



Codebasics Resume Project Challenge # 6

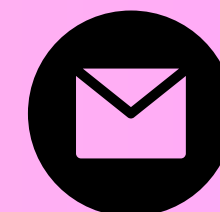
CODEx

Marketing Analysis



CREATED BY

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ABOUT *COMPANY*

CodeX, a Germany beverage Company, recently entered the Indian market by launching their energy drink in 10 cities.



OBJECTIVE

The Objective of company is to analyze the survey results from **10k** respondents in the **10** cities of India where the company launched its energy drinks.

Their Marketing team is responsible for increasing :

- Market share
- Product development
- Brand awareness



THE SURVEY

The survey conducted across the 10 cities, recorded the response from 10k respondents. Following are some of the survey questions which had to be answered from the options given for each of them.

- What is your age group?
- Which energy drink brands do you currently consume or prefer?
- . Which city in India do you reside in?
- How often do you consume energy drinks?
- What ingredients do you expect in an energy drink?
- What are the main reasons for consuming energy drinks?
- Which marketing channels or platforms do you often come across energy drink advertisements?
- Have you heard of our energy drink before today?
- What do you think of the brand name/logo/design?
- What is your perception of energy drinks in general?
- Have you ever tried our energy drink before?
- If yes, how would you rate the taste, flavor, and overall experience?
- What price range do you consider reasonable for an energy drink?

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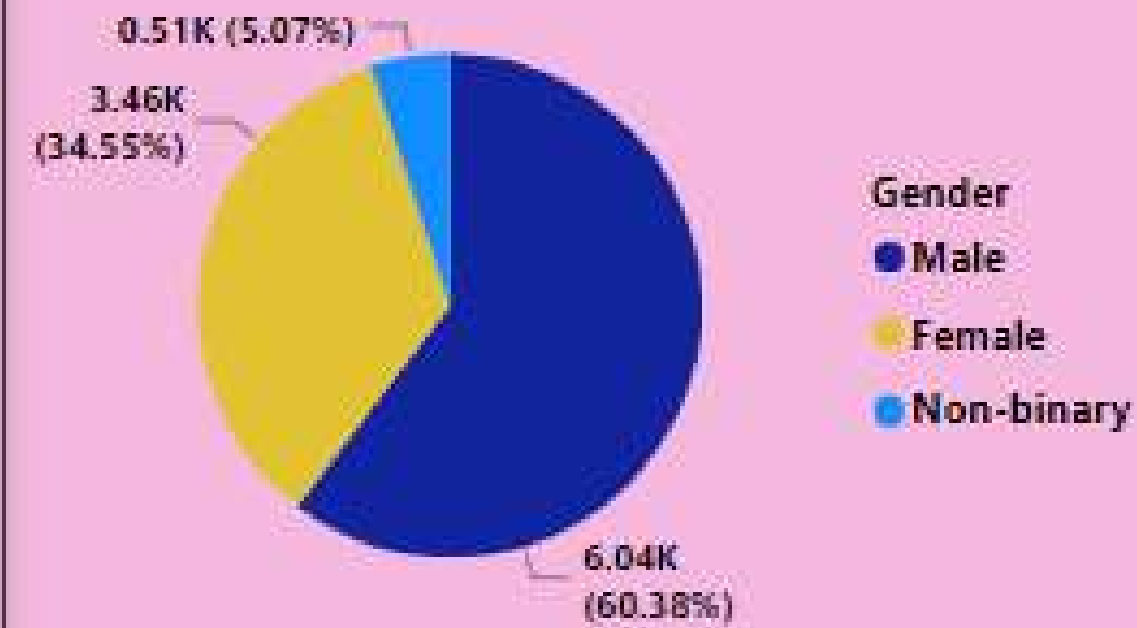


- Demographics Insights
- Consumer Preference
- Competition Analysis
- Purchase Behaviors
- Brand Penetration
- Product Development
- Key Insights
- Red Bull marketing Strategy
- Recommendations
- Brand Ambassador

