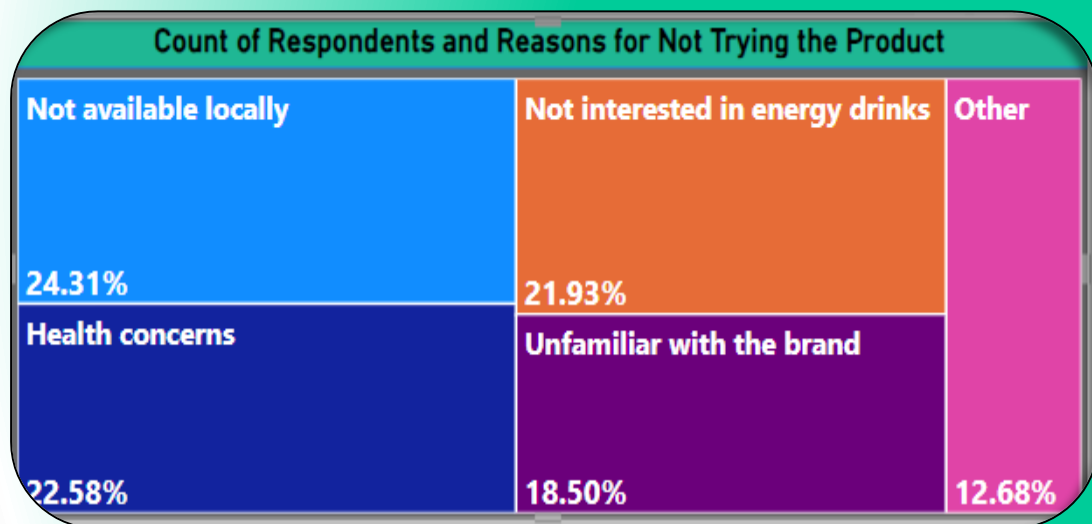
Insights:- CodeX energy drink's taste experience rating of 3.28 suggests the need for product enhancement and expanded distribution to local stores, supermarkets, and online retailers.



Product Development



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



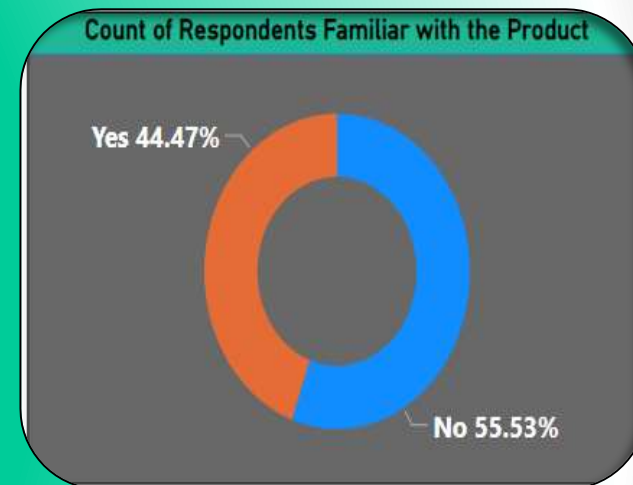
Not available locally 2431

Other 1268

Unfamiliar with the brand 1850

Health concerns 2258

Not interested in energy drinks 2193



Yes 5553
No 4447

Insights:- Limited local availability, disinterest, unfamiliarity with the brand, and health concerns are the main reasons preventing respondents from trying CodeX energy drink. CodeX should improve availability, target disinterested consumers, enhance brand awareness, and address specific concerns to encourage trial and adoption.

55.53% of respondents are familiar with CodeX energy drink, indicating a decent brand awareness. CodeX should focus on targeted marketing, influencer collaborations, and strategic partnerships to increase brand visibility among the remaining 44.47% and expand its customer base.



