

## Provide Insights to the Marketing Team in Food & Beverage Industry

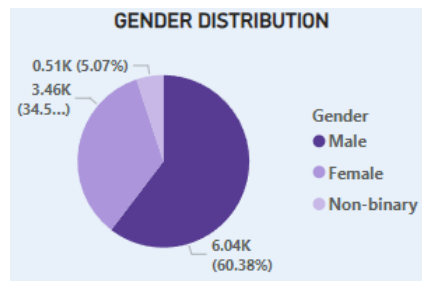
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### Primary Insights (Sample Sections / Questions)

*Note: These insights can be derived from the survey responses*

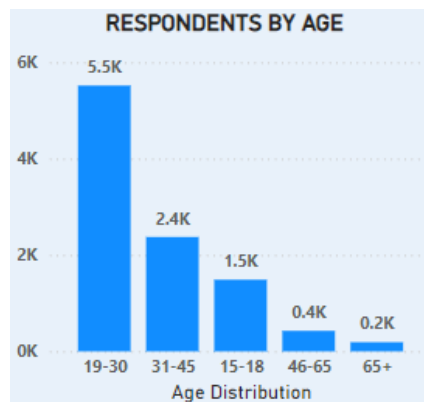
#### 1. Demographic Insights (examples)

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



60% of the respondents are male. So, they prefer energy drink more.

- b. Which age group prefers energy drinks more?



People in the age bracket 19-30 prefers energy drink more.

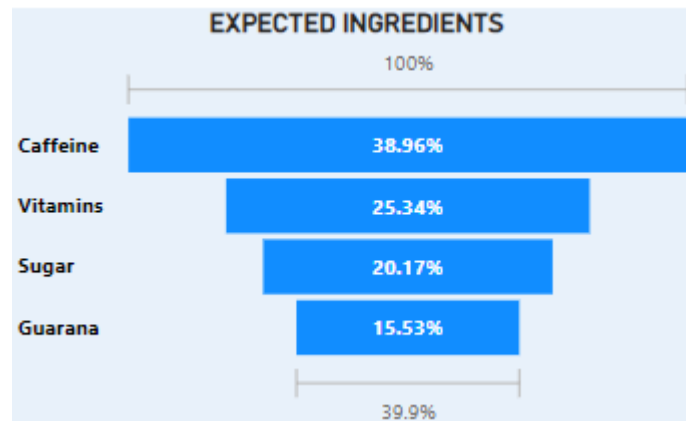
- c. Which type of marketing reaches the most Youth (15-30)?

MARKETING CHANNELS			
Marketing_channels	15-18	19-30	Total
Online ads	707	2666	3373
Other	94	608	702
Outdoor billboards	117	585	702
Print media	75	371	446
TV commercials	495	1290	1785
<b>Total</b>	<b>1488</b>	<b>5520</b>	<b>7008</b>

Online Ads are the best tools to reach the most youth.

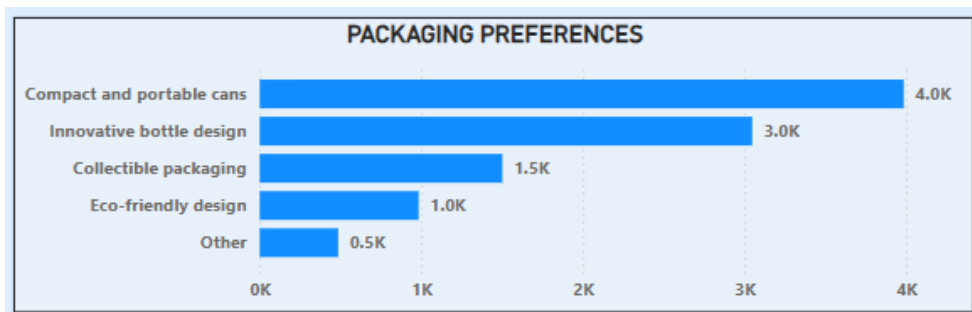
## 2. Consumer Preferences:

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



Caffeine is the most preferred ingredient.

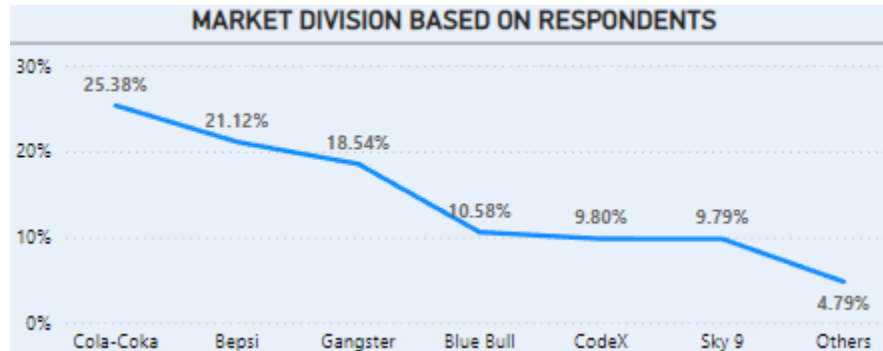
- b. What packaging preferences do respondents have for energy drinks?