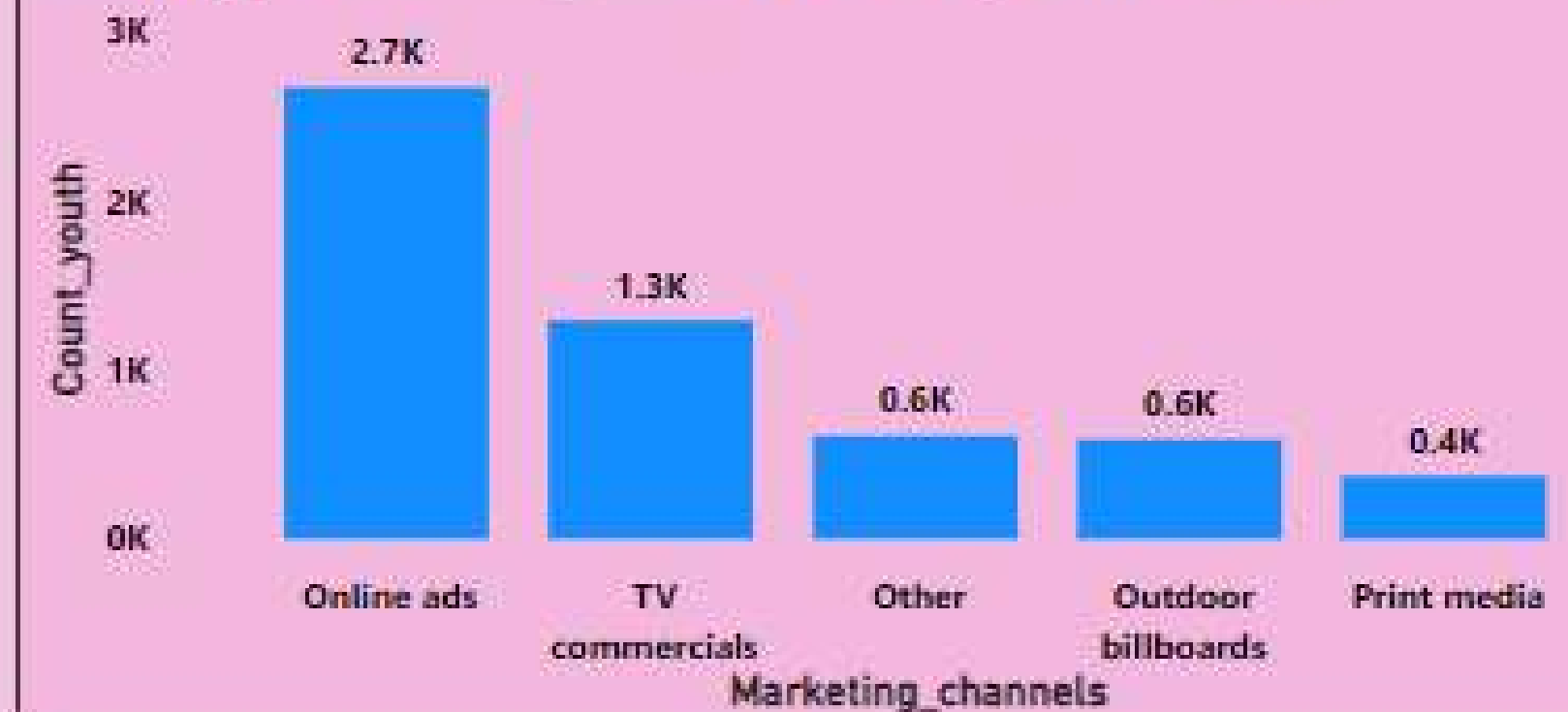
Demographic Insights



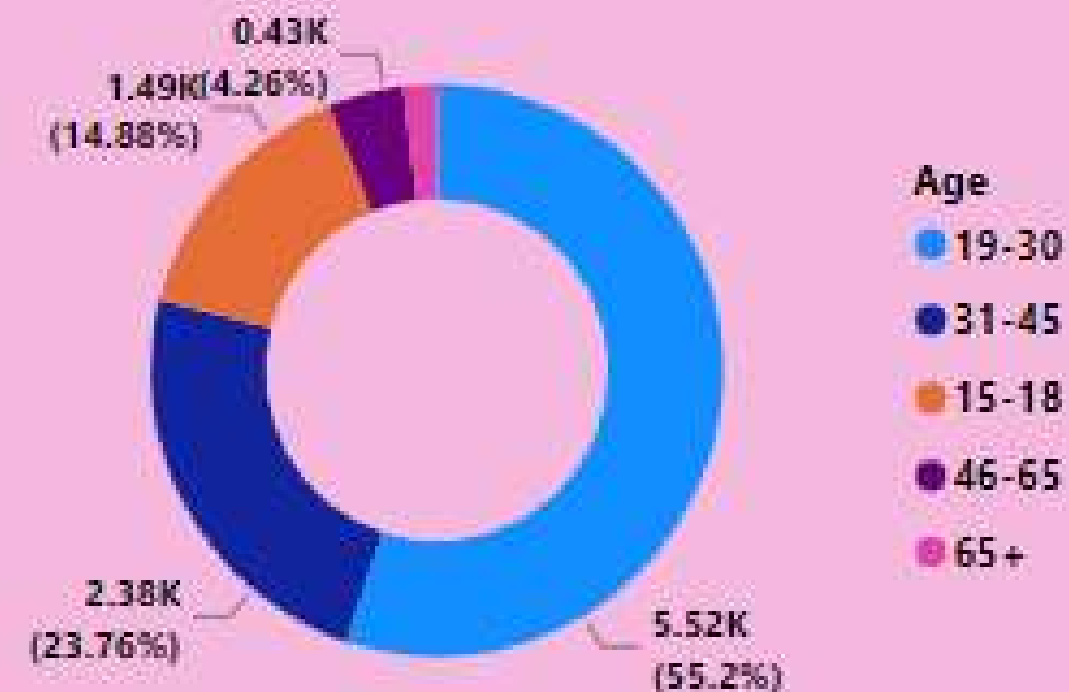
Who prefer energy drink more?



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



Which age groups prefer energy drinks more?



