

# CODEX'S MARKETING STRATEGY



PRESENTED BY  
**Priya Gupta**

# Introduction

**CodeX** is a German beverage company that is aiming to make its mark in the Indian market.

A few months ago, they launched their energy drink in 10 cities in India.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from 10k respondents.

# Task

Provide Insights to the Marketing Team in Food & Beverage Industry

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?)
  - b. Which age group prefers energy drinks more?
  - c. Which type of marketing reaches the most Youth (15-30)?
2. Consumer Preferences:
  - a. What are the preferred ingredients of energy drinks among respondents?
  - b. What packaging preferences do respondents have for energy drinks?
3. Competition Analysis:
  - a. Who are the current market leaders?
  - b. What are the primary reasons consumers prefer those brands over ours?
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?
5. Brand Penetration:
  - a. What do people think about our brand? (overall rating)
  - b. Which cities do we need to focus more on?
6. Purchase Behavior:
  - a. Where do respondents prefer to purchase energy drinks?
  - b. What are the typical consumption situations for energy drinks among respondents?
  - c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?
7. Product Development:
  - a. Which area of business should we focus more on our product development? (Branding/taste/availability)

## Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

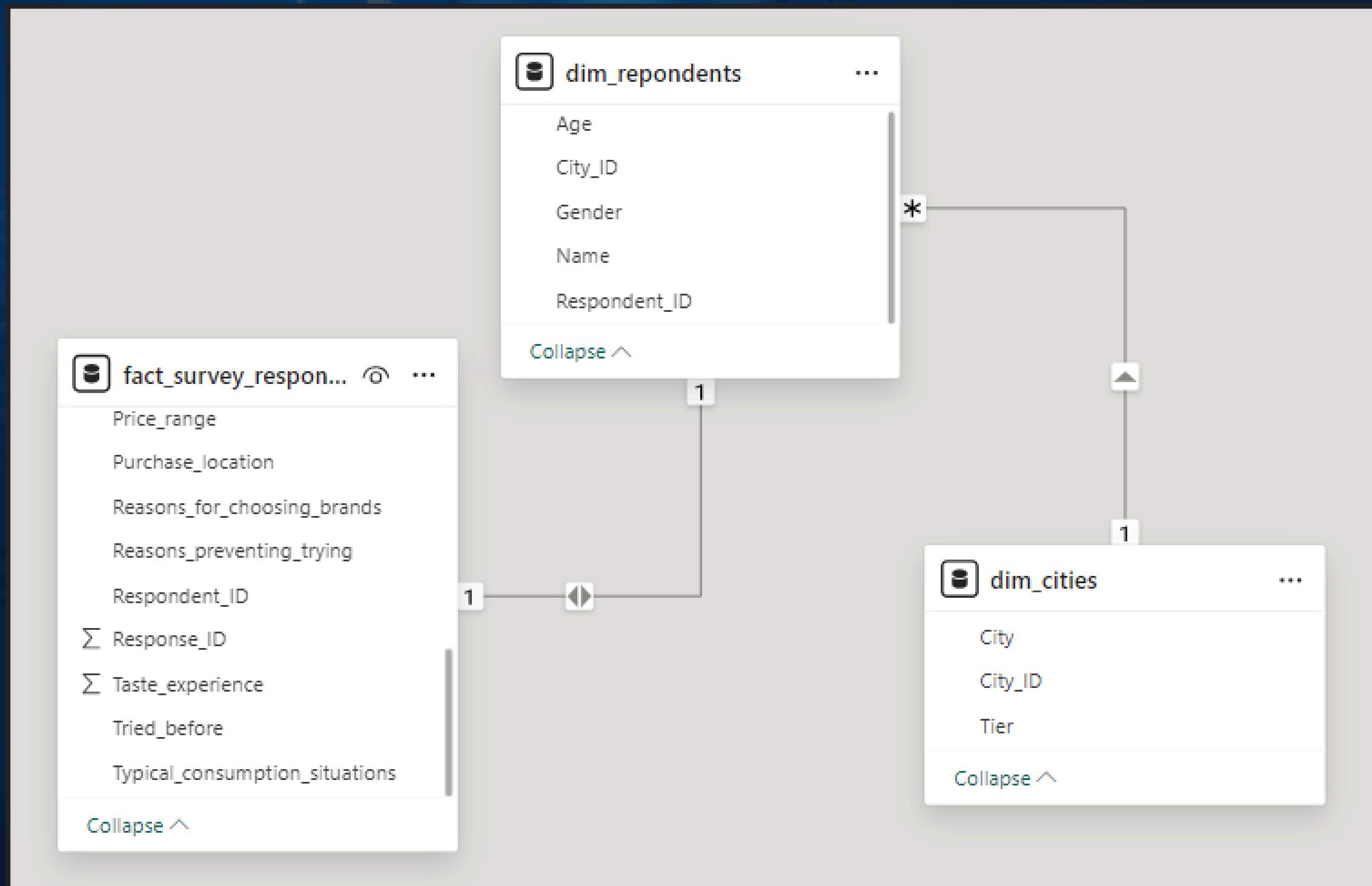
### Recommendations for CodeX:

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?



