Key Insights from CodeX Energy Drink Survey in India
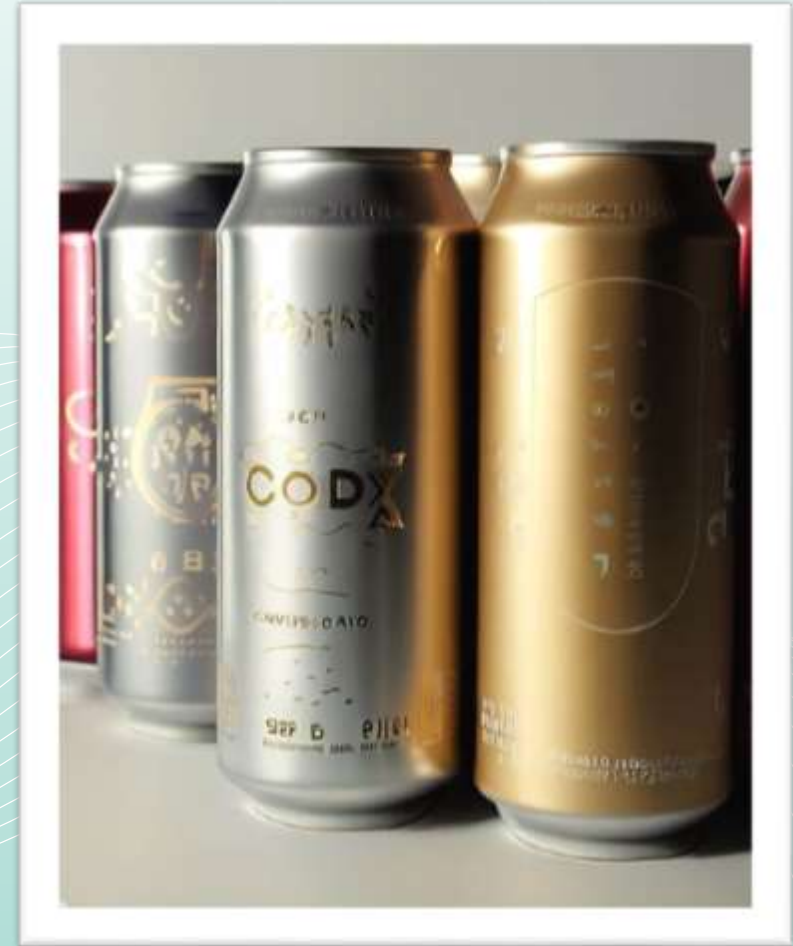
Presented by:-
Meet Modi

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ABOUT

- **CODEX**, a German beverage company, recently launched its energy drink in 10 cities in India and is aiming to make in the Indian market.

- The Marketing team's objectives include **increasing brand awareness**, market share and product development

- .

- To gather insights, a **survey was conducted** in the 10 cities, generating responses from 10,000 respondents.

- The aim is to provide **meaningful insight's** and recommendations that align with Codex's and drive success in the Indian market.

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

Provide Insights to the Marketing Team in Food & Beverage Industry

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)

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?
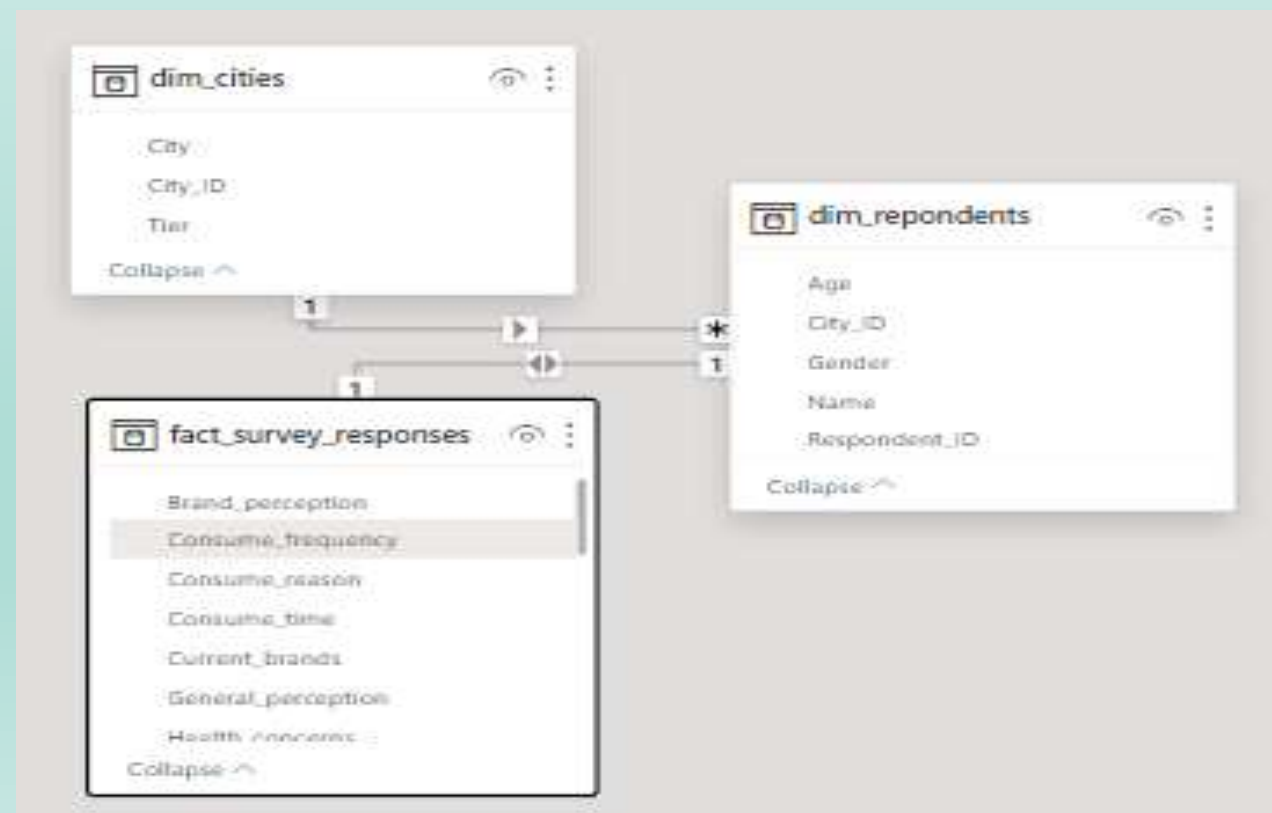
ACTION

- Increase Awareness: Enhance advertising, social media, and PR efforts to boost Codex energy drink's **visibility** among the target audience.

- Expand Distribution: Forge partnerships with retailers and distributors for wider **availability** of Codex energy drink.

- Promotional Campaigns: Offer **attractive discounts** and promotions to entice consumers to try Codex.

- Product Innovation: Introduce **new flavors** and **innovative packaging** to cater to diverse consumer preferences.

- Market Research: Regularly conduct market research to track performance, gather **feedback**, and identify **growth opportunities**.

PRIMARY INSIGHTS

- DEMOGRAPHIC INSIGHTS
- CONSUMER PREFERENCES
- COMPETITION ANALYSIS
- MARKETING CHANNELS AND BRAND AWARENESS
- BRAND PENETRATION
- PURCHASE BEHAVIOR
- PRODUCT DEVELOPMENT

DEMOGRAPHIC INSIGHTS

Who prefers energy drink more? (male/female/non-binary?)

- *The Survey was conducted on **10,000 people** . In this it was found that preference of energy drink were **higher** in **Males** in comparison to Females.*

- *On an Average **60% Males** consumes more energy drinks while their were only **35% Females** who likes to consume energy drink.*

5.07%

34.55% Gender
- Female
- Male
- Non-binary
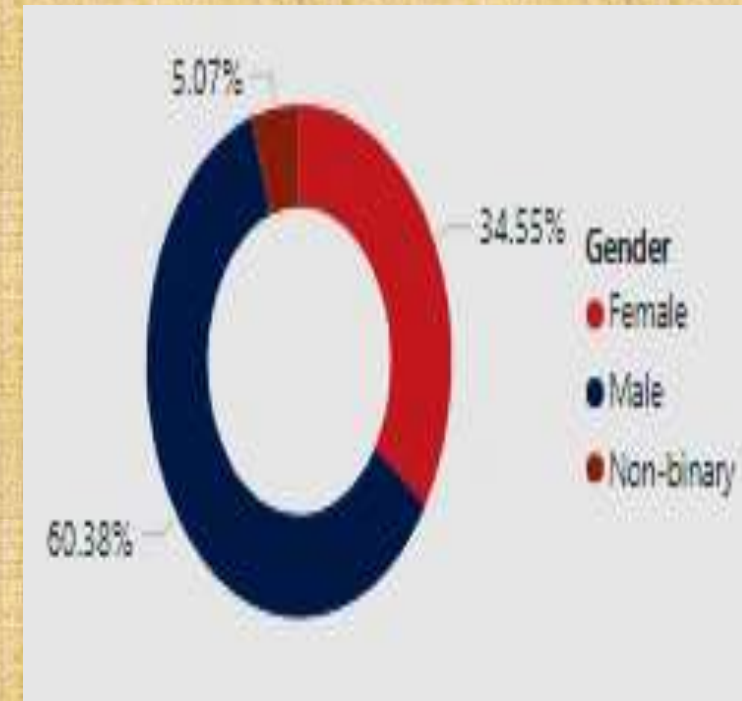
60.38%

Gender	Count_of_pref
Male	6038
Female	3455
Non-binary	507

Which age group prefers energy drinks more?

