



Marketing Analysis of CodeX

Crack the Code of Energy: Unleash Your Potential with CodeX



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 of India**. Their Marketing team conducted a survey in those 10 cities and received results from the 10,000 respondents.

The survey includes more than 20 questionnaires such as : Age, Gender, Consumption Habit, Brand Perception, Product Experience, Ingredients and Price Range.

Objective : Provide actionable insights to the marketing team based on the survey results to drive Brand Awareness Market Share, Product, Development strategies



Energy Drink Market in India

Market Size : \$470 Million

CAGR : 8.46%

Expected Market Size by 2027:\$1.25 Billion



Created by Rashi Tiwari



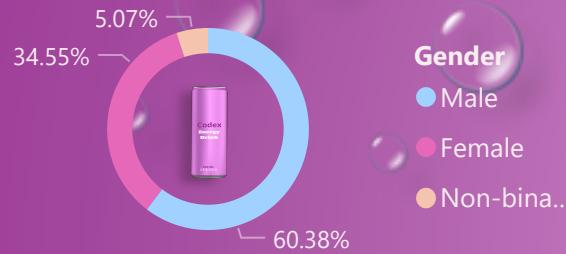


Demographics



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

Percentage of Respondents by Gender

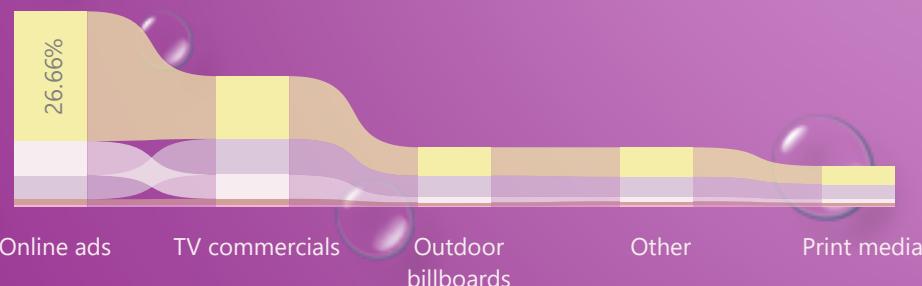


60% of energy drink preferences are from **males**.

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

Respondents by Age and Marketing_channels

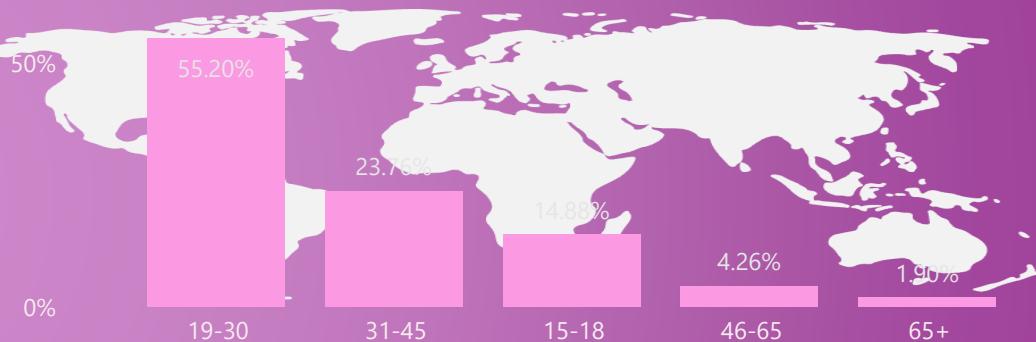
Age ● 65+ ● 46-65 ● 31-45 ● 19-30 ● 15-18



Online Ads constitutes roughly half of the **marketing channels** consumed by the youths.

Which age group prefers energy drinks more?

Percentage of Respondents by Age



Age group of **19-30** prefers more energy drink other than any age group.





Consumer Preferences



What are the preferred ingredients of energy drinks among respondents?