# Table view



# Which gender prefer more energy drink?



**60.38%    34.55%**

gender	frequency
Male	6038
Female	3455
Non-binary	507

## Male

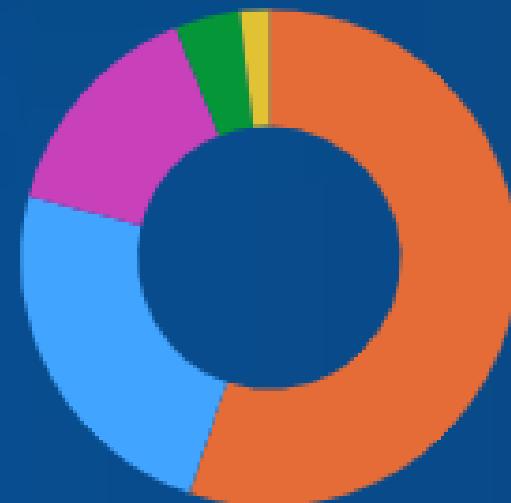
The gender who prefer the most to have energy drink is male. From the 10,000 respondent 6038 males prefer to consume energy drinks.



Men prefer energy drinks for the rush, increased energy, and improved athletic performance they provide. Additionally, the marketing of energy drinks frequently targets men, associating the products with strength, endurance, and enhanced physical capabilities.

# Which age group prefers energy drinks more?

**Distribution of frequency by Age**



Age
19-30
31-45
15-18
46-65
65+

The data indicates that individuals aged 19-30 have a greater preference for energy drinks compared to other age groups.



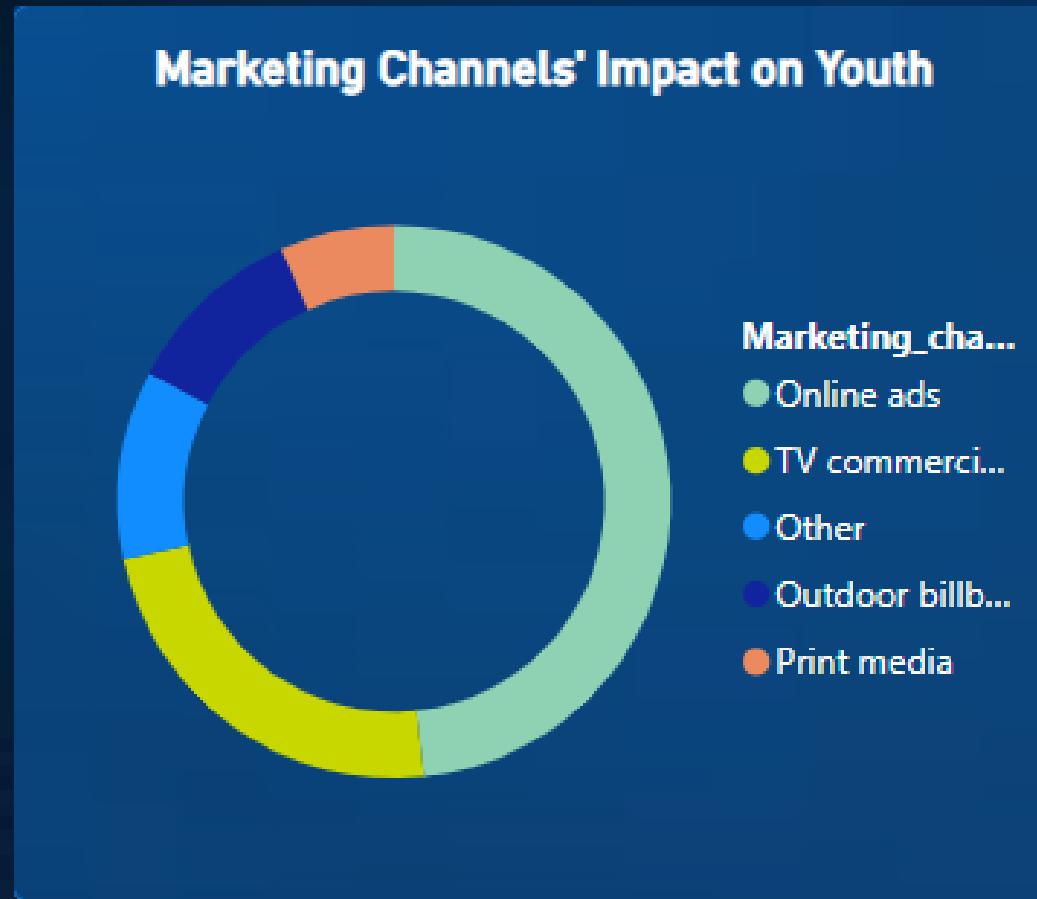
According to Statista: With over 600million people between 18 and 35 years old, India had the largest number of millennials and Gen Zs globally.

