

# CODEX

Marketing strategies for  
India



*presented by*  
**K RUBASRI**



# AGENDA

Topics Covered

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Details about CodeX company

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Objectives

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Insights

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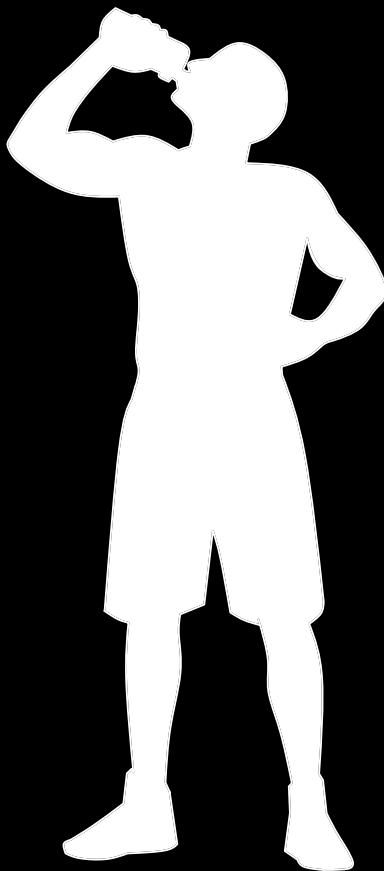
Recommendations



# CodeX

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

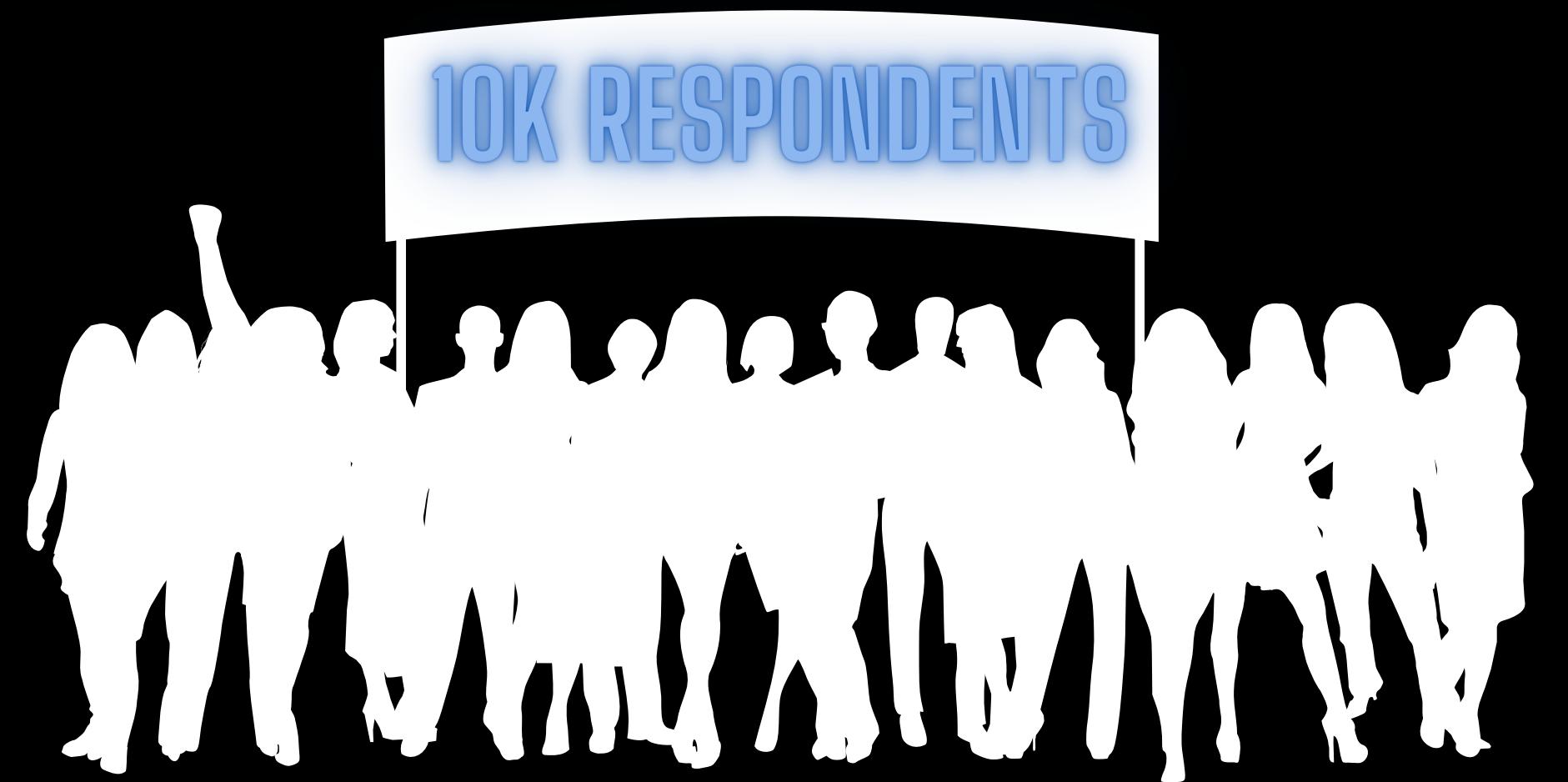
A few months ago, they launched their energy drink in 10 cities in India.



# OBJECTIVES

The marketing Team conducted a survey in those 10 cities and received results from 10k respondents.

A marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions for their company.