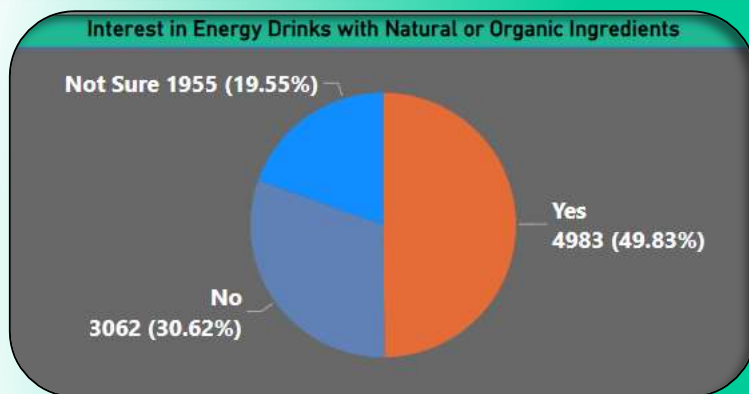
SECONDARY INSIGHTS



Secondary Insights



Would you be interested in an energy drink with natural or organic ingredients?

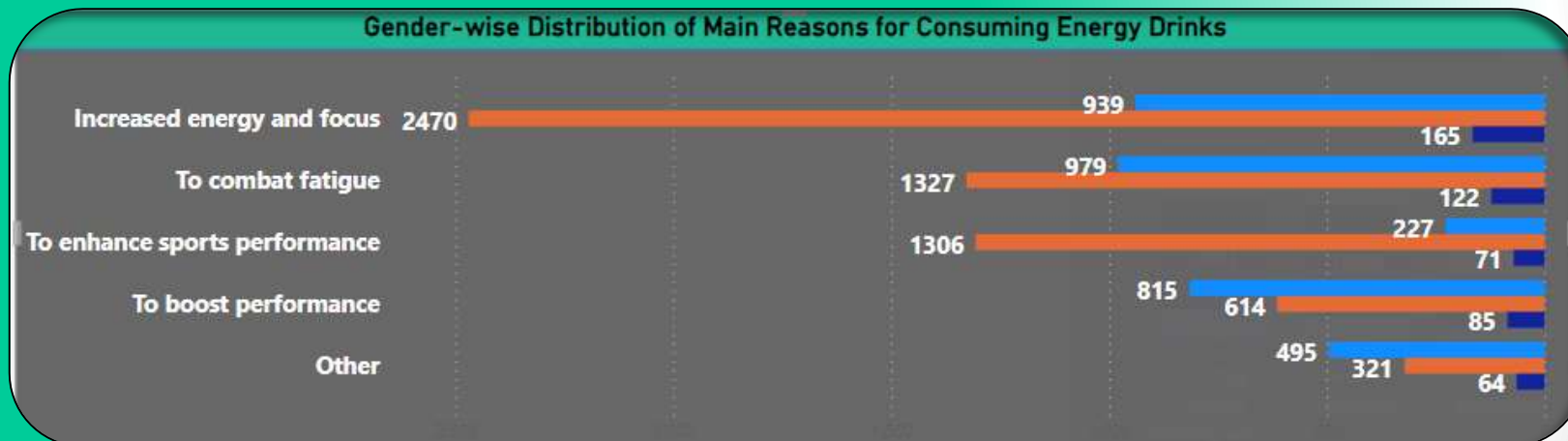


Yes
4983

No
3062

Not Sure
1955

How does the count of respondents differ based on their gender and their main reasons for consuming energy drinks?



Insights:- Tap into the rising demand for natural and organic products by offering an energy drink with natural or organic ingredients, showcasing health benefits and sustainability to appeal to customers seeking healthier beverage options.

Tailor marketing strategies to highlight the energy-boosting and fatigue-fighting benefits for males, emphasize sports performance enhancement for females, and address the diverse reasons for consumption across gender groups to optimize targeting and messaging.

consume_reason	Female	Male	Non-binary
Increased energy and focus	9.39%	24.70%	1.65%
To combat fatigue	9.79%	13.27%	1.22%
To enhance sports performance	2.27%	13.06%	0.71%
To boost performance	8.15%	6.14%	0.85%
Other	4.95%	3.21%	0.64%