- *Youngster between age group **19 to 30** exhibit a high preference of energy drink. Around **55.2%** of this age group consume more energy drink to comparison to other age group.*

- *The Company has the opportunity to **target** the **19 to 30** Age Group as their **primary audience**, which can greatly contribute to **Increasing Sales**.*
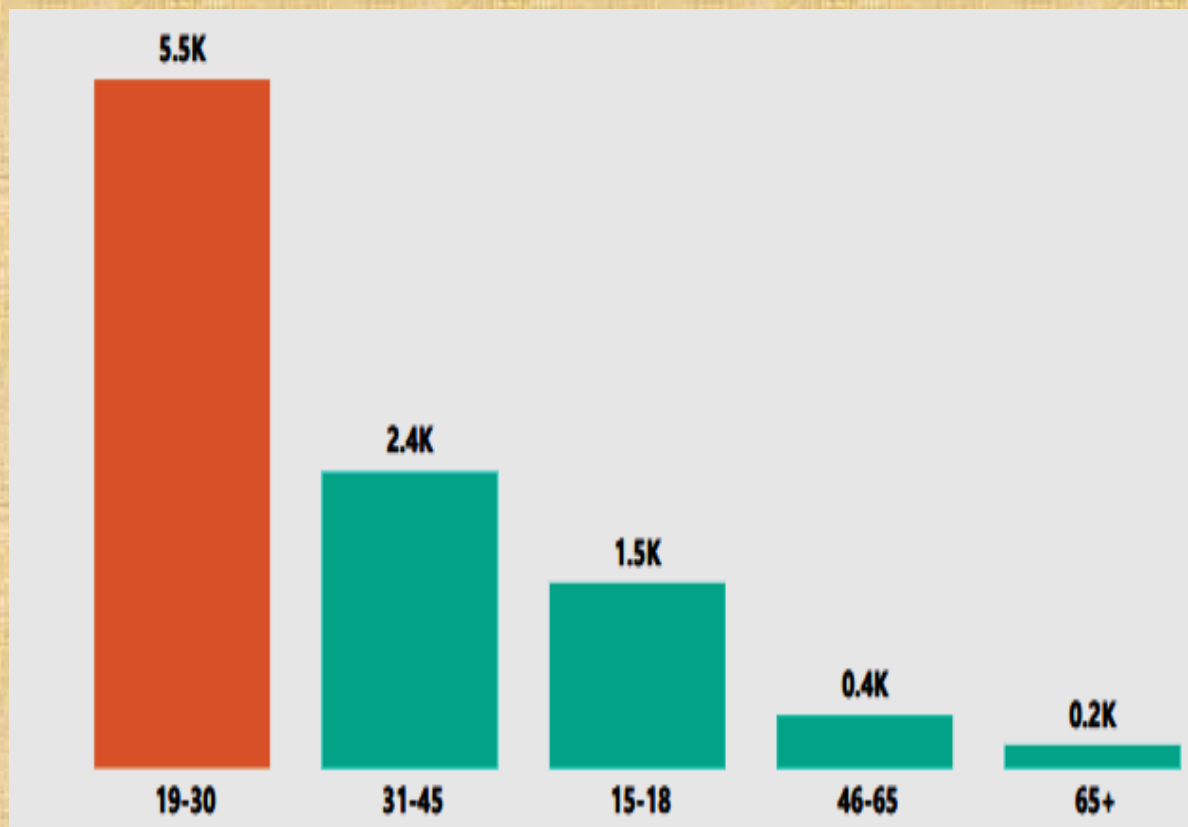
Age_Group	Times_Preferred
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

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

Marketing_channels	Occurence
Online ads	3373
TV commercials	1785
Other	702
Outdoor billboards	702
Print media	446

- ***Online Advertising Marketing*** *reaches to the most youth (15 to 30).*

- *Youngsters are more active socially that's why marketing things online is the most effective way to reach youth.*

  - *The Company has a significant opportunity to capture attention of all by increasing frequency of their commercial Advertisements on television channels especially when introducing New Offers.*

CONSUMERS PREFERENCES

What are the preferred ingredients of energy drinks among respondents?

- *According to Survey, **Caffeine** was the most preferable ingredient by the respondents . Around **39%** of total respondent like Caffeine than other ingredient.*

- *The Marketing team can leverage Caffeine's popularity by highlighting its benefits.*

Ingredients	Times_Consumed
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

Preferred Ingred...
- Caffeine
- Vitamins
- Sugar
- Guarana

16%
39%
20%
25%
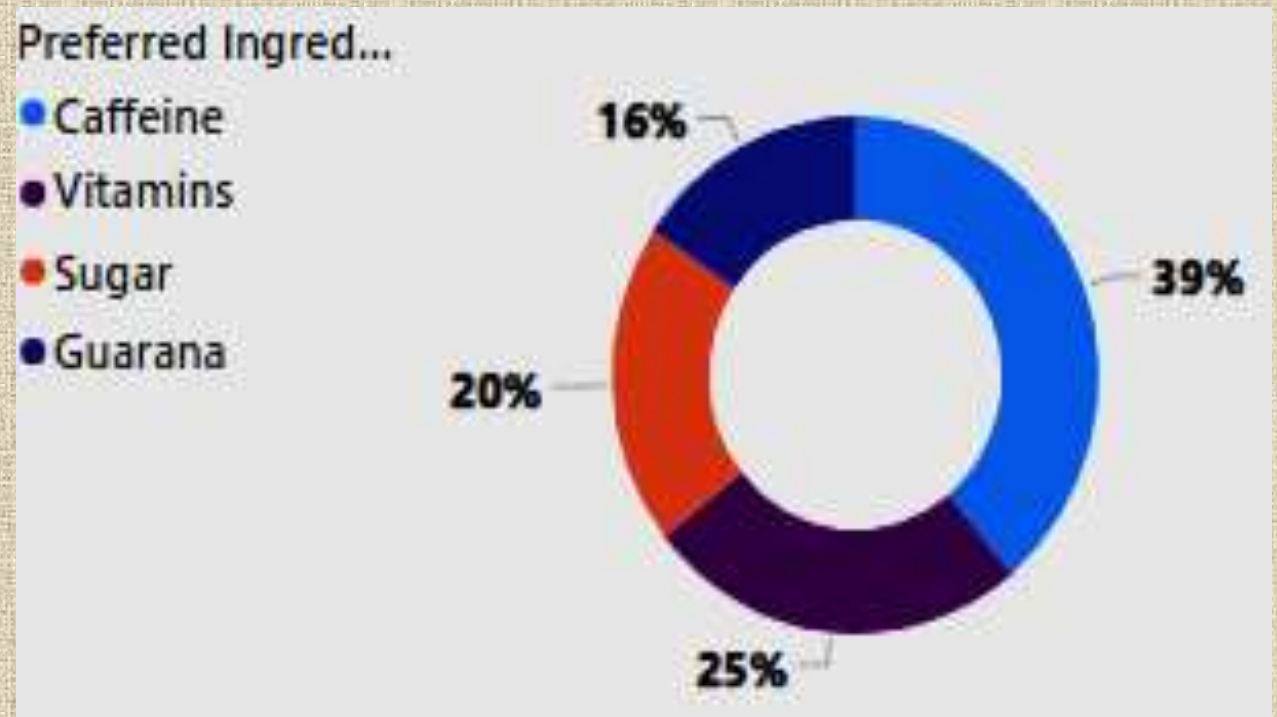
What packaging preferences do respondents have for energy drinks?

- ***Compactable And Portable Cans*** were most preferred option by the respondent. Around ***40% people*** prefer smaller and easily transportable cans. Innovative Bottle Design were followed closely by 30%

- Reason why consumers prefer cans for Energy drinks are portability, durability, and reseal ability.