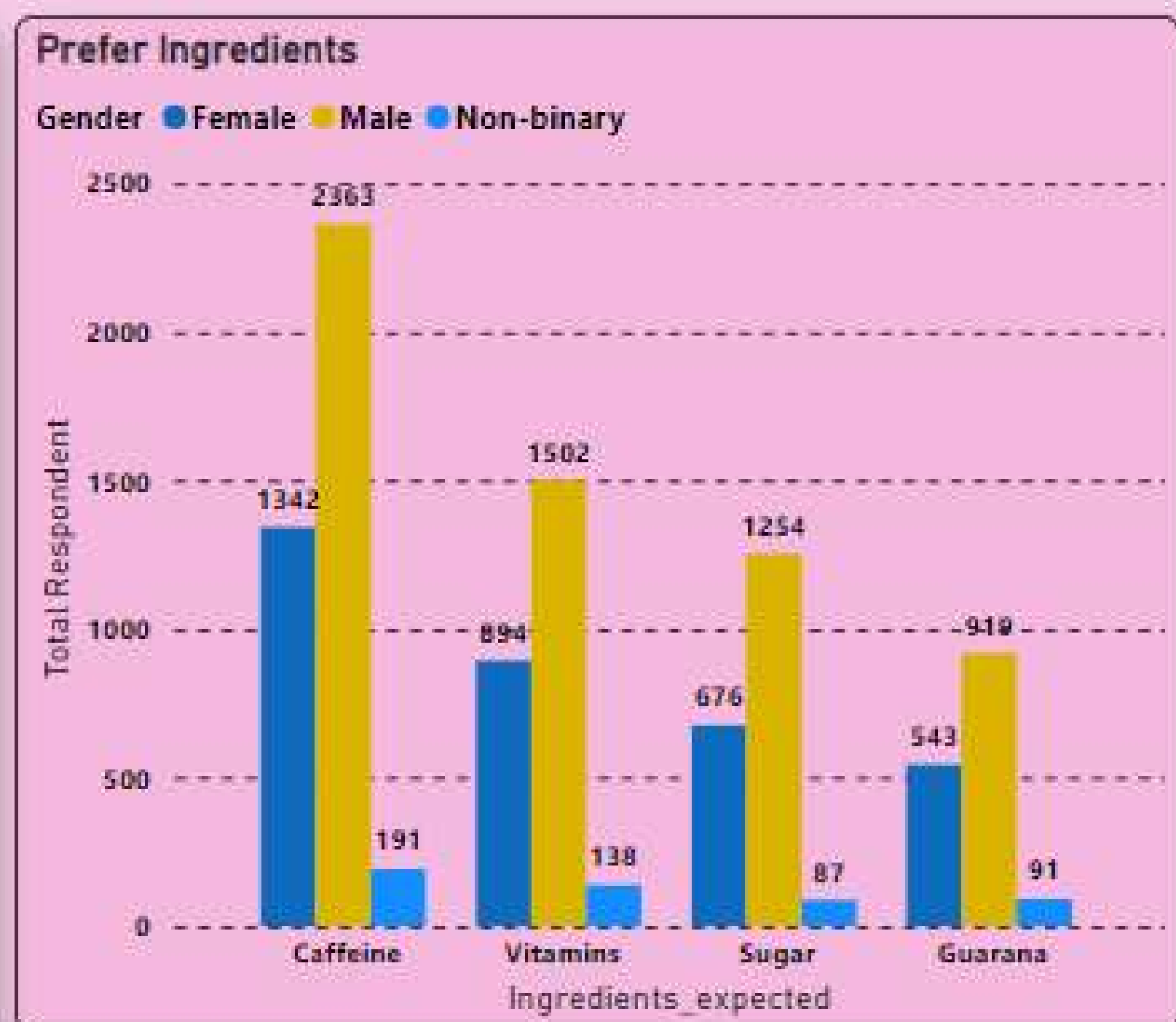
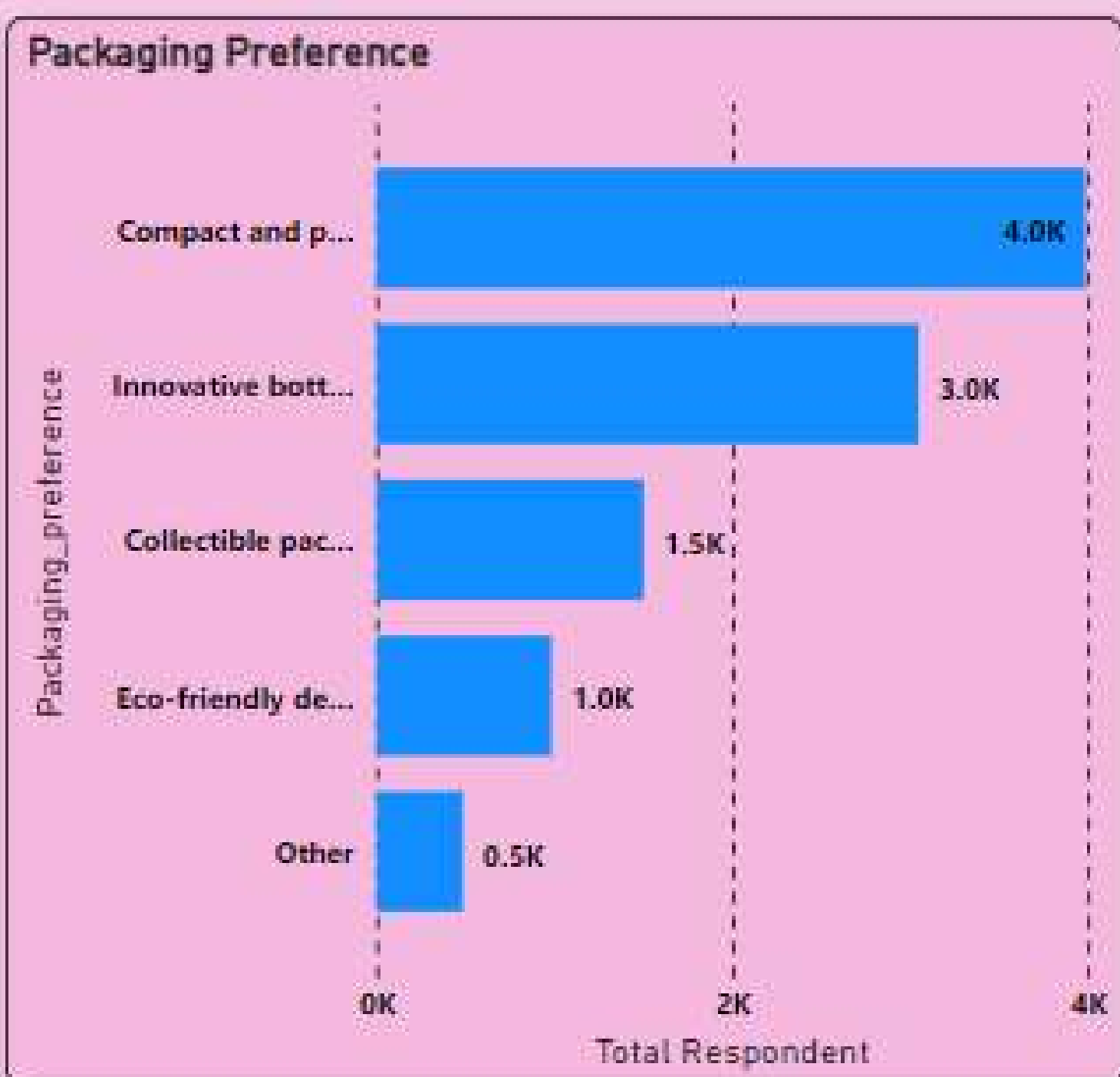
Demographic Insights

By Reading the charts , we can say that Men prefer more Energy Drinks.