Age	frequency
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190



This shows that India is great market to grow the business of energy drinks as the customer size is huge in the country

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



Approximately 48% of customers are influenced by online ads to consume energy drinks, followed by 23.37% who are swayed by TV ads.

According to Statista: As of January 2024, YouTube reached around **462 million** users in India, with Facebook and Instagram reaching **367 million** and **363 million** users, respectively.

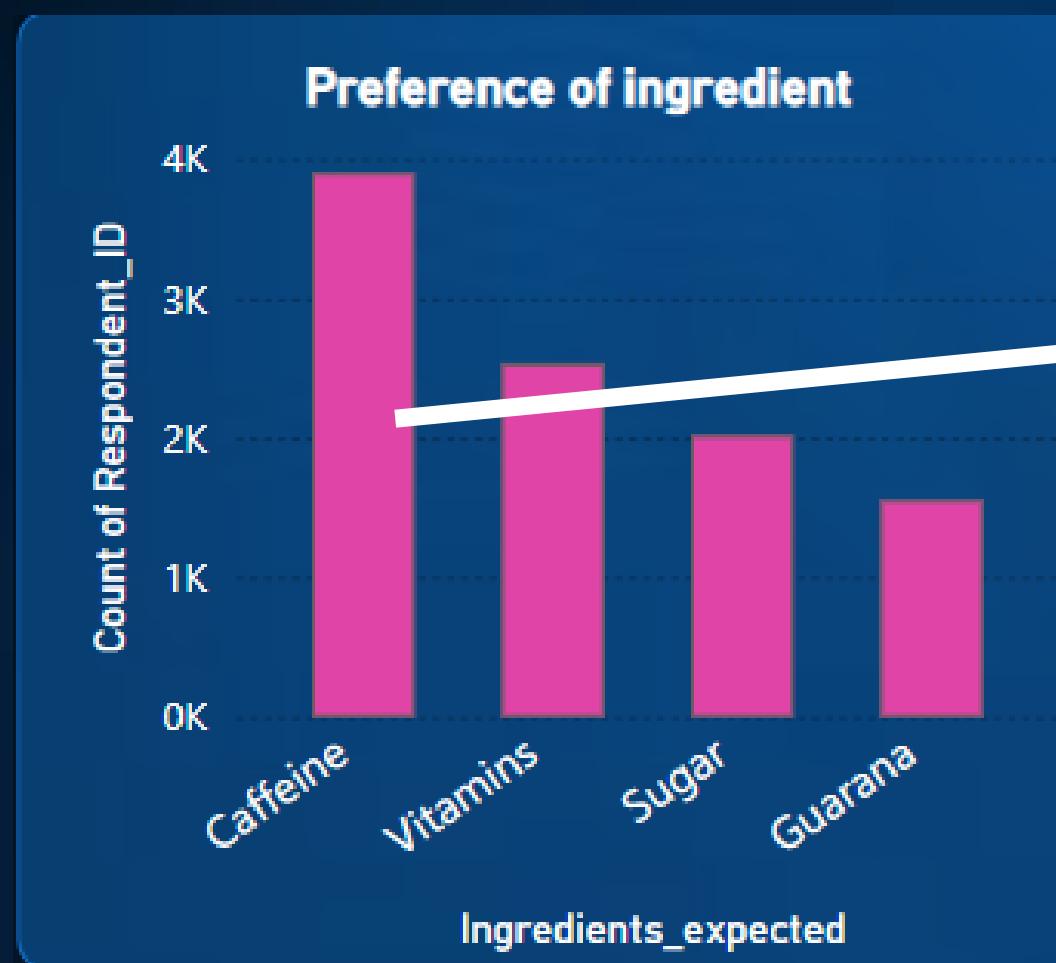
Marketing_channels	frequency
Online ads	2666
TV commercials	1290
Other	608
Outdoor billboards	585
Print media	371



Online and TV ads are impactful marketing channels, focusing on these platforms can effectively target a vast customer segment.



# What are the preferred ingredients of energy drinks among respondents?



38.96%

Caffeine stimulates nervous system and they are bound to increase endurance and performance in adults.

