**Secondary Insights (Sample Sections / Questions)**

● What immediate improvements can we bring to the product?

Based on the survey results and the areas of focus identified, here are some immediate improvements you can consider for your energy drink product:

1. **Flavor Variety**: Introduce new flavor options or refine existing ones based on consumer preferences identified in the survey. This can help attract new customers and increase repeat purchases among existing ones.
2. **Packaging Design**: Enhance the packaging design to reinforce your brand identity and appeal to consumers visually. Eye-catching packaging can attract attention on store shelves and contribute to perceived value.
3. **Formulation Enhancement**: Continuously improve the formulation of your energy drink to ensure it delivers its promised benefits effectively. This might involve optimizing ingredient composition, adjusting caffeine levels for a more balanced energy boost, or incorporating additional functional ingredients for added health benefits.
4. **Distribution Expansion**: Increase availability by expanding distribution channels to reach more consumers. This could involve securing partnerships with additional retailers, expanding into new geographical regions, or improving online availability through e-commerce platforms.
5. **Marketing Campaigns**: Launch targeted marketing campaigns that highlight your brand's reputation, taste superiority, and effectiveness. Utilize various channels such as social media, influencer partnerships, and experiential marketing to connect with your target audience effectively.
6. **Customer Engagement**: Foster stronger relationships with customers through engaging initiatives such as loyalty programs, feedback mechanisms, and exclusive offers. This can help build brand loyalty and encourage repeat purchases.

● What should be the ideal price of our product?

* As most of the products are bought in range of (50-99) so that would be an ideal price range.

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

1. **Social Media Campaigns**: Launch engaging social media campaigns that showcase our brand's personality, highlight customer testimonials, and promote user-generated content. We can run contests, challenges, or interactive posts to encourage user participation and increase brand visibility.
2. **Influencer Partnerships**: Collaborate with influencers or brand ambassadors who align with our target audience to endorse our energy drink. Their endorsements can help build credibility, reach new audiences, and generate buzz around our product.
3. **Sampling Programs**: Offer free samples of our energy drink at high-traffic locations, events, or through online promotions. Sampling allows consumers to experience our product firsthand, increasing the likelihood of future purchases.
4. **Bundle Deals**: Create bundle deals where customers can purchase our energy drink along with complementary products or merchandise at a discounted price. This encourages upselling and provides added value to consumers.
5. **Limited-Time Offers**: Run limited-time promotions or flash sales where customers can receive discounts or exclusive deals for a short period. This creates a sense of urgency and encourages immediate action from consumers.
6. **Subscription Services**: Introduce subscription services where customers can sign up for regular deliveries of our energy drink at a discounted rate. This promotes customer loyalty and ensures recurring revenue for our business.
7. **Referral Programs**: Implement a referral program where existing customers can earn rewards or discounts for referring friends or family to purchase our energy drink. This leverages word-of-mouth marketing and incentivizes customer advocacy.
8. **Seasonal Promotions**: Tailor our marketing campaigns and offers to align with seasonal events, holidays, or trends. For example, we can introduce limited-edition flavors or themed packaging for holidays like Halloween or summer festivals.
9. **Partnership Discounts**: Collaborate with other brands or businesses to offer joint promotions or discounts. This can help expand our reach and attract customers who may be interested in both our product and our partner's offerings.
10. **Exclusive Offers for Subscribers**: Offer exclusive discounts or promotions to customers who subscribe to our email newsletter or follow us on social media. This rewards loyal followers and encourages them to stay engaged with our brand

● Who can be a brand ambassador, and why?

1. **Celebrities or Influencers**: Celebrities or influencers with a significant following in our target market can help increase our brand visibility and credibility. Their endorsement can attract attention and drive engagement among their followers.
2. **Industry Experts**: Individuals who are respected and well-known within our industry can lend credibility to our brand. Their expertise and authority can reassure consumers about the quality and reliability of our products or services.
3. **Satisfied Customers**: Happy and loyal customers who genuinely love our brand can be powerful advocates. Their authentic testimonials and word-of-mouth recommendations can influence others' purchasing decisions and build trust in our brand.
4. **Community Leaders**: Leaders within local communities or niche groups can help us establish a strong presence and connection with our target audience. Their endorsement can resonate deeply with community members and foster a sense of belonging and loyalty.
5. **Brand Employees**: Our own employees can serve as brand ambassadors by embodying our brand values and culture. Their enthusiasm and passion for the brand can be contagious, both internally and externally, fostering a positive brand image.
6. **Social Media Influencers**: Individuals with a strong presence on social media platforms, especially those relevant to our target audience, can help amplify our brand message and reach a wider audience. Their authentic content and engagement with followers can create valuable exposure for our brand.
7. **Local Celebrities or Personalities**: Local celebrities or well-known personalities within our target market can help us establish a more personal connection with our audience. Their endorsement can carry significant weight and resonate strongly with local consumers.
8. **Brand Partners or Collaborators**: Partnerships with other brands or organizations that share similar values or target demographics can provide mutual benefits. Collaborating with complementary brands can help us tap into each other's audiences and expand our reach

● Who should be our target audience, and why?

* As mostly youth (19-30) are influenced by our products.
* So our main focus should be youth.

**RECOMMENDATIONS:**

1. **Product Improvement Opportunities: Conduct comprehensive market research to identify areas for immediate product improvements. Gather feedback from existing customers and analyze competitor offerings to prioritize enhancements that will address consumer needs and preferences effectively.**
2. **Pricing Strategy Optimization: Utilize market research data to determine the ideal price point for the product. Consider factors such as production costs, competitor pricing, perceived value, and target market willingness to pay. Test different pricing strategies through market experiments to find the optimal balance between profitability and consumer demand.**
3. **Marketing Campaign Development: Invest in market research to gain insights into consumer behavior, preferences, and pain points. Use this data to develop targeted marketing campaigns that resonate with the target audience. Leverage various channels such as social media, content marketing, and influencer partnerships to maximize reach and engagement.**
4. **Promotions and Offers: Analyze market research findings to identify opportunities for running effective promotions, offers, and discounts. Tailor promotions to address consumer needs and desires, such as limited-time discounts, bundle deals, or loyalty programs. Test different promotional strategies to determine which resonate most with the target audience.**
5. **Brand Ambassador Selection: Conduct market research to identify potential brand ambassadors who align with CodeX's values, target audience, and objectives. Evaluate candidates based on their influence, credibility, and relevance to the target market. Collaborate with selected ambassadors to leverage their reach and engage with the audience authentically.**