Online ads marketing channels reaches the most to youth and Printed media reaches the less.

Age of 19-30 years prefer more energy drinks.

Consumer Preference



Consumer Preference Insights

Most prefer ingredients is Caffeine followed by Vitamin.

Packaging preference by our respondent is Compact and portable Cans follow by Innovative bottles and design.

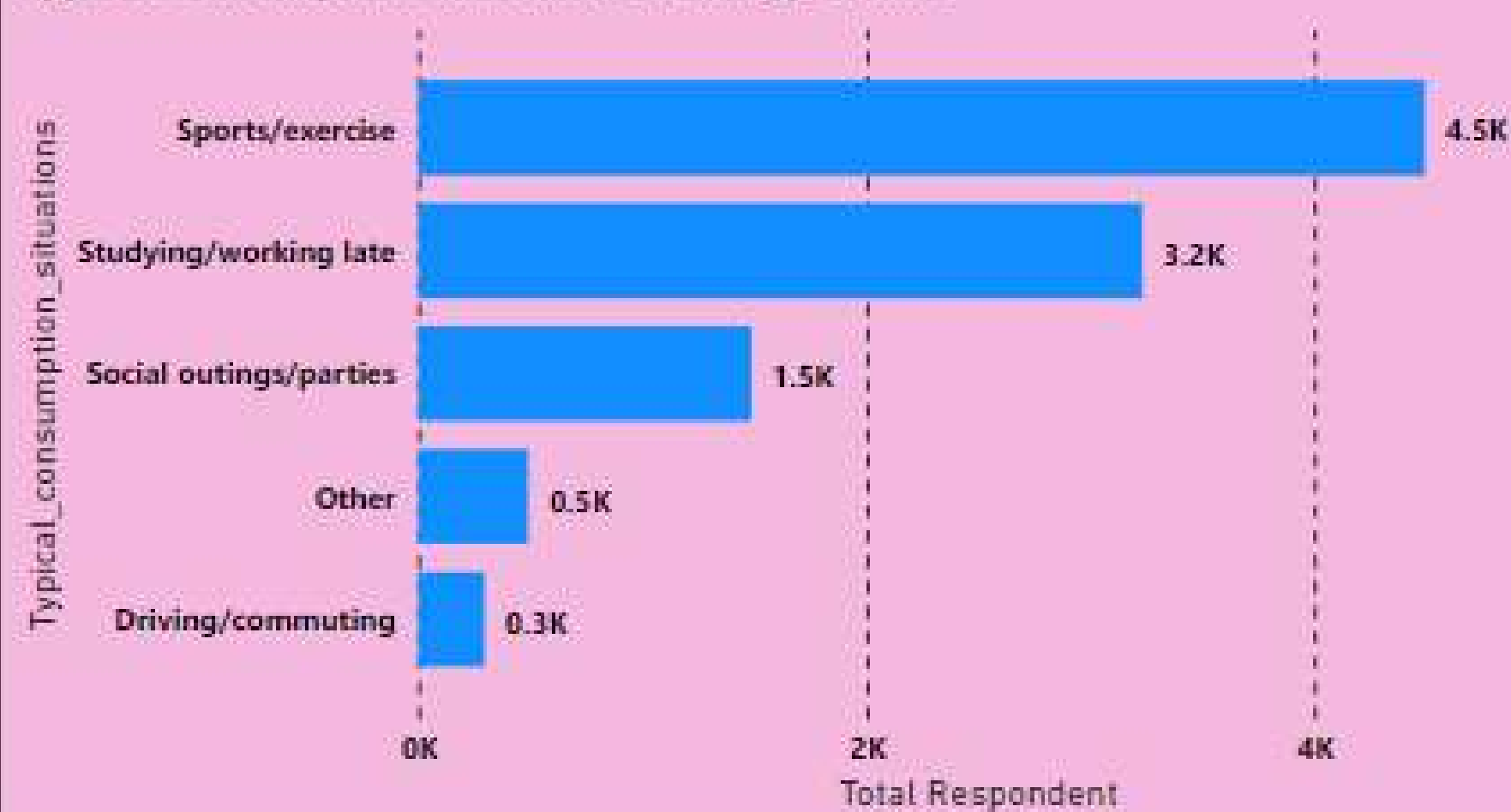
COMPETITION ANALYSIS



- Cola-Coka acquires 1/4th (25.38%) of the energy drinks market in India, followed by Bepsi which has more than 20% of the market share.
- CodeX stands at 5th position in the market which is a positive sign that it is emerging as a brand in Indian Energy drinks market.