# INSIGHTS

Demographic Insights

Consumer Preferences

Competition Analysis

Marketing Channels and  
Brand Awareness

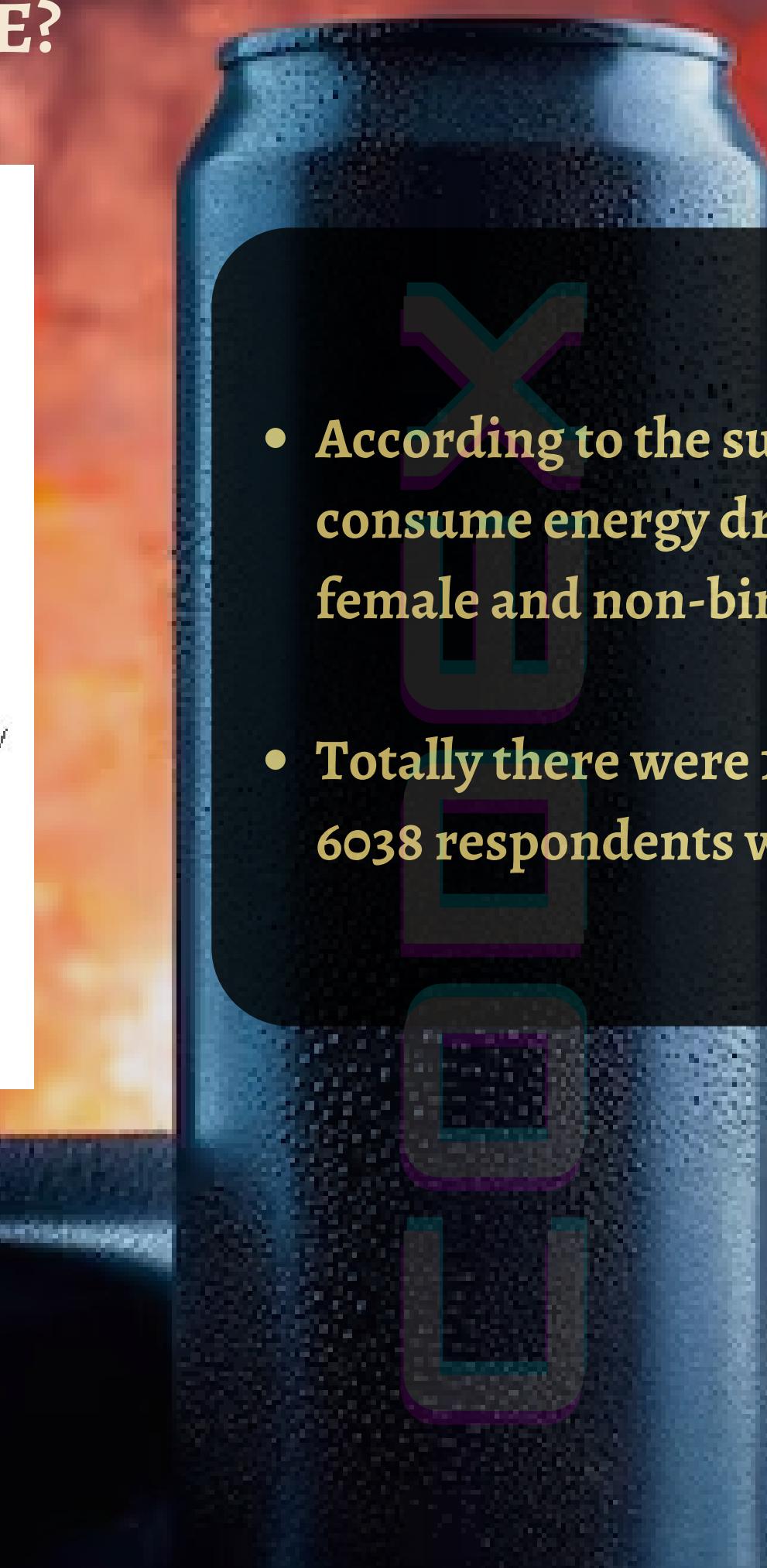
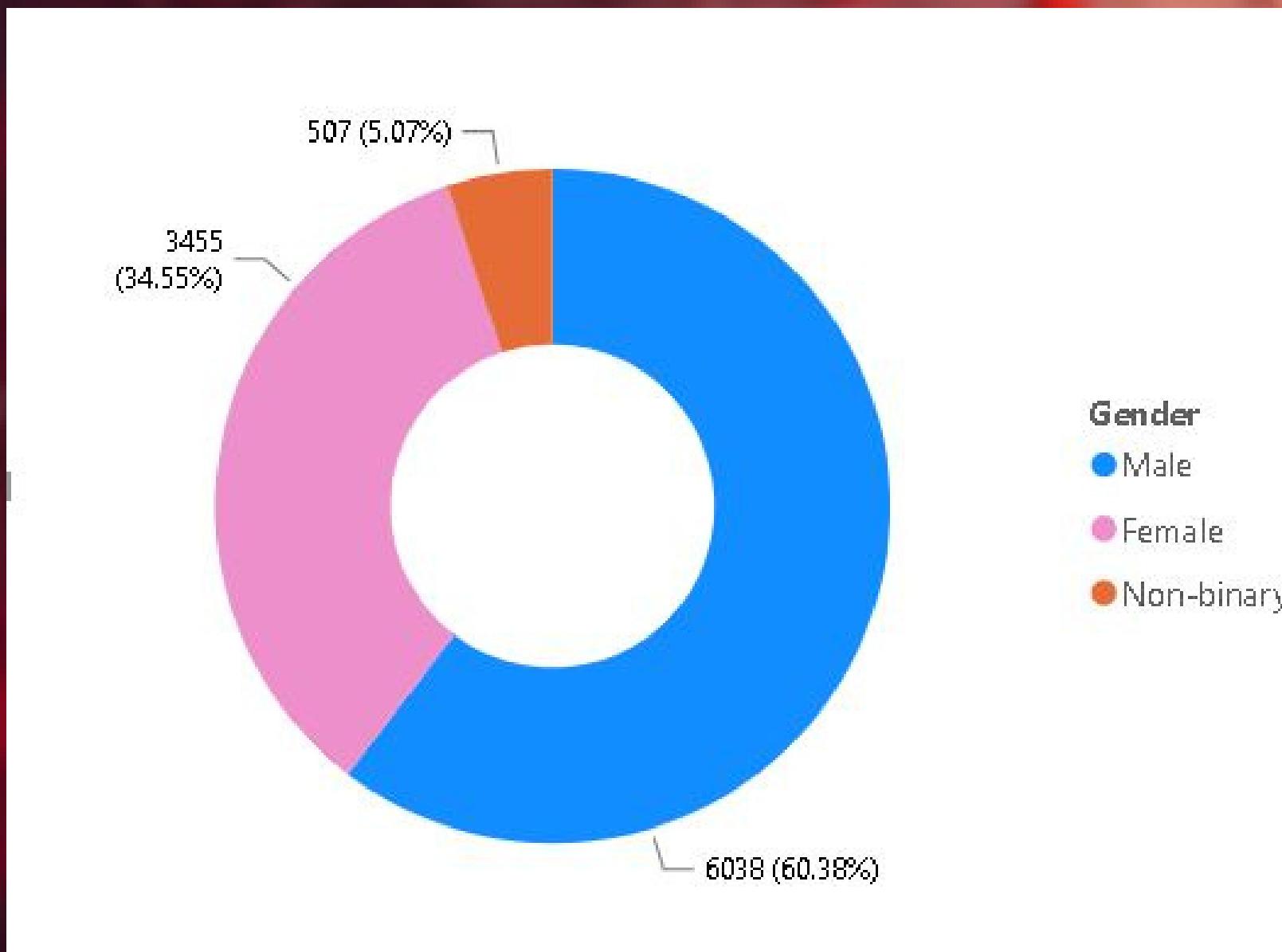
Product Development