Compact and portable cans are the most preferred ones.

### 3. Competition Analysis:

- a. Who are the current market leaders?



Cola-Coka is the current market leader followed by Bepsi.

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

**CONSUMERS PREFERRING SPECIFIC BRANDS**

Reasons_for_choosing_brands	Bepsi	Blue Bull	CodeX	Cola-Coka	Gangster	Others	Sky 9
Availability	19.79%	17.01%	19.90%	20.09%	18.28%	17.95%	18.59%
Brand reputation	27.32%	27.32%	26.43%	24.27%	27.56%	29.23%	26.56%
Effectiveness	16.05%	17.67%	17.96%	17.06%	18.23%	18.16%	19.20%
Other	16.81%	15.60%	17.14%	17.65%	16.67%	16.49%	15.83%
Taste/flavor preference	20.03%	22.40%	18.57%	20.92%	19.26%	18.16%	19.82%

Brand reputation is highly regarded by the consumers.

### 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?

**MARKETING CHANNEL**

Marketing_channels	15-18	19-30	31-45	46-65	65+
Online ads	47.51%	48.30%	20.62%	25.59%	25.26%
Other	6.32%	11.01%	17.17%	18.31%	19.47%
Outdoor billboards	7.86%	10.60%	18.14%	15.26%	14.74%
Print media	5.04%	6.72%	13.05%	13.38%	14.74%
TV commercials	33.27%	23.37%	31.02%	27.46%	25.79%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Online ads are the best channels to reach customers of all age categories.

## 5. Brand Penetration:

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



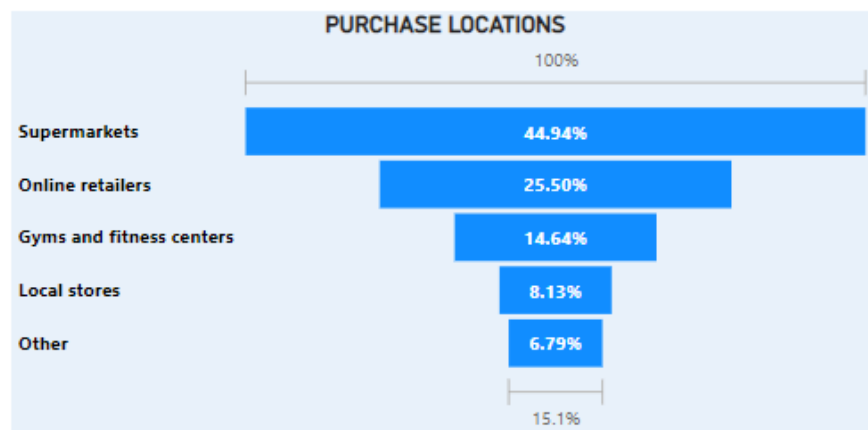
- b. Which cities do we need to focus more on?

PERCEPTION OF BRAND NAME				
City	Negative	Neutral	Positive	Total
Ahmedabad	8.42%	3.48%	4.39%	4.56%
Bangalore	23.63%	30.87%	25.08%	28.28%
Chennai	7.12%	10.29%	8.68%	9.37%
Delhi	4.18%	3.52%	6.42%	4.29%
Hyderabad	15.04%	19.94%	16.66%	18.33%
Jaipur	5.99%	2.73%	4.03%	3.60%
Kolkata	3.79%	6.58%	4.70%	5.66%
Lucknow	3.00%	1.41%	1.68%	1.75%
Mumbai	12.89%	14.18%	19.27%	15.10%
Pune	15.94%	7.01%	9.08%	9.06%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Either cities with positive reviews can be focused on elevating the product much further, or cities with negative reviews can be taken to improve the product there.

## 6. Purchase Behavior:

- a. Where do respondents prefer to purchase energy drinks?



People tend to buy the energy drinks in the supermarkets. Around 45% of the respondents have voted this option.

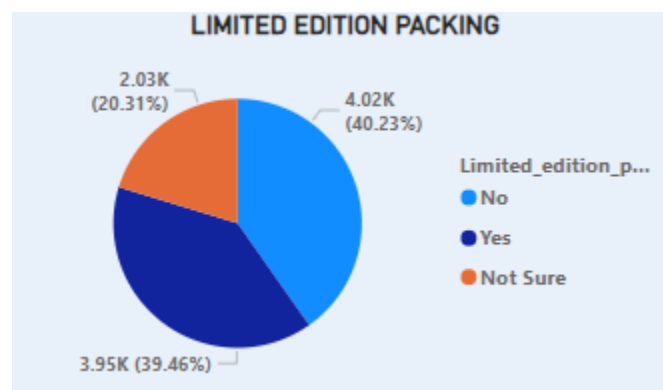
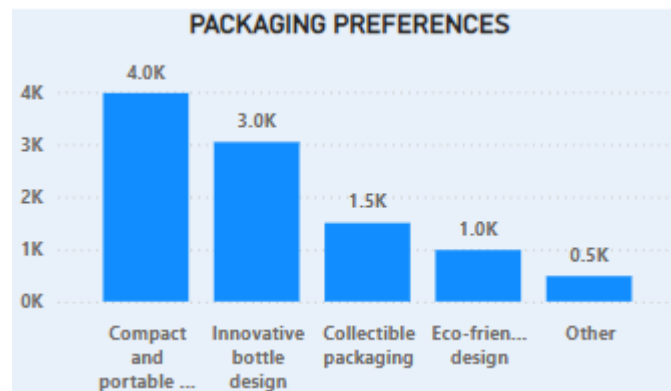
- b. What are the typical consumption situations for energy drinks among respondents?