PURCHASE BEHAVIOUR

Typical Consumption Situation For Energy Drinks



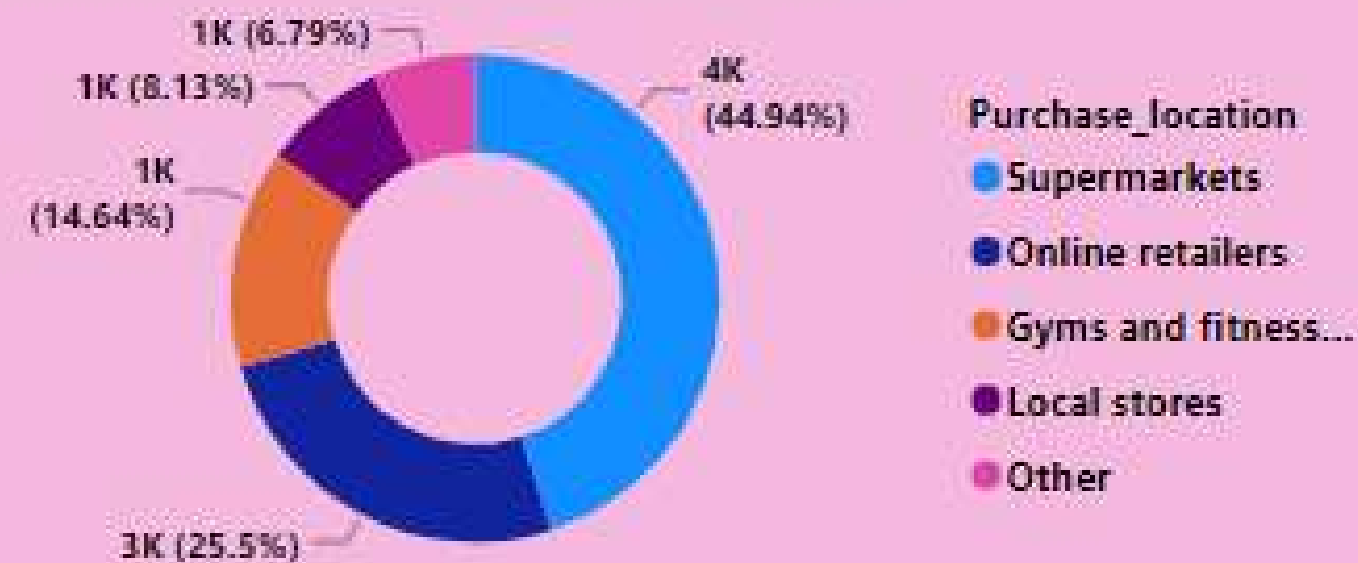
Purchase Behaviors Insights

Respondent consume more energy drinks during Sports/Exercise.

total respondent purchase mainly from supermarkets followed by online retailers.

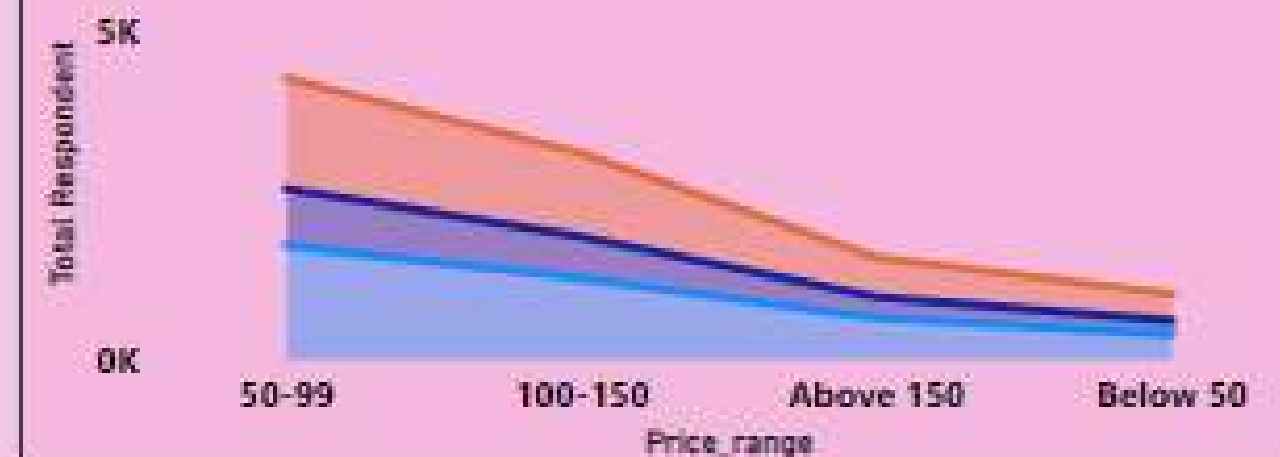
Prefer Price range by respondent is 50-99.

