



Food & Beverage Industry Challenge By CODEBASICS

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INTRODUCTION

CodeX is a German beverage company that has entered the Indian market with the launch of its energy drink in 10 cities. With the aim of increasing brand awareness, market share, and product development.

CODEx

German beverage company



TASK

Resources ::

- The marketing team's job is to make more people aware off the brand, get a bigger portion of the market, and create new products. To do this, they asked people in 10 different cities to anwer some questions in a survey. They got responses from 10,000 people.

Agenda ::

- The marketing team has collected survey results from 10,000 respondents in 10 different cities. Now, as a marketing Data Analyst (Peter Pandey) has the important job of analyzing this data and finding valuable insights that the team can use to make informed decisions and take actions to achieve their goals.

COMPETITORS

COLA-COKA

A leading market share holder in 10 cities across India, capturing **25.38%** of the market.

BEPSI

A second largest market share holder in 10 cities across India, capturing **21.12%** of the market.

GANGSTER

A third largest market share holder in 10 cities across India, capturing **18.54%** of the market.

BLUE BULL

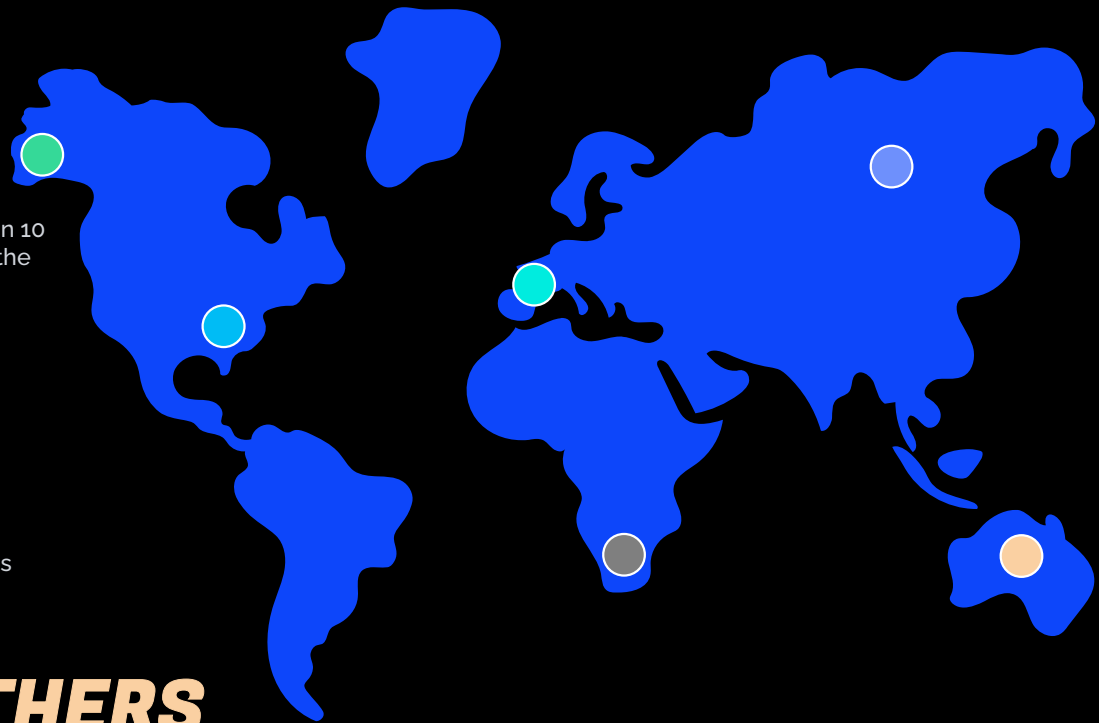
A market share holder in 10 cities across India, capturing **10.58%** of the market.

SKY9

A market share holder in 10 cities across India, capturing **9.79%** of the market.

OTHERS

A market share holder in 10 cities across India, capturing **4.79%** of the market.



INSIGHTS

01 DEMOGRAPHIC

02 CONSUMER PREFERENCES

03 COMPETITION ANALYSIS

***04 MARKETING CHANNELS &
BRAND AWARENESS***

05 BRAND PENETRATION

06 PURCHASE BEHAVIOR

07 PRODUCT DEVELOPMENT

01 DEMOGRAPHIC

a. Who prefers energy drink more?



