Codex Analysis

1. Demographic Insights:

a. Who prefers energy drink more?

Male

b. Which age group prefers energy drinks more?

19-30 Age group

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

Online Ads

2. Consumer Preferences:

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

Caffeine and Less Sugar

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

Compact and portable cans

3. Competition Analysis:

a. Who are the current market leaders?

Cola-coka and Bepsi

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

Brand Reputation

4. Marketing Channels and Brand Awareness:

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

Online ads and Tv Commercials

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

Customers?

Online ads are 42% and Tv commercials are 26% effective

5. Brand Penetration:

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

3.27/5 Avg Rating

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

Hyderabad and Mumbai from Tier 1, Kolkata and Ahmedabad from Tier 2

6. Purchase Behavior:

a. Where do respondents prefer to purchase energy drinks?

Supermarkets

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

respondents?

Sports/Exercise

c. What factors influence respondents purchase decisions, such as price range and

limited edition packaging?

Brand reputation, Taste/flavor preference and Availability

7. Product Development:

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

(Branding/taste/availability)

Branding

Recommendations for CodeX

● What immediate improvements can we bring to the product?

Adding Caffeine, Reducing Sugar Content in Product and Market the Products with an sport star, Highlighting "Caffeine", "Low/No sugar" in Compact and Portable packaging.

● What should be the ideal price of our product?

50-99 is the preferred price range for our product.

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

Brand and Product Awareness campaigns can be run on online ads and Tv Commercials

● Who can be a brand ambassador, and why?

Brand ambassador can be a young successful sportperson because our target audience are young people who are also into sports

● Who should be our target audience, and why

Our target audience is people aged between 19-30 because they hold the major consumption share.