Total Respondent by Purchase_location

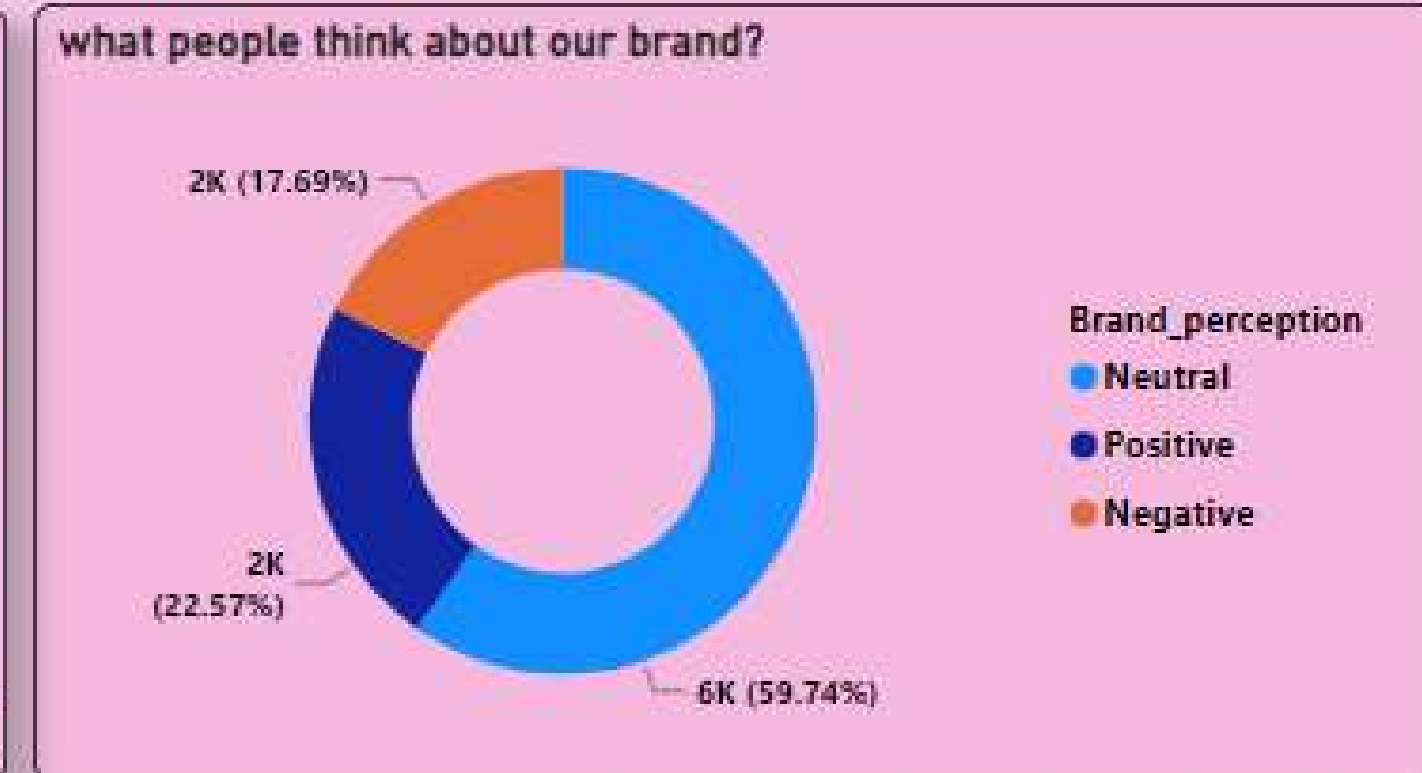
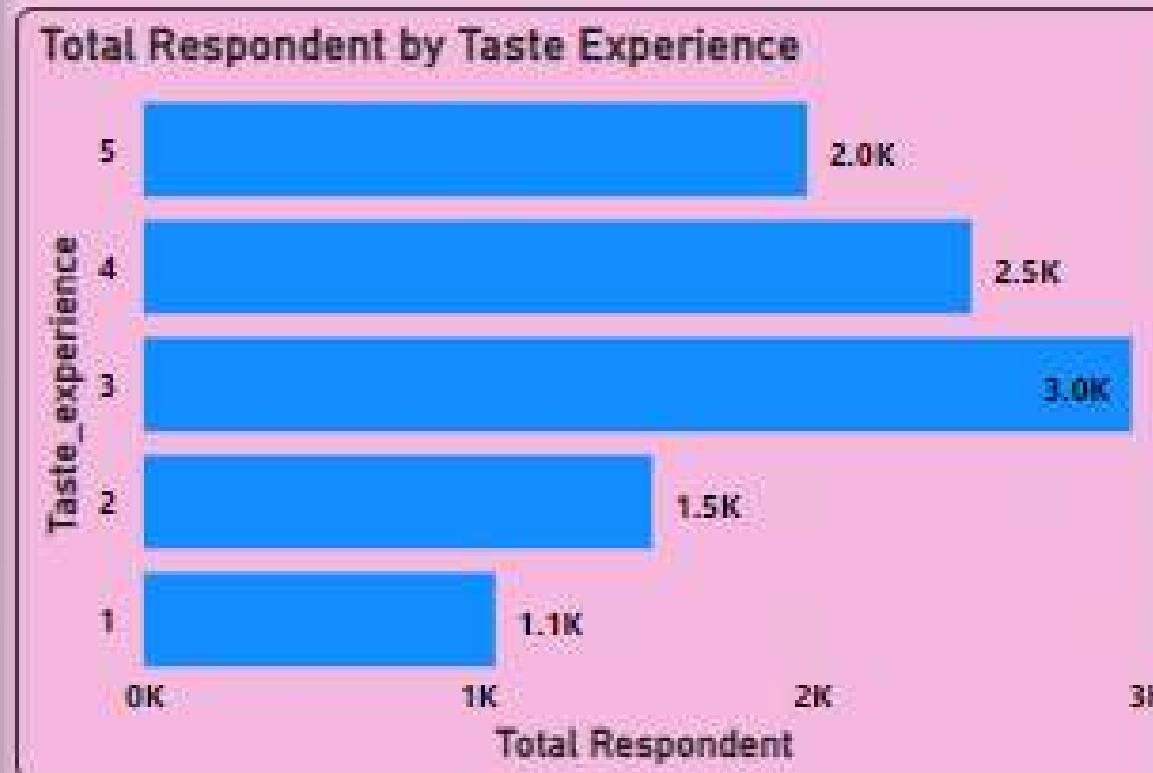
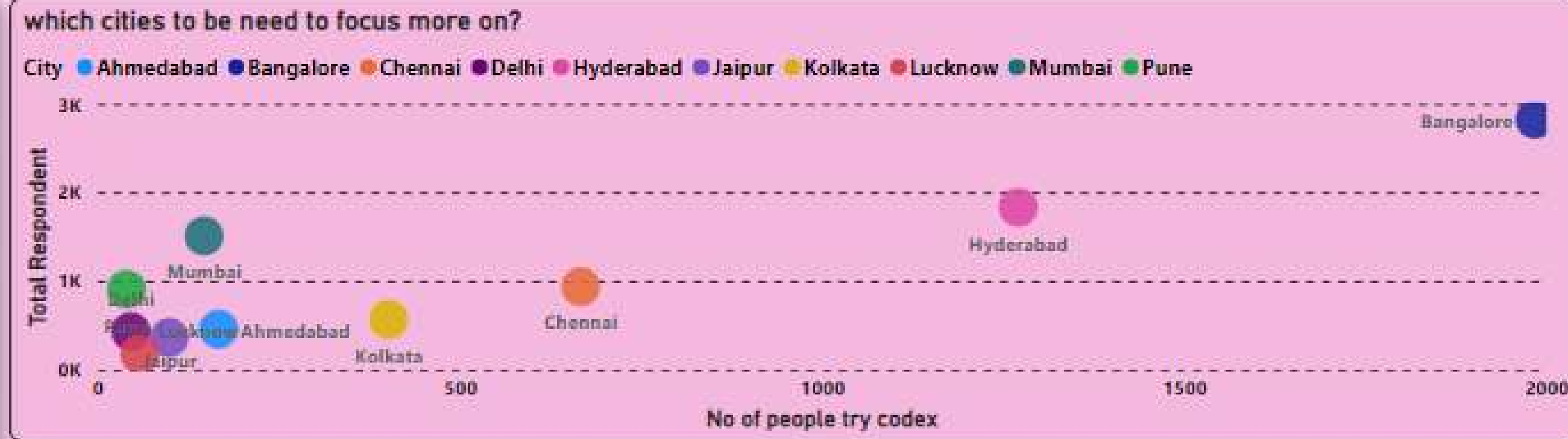