Type_of_Packaging	Times_Preferred
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485
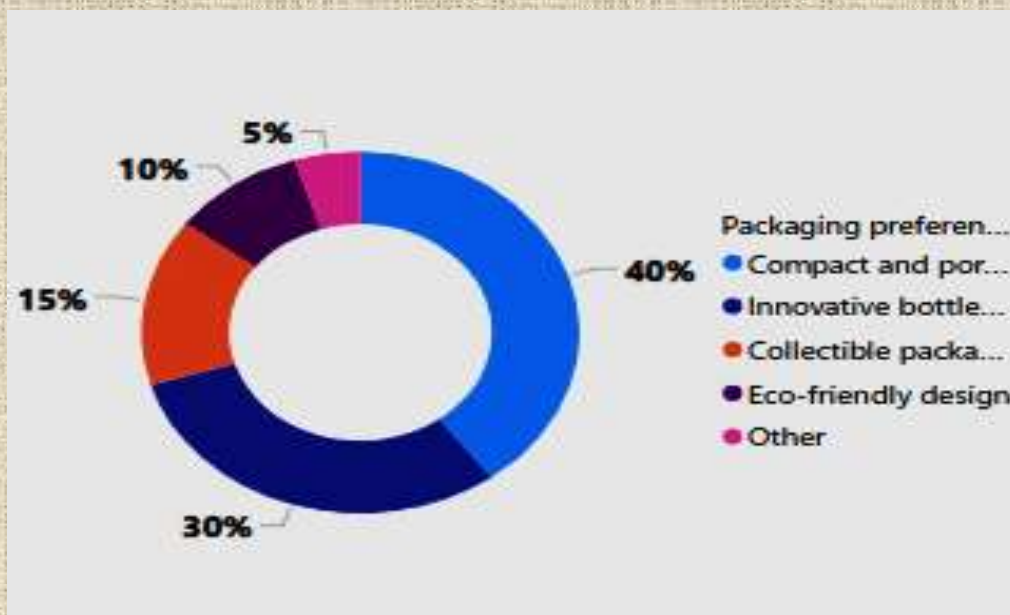
Who are the current market leaders?

- *The survey shows that the top three current market leaders are* **Cola-Coka, Bepsi** *and* **Gangster** *respectively.*
- *Cola-Coka is on the top with* **39% respondent** *shows interest in consuming this brand's energy drink.*
- *While Codex and Sky 9 are on the similar place with 9.8 % respondent interest.*

Current_brands	Sales_among_10000_respondents
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479
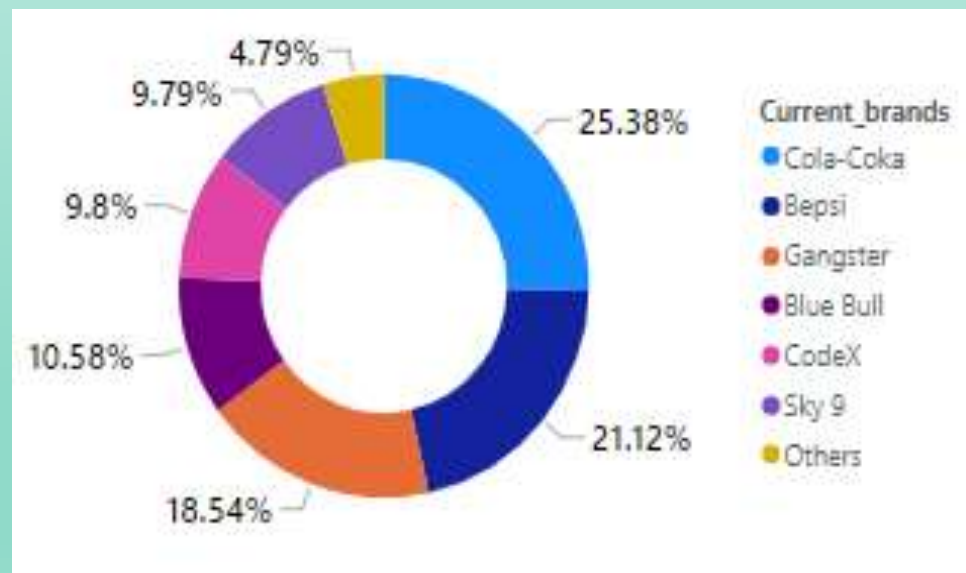
What are the primary reasons consumers prefer those brands over ours?

There are so many reason for choosing a brand . In which some primary reason are :-

- ***Brand Reputation*** *plays a major role in choosing a brand.* ***26.52% people*** *choose energy drink for consuming because of the energy drink brand's Reputation.*

- ***For which purpose*** *people are consuming energy drink plays an important role in choosing the brand and effectiveness of the energy drink also important for choosing it to consume.*

Reasons For Choosing The Brands
Values Are % of Respondents Per Brand

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%

Reasons_for_choosing_brands	Count_Of_Response
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

MARKETING CHANNELS AND BRAND AWARENESS

Which marketing channel can be used to reach more customers?

- *Online Ads marketing are the most effective ways to reach out the customers, it is highly effective marketing channel that can help business reach a large a large audience and connect with more potential customers as you can clearly see in the visuals.*

Print media
841

Other
1225

Online ads
4020

TV commercials
2688

Outdoor billboards
1226
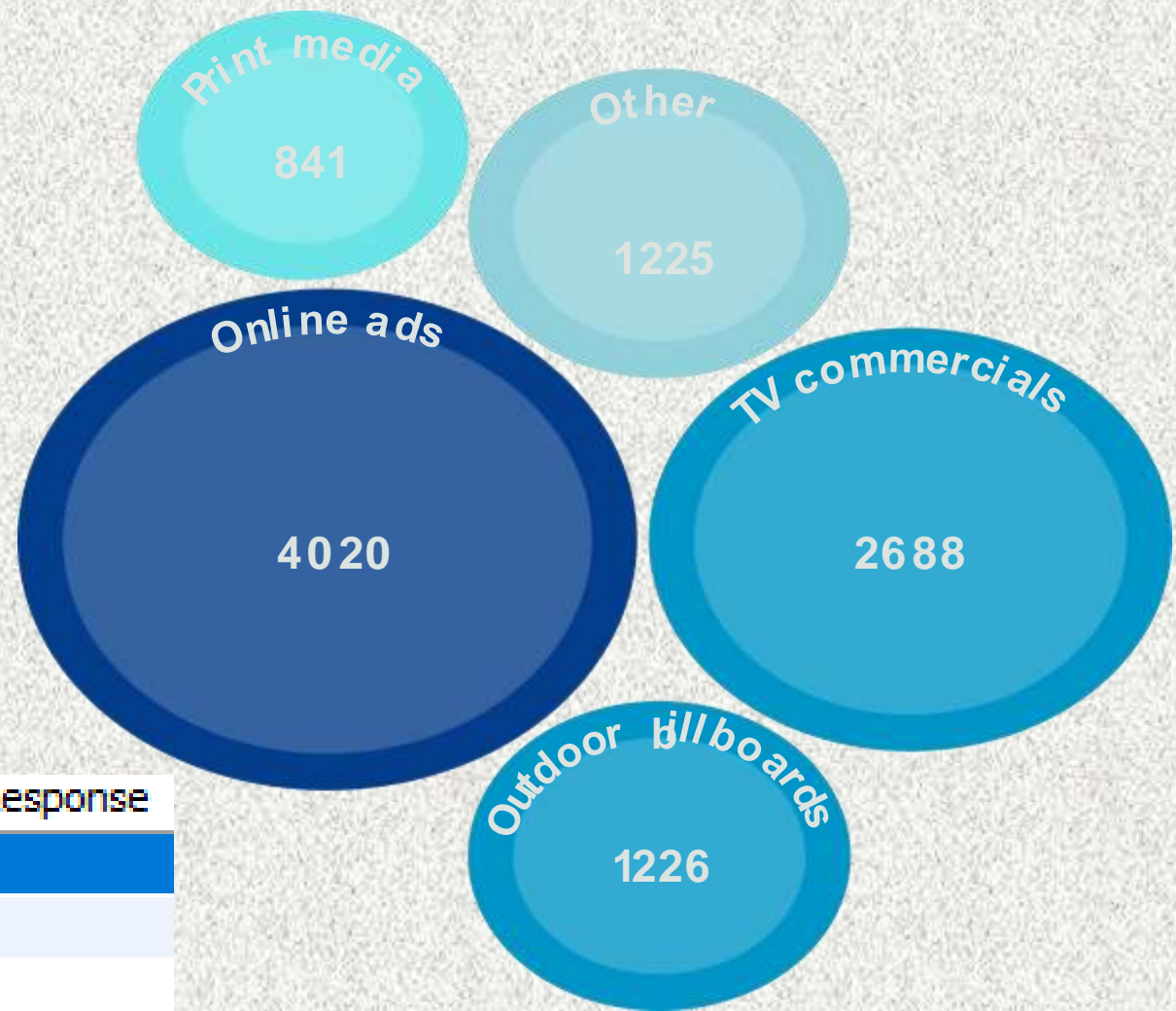
Marketing_channels	Response	Percentage_of_Response
Online ads	4020	40.2
TV commercials	2688	26.9
Outdoor billboards	1226	12.3
Other	1225	12.3
Print media	841	8.4

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

Online Ads

40.2%

Online ads are the most effective marketing strategy for reaching customers for Codex energy drink. This is because online ads can be targeted to specific demographics, such as young adults who are likely to consume energy drinks. Online ads can also be tracked to see how effective they are in driving traffic to the Codex website or generating sales.