Vitamins
Caffeine
Sugar
Guarana

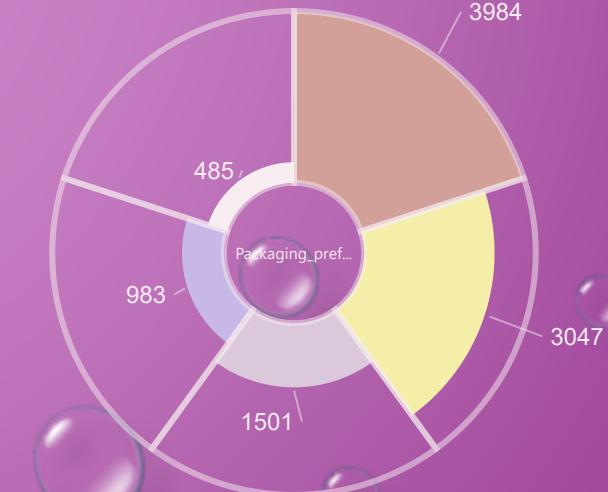
Nearly **two- third** respondents prefers **caffeine** and **vitamins** in their energy drinks.



What packaging preferences do respondents have for energy drinks?

Total Respondents by Packaging Preferences

- Packaging Preference
- Compact and portable cans
 - Innovative bottle design
 - Collectible packaging
 - Eco-friendly design
 - Other



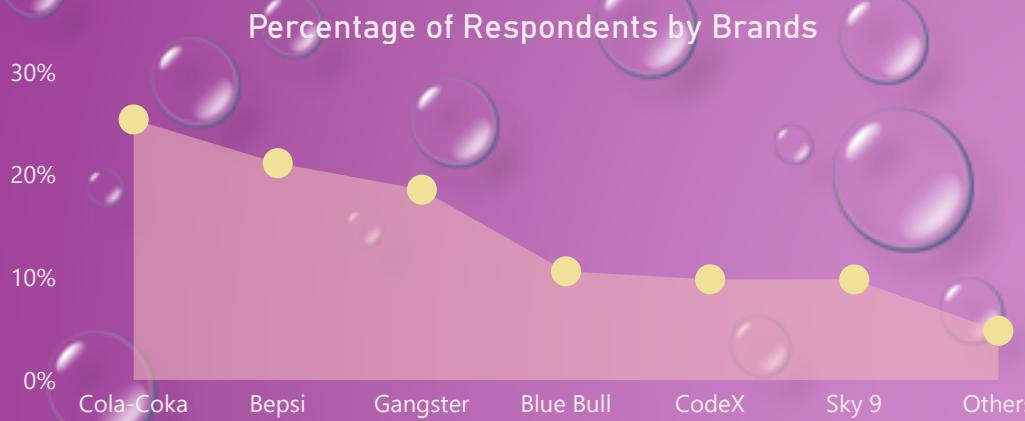
Nearly **3/4th** respondents prefers **compact and portable cans** & **innovative bottle design**.



Competition Analysis



Who are the current market leaders?



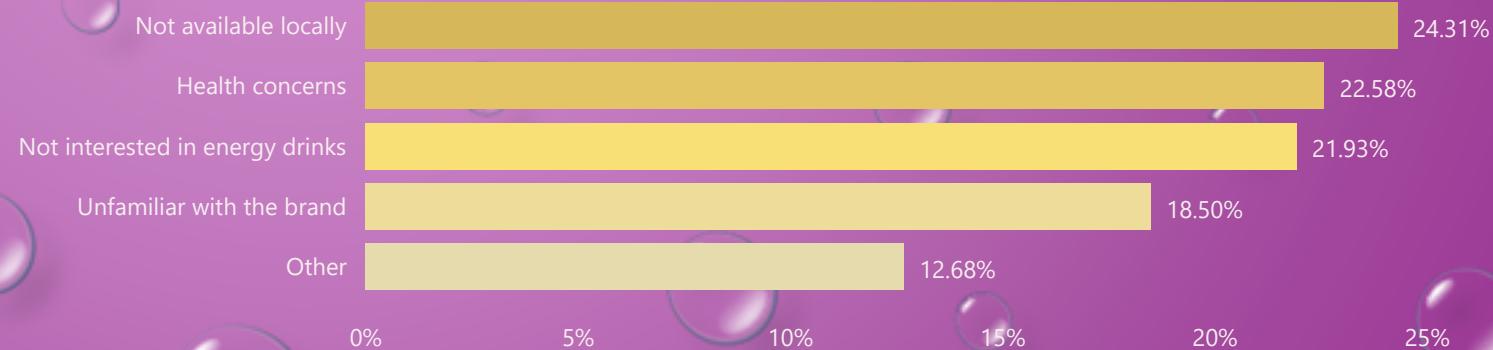
Nearly **half** of the the market share is occupied jointly by **cola-coka** and **Bepsi**