Respondent by Price range and Limited Edition Packaging

Limited edition... ● No ● Not Sure ● Yes



BRAND PENETRATION



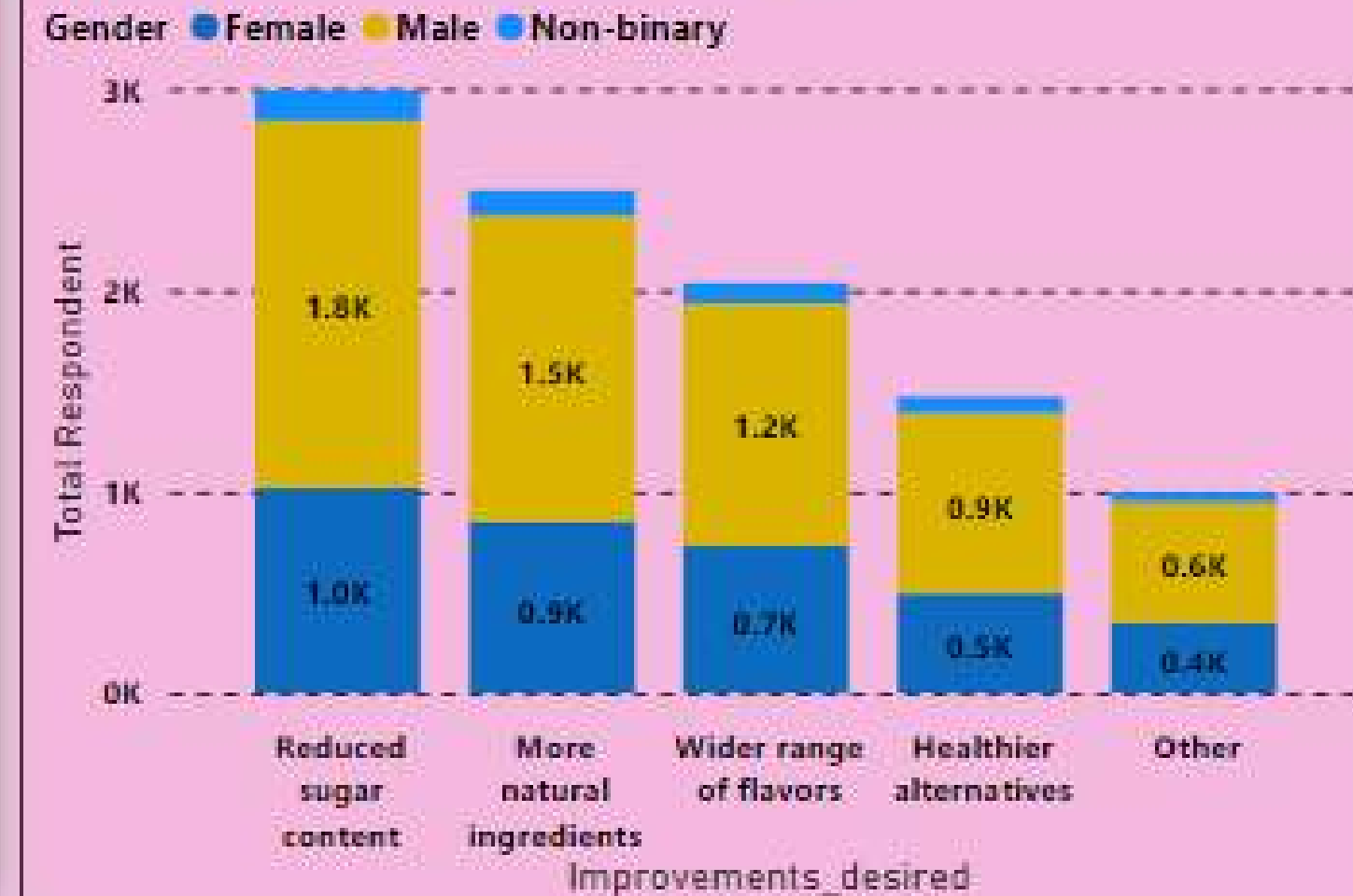
- CodeX should focus more on Tier 1 cities including Bangalore, Hyderabad, Mumbai and Chennai since more than half of the consumers are coming from these cities
- CodeX should work on the taste of its energy drinks as it is a very important factor that decides whether a consumer of energy drink will choose our brand or not.