TV commercials

26.9%

TV commercials are the second most effective marketing strategy for reaching customers for Codex energy drink. This is because TV commercials can reach a large audience and are often seen by people who are already interested in energy drinks.TV commercials can also be used to create brand awareness and generate excitement for Codex energy drink.

Outdoor billboards
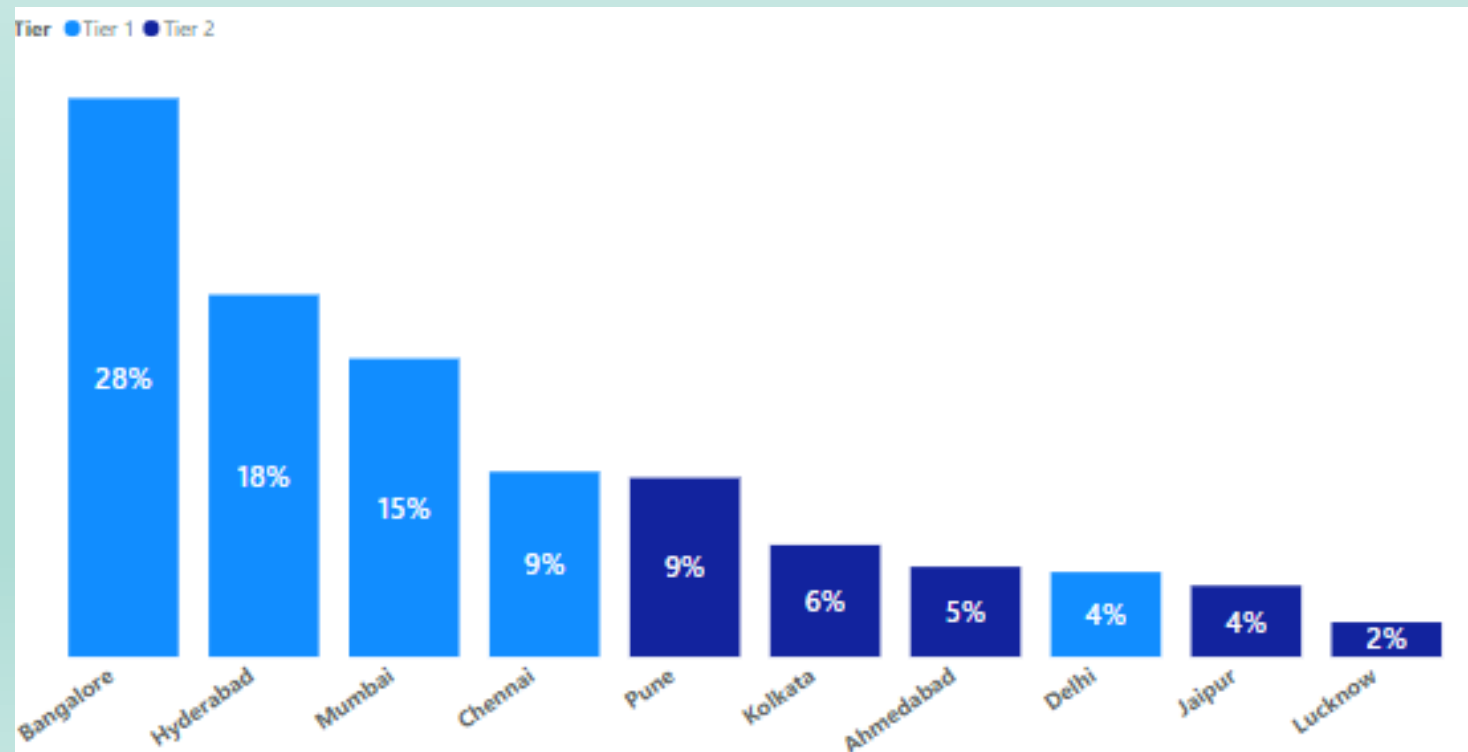### 12.3%

Others
12.3%

Print media

8.4%

BRAND PENETRATION

Which cities do we need to focus more on?

- **Bangalore, Hyderabad** and **Mumbai** exhibit the Highest response rate indicating a larger potential market for CodeX.
- Chennai and Pune also shown significant response numbers, making them valuable market regions to target.
- Marketing efforts should prioritize these cities to maximize brand exposure and tap into their potential customer base.

City	Count_of_Response
Bangalore	2828
Hyderabad	1833
Mumbai	1510
Chennai	937
Pune	906
Kolkata	566
Ahmedabad	456
Delhi	429
Jaipur	360
Lucknow	175

Tier ● Tier 1 ● Tier 2

Bangalore 28%
Hyderabad 18%
Mumbai 15%
Chennai 9%
Pune 9%
Kolkata 6%
Ahmedabad 5%
Delhi 4%
Jaipur 4%
Lucknow 2%

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

- *Out of 980, **455 people** have heard about our brand and hence we consider their ratings for the CodeX product taste. This rating of **3.3** is the industry avg rating as well.*

AVERAGE RATING

★★★☆☆

CodeX

10000

44%

Heard about Codex → 4447

Tried CodeX Drink → 2026

20%

Donut chart values: 2, 6, 3, 4, 5

| 386	511	620	300	209
5 ★	4 ★	3 ★	2 ★	1 ★
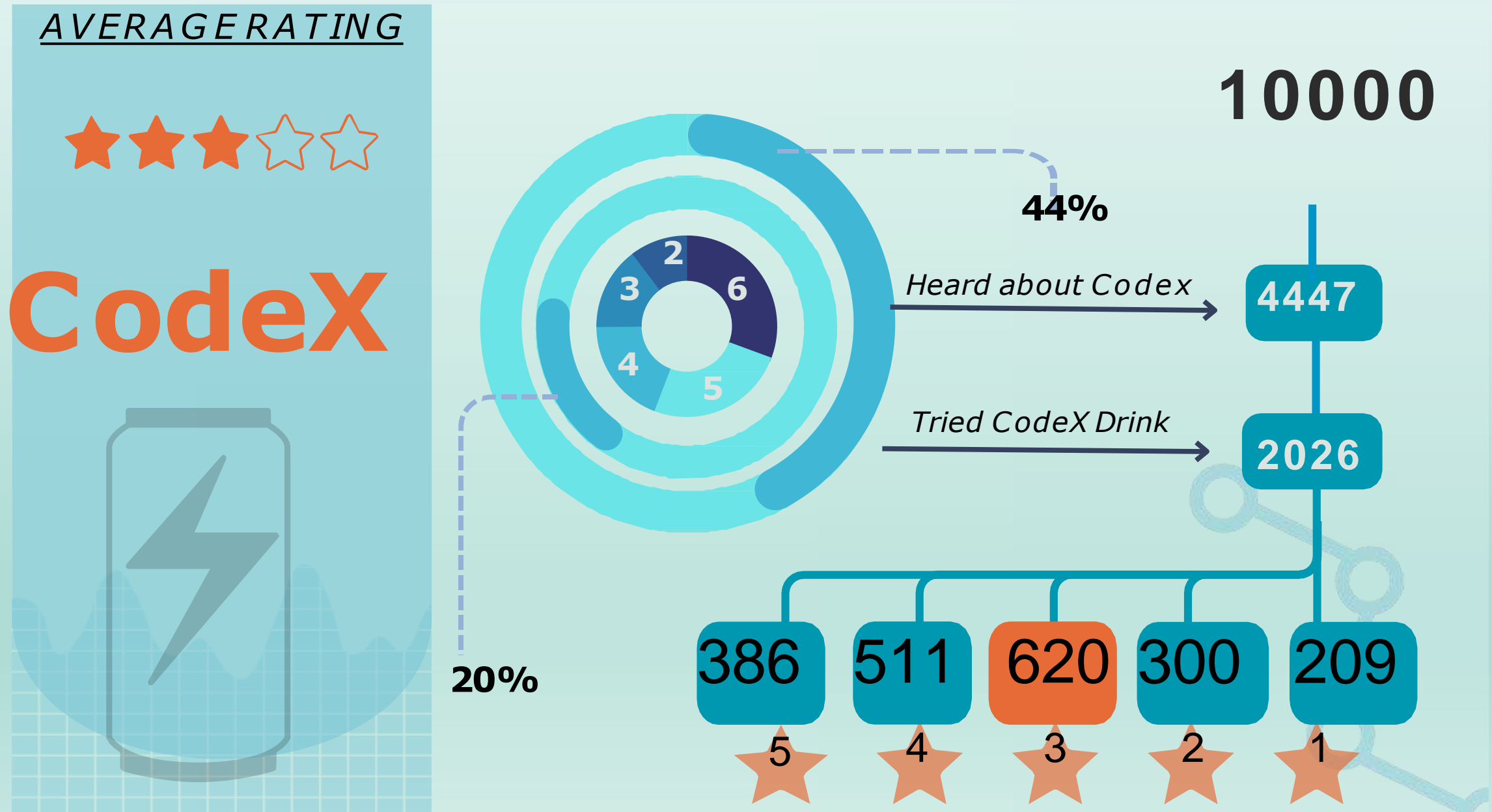
Where do respondents prefer to purchase energy drinks?