Ingredients_expected	frequency
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553



**Codex should offer Energy drinks as an easy way to consume caffeine and vitamins, with marketing promoting them as healthier than other caffeinated beverages like sodas.**

# What packaging preferences do respondents have for energy drinks?



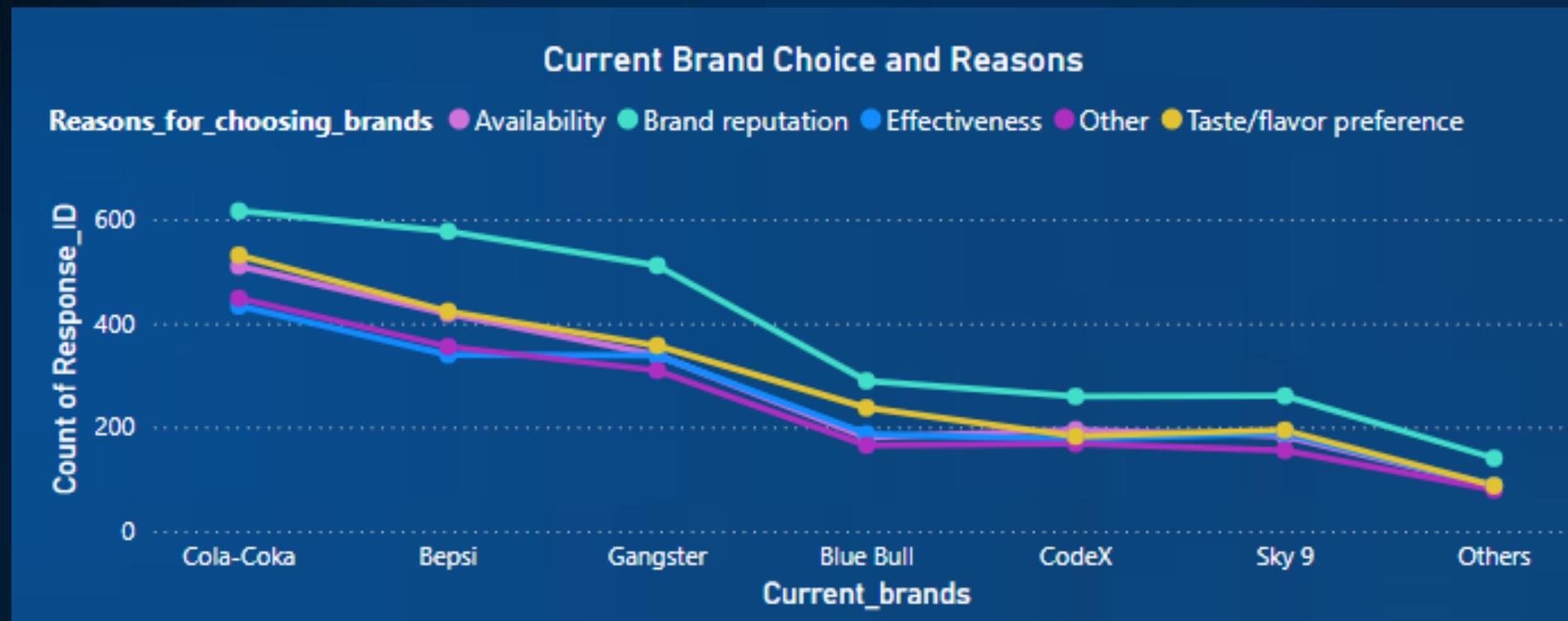
- In today's fast-paced world, easy-to-carry and eye-catching packaging is crucial.
- Companies like **Coca-Cola** and **Red Bull** excel with compact, attractive bottle designs that boost customer interest and sales.
- Their iconic packaging not only enhances convenience but also appeals visually, fitting easily into bags and car holders

Packaging preference	frequency
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485



40% people are interested in buy such drinks that come we compact and portable cans and 30.47% are influenced by innovative bottle design.