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

Locally unavailability and **Health concerns** are the **two** major reasons why respondents do not prefer our brand

Reasons for not trying our Brand

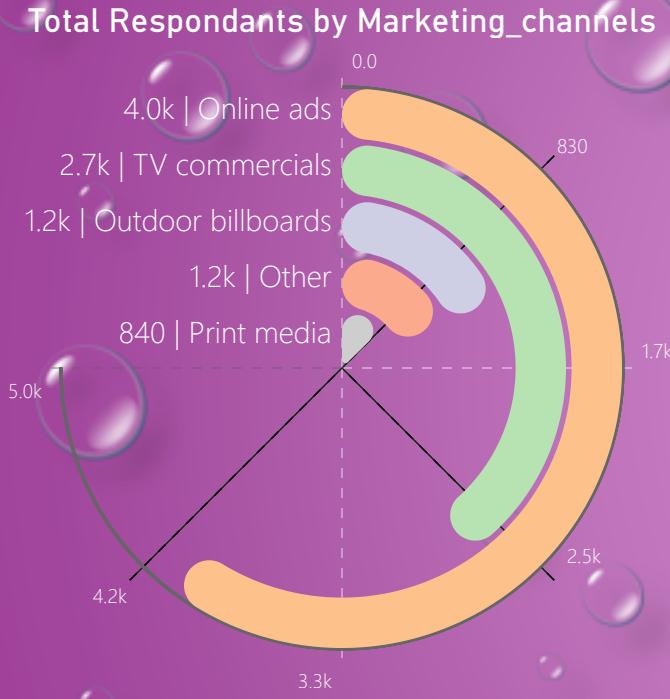




Marketing Channels

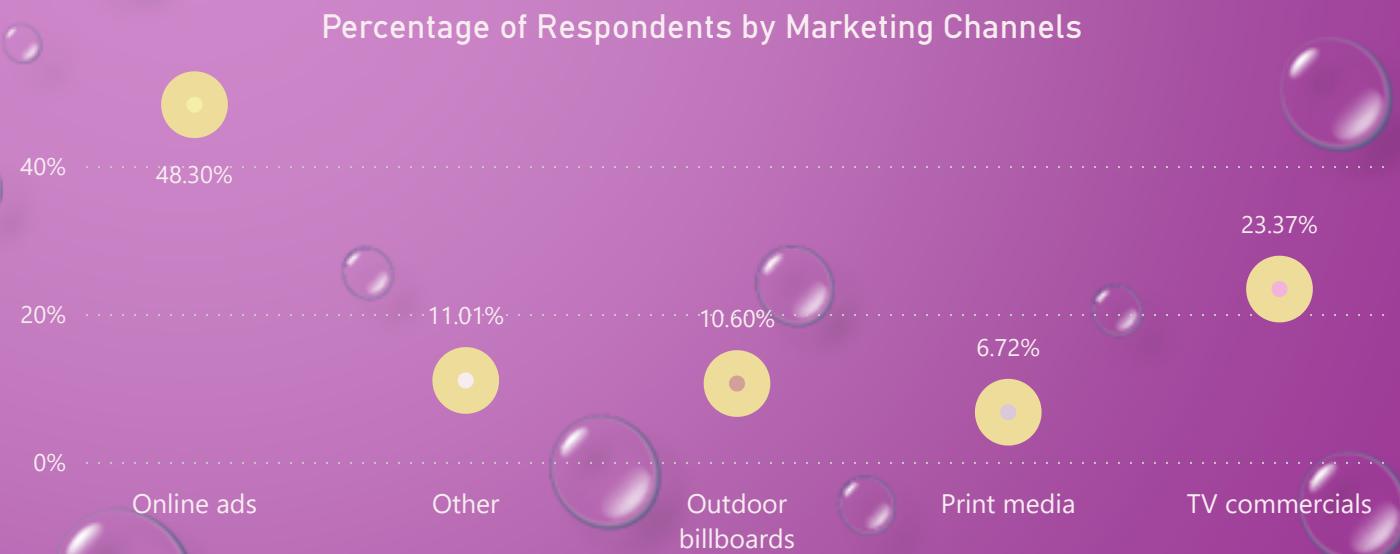


Which marketing channel can be used to reach more customers?



Online Ads and Tv Commercials are the preferred **marketing channels**, chosen by **67%** of the respondents.