- *Most of respondent purchasing location were **Supermarkets 45%** of **respondent** bought energy drink from Supermarket . After Supermarket online retailers comes on the second place with 26% respondent in purchasing location*

Purchasing Locations

Supermarkets	44.9%
Online retailers	25.5%
Gyms and fitn...	14.6%
Local stores	8.1%
Other	6.8%
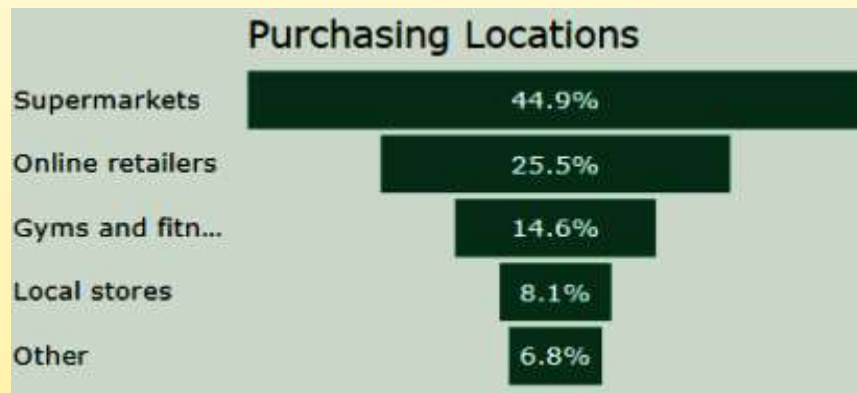
Purchase_location	Times_Purchased
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

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

Typical consumption situations
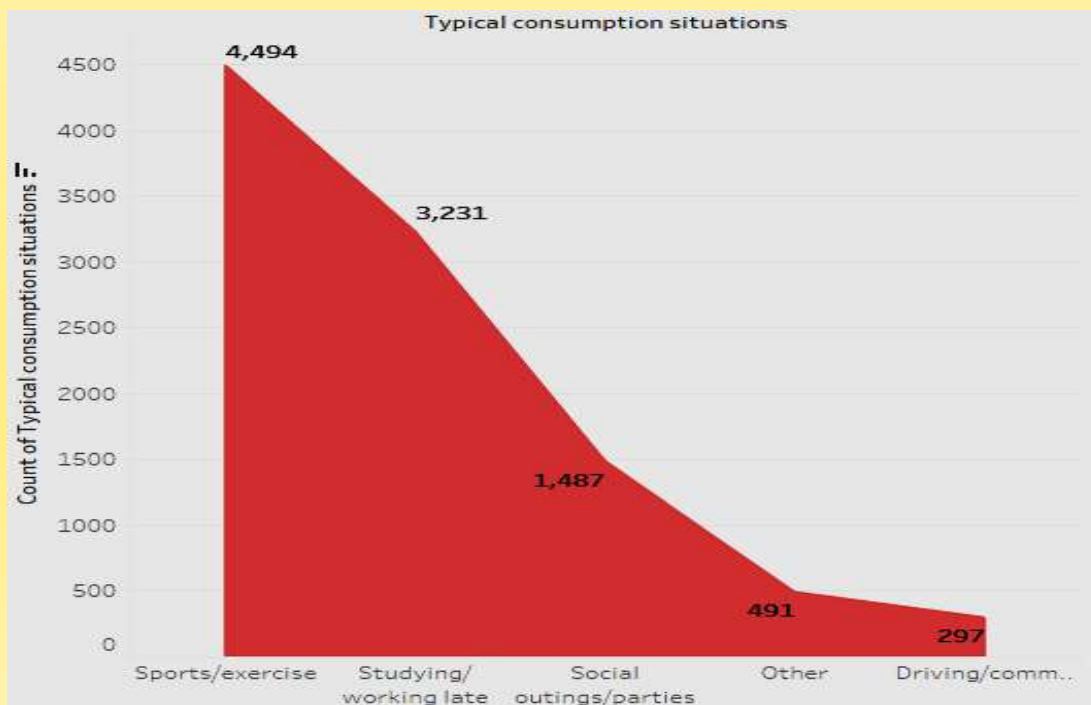
- ***Sports/Exercise*** *is on top for consuming energy drink with 4500 respondent. **45%** of **respondents** consuming energy drinks to boost energy level of their Sport/Exercise activities*
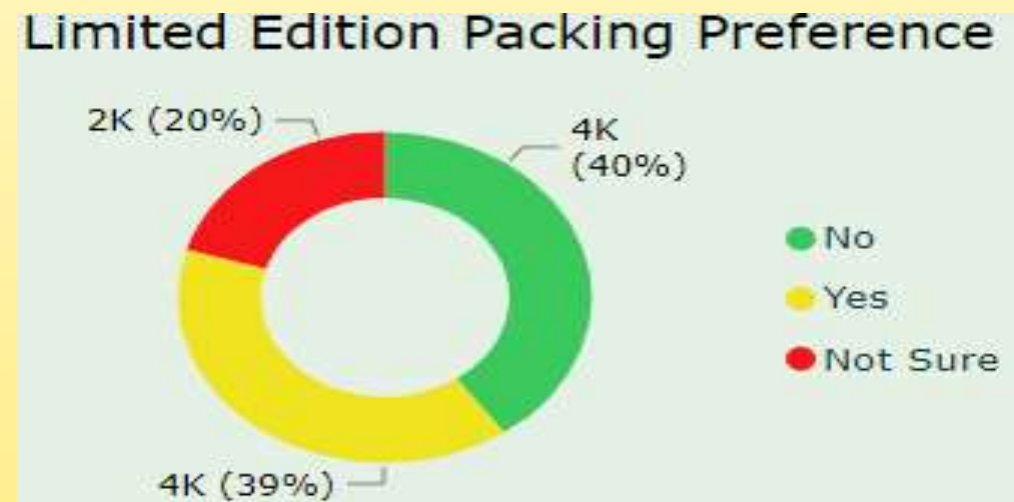
Typical_consumption_situations	Number_of_times
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

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

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

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

Price Preference

- 1K (10%)
- 4K (43%)
- 2K (16%)
- 3K (31%)
- 50-99
- 100-150
- Above 150
- Below 50

Limited Edition Packing Preference

- 2K (20%)
- 4K (40%)
- 4K (39%)
- No
- Yes
- Not Sure

- 40% of the consumers do not expect a change in the packaging while 39% of consumers are open to trying the Limited Edition Packaging.