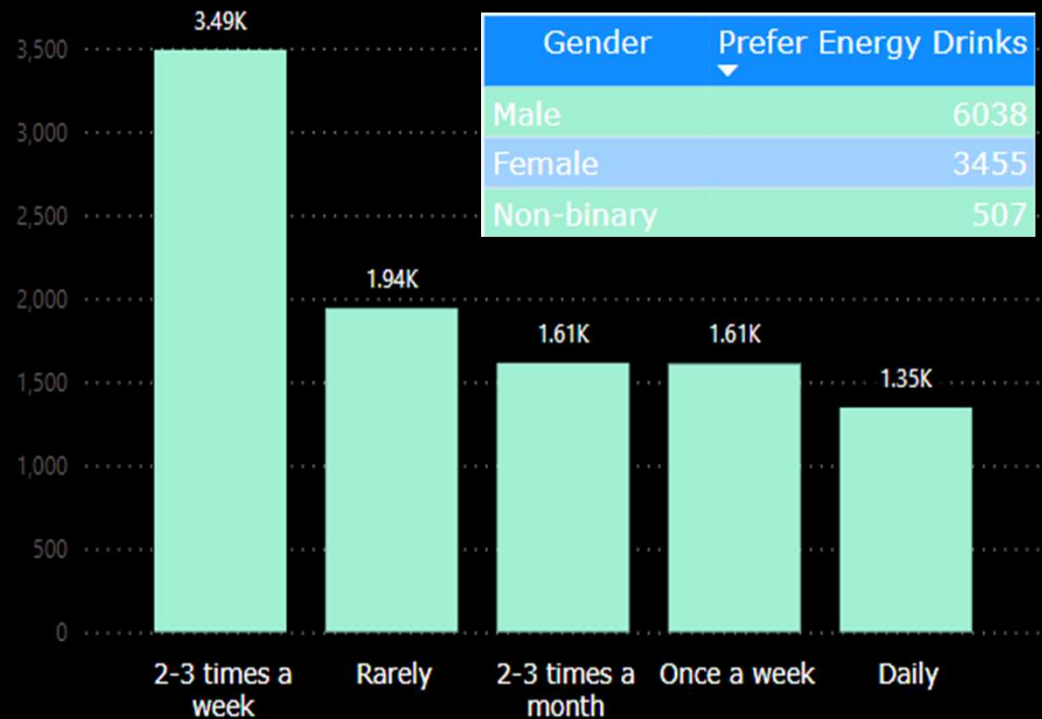
34.55%

60.38%

Insights::

Our energy drink is consumed by males, accounting for approximately 6,000 units, which is around 60.38% of the total consumption. Females consume about 3,000 units, approximately 34.55% of the total. The remaining portion is consumed by non-binary individuals.

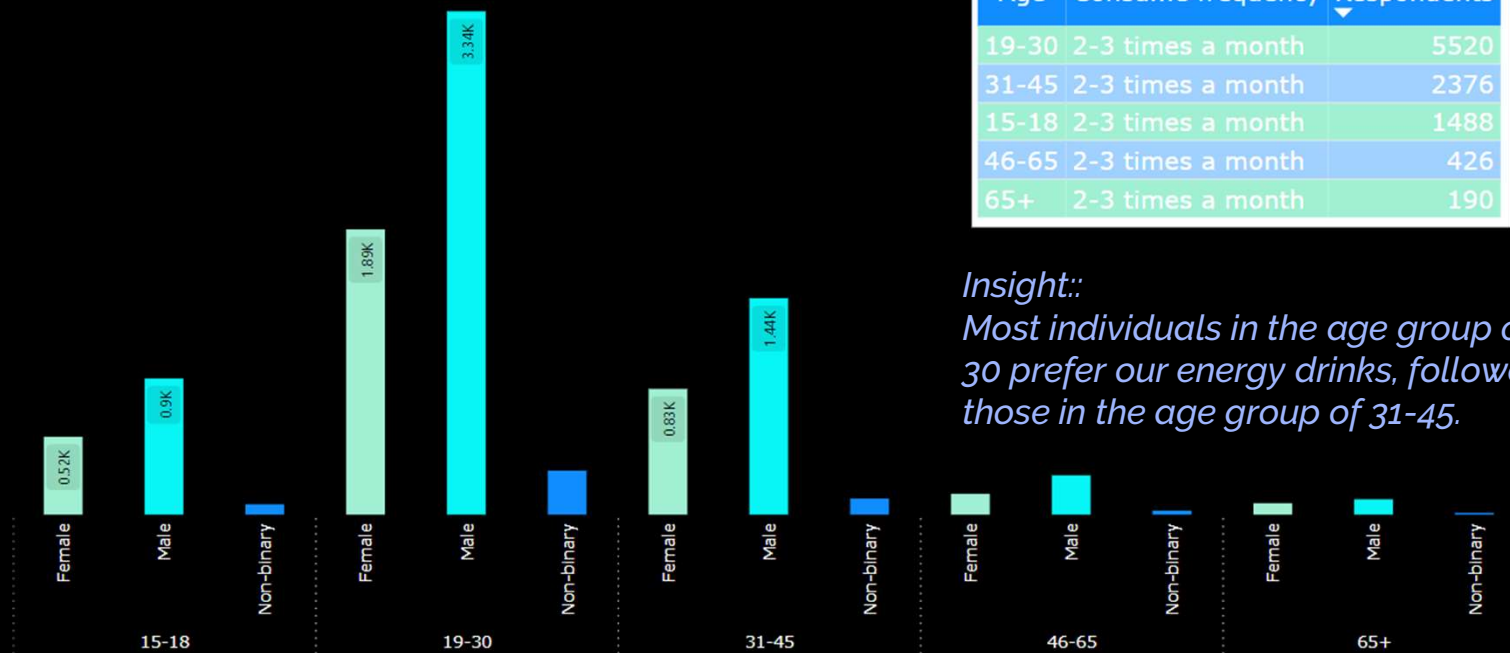
Energy drink is consumed by the majority of people 2-3 times a week, which is a positive factor for us.