Brand Penetration

COMPETITIVE  
ANALYSIS

Purchase Behavior

# WHO PREFERS ENERGY DRINK MORE?

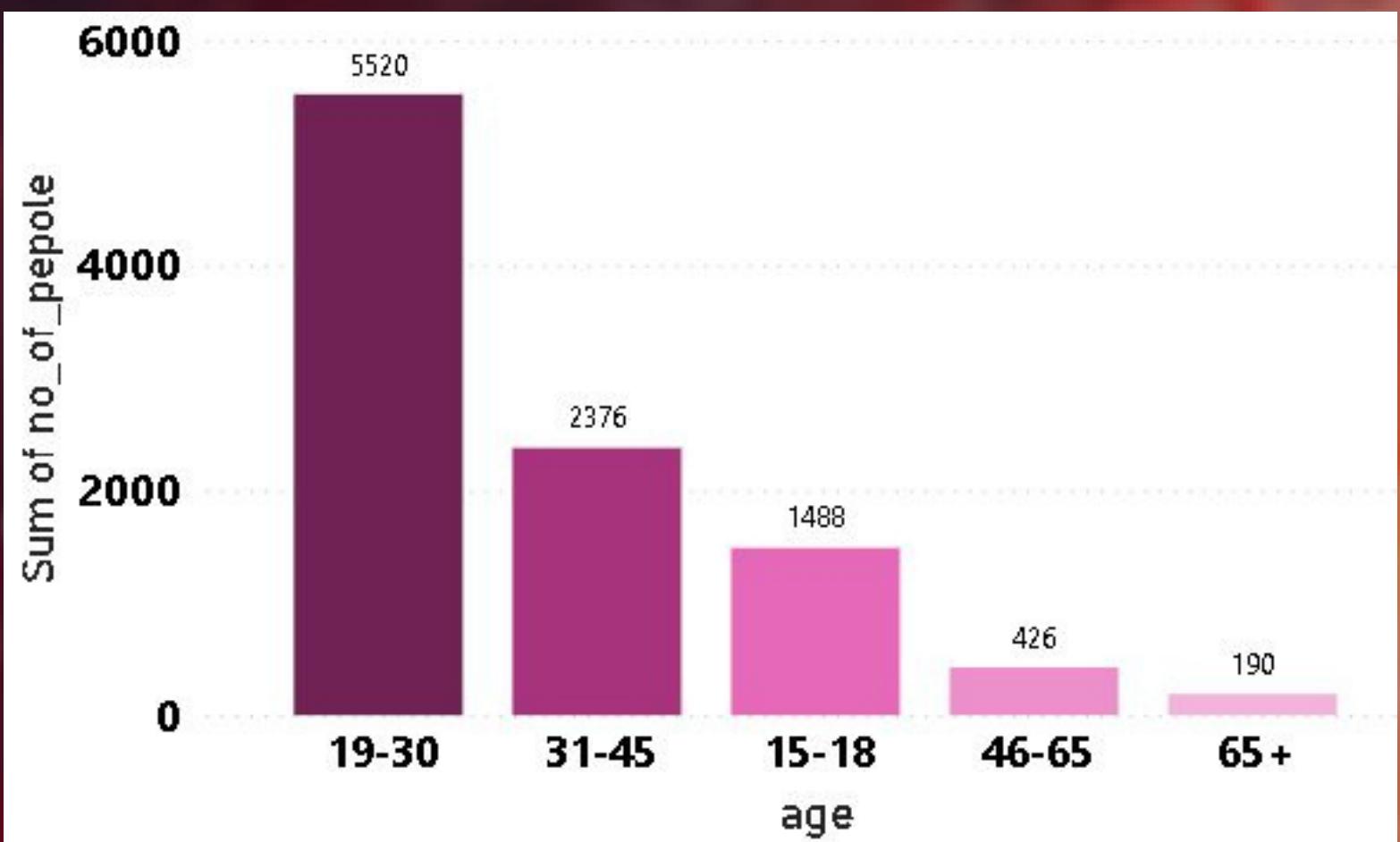


## INSIGHTS:

- According to the survey MALE(60%) customers consume energy drink while comparing to both female and non-binary
- Totally there were 10,000 respondents from which 6038 respondents were male customers.



## WHICH AGE GROUP PREFERS ENERGY DRINKS MORE?



## WHICH TYPE OF MARKETING REACHES THE MOST YOUTH (15-30)?

Age	Marketing_channels	Rank	Highest_channel
15-18	Online ads	1	707
19-30	Online ads	1	2666
15-18	TV commercials	2	495
19-30	TV commercials	2	1290
15-18	Outdoor billboards	3	117
19-30	Other	3	608
15-18	Other	4	94
19-30	Outdoor billboards	4	585
15-18	Print media	5	75
19-30	Print media	5	371

