4. **Marketing Channels and Brand Awareness:**

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

* + Online ads can be used to reach out great number of people.
  + As it is era of social media so we can reach the whole world through the creative and diligent use of it.

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

**1. Online Ads:** Online ads offer targeted reach and measurable results, making them appealing for many marketers. However, challenges like ad blindness and ad blockers can reduce their effectiveness. Despite this, they remain cost-effective options for reaching specific demographics.

**2. Billboards:** Billboards provide wide exposure and long-lasting visibility, particularly in high-traffic areas. However, they lack the precise targeting capabilities of online ads and can be costly to maintain. Additionally, measuring the return on investment (ROI) for billboard advertising can be challenging.

**3. TV Commercials:** TV commercials have the advantage of reaching a broad audience with engaging audio-visual content. However, production costs can be high, and the rise of DVR ad-skipping diminishes their effectiveness. Fragmentation of TV audiences due to streaming services also presents a challenge.

**4. Print Media:** Print media allows for targeted messaging and a tangible presence. While print ads can be effective in niche publications, they suffer from declining readership and limited analytics. Additionally, production timelines can be lengthy compared to digital advertising

**BEST STATEGY:**

1. **Targeted Audience Identification:** Identify and understand your target audience, such as young adults, athletes, or professionals, to tailor your marketing messages effectively.
2. **Brand Positioning:** Clearly define your energy drink's unique selling proposition (USP) and positioning in the market, emphasizing factors like taste, ingredients, or specific benefits like increased focus or performance enhancement.
3. **Digital Marketing:** Utilize online channels like social media advertising and content marketing to reach your audience, leveraging targeting options to connect with users interested in fitness, sports, or an active lifestyle.
4. **Event Sponsorship and Activation:** Sponsor sports events, music festivals, or relevant gatherings to increase brand visibility and association with an active lifestyle, and host experiential marketing events for consumers to sample your product.
5. **Partnerships and Health Messaging:** Collaborate with fitness influencers, athletes, or health-focused brands to amplify your reach and credibility, while emphasizing the health benefits of your energy drink, such as natural ingredients or added nutrients.

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**5. Brand Penetration:**

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

* Most of the customers who have tried our energy drink have rated it normally.
* 19.86% are fully satisfied by our energy drink.

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

* City with highest costumers is Bangalore.
* Delhi despite the capital has low costumers, we should focus on that.
* We should do marketing with different strategies on order to increase our customers and sales.
* As most of the customers know us because of Online Ads, so we should focus on it.
* We should focus on cities like Delhi, Jaipur, Lucknow, and Ahmedabad.
* And also on other cities to improve our sales.

**6. Purchase Behavior:**

a. Where do respondents prefer to purchase energy drinks?

* + Super markets are preferred to buy energy drink.
  + About 44.94% of our customers have bought it from supermarkets.

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

* 44.94% of costumers are using energy drink in situation of sports or exercise.
* Most of customers use it during sports activity or exercise.

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

* Limited edition packing has influenced about 39.46% of customers.
* And 40.23% are not influenced by it.

7. **Product Development**

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

* Based on the survey results for our energy drink brand:
* **Brand Reputation**: With 26.52% of customers choosing our brand based on reputation, focus on reinforcing and enhancing our brand image through marketing and customer engagement efforts.
* **Taste/Flavor Preference**: At 20.11%, taste is a significant factor. Invest in product development to offer appealing flavors that resonate with our target market.