01 DEMOGRAPHIC

b. Which age group prefers energy drinks more?

Gender ● Female ● Male ● Non-binary



Insight::

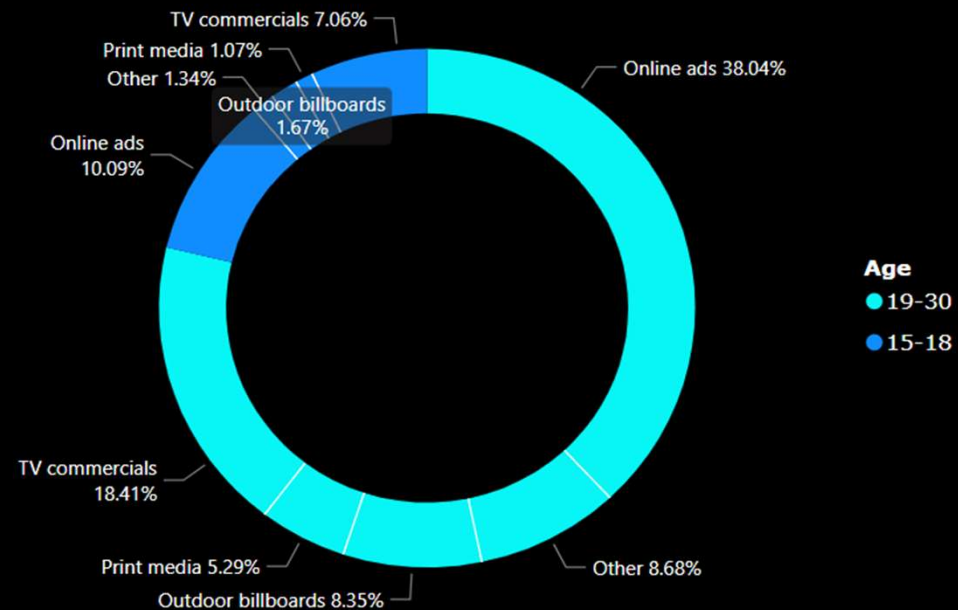
Most individuals in the age group of 19-30 prefer our energy drinks, followed by those in the age group of 31-45.

01 DEMOGRAPHIC

c. Which type of marketing reaches the most Youth?

Insight::

Most of the youth are engaging on online portals, making it a soft target to reach them via online ads. According to our database, online ads cover 38.04% of our marketing strategies, allowing us to target individuals aged between 19-30. Additionally, we also employ traditional marketing strategies such as outdoor billboards, TV commercials, and print media.