Limited_edition_packaging	Number_of_times
No	4023
Yes	3946
Not Sure	2031

PRODUCT DEVELOPMENT

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***

Brand_perception	Responses
Neutral	589
▶ Positive	219
Negative	172

- *The taste experience rating is the same as the industry rating. This is not something that needs immediate attention*

3.3
CodeX Avg Taste Exp

- *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*

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

RECOMMENDATION

What immediate improvements can we bring to the product?
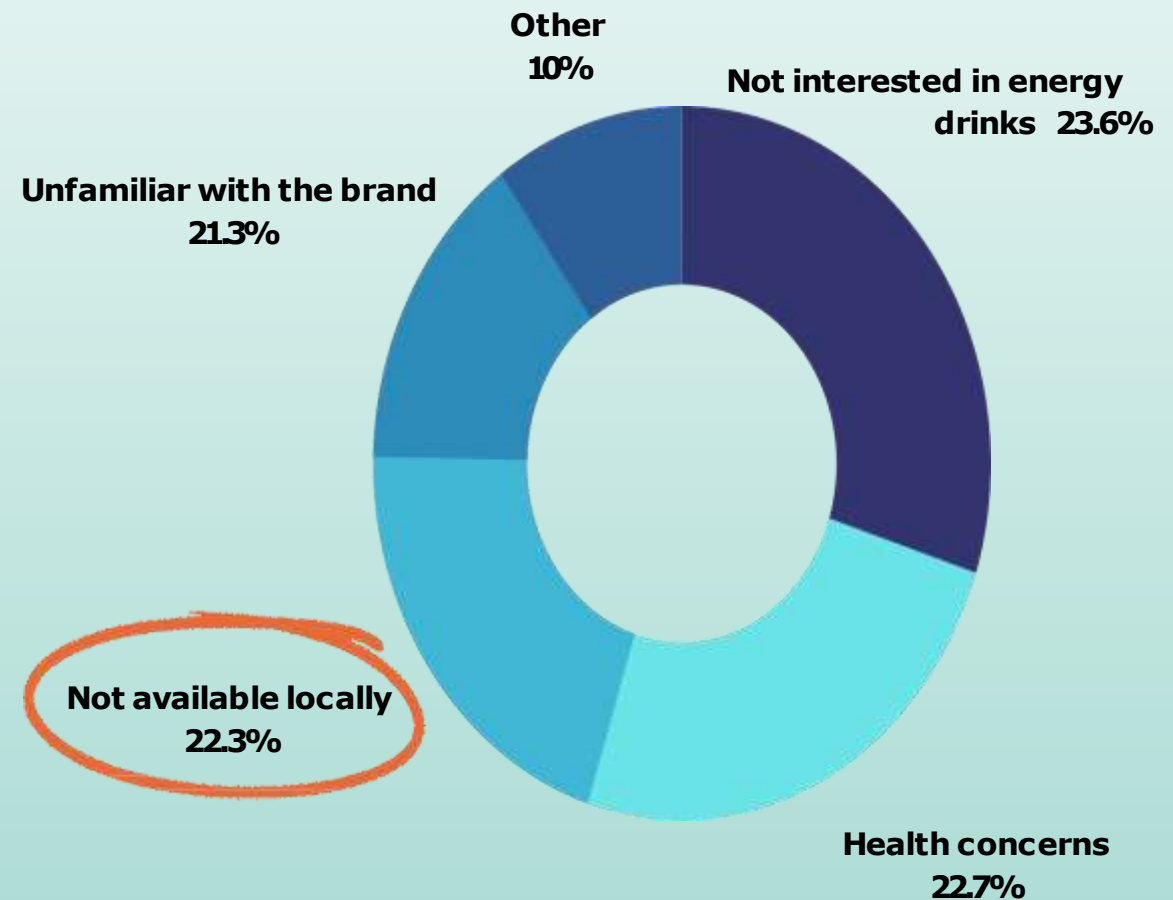
Avaibility

Health Benefits

Flavour Enhancement

Brand Communication

What immediate improvements can we bring to the product?
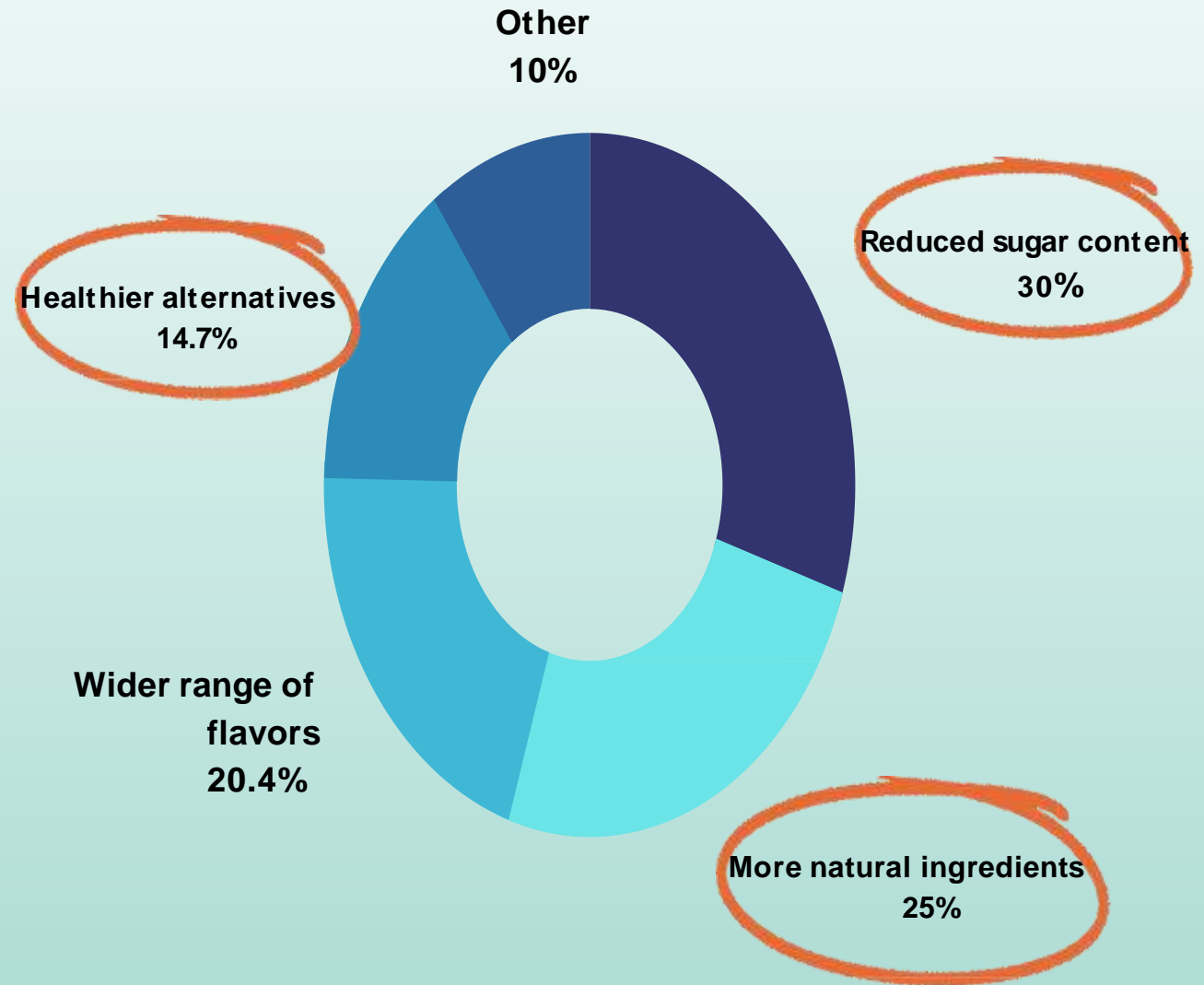
A v a i b i l i t y

- *Among the 4,447 people who heard about CodeX, a significant portion of **2,421** individuals (54.4%) didn't try the product.*

- *Notably, **22.3%** of respondents mentioned that the product's unavailability locally was a key factor in their decision not to try CodeX.*

- *Availability emerged as one of the top three reasons influencing people's choice of a particular brand among market competitors.*

- *To address this, we should prioritize assessing the product's **distribution and supply chain**. Ensuring that CodeX is easily accessible in key markets and popular retail outlets is essential to meet customer demand and drive adoption.*

Other 10%

Not interested in energy drinks 23.6%

Unfamiliar with the brand 21.3%

Not available locally 22.3%

Health concerns 22.7%

What immediate improvements can we bring to the product?