How effective are different marketing strategies and channels in reaching our customers?



Nearly **half** of the respondents prefers **online ads**.
50% of **online ads** reaches the most between **Age group** of **19-30**.
Respondents between the **age group** of **19-30** can be our **potential consumers**

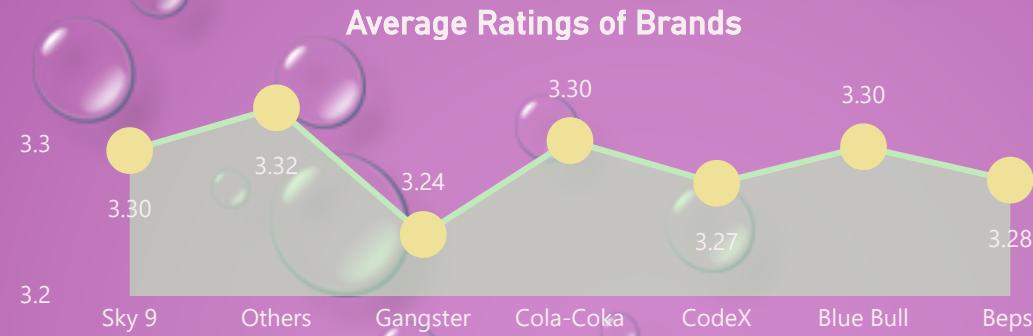




Brand Penetration



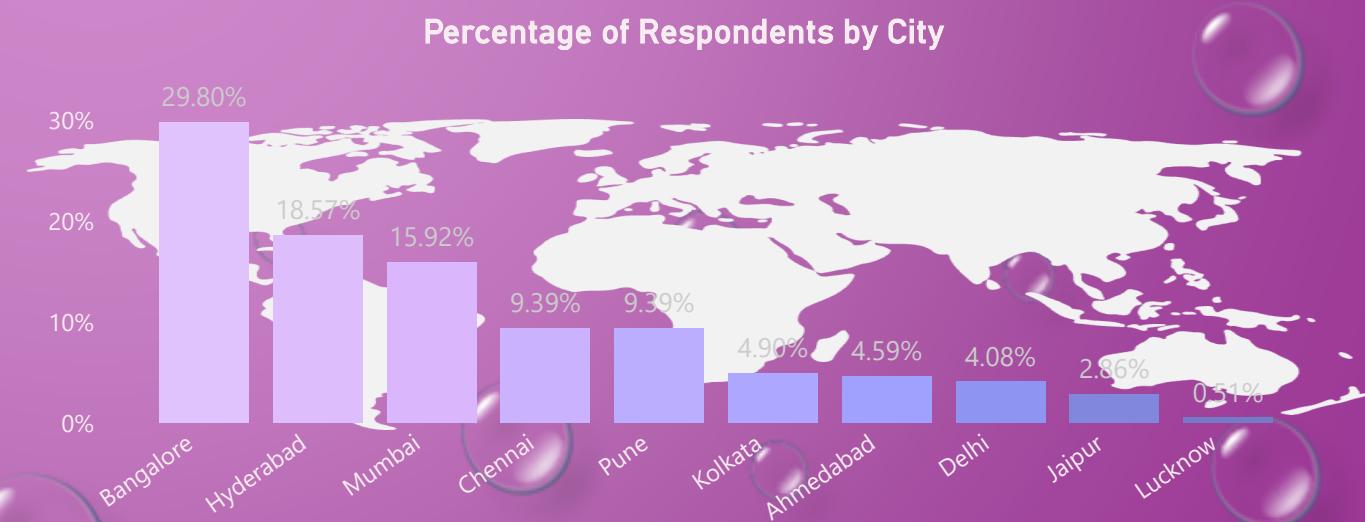
What do people think about our brand? (overall rating)?