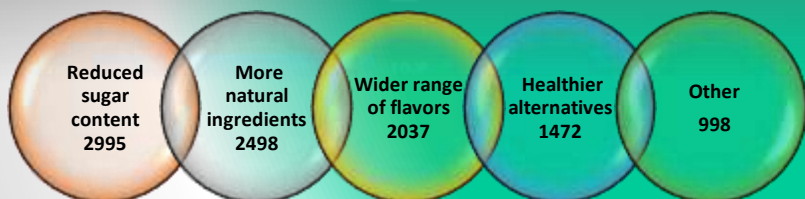
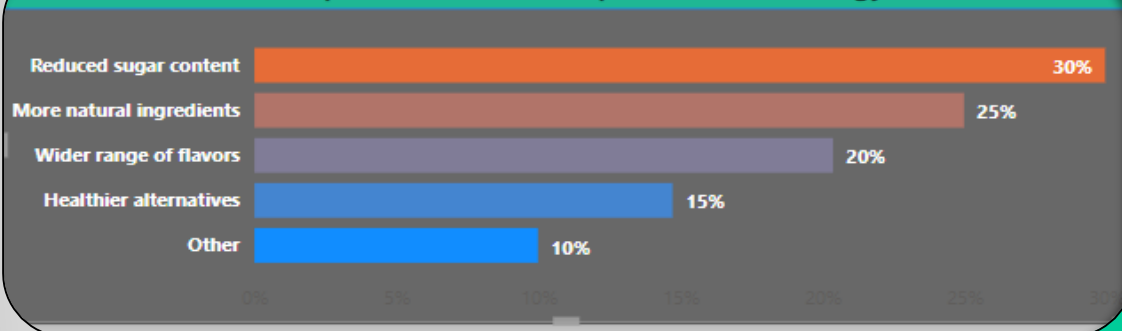


Secondary Insights

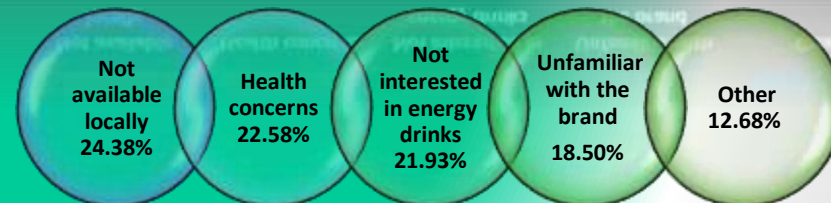
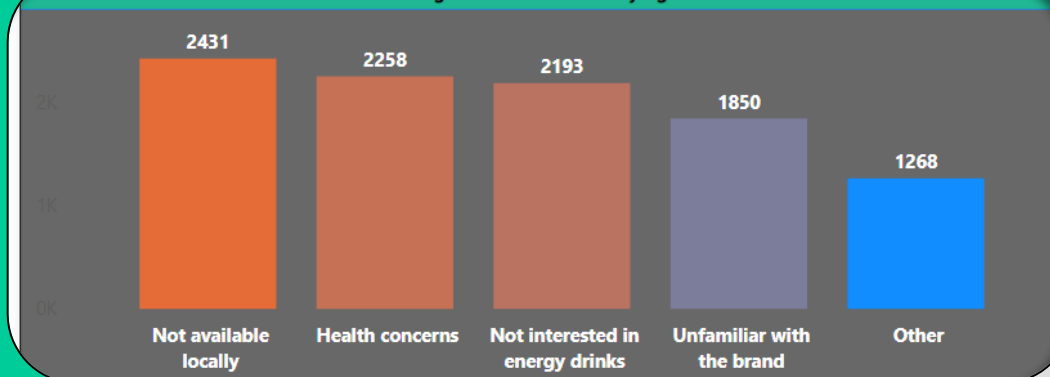


What are the additional market research desired by customers in the products?

Count of Respondents' Desired Improvements in Energy Drinks



Reasons Preventing Customers from Trying the New Product



Insights:- Enhance energy drink appeal by reducing sugar, incorporating natural ingredients, and expanding flavor options to align with consumer demand for healthier beverages.

Overcome barriers to product trial by expanding availability, educating about brand benefits, addressing health concerns, and offering alternative options to attract customers uninterested in traditional energy drinks.