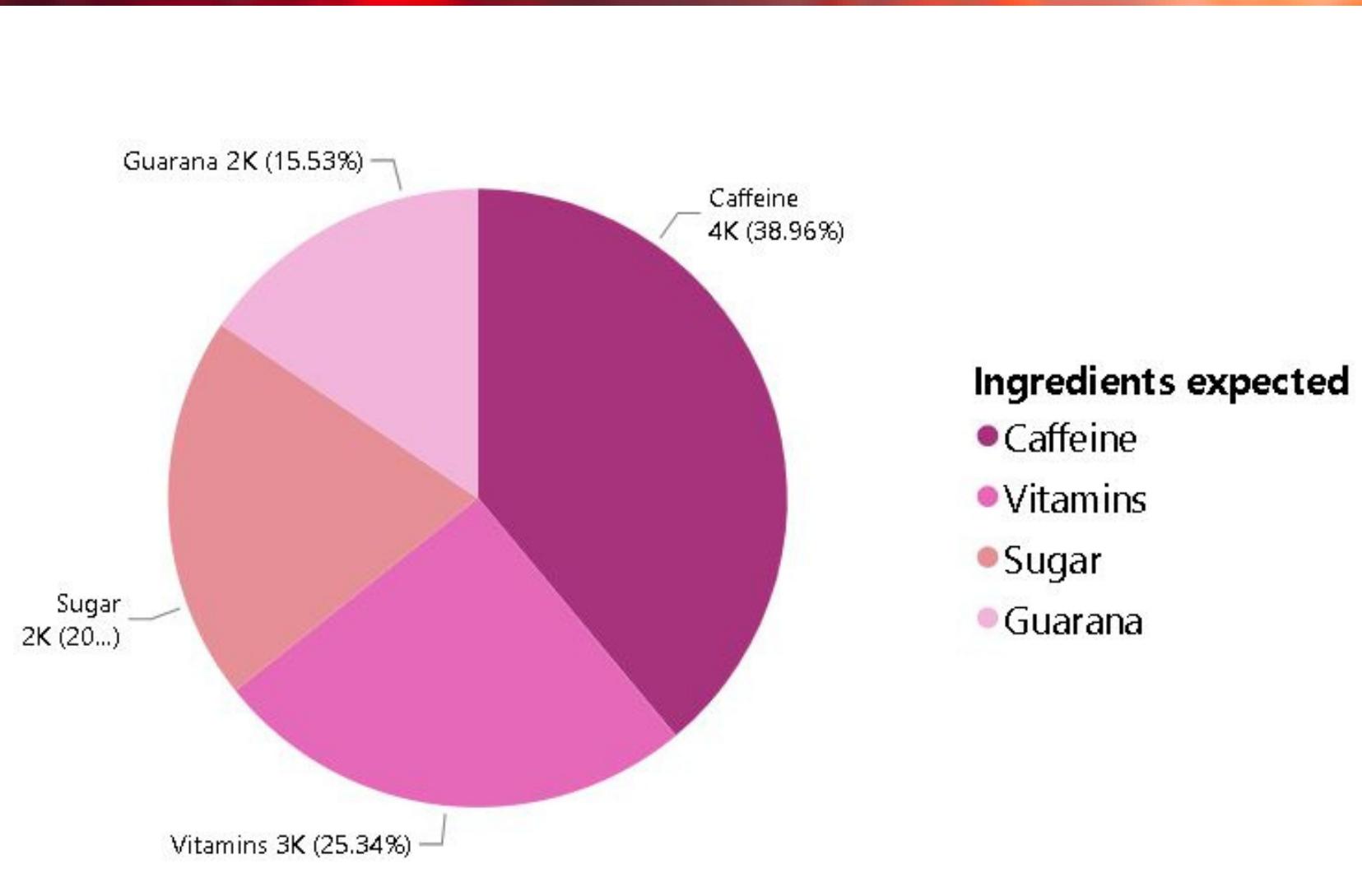
### INSIGHTS:

- According to the demographic, the age between 19-30(YOUNG ADULTS) are the ones who prefers energy drink alternately age above 65+ are least consuming customers.
- Energy drinks are mostly consumed by fitness and sports people to gain more energy after heavy workout. that's why young adults mostly prefers than aged people.

### INSIGHTS:

- ONLINE ADS are the best way of marketing which reaches the youth easily.
- Young generations are digital natives, spending a significant amount of time online.
- Online ads offer targeted and personalized advertising, capturing their attention and driving engagement.

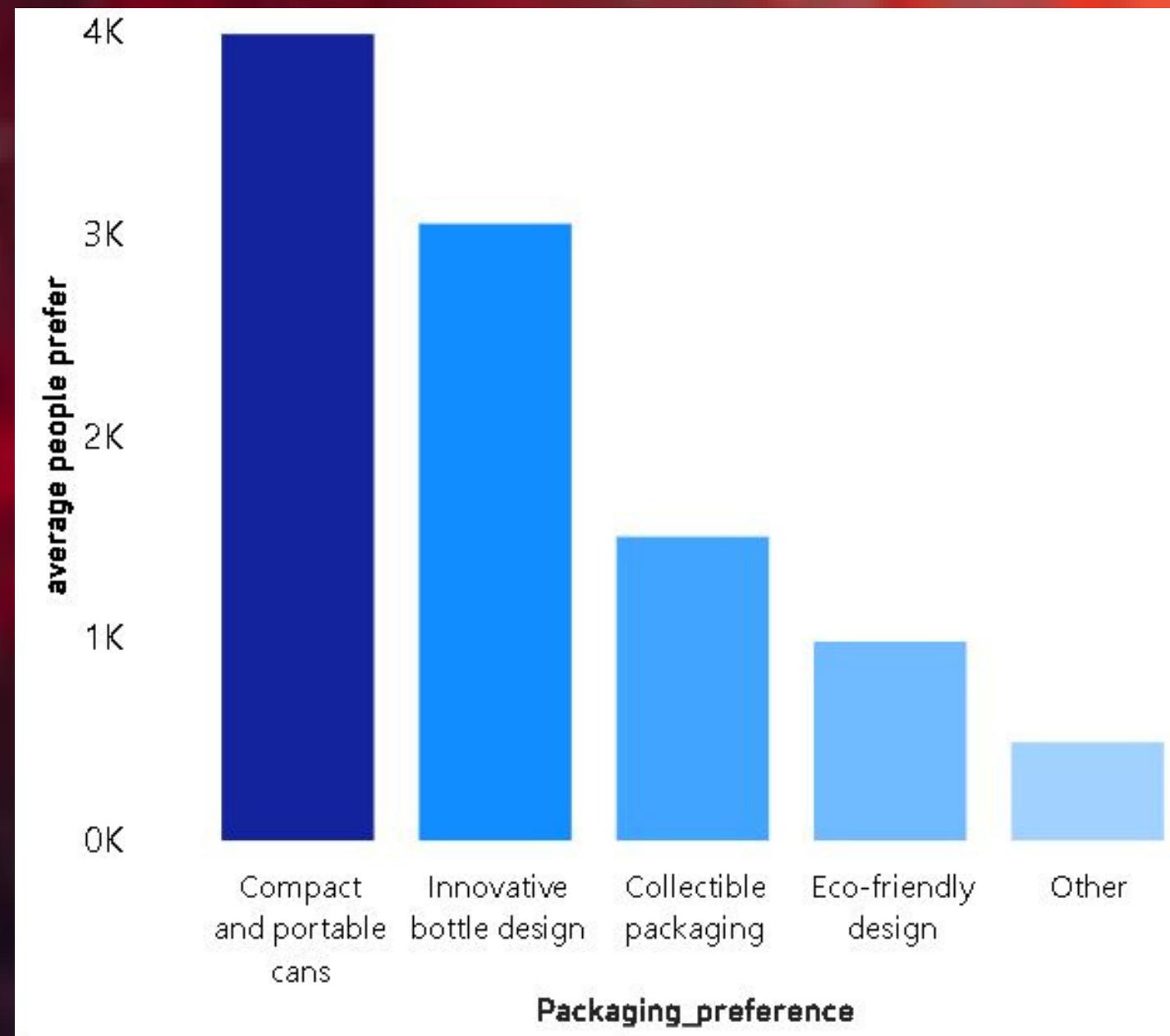
What are the preferred ingredients of energy drinks among respondents?