Health Benefits

- **Lower sugar** content or utilizing natural sweeteners like stevia or honey.
- Using **natural ingredients**, to avoid artificial additives, sweeteners, and preservatives.
- Enhancing **nutritional value** by incorporating vitamins, minerals, and antioxidants.
- **Controlling caffeine** levels for a boost without excessive stimulation.
- Choosing **natural coloring** from fruit or vegetable extracts, to avoid artificial colors.
- **Clearly labelling** ingredients and nutritional information for informed choices.
- Developing **low-calorie** variants to cater to health- conscious consumers.
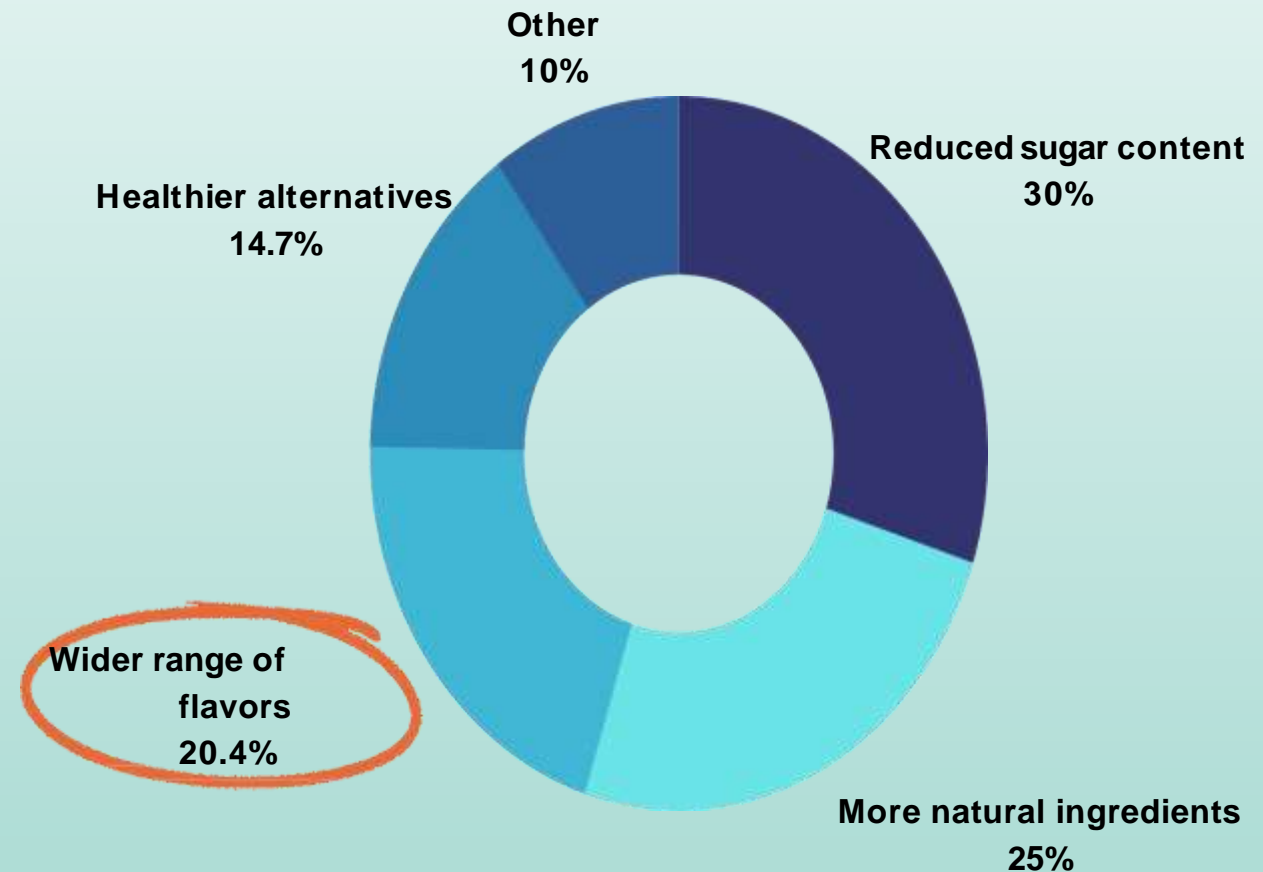- Combining energy benefits with **hydration** to promote overall wellness

Other
10%

Reduced sugar content
30%

Healthier alternatives
14.7%

Wider range of flavors
20.4%

More natural ingredients
25%

6045 *Have Health Concerns*

4983 *Preferred Natural Energy Drink*

What immediate improvements can we bring to the product?

Flavour Enhancement

- *Let's use **natural flavors** to appeal to consumers seeking natural ingredients.*

- *Create **unique flavors** to stand out in the competitive market.*

- *Offer **low-sugar options** with sweeteners like stevia or monk fruit.*

- ***Adjust acidity** for a more balanced and enjoyable taste.*

- ***Use carbonation** in moderation for a refreshing flavor experience.*

Other 10%

Healthier alternatives 14.7%

Reduced sugar content 30%

Wider range of flavors 20.4%

More natural ingredients 25%

What immediate improvements can we bring to the product?

Brand Communication

- Let's clarify our **brand identity** and values, communicating what sets us apart and what we want to stand for.

- Craft a strong and concise **brand message** that resonates with our target audience and leaves a lasting impression.

- Consistency is vital; maintain the **same message** across all marketing channels, including our website, social media, advertising, and packaging, to build recognition and trust.

- Embrace authenticity and **transparency** in our communications to build trust with customers and showcase our genuine brand values.

- **Engage actively** with our audience on social media, online forums, and in- person interactions to forge meaningful relationships and gain valuable insights into their needs and preferences. This will help us better serve and connect with our customers.

Reasons_for_choosing_brands	Count_of_Response
Brand reputation	2652

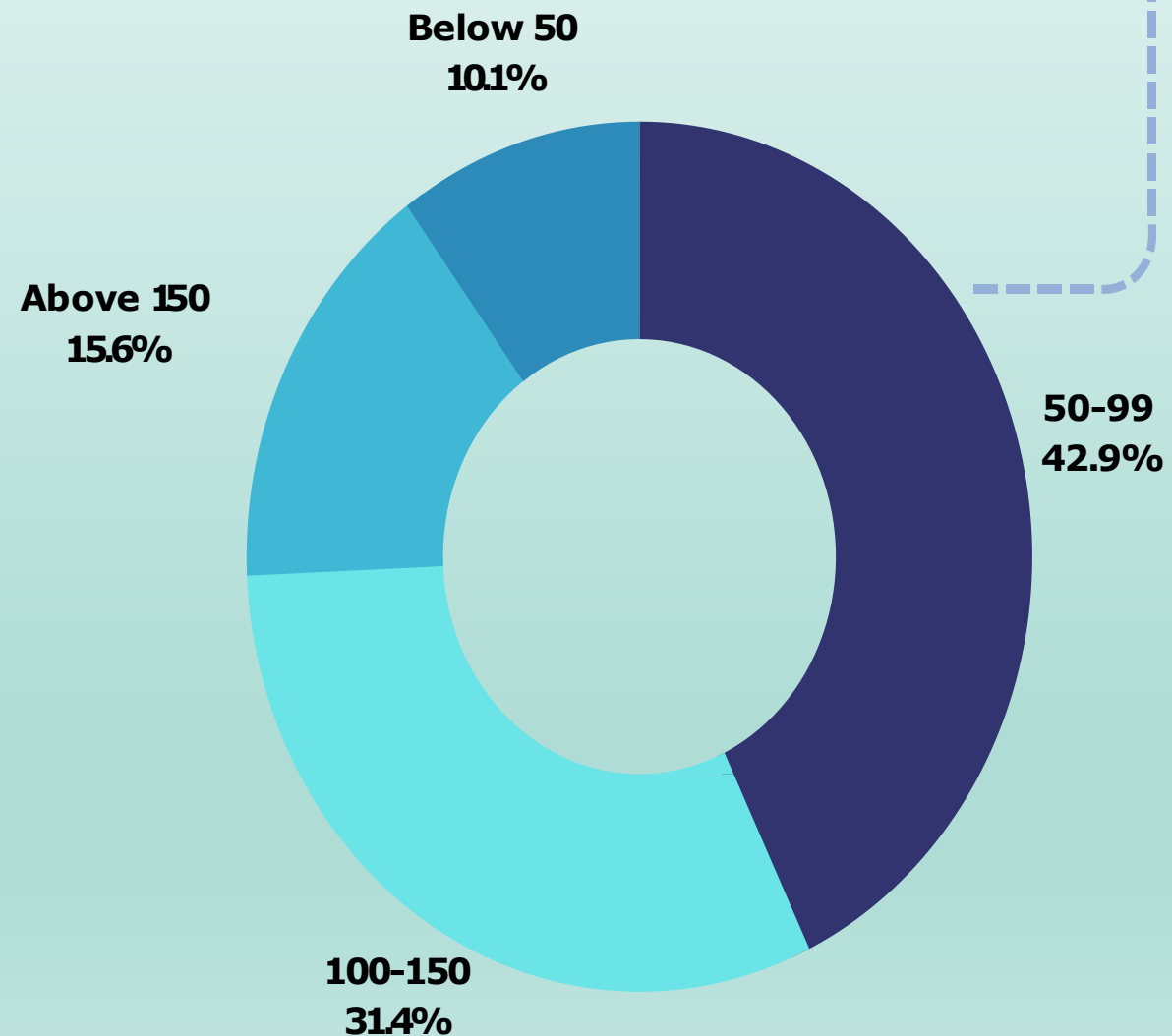| Reasons_for_choosing_brands	Count_of_Response
Brand reputation	259

9.8%
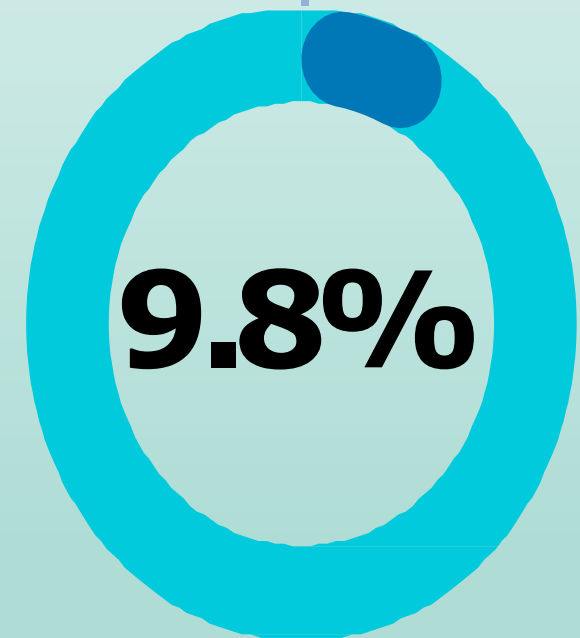
What should be the ideal price of our product?