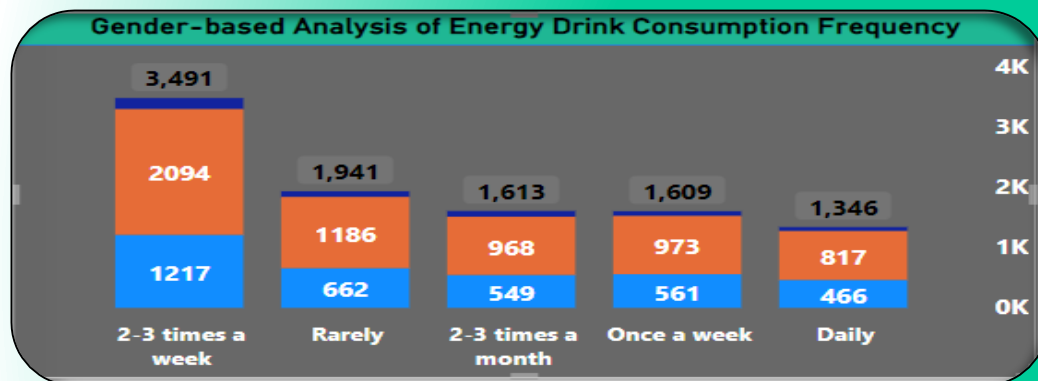




Secondary Insights

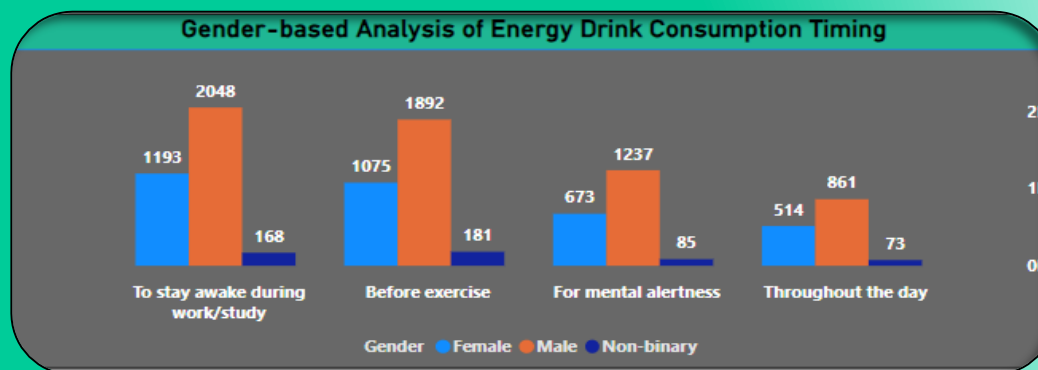


How does the frequency of energy drink consumption vary between different genders?



Consume_frequency	Female	Male	Non-binary
2-3 times a week	12.17%	20.94%	1.80%
Rarely	6.62%	11.86%	0.93%
2-3 times a month	5.49%	9.68%	0.96%
Once a week	5.61%	9.73%	0.75%
Daily	4.66%	8.17%	0.63%

How does the timing of energy drink consumption differ among different genders?



Consume_time	Female	Male	Non-binary
To stay awake during work/study	11.93%	20.48%	1.68%
Before exercise	10.75%	18.92%	1.81%
For mental alertness	6.73%	12.37%	0.85%
Throughout the day	5.14%	8.61%	0.73%

Males have the highest intake of energy drinks across all categories

Insights:-Tailor marketing strategies to cater to different consumption frequencies, highlighting the benefits of regular consumption for males and addressing the preferences of females and non-binary individuals for less frequent consumption occasions.

Focus marketing efforts on promoting the benefits of energy drinks for staying awake during work/study, targeting the specific needs and preferences of different genders. Highlight the suitability of energy drinks for pre-exercise consumption and their ability to enhance mental alertness throughout the day.