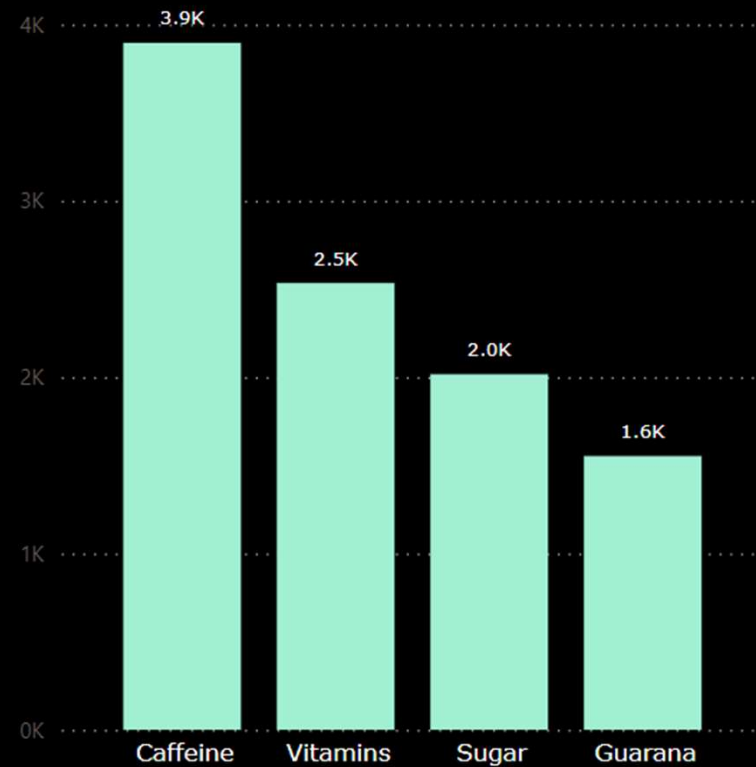


02 CONSUMER PREFERENCES

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

Insight::

Majority of energy drinks are made with caffeine and added sugar, which are not suitable for health. Health-conscious individuals always prioritize products with natural ingredients. Therefore, we should offer caffeine alternatives like guarana, incorporate functional ingredients such as vitamins, minerals, or adaptogens, and enhance taste profiles to make them more enjoyable.



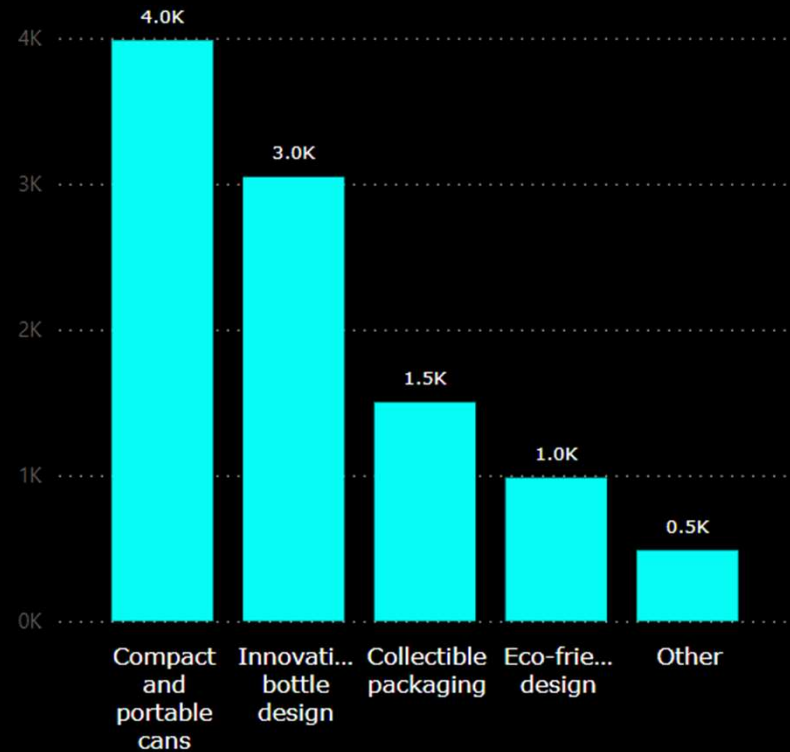
02 CONSUMER PREFERENCES

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

Insights::

As per the current scenario, compact and portable cans are widely used in the market. People are attracted to innovative packaging that is easy to drink from.

We aim to launch packaging in different sizes that are eco-friendly and can be recycled after use.