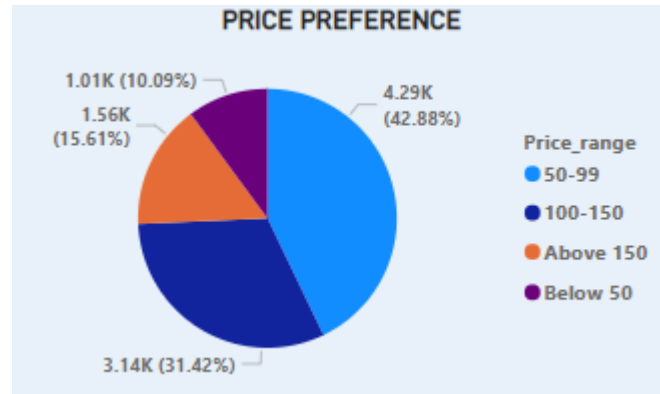
**CONSUMPTION SITUATIONS**

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
<b>Total</b>	<b>1488</b>	<b>5520</b>	<b>2376</b>	<b>426</b>	<b>190</b>	<b>10000</b>

Most of the consumption situations happens while playing sports, doing exercise or studying and working late.

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





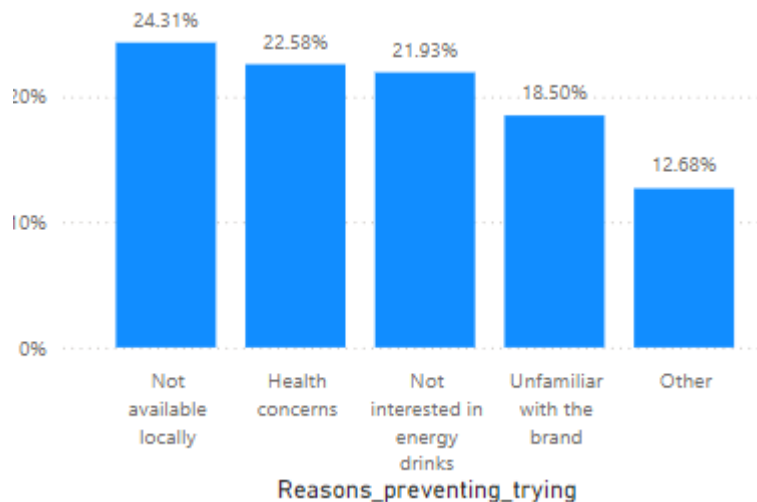
People prefer compact and portable cans.

40% of the people do not prefer the limited edition packing.

The market is price sensitive as 43% of the people prefer the price range to be 50-99Rs.

## 7. Product Development

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



25% of the people say that the brand is not available locally. Measures should be taken to ensure the distribution of the product properly so that it is available to the masses.

## 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?

#### IMMEDIATE IMPROVEMENTS

Today, many youths have become more health conscious. Still, there are people who eat a lot of junk food. But as the awareness is increasing, there is a slow movement between these groups. So, more natural ingredients should be used, and it should be branded in a way stressing about the natural ingredients.

#### PRICING STRATEGY

The ideal price of the product should be from 50-99Rs. It is because of the fact that India is a price sensitive market.

Frooti is available at 10Rs. Generally, people will not think twice while before buying low cost products.

<https://www.financialexpress.com/business/industry-shrinkflation-makes-its-way-back-into-fmcg-3456683/>

#### BRAND AMBASSADOR

Two approaches come to my mind.

One is leveraging popular celebrities like cricketer Jasprit Bumrah, badminton player PV Sindhu, etc.

Another one is featuring everyday people hustling through their days, similar to Nike's successful 2012 Olympics ad.

Both approaches offer distinct advantages - celebrities bring brand recognition and fan appeal, while everyday people create a relatable image for busy consumers.

Here, the brand is new, so it is better to go with established people in the society.

I choose Jasprit Bumrah.

<https://www.youtube.com/watch?v=WYP9AGtLvRg>

## **MARKETING CAMPAIGN**

To address customer concerns about product availability and target busy consumers who frequent supermarkets. Firstly, in-store product sampling demonstrations can directly address the "not available locally" issue. Secondly, online paid advertising campaigns can reach a wider audience, potentially leveraging popular YouTubers to build brand awareness and relatability.

## **TARGET AUDIENCE**

Clearly, the youth population is the target audience based on the survey taken.