# Who are the current market leaders and why people are preferring them?



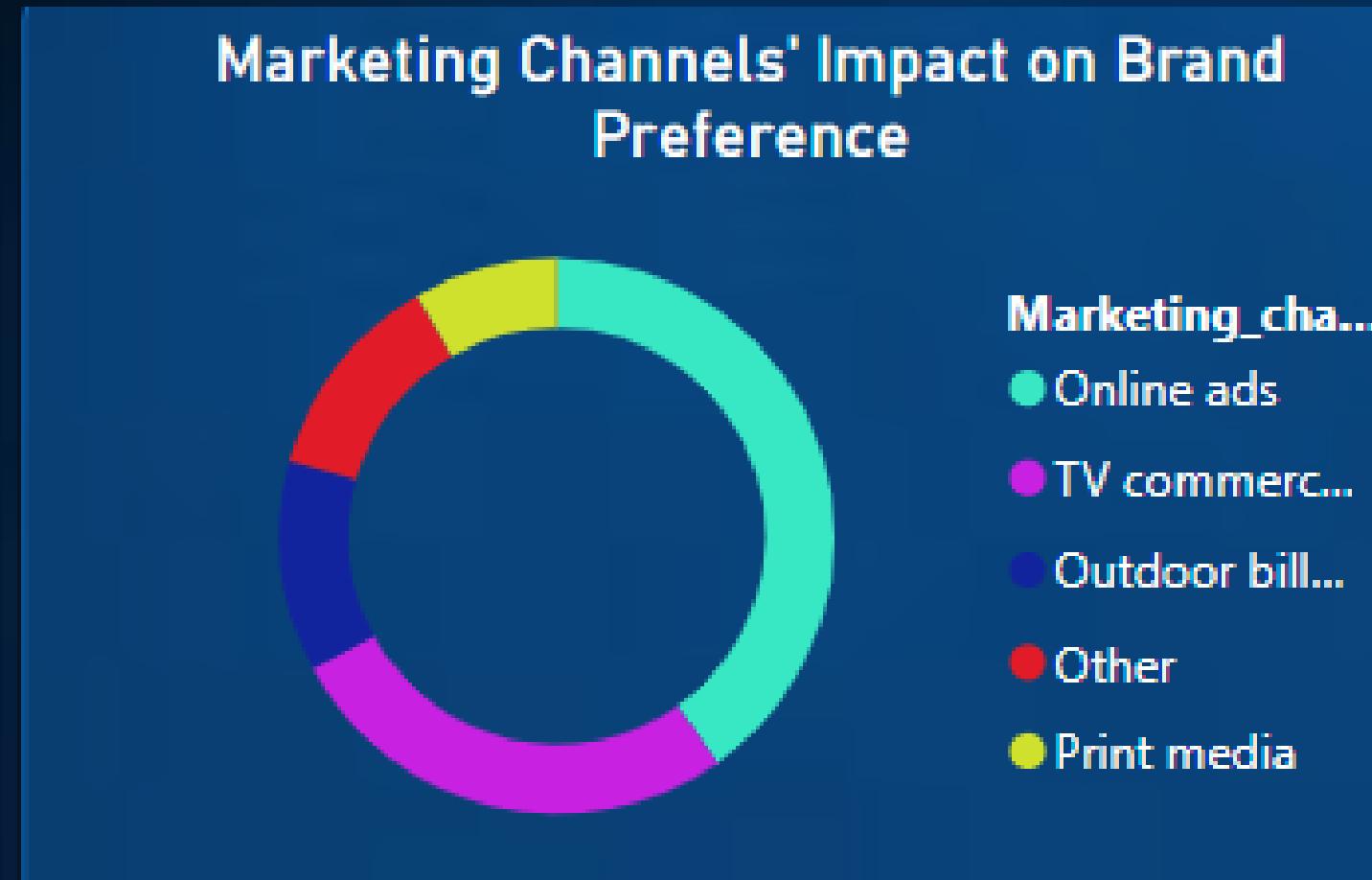
current_brands	frquency_of_consumer
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

## Cola Coca

Coca-Cola is the most popular brand among consumers, with over 25% choosing it. One of the key reasons for its popularity is its strong brand reputation.

Indian consumers tend to prioritize brand value because it comes with trust. Therefore, Codex should focus on building consumer trust and enhancing its brand value.

# Which marketing channel can be used to reach more customers?



Again online ads are leaving behind the other channels of marketing. Around 40.20% people adding energy drinks in their life when they heard or affected by an online ad.