Ingredients_expected	Sum of no.of.respondents
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

- Youngsters seek caffeine for a quick energy boost, enhancing alertness and focus.
- Vitamins in energy drinks appeal to their desire for overall health and well-being, promoting a sense of vitality.

# What packaging preferences do respondents have for energy drinks?

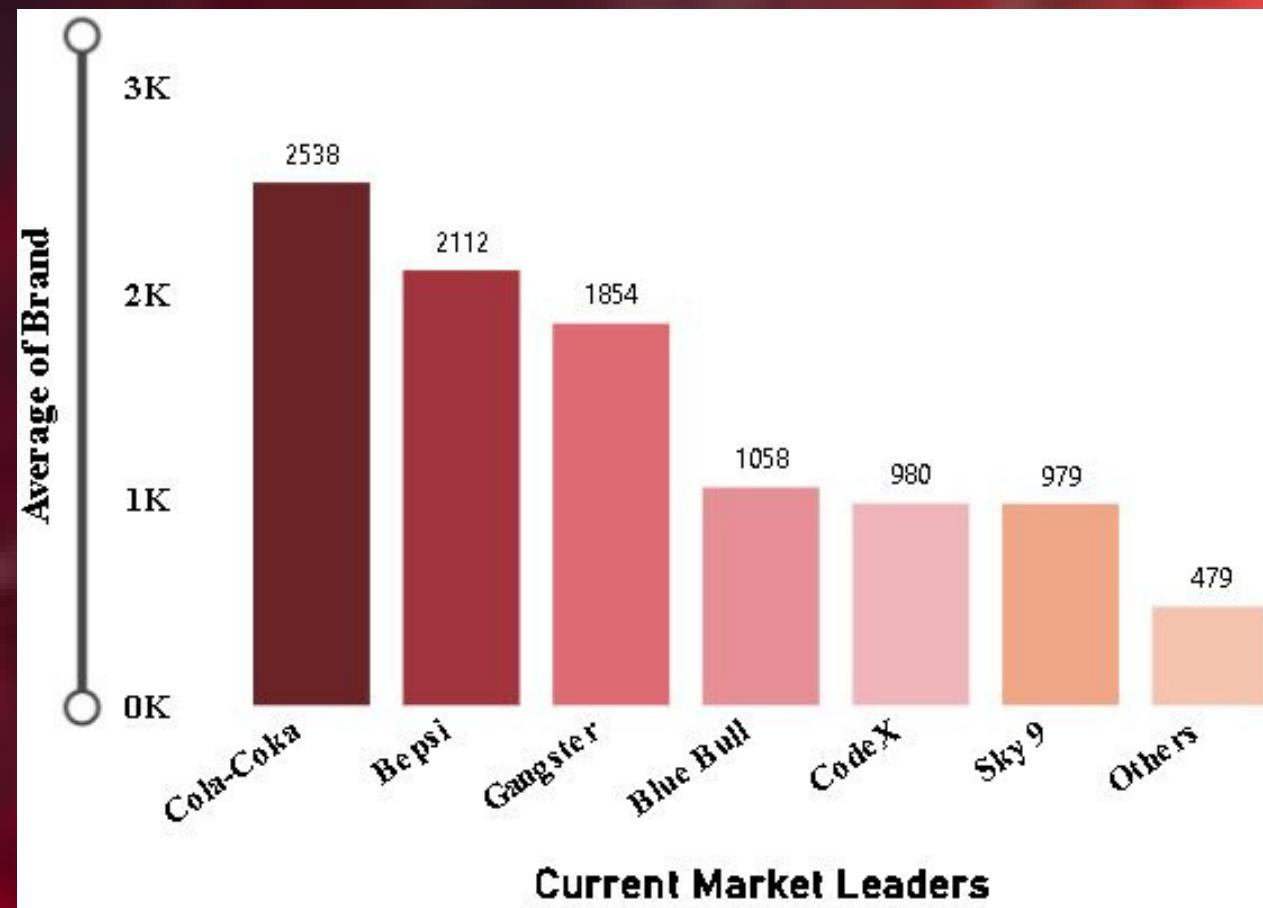


Compact and portable cans are preferred by consumers due to their convenience and ease of transportation.

They allow for on-the-go consumption, fit in bags or pockets, and offer a hassle-free experience.