PRODUCT DEVELOPMENT

Respondent Reasons For Choosing Brands



Improvement desired By Respondent



General Perception for Energy Drinks

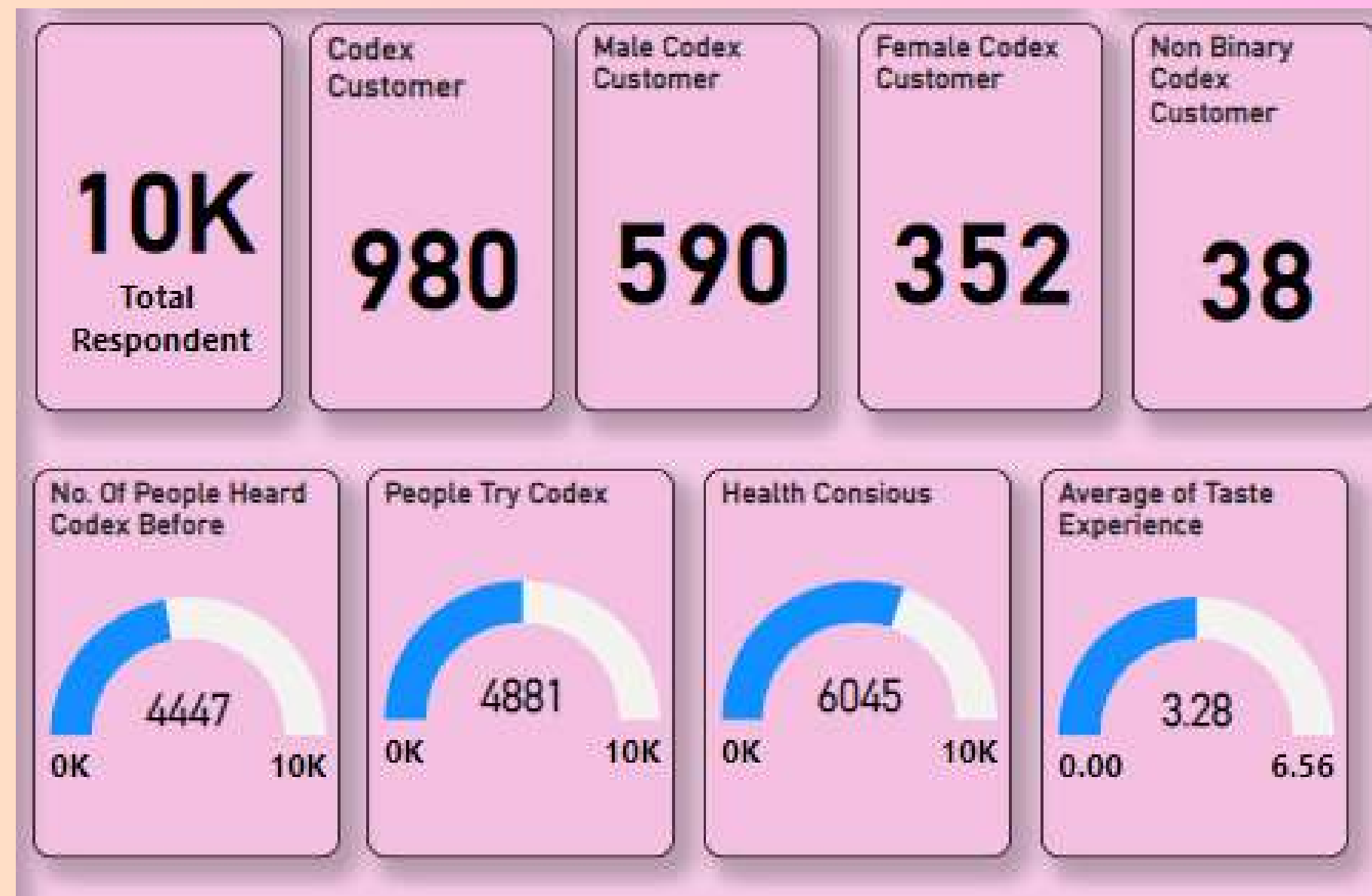
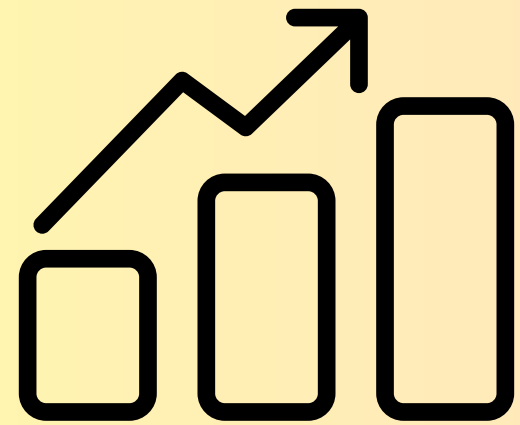


Insights

We have to work more on Brand Reputation By doing marketing and online Ads.

We have to increase more natural Ingredients and reduced the sugar content in our drinks for more effectiveness.

KEY INSIGHTS



Customer preference

- *Preferred Ingredient :- Caffeine*
- *Preferred price range :- 50-99*
- *Preferred packaging :- Compact and portable cans*
- *Preferred purchase location :- supermarkets*

Consumption Details

- *Typical Consumption situation :- Sports/exercise*
- *Consume Reason :- Increased energy and focus*
- *Consume Time :- To stay awake during work/study*

Red Bull's Marketing Strategy

- *Red Bull is a brand of energy drinks created and owned by the Austrian company Red Bull GmbH. With a market **share of 43%**, it is the most popular energy drink brand as of 2020*
- *The purpose of making such a high budget for marketing is to maintain awareness with its consumers, thereby **boosting its sales** and securing its spot as a market leader. It also owns sports teams*
- *Red Bull's digital marketing strategy is that they focus on two main things. First, their target audience is **young, active individuals** interested in extreme sports and adventure. The second is to **create high-quality content** that resonates.*



RECOMMENDATIONS

1. Online Advertising and Promotion :-

- *Partner with e-commerce platforms for targeted advertising and increased visibility.*
- *Offer exclusive online promotions, discounts, and bundled packages for energy drink purchases.*

2. Introduce New Flavour :-

- Introduce friendly flavour with less sugar content and more natural Ingredients.
- Offering seasonal flavour to the customers for refreshment.

3. Packaging Innovation and Ideal Price Range :-

- Develop compact and portable cans that cater to the active lifestyle of our target market.
- Focus on an ideal price range of 50-99, as it is preferred by most and remains affordable for our target audience.

BRAND AMBASSADOR

A Brand Ambassador is someone who helps to promote a company's products, messaging, and image. Their purpose is to develop an efficient image by interacting with consumers.

Sports Personalities:-

Identify popular sports person in India who known for their fitness, endurance or active lifestyle.

Bollywood Celebrities:-

Choose individual who are seen as role model for maintaining healthy lifestyle.

*Thank
You*

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