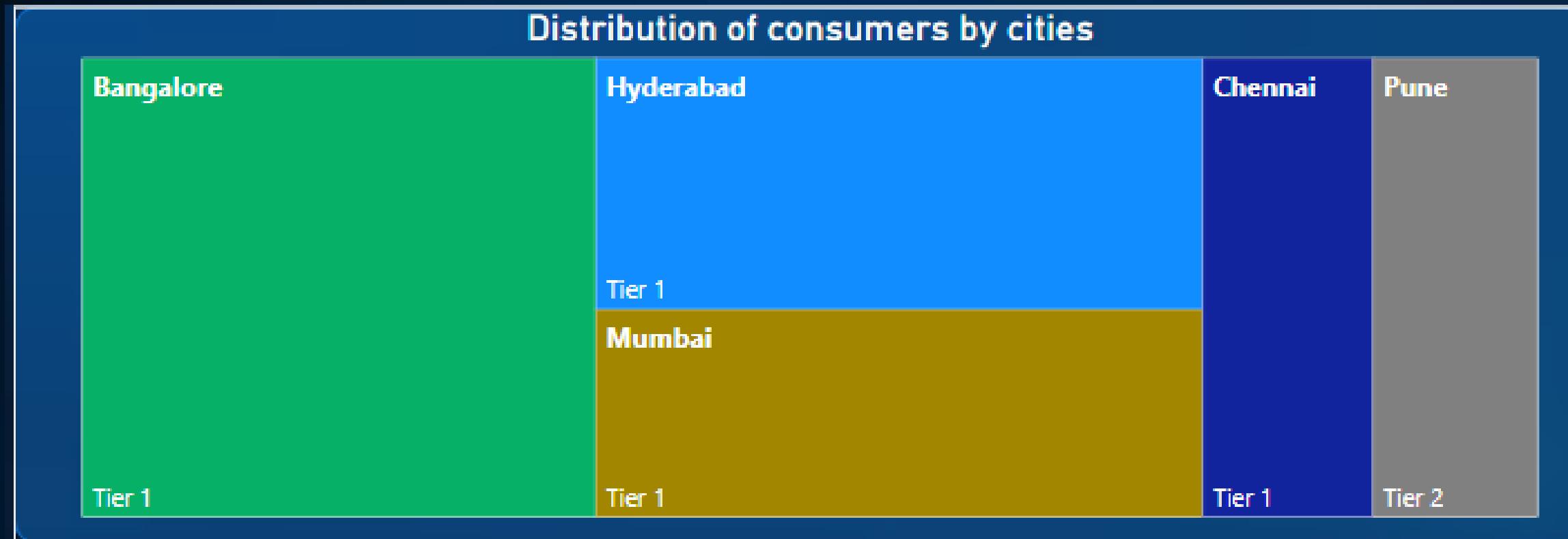
## What do people think about our brand? (overall rating)



Out of 10K only 4.88K have tried the energy drink of codex and they have average rated 3.27 to the taste of the energy drink.

This shows that the company should work on the taste of the product.