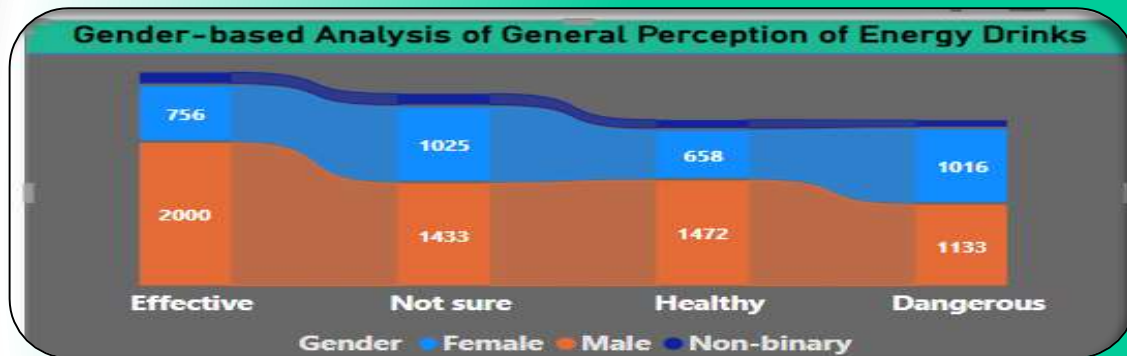


Secondary Insights

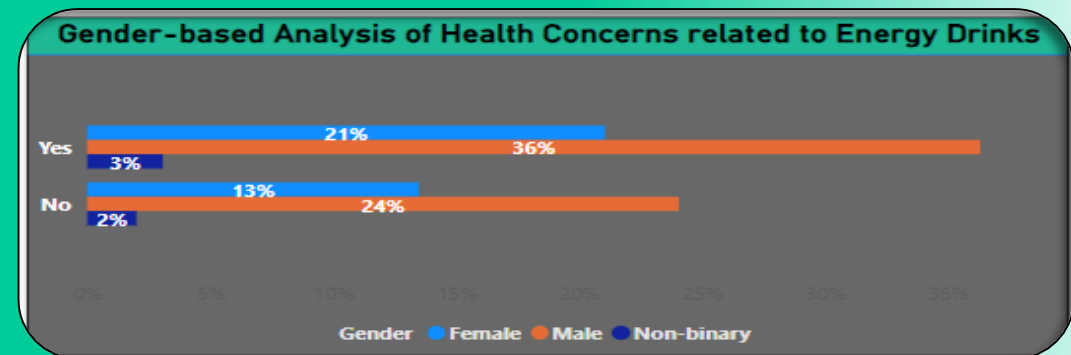


How does the general perception of energy drinks differ among different genders?

How do health concerns regarding energy drinks vary across different genders?



General_perception	Female	Male	Non-binary
Effective	7.56%	20.00%	1.53%
Not sure	10.25%	14.33%	1.52%
Healthy	6.58%	14.72%	1.13%
Dangerous	10.16%	11.33%	0.89%



Health_concerns	Female	Male	Non-binary
Yes	2106	3632	307
No	1349	2406	200

Males exhibit a higher level of health concerns compared to females and non-binary individuals

Insights:- Address perception disparities by gender regarding the effectiveness and healthiness of energy drinks through clear labeling, educational campaigns, and targeted messaging, particularly addressing concerns and uncertainty among females.

Address health concerns through targeted strategies that emphasize safety, natural ingredients, and responsible consumption, tailored to varying levels of concern among males, females, and non-binary individuals.