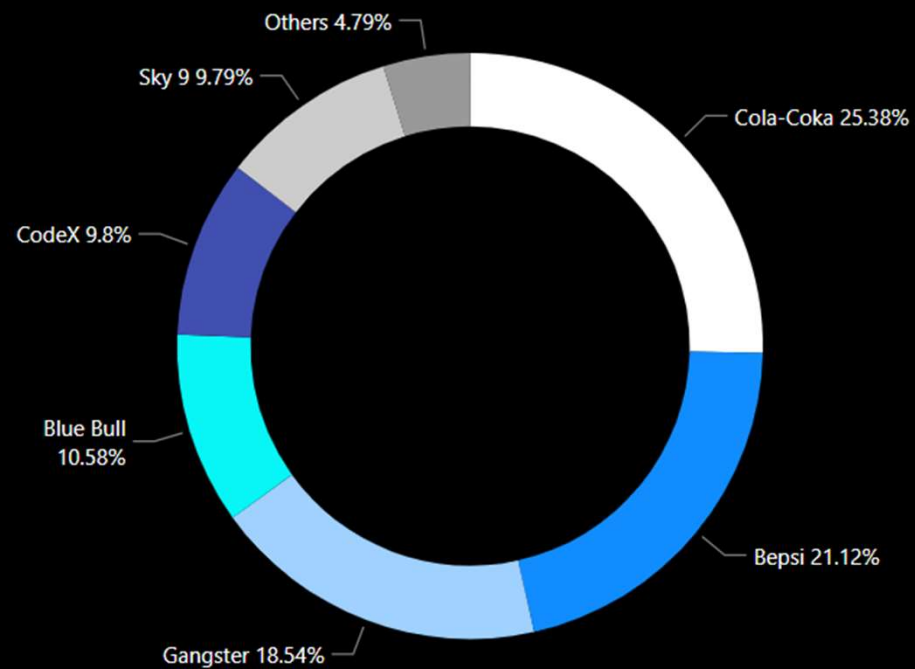
03 COMPETITION ANALYSIS

a. Who are the current market leaders?

Insights::

There are a total of six market leaders; the rest fall into other categories.

The majority of the market share in the drink segment is captured by Cola-Coka at 25.38%, followed by Bepsi at 21.12% and Gangster at 18.54%. Codex holds the fifth position with a share of 9.8%.

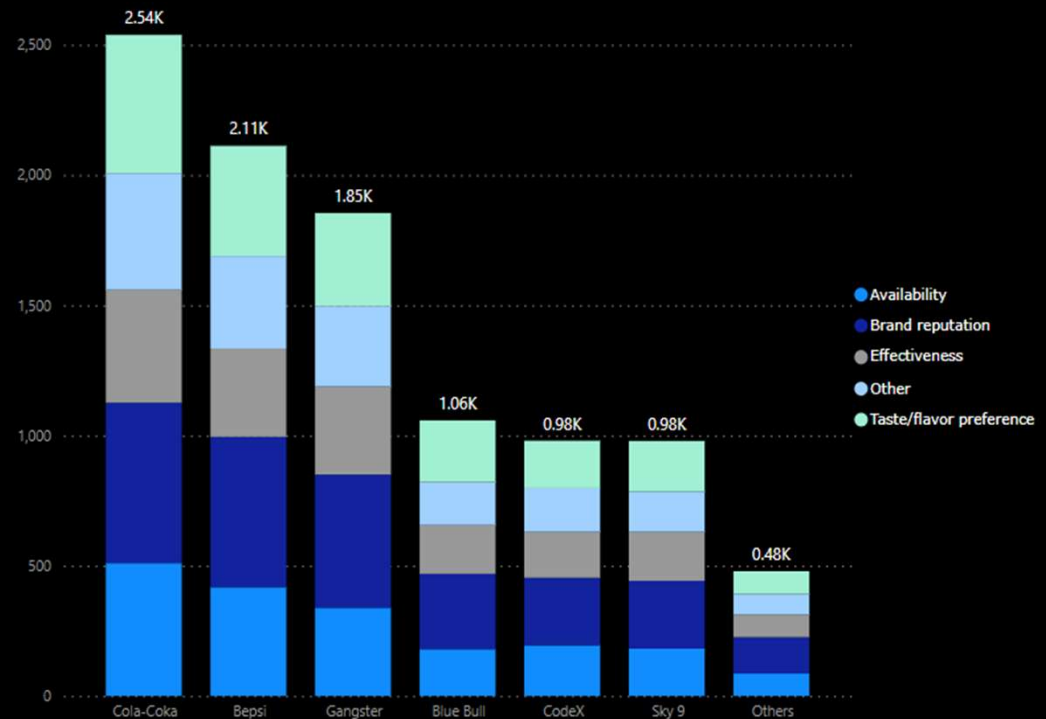


03 COMPETITION ANALYSIS

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

Insight::

Customers prefer drinks that are easily available in all flavors, resonate with their hearts, and fall within their price range. These factors are reasons for their choice of drink.