## Who are the current market leaders?

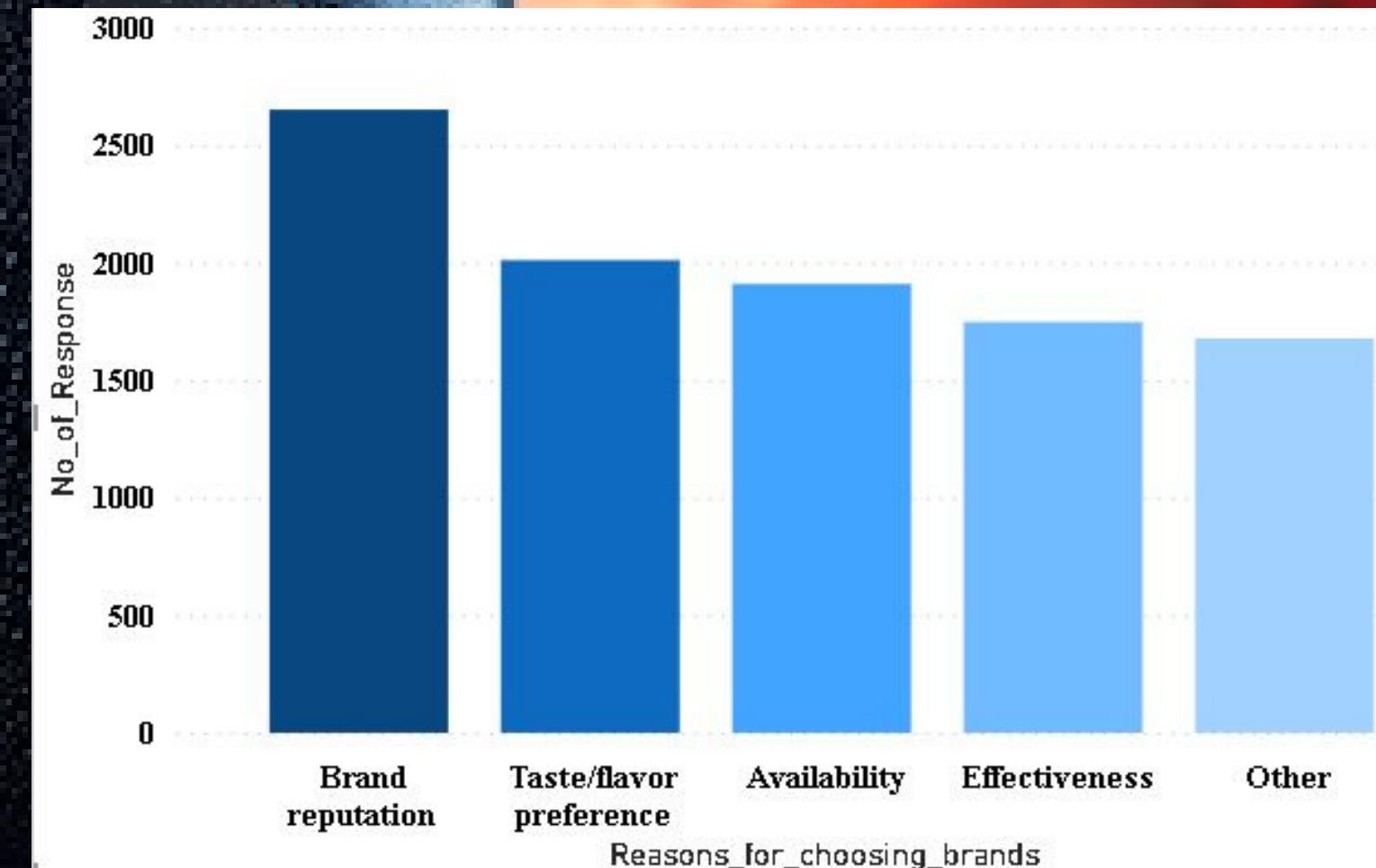


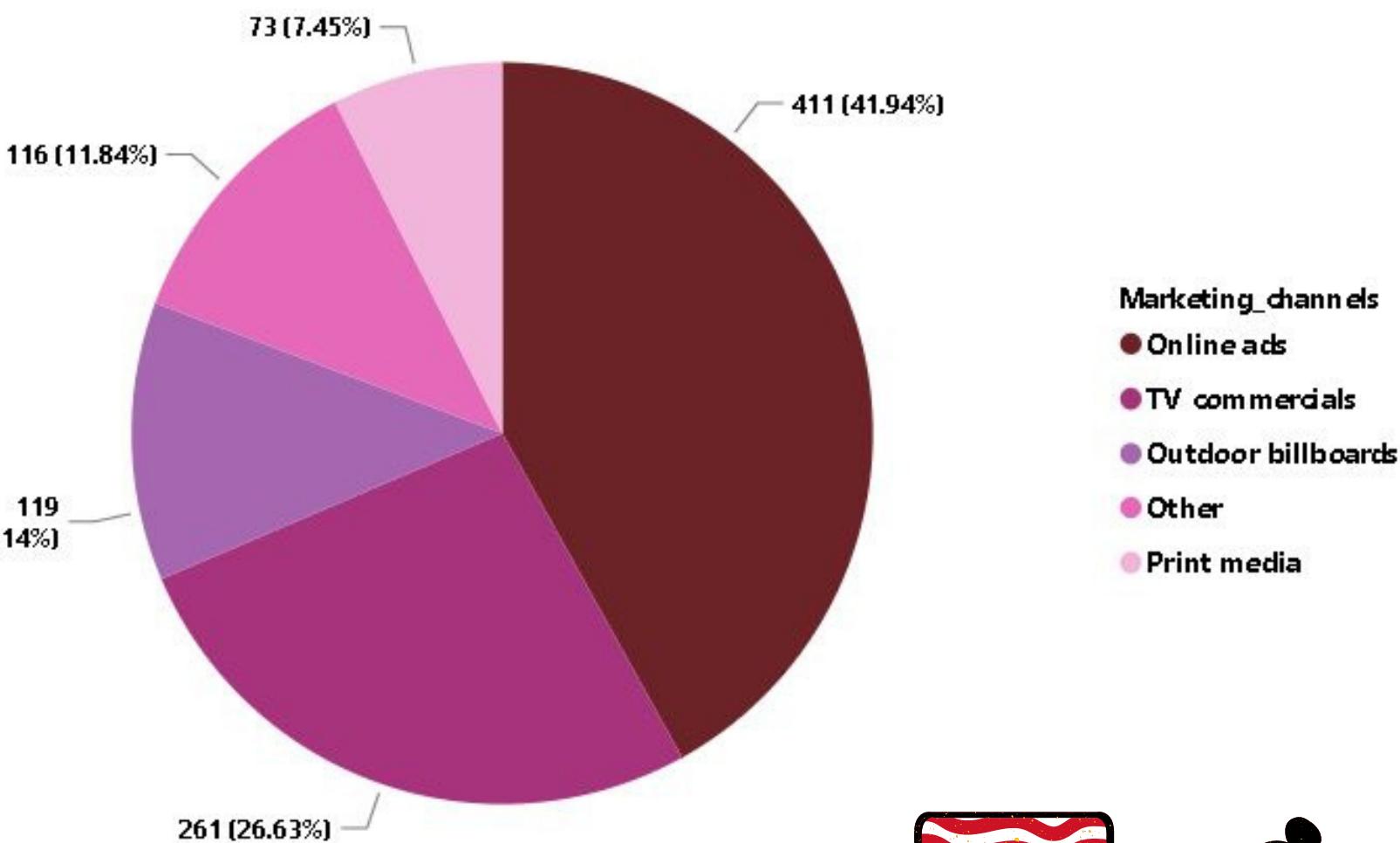
## MARKET LEADER-COLA-COKA

- Due to its strong brand recognition, extensive global distribution network, effective marketing campaigns colacoka are the present market leaders.
- **CODEX** is in 5th place in current market leadership

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

- To improve brand reputation, we should prioritize customer feedback, address concerns promptly, and focus on transparency.
- Enhance taste through quality ingredients and rigorous testing.
- Improve availability by expanding distribution channels and ensuring consistent supply chain management.





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



Which marketing channel can be used to reach more customers?