# Which cities do we need to focus more on?

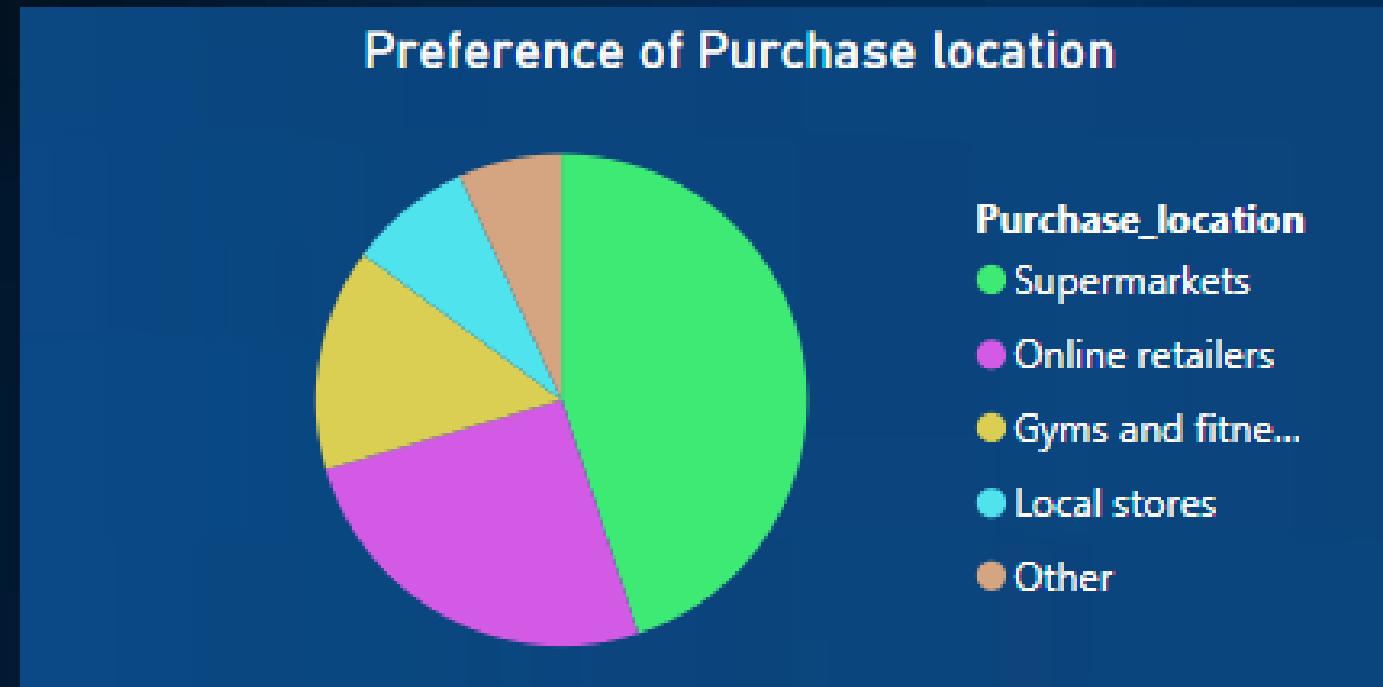


City	Tier	frequency
Bangalore	Tier 1	2828
Hyderabad	Tier 1	1833
Mumbai	Tier 1	1510
Chennai	Tier 1	937
Pune	Tier 2	906
Kolkata	Tier 2	566
Ahmedabad	Tier 2	456
Delhi	Tier 1	429
Jaipur	Tier 2	360
Lucknow	Tier 2	175



Tier 1 cities like Bengaluru, Hyderabad, Mumbai are the top 3 cities where most people are consuming energy drinks, likely due to its large population of young professionals, students, and tech workers who seek quick energy boosts to meet their demanding schedules and active lifestyles.

# Where do respondents prefer to purchase energy drinks?

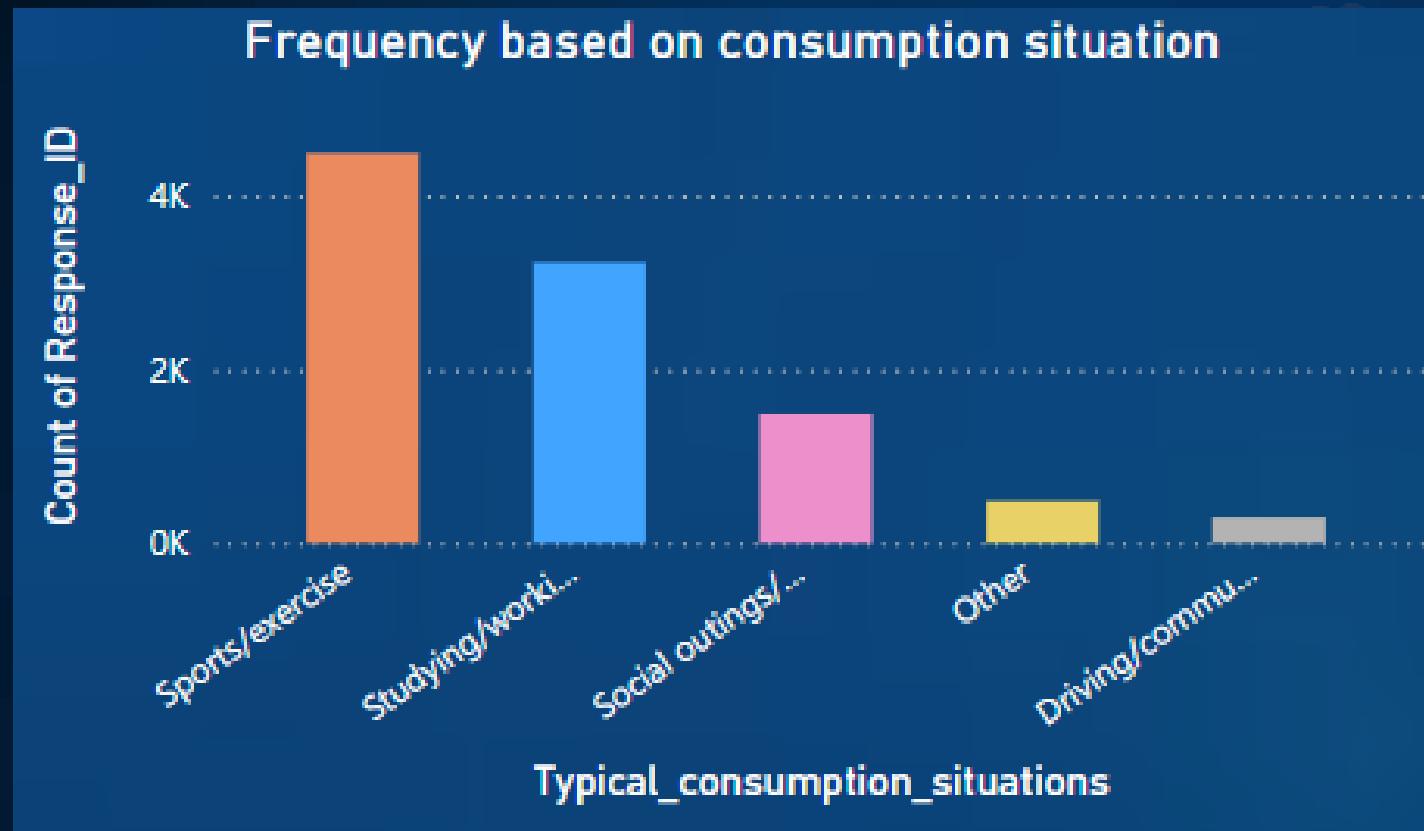


45% of people in India prefer buying energy drinks from supermarkets, indicating a strong opportunity for brands to focus on supermarket sales and in-store promotions.