04 MARKETING CHANNELS & BRAND AWARENESS

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

Insights::

40% Online ad responses are greater than those of other marketing channels.

However, TV commercials also attract people to try a product at once.

Outdoor billboards are useful in high-traffic areas and popular travel destinations to attract people.

Marketing Channels	Num of Response
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

04 **MARKETING CHANNELS & BRAND AWARENESS**

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

Insights::

From the total respondents, 41.1% reached us through online ads out of the total of 980.

However, 26.1% of people connected through TV commercials out of the total.

Marketing Channels	CodeX
Online ads	411
TV commercials	261
Outdoor billboards	119
Other	116
Print media	73

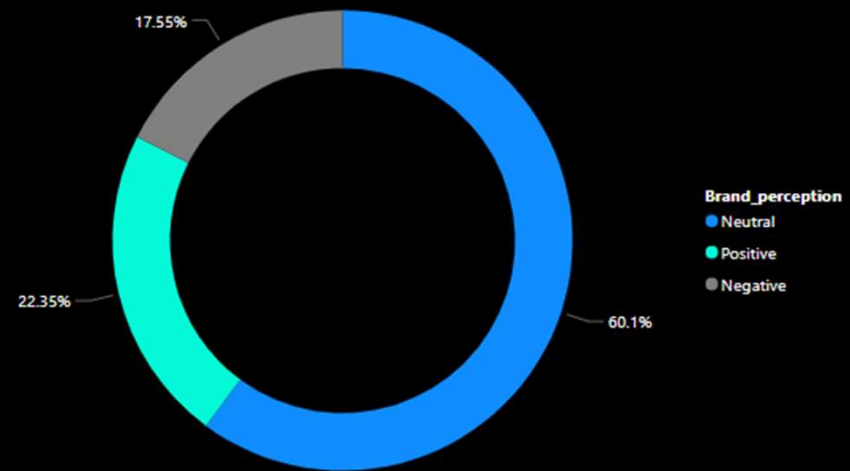
05 BRAND PENETRATION

a. What do people think about our brand?

Insights::

22.35% of people are satisfied with our brand, while a significant 60.1% of people are unaware of our brand, indicating the need for increased marketing efforts to raise awareness and attract consumers.

Additionally, 17.55% of people have a negative perception of our brand, highlighting the importance of analyzing and improving our brand image among this segment.



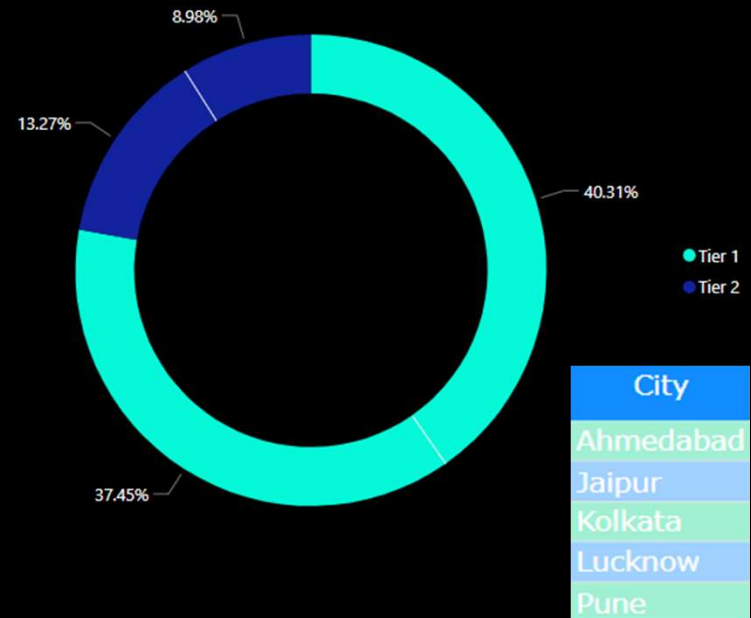
05 BRAND PENETRATION

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

Insight::

*In the following cities, people are not yet familiar with our brand, CodeX:
Tier 2 cities such as Ahmedabad, Jaipur, Kolkata, Pune and Lucknow.*

These cities require more focused efforts to capture our brand market.