A significant percentage of respondents hold a **Neutral view** of our brand, while a notable portion holds **Negative sentiment** and with an **Average rating** of 3.

Which cities do we need to focus more on?

Bengaluru, Hyderabad and Mumbai have potential customer but we need focus more on the **tier 2 cities** to increase our maximum reach and sales.



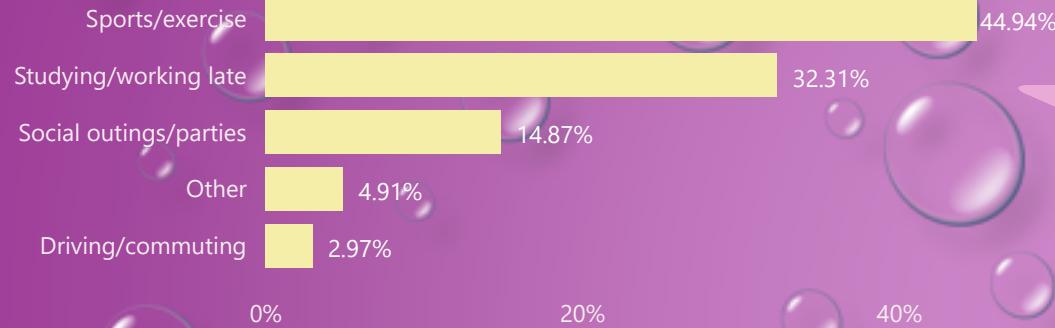


Purchase Behavior

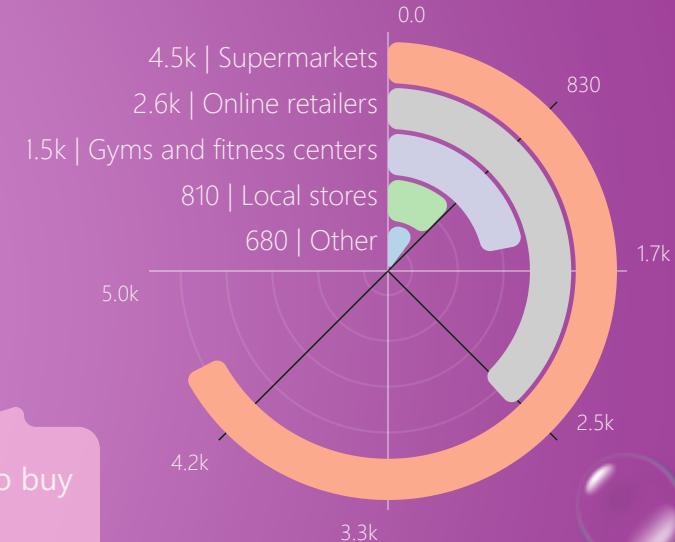


What are the typical consumption situations for energy drinks among respondents?

Total Respondants by Consumption Situations

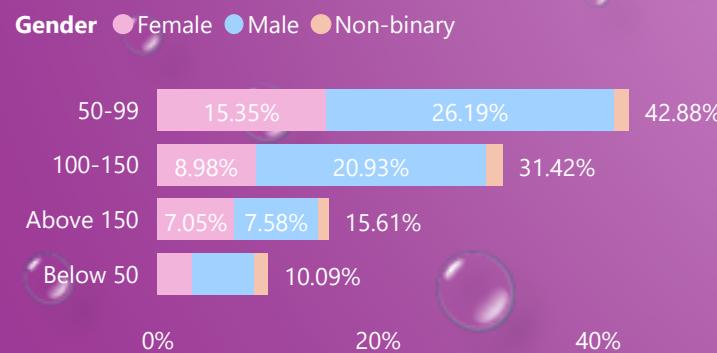


Where do respondents prefer to purchase energy drinks?