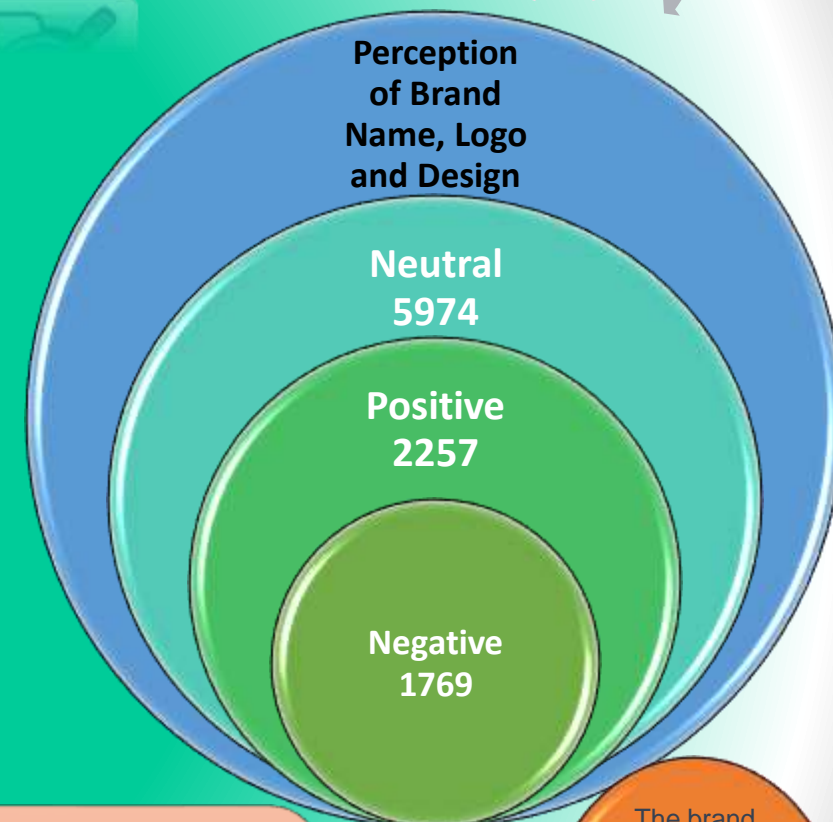
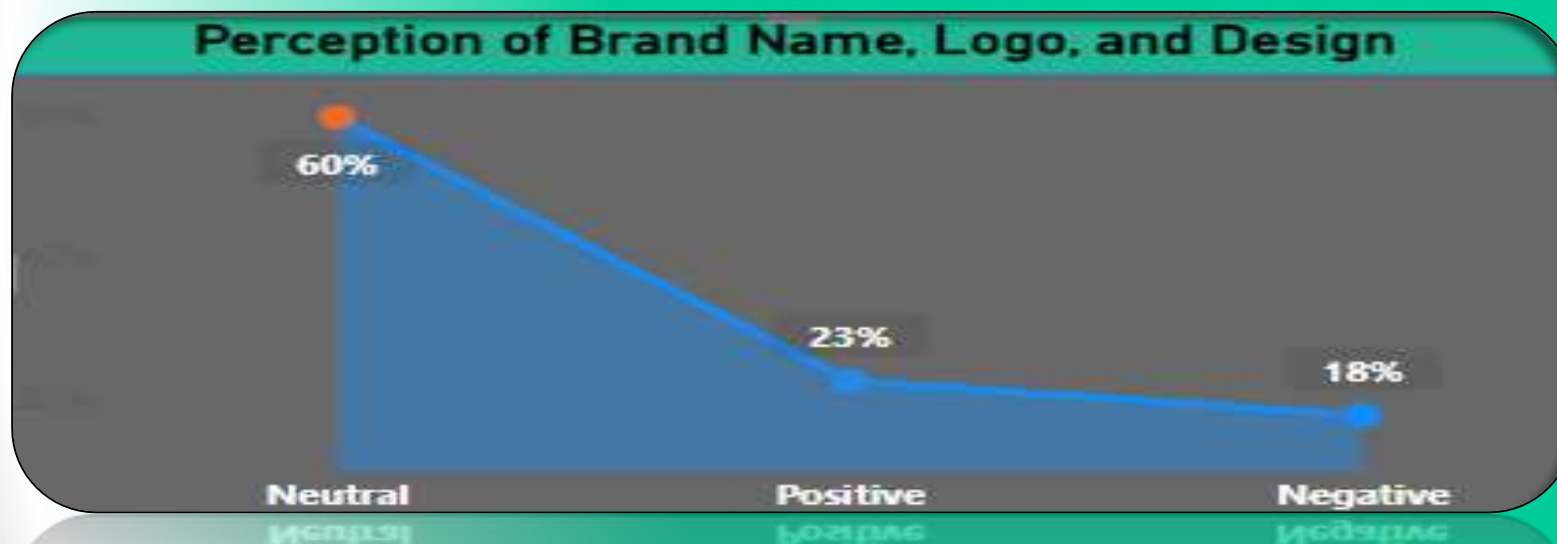




Secondary Insights



What do respondents think of our brand name, logo, and design?



Insights:- Analyze feedback from neutral and negative respondents to improve brand perception through rebranding and design enhancements, aiming to create a more positive and appealing brand image.



The brand perception of CodeX energy drink's name, logo, and design reveals a mixed response.



RECOMMENDATIONS FOR CODEX



Recommendations for CodeX



What immediate improvements
can we bring to the product?



Enhance product taste and flavor

Continuously improve the taste profile of the energy drink by incorporating consumer feedback and conducting taste testing to ensure a satisfying and enjoyable experience.