06 PURCHASE BEHAVIOR

a. Where do respondents prefer to purchase energy drinks?

Insight::

Most customers prefer to purchase energy drinks from supermarkets and Online retailers because they offer easy access to a wide range of brands and flavors.

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

06 PURCHASE BEHAVIOR

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

Insight::

Major drink consumption times for sports activities, corporate meetings, travel, parties, and relaxing after long working hours are the most common situations for consuming energy drinks.

Typical Consumption Situations	Num of Respondents
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

06 PURCHASE BEHAVIOR

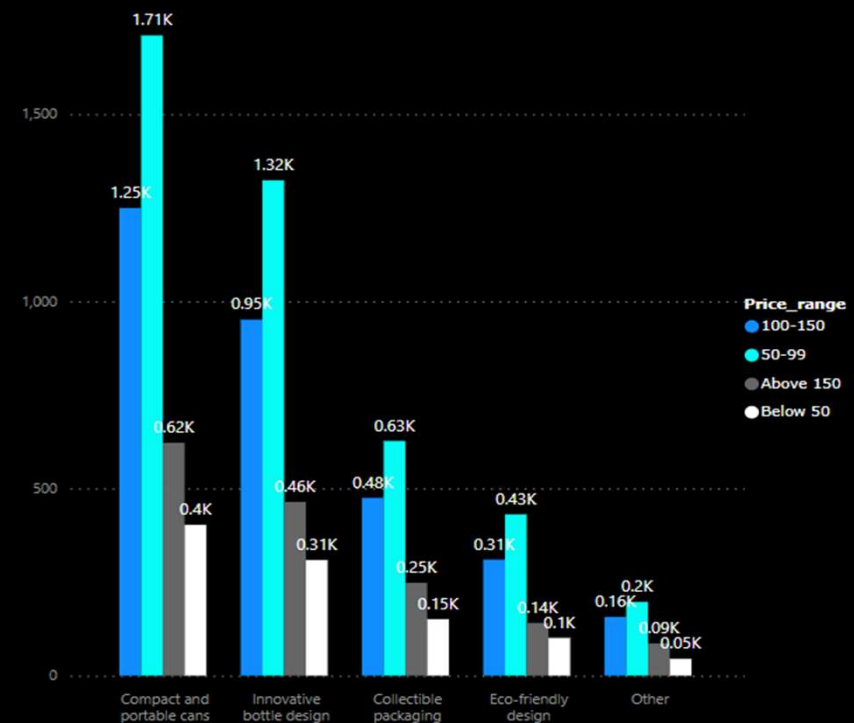
c. What factors influence respondent's purchase decisions, such as price range and limited edition packaging?

Insights::

Any drink is purchased only when its price, packaging, and taste are suitable.