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

Price Range Preference among Respondents



Preference of Limited Edition Packaging



42% respondents prefers energy drinks at price range of Rs 50-99 and 40% respondents prefers limited edition packaging.



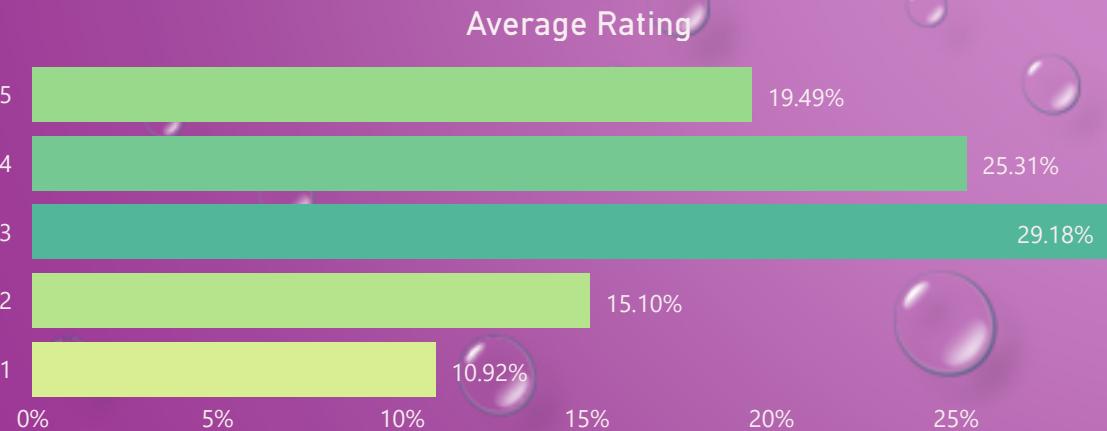
Product Development



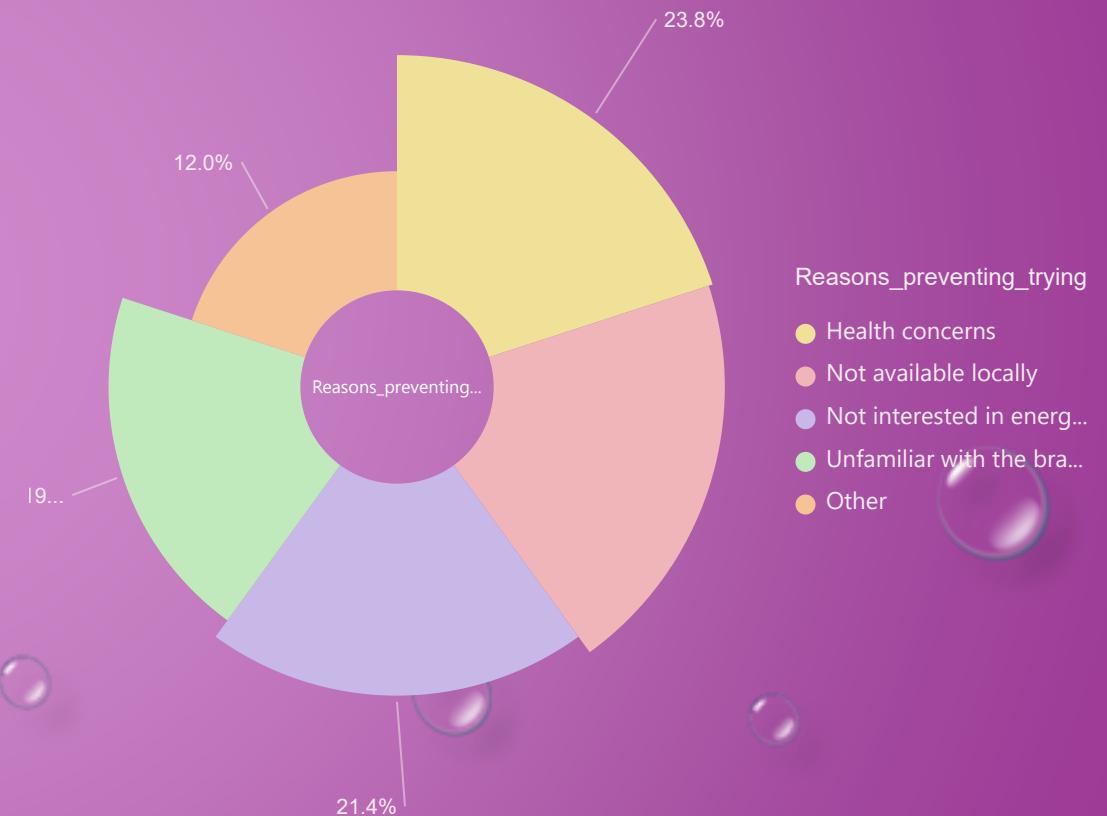
Which area of business should we focus more on our product development (Branding/taste/availability) ?