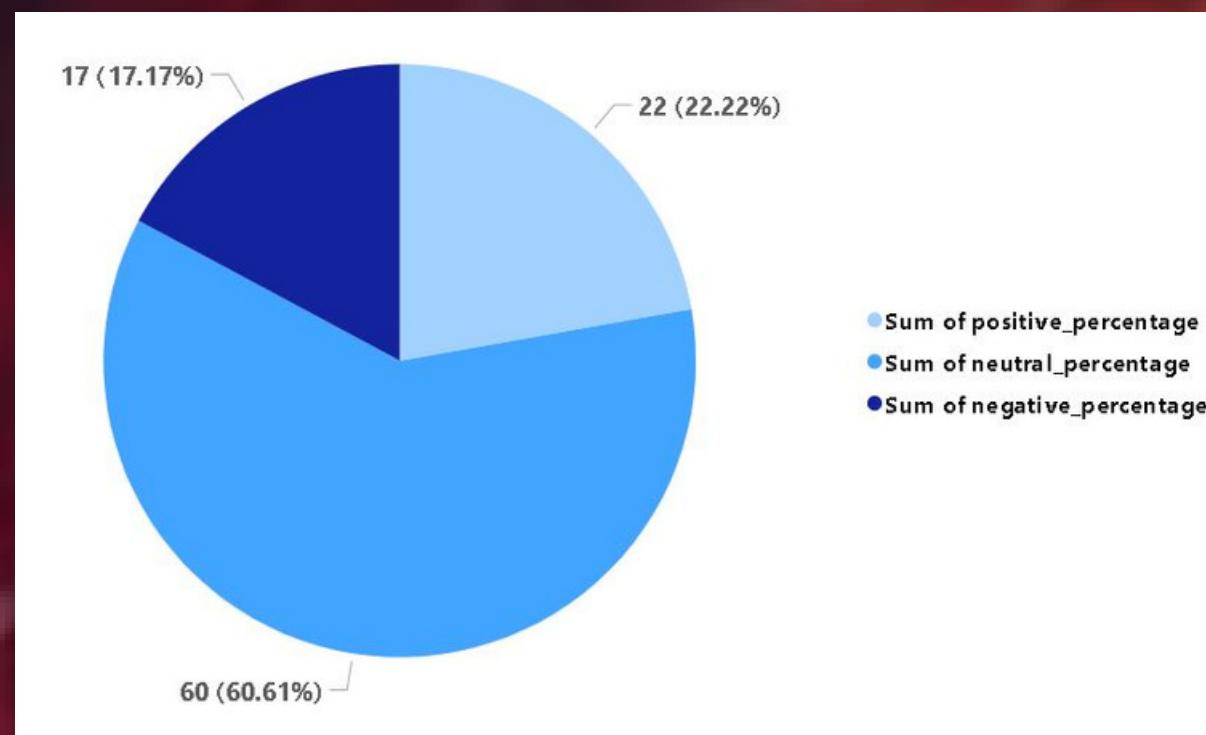
**INSIGHTS**  
Tv commercials are the next best strategy to reach customers. 26.63% of our company ads reaches customers. Then outdoor billboards with 12.14%. print media makes the least percentage reaching our customers.

## INSIGHTS

Online ads reach more customers due to the widespread use of digital platforms, precise targeting options which increase broader audience reach

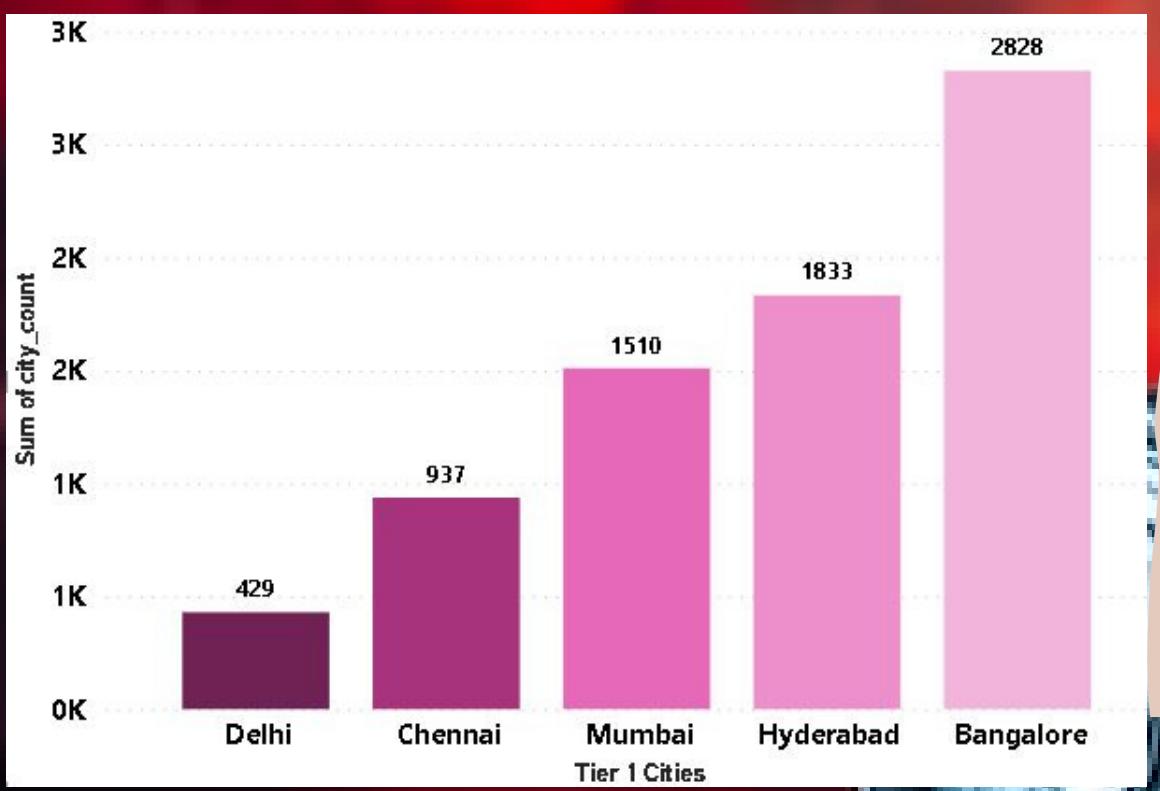


What do people think about our brand?  
(overall rating)