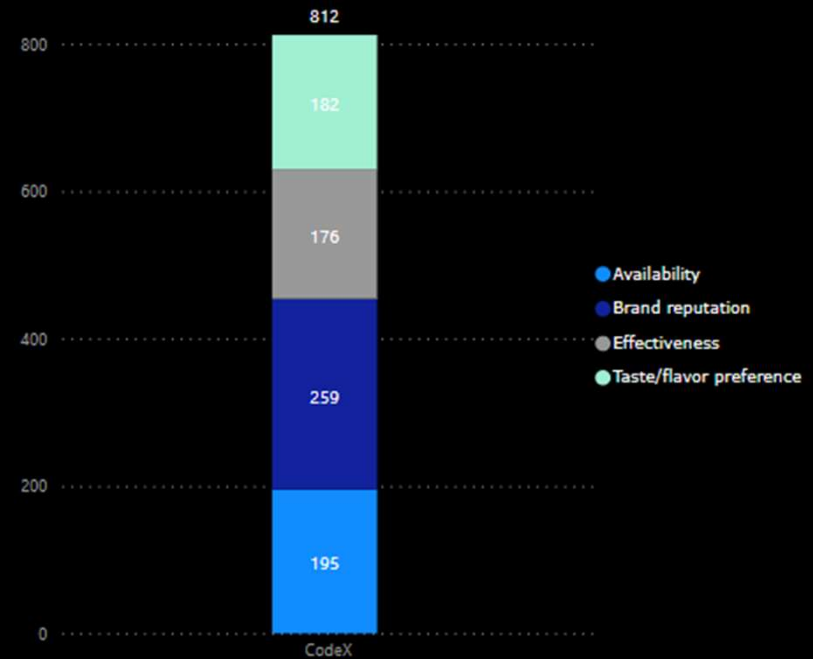
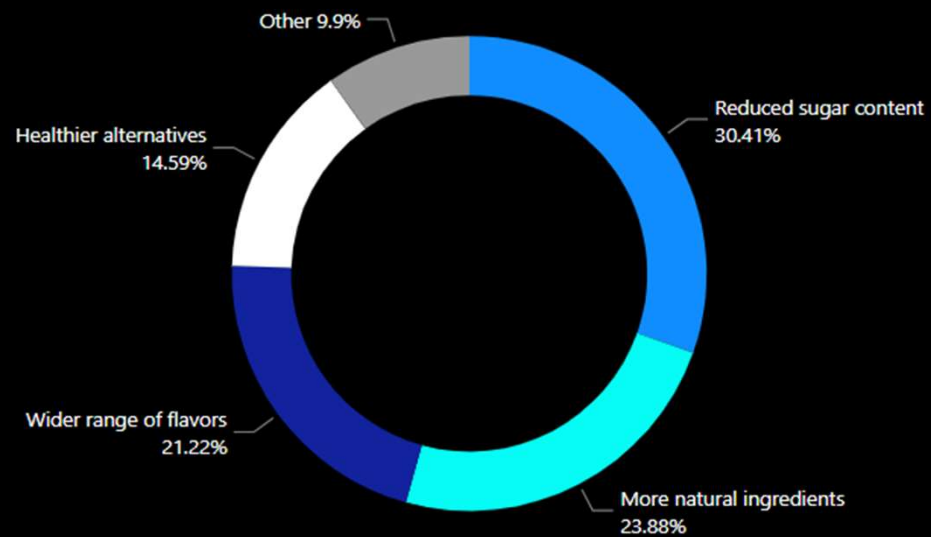
In the middle-level segment, drinks are sold within a price range of 50 to 99.

Additionally, premium products catering to premium customers are available in the price range of 100 to 150, which also experiences notable sales.



07 **PRODUCT DEVELOPMENT**

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





RECOMMENDATIONS

- 01 To improve energy drinks, consider incorporating natural ingredients, reducing sugar content, offering caffeine alternatives, enhancing taste profiles, and using sustainable packaging, while also emphasizing clear labeling and a compelling marketing strategy.
- 02 Determining the best price range for an energy drink depends on factors such as the target market, product positioning, production costs, and desired profit margins, but a starting point could be the 50-99 INR range to balance affordability and perceived value while covering costs and appealing to a wider consumer base.
- 03 To effectively market our energy drink, consider collaborating with fitness influencers, organizing social media contests, offering product bundles, implementing loyalty programs, running limited-time promotions, encouraging word-of-mouth through referral programs, sponsoring relevant events, investing in targeted online advertising, and distributing free samples to generate brand awareness, attract new customers, and track and analyze the success of these marketing efforts for continuous refinement.
- 04 The ideal brand ambassadors for our energy drink are fitness influencers or professional actors like Akshay Kumar and John Abraham who align with our product's values and image. Collaborating with health and wellness experts and passionate customers can also provide additional credibility and authenticity.
- 05 Identifying our target audience for our energy drink is crucial, with potential segments including health-conscious individuals, fitness enthusiasts, students and professionals, gamers, and individuals with busy lifestyles, and tailoring our marketing strategies and product benefits accordingly based on thorough market research and consumer preferences.



***A PICTURE
IS WORTH A
THOUSAND
WORDS***

The background is a solid black field. It is decorated with several large, organic, fluid-like shapes in shades of blue and purple. These shapes have a gradient, appearing lighter at the edges and darker in the center. Scattered throughout the background are numerous small, glowing blue and purple dots, resembling stars or confetti. In the bottom left and bottom right corners, there are stylized, angular shapes that look like pieces of confetti or torn paper, featuring a blue and white color scheme.

THANKS!