They provide a one-stop shopping experience where consumers can easily compare different brands and products, benefit from promotions and discounts, and enjoy the convenience of picking up energy drinks along with their other groceries.

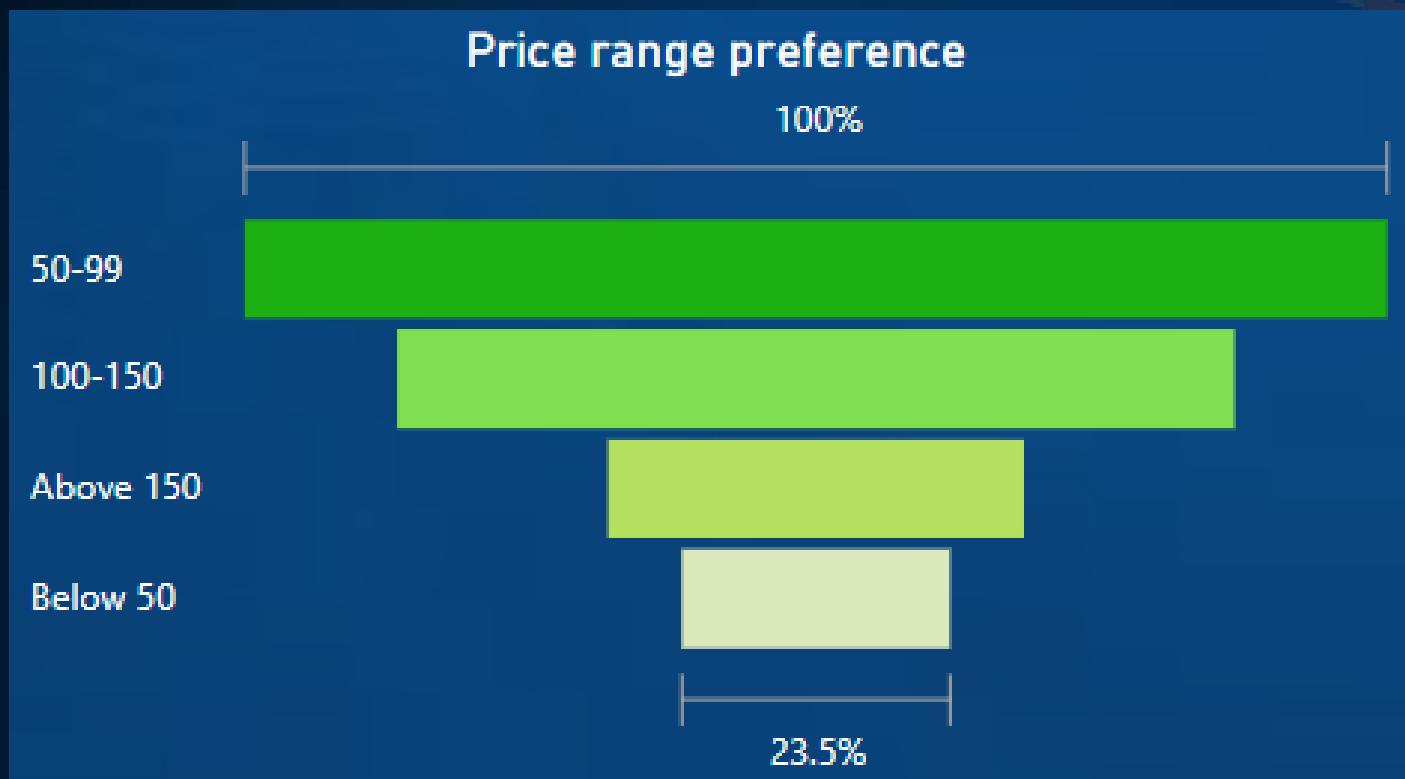
# What are the typical consumption situations for energy drinks among respondents?



More than 44% Consumers likely perceive energy drinks as a way to boost their performance and endurance during sports and physical activities.

And around 32% of people prefer drinking energy drinks during study sessions, highlighting a key opportunity to target students and professionals with products that enhance focus and cognitive performance.

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



More than 42% Indians like to spend 50-99 rupees for the energy drinks.

This price range likely appeals to a broad demographic, including students, young professionals, and middle-income groups who seek an energy boost without a significant financial outlay.

Price_range	frequency
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009