Prioritize natural and organic ingredients

Respond to the consumer preference for natural and organic products by sourcing high-quality ingredients and highlighting their presence in the energy drink formulation.



Optimize packaging design

Create compact and portable packaging options that are convenient for on-the-go consumption. Consider innovative bottle designs or eco-friendly packaging materials to differentiate the product and attract environmentally conscious consumers.



Focus on branding and brand perception

Invest in brand building activities to improve overall brand perception. This includes refining the brand name, logo, and design to resonate with the target audience and convey key brand values.



Implement targeted marketing campaigns

Develop targeted marketing campaigns across multiple channels, with a strong emphasis on online ads and TV commercials to reach a wide audience. Leverage social media platforms and influencer collaborations to increase brand visibility and engagement.



Offer competitive pricing

Determine the ideal price range for the product by considering consumer expectations, production costs, and competitor pricing. Strive to offer a balance between affordability and perceived value.



Collaborate with brand ambassadors

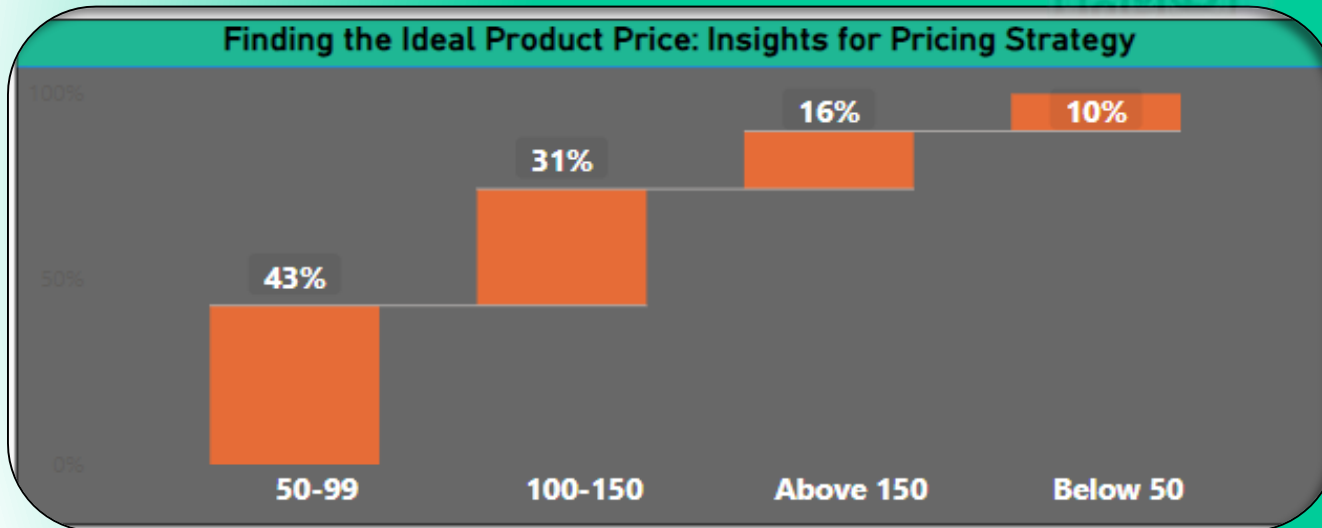
Identify influential individuals such as athletes, fitness enthusiasts, or lifestyle influencers who align with the brand's values and can effectively promote the energy drink to their respective audiences. Engage them in campaigns and partnerships to increase brand credibility and reach.



Recommendations for CodeX



What should be the ideal price of
our product?



50-99
4288

100-150
3142

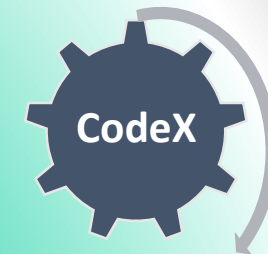
Above
150 1561

Below 50
1009

Insights:- The ideal price for the energy drink should be in the range of 50-150, as these price segments have the highest number of respondents and are more attractive to the majority of consumers.