₹119 for a 250 ml compact and portable can.

- *Considering-*

- ***Price sensitivity****: Indian consumers are generally price-sensitive, so they are more likely to purchase energy drinks that are priced affordably.*

- ***Product Quality****: Indian consumers are increasingly demanding high- quality products, so energy drinks that are made with high-quality ingredients and offer a good value for money are more likely to be successful.*

Price_range	Count_of_Response
50-99	4288

Below 50
10.1%

Above 150
15.6%

50-99
42.9%

100-150
31.4%

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

Free samples

Partnerships

Discounts

Referral programs

Partnerships

Sweepstakes and contests

CodeX Feast

Opportunity: Organizing a Codex Feast would be a great opportunity to gather a large crowd of people and introduce them to the variety of flavors and tastes of Codex energy drink. This would help to grow brand communication and create a one-on-one relationship with consumers.

Target audience: The target audience for the Codex Feast would be young adults between the ages of 16 and 35. This is the demographic that is most likely to consume energy drinks.

Location: The Codex Feast could be held in Bangalore, which is a major city in India with a large population of young adults.

Benefits : The CodeX Feast would offer a number of benefits for the brand ,including:
- *Increased Brand Awareness*
- *Increased Sales*
- *Enhanced Customer Loyalty*
- *Positive Word of mouth*

The event could feature live music, games, and other activities to entertain guests. Codex could partner with other brands to offer discounts or promotions at the event. The Codex Feast could be live-streamed on social media to reach a wider audience.
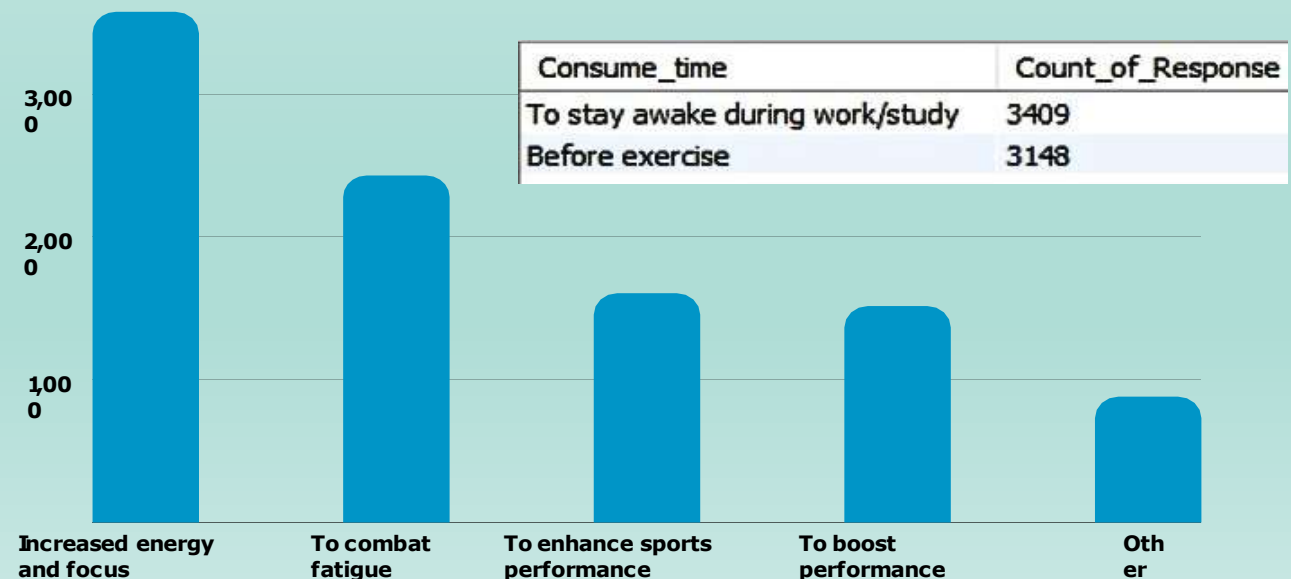
Who should be our target audience, and why?

- *Target audience: Young adults **aged 19-30** (5520), with significant representation from males (6038)*
- *and females (3455).*
- *Focus: Those seeking energy for work/study (3409) and before exercise (3148), as well as **sports/exercise enthusiasts** (4494) and those studying/working late (3231).*
- *Benefits: Emphasize increased **energy and focus** (3574) as the primary product benefits.*
- *Strategy: Direct marketing efforts towards these key segments to boost brand awareness and drive product adoption in the market.*

Pie chart:
- Other 4.9%
- Social outings/parties 14.9%
- Sports/exercise 44.9%
- Studying/working late 32.3%
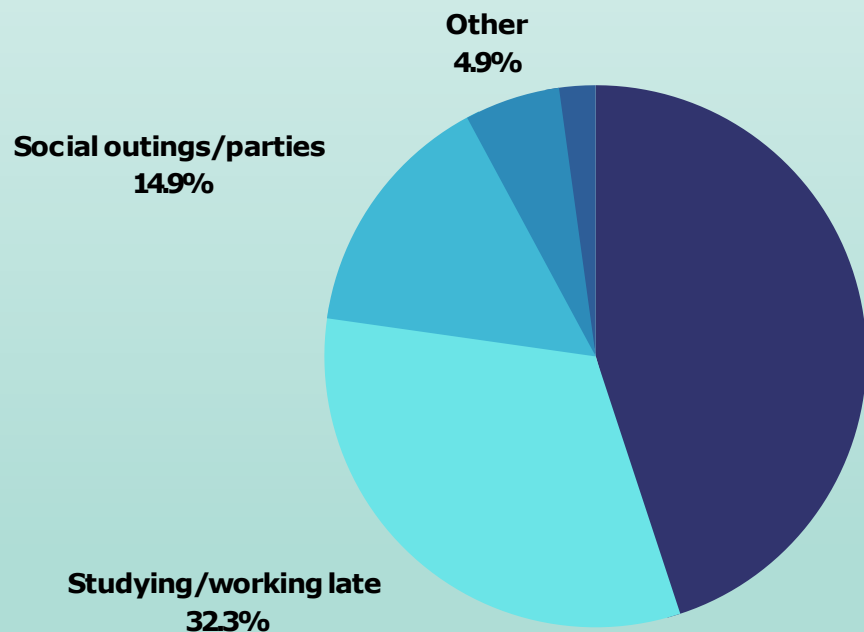
Gender	Count_of_pref
Male	6038
Female	3455
Non-binary	507

age	Count_of_Response
19-30	5520

Consume_time	Count_of_Response
To stay awake during work/study	3409
Before exercise	3148

Bar chart categories:
- Increased energy and focus
- To combat fatigue
- To enhance sports performance
- To boost performance
- Other

Who can be a brand ambassador, and why?

M. S. Dhoni

- *Age: 42 years Sport: Cricket*

- *MS Dhoni is a role model who has shown everyone the value of hard work and how one can achieve everything if one is dedicated enough to their goals.*
- *He is a wicket-keeper and batsman in professional international cricket*
- *He served India as a captain in all three cricket formats from 2007 to 2017. He is the only captain for India to have won **three ICC tournaments.***
- *MS Dhoni has now retired from all three formats, but continues to play for an Indian cricket franchise Chennai Super Kings in the Indian Premier League and has **won five trophies** since 2008.*
- *MS Dhoni is famous for his cool performance on the pitch, because of which he has won multiple prestigious awards. He also received the prestigious **Padma Bhushan** and the honorary rank of Lieutenant Colonel for his contribution in the field of cricket.*
- *He is a great role model for young adults who are looking for inspiration and motivation. M.S. Dhoni has a large following on social media, with over **47 million** followers on Instagram, which means that he would be able to reach a large audience with her marketing campaigns.*
- *He is an active and engaging social media user, which means that he would be able to build relationships with her followers.*

THANK YOU

How to rich me ?

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