1/4th of the responded that our brand is not **locally available**, while substantial portion of respondents found the taste to be **average or better**.



Reasons for not trying our Brand





Recommendations



What immediate improvements can we bring to the product?

- Emphasize organic ingredients (caffeine, vitamins) and health-conscious choices.
- Clear ingredient labeling to communicate the use of organic ingredients.
- Introduce diverse flavors (iced black coffee, berries, lemon etc) to varied consumer preferences
- Design visually appealing packaging that captures attention and reflects the brand's uniqueness



What should be the ideal price of our product?

- Set price range of Codex between 50-99, as preferred by 43% of respondents
- Introduce a premium pricing tier of 100-150 for enhanced features and specialized flavor variants
- Launch eco-friendly pet cans and bottles for sustainability, initially targeting the 50-99 price range for trial purposes and to capture the market.





Recommendations



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

"Energy Boost Challenge": To engage our customers, we can introduce an "Energy Boost Challenge." Encourage them to incorporate Codex into their active lifestyles for a specific period and share their experiences on social media. As a token of appreciation, participants will receive a 10% discount, and some lucky winners may be featured on our social media handles and in our magazine.

"Healthy Energy, Healthy You": We can educate consumers about the health benefits of Codex through informative content, blog posts, and social media. Collaborate with health experts and influencers to validate the positive effects of CodeX on energy, focus, and overall well-being.

"Introductory Offer": Enjoy a special discount on your first purchase of CodeX, designed to encourage new customers to try our product.

"Flavorful Bundles": Explore our bundle deals, where you can discover a variety of flavors and product variants in one convenient package.

Collaborate with retail partners, gyms, corporate offices and college campuses to conduct in-store sampling events where consumers can try CodeX for free or at a discounted price. This allows potential customers to experience the product firsthand and encourages them to make a purchase.





Recommendations



Who can be a brand ambassador, and why?

To effectively engage with our highly active and social media-savvy target customers aged 19 to 30, we recommend collaborating with social media influencers, fitness influencers, sports persons, and athletes who possess a strong online presence. These individuals can serve as powerful brand ambassadors, leveraging their influence to promote CodeX and resonate with our desired audience.

- Social Media Influencers: Bhuvan Bam, Nikhil Sharma, Kusha Kapila, Prajakta Koli
- Fitness Influencers: Sahil Khan, Gaurav Taneja, Yasmin Karachiwala
- Sports Persons and Athletes: Sarah Johnson, Virat Kohli, Saina Nehwal.

Who should be our target audience, and why?

Target Audience: Young adults (19-30 years old), students, and working professionals. These groups are most likely to consume energy drinks, and they are also the most active and engaged on social media. Additionally, people in this age group are more likely to consume energy drinks as a pre-booze or in their mocktails and cocktails at pubs and lounges. They are also more likely to consume energy drinks before or after working out at the gym. Therefore, collaborating with pubs and lounges, as well as gyms, is a good way to reach this target audience.



Thank You

A heartfelt thank you to the codebasics team for organizing the resume project challenge. It has been a valuable opportunity to showcase my skills and learn from the experience. I appreciate your effort in providing this platform for skill development. Thank you for fostering a community of learning and growth.



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