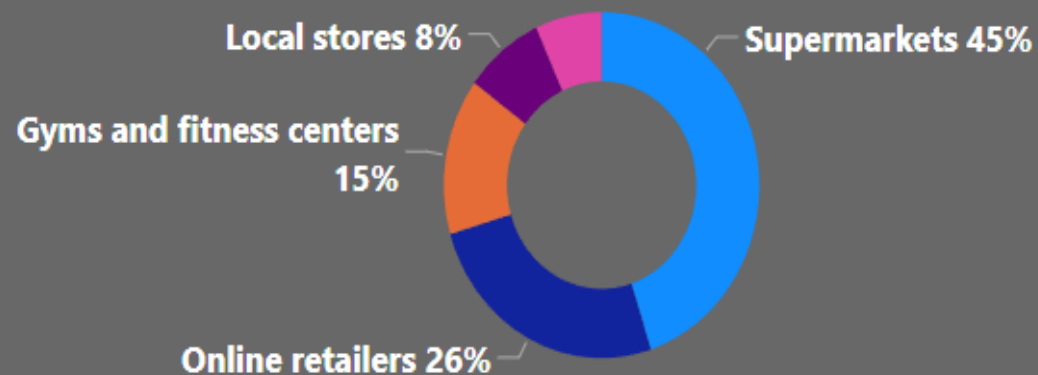


Recommendations for CodeX



Where do you typically purchase energy drinks?

Preferred Purchase Locations for Energy Drinks



Supermarkets
4494

Gyms and
fitness centers
1464

Other 679

Online
retailers 2550

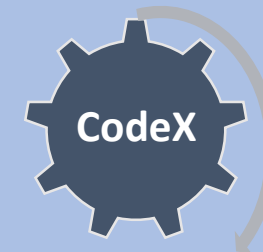
Local stores
813

Insights:- Optimize presence in supermarkets and online retailers, strengthen partnerships with gyms and local stores, and enhance visibility to cater to diverse customer preferences and increase energy drink sales.





Recommendations for CodeX



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



Influencer Partnerships

Collaborate with popular social media influencers in the fitness and wellness space to endorse CodeX and reach a wider audience.



Engaging Social Media Contests

Engage consumers through social media contests with exciting prizes and incentives to generate buzz and increase brand visibility.



Limited-Time Promotions

Implement limited-time promotions and exclusive offers to create a sense of urgency and drive immediate purchase decisions.



Loyalty Programs

Launch a loyalty program to reward repeat customers and encourage brand loyalty, offering perks such as discounts, exclusive access, and personalized offers.



Bundle Deals

Create bundle deals that combine multiple CodeX products or offer complementary items to increase average order value and provide added value to customers.



Referral Programs

Implement a referral program where existing customers are incentivized to refer their friends and family to try CodeX, resulting in new customer acquisitions and increased brand advocacy.



Seasonal Campaigns

Run seasonal campaigns that align with specific occasions or events to leverage consumer spending patterns and create excitement around CodeX energy drinks.





Recommendations for CodeX



Who can be a brand ambassador, and why?



Celebrity Influencer

Akshay Kumar

Leverage the star power of Akshay Kumar to enhance brand visibility and credibility.



Fitness Influencer

Milind Soman

Engage Milind Soman, a fitness icon, to promote the energy-boosting benefits of the product and target health-conscious consumers.



Sports Personality

MS Dhoni

Collaborate with MS Dhoni, a renowned cricketer, to endorse the brand and associate it with performance and vitality.



Social Media Influencers

Vivek Mittal

Partner with Vivek Mittal, a popular social media influencer, to create authentic and relatable content that resonates with the target audience.



Celebrity Chef

Vikas Khanna

Leverage the culinary expertise of Vikas Khanna to position the brand as a trusted and high-quality option in the culinary world.



Recommendations for CodeX



Who should be
our target
audience, and
why?



Active individuals and fitness enthusiasts

Target active individuals and fitness enthusiasts to promote the energy-boosting and performance-enhancing benefits of CodeX energy drink.



Health-conscious consumers

Highlight the natural and organic ingredients, reduced sugar content, and overall nutritional value of CodeX energy drink to attract health-conscious consumers seeking clean and healthier options.



Young adults aged 19-30

Focus marketing efforts on young adults aged 19-30, who have shown a higher preference for energy drinks, to capture a significant market share and foster brand loyalty.



Students and professionals

Position CodeX energy drink as a go-to choice for students and professionals needing mental alertness, focus, and productivity during study or work sessions.