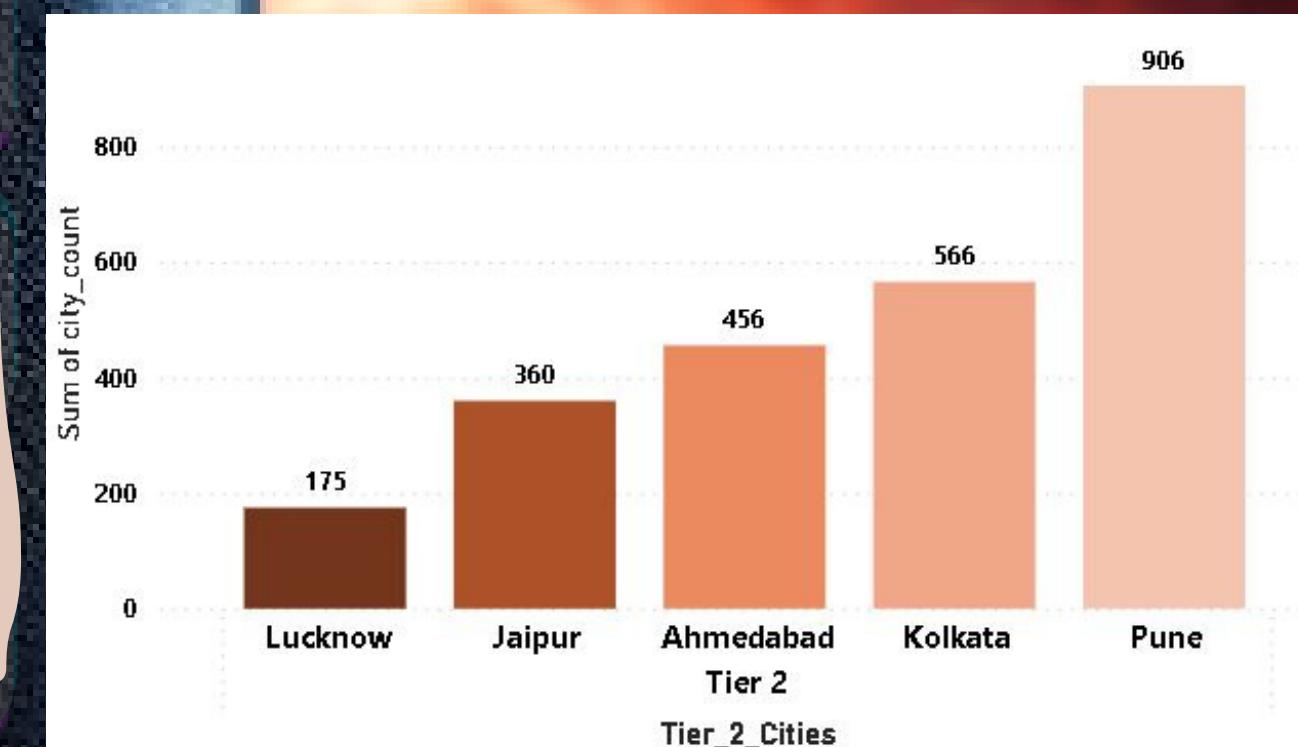


The overall Rating about our brand is NEUTRAL(60.61%)

Which cities do we need to focus more on?



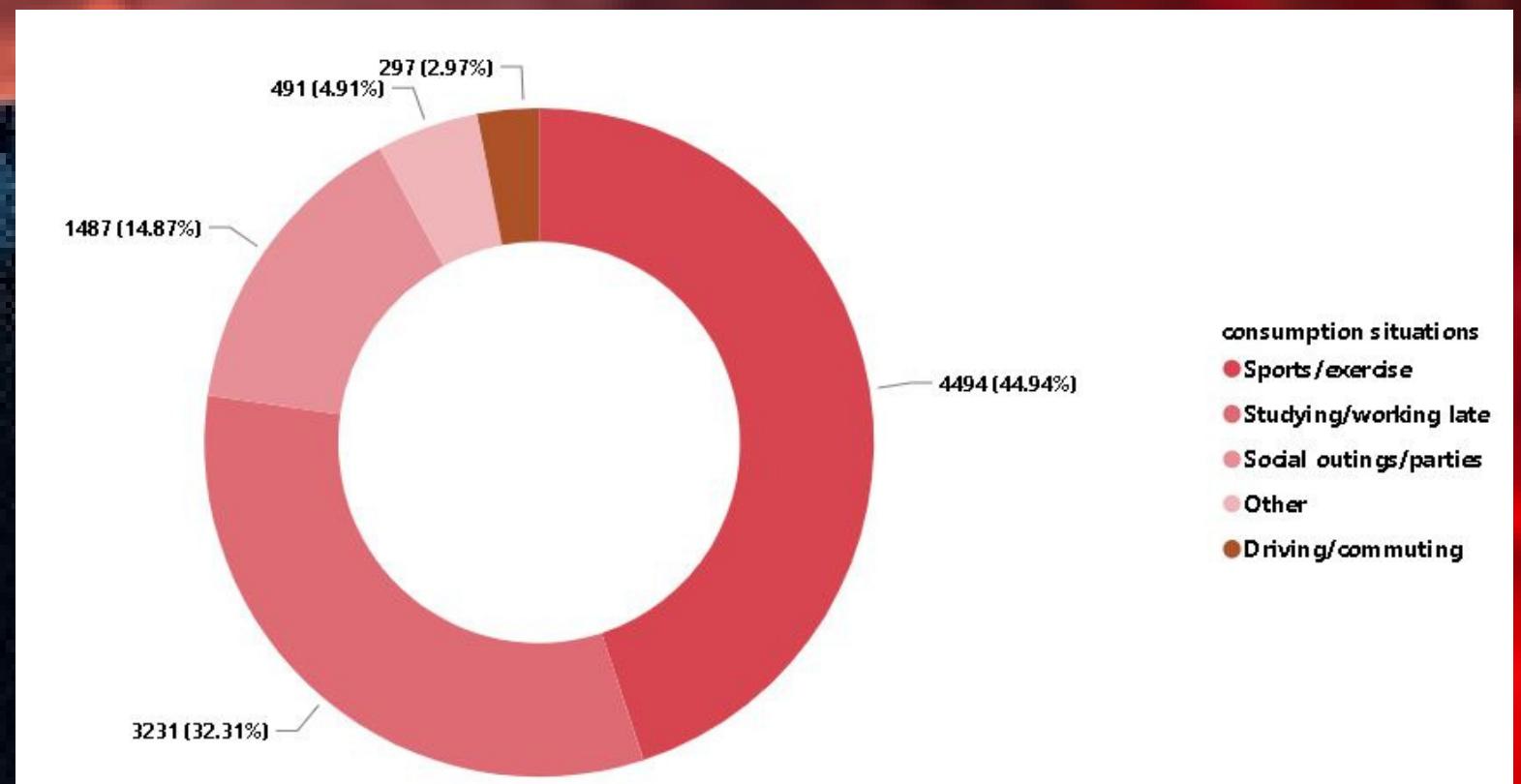
- **Analyzing the tier 1 cities, DELHI with 5.69 % has the least focus in reaching to customers.**
- **similarly in tier 2 cities LUCKNOW with 7.11% has the least .**
- **so cities like Delhi, chennai , Lucknow and Jaipur need to be more focused in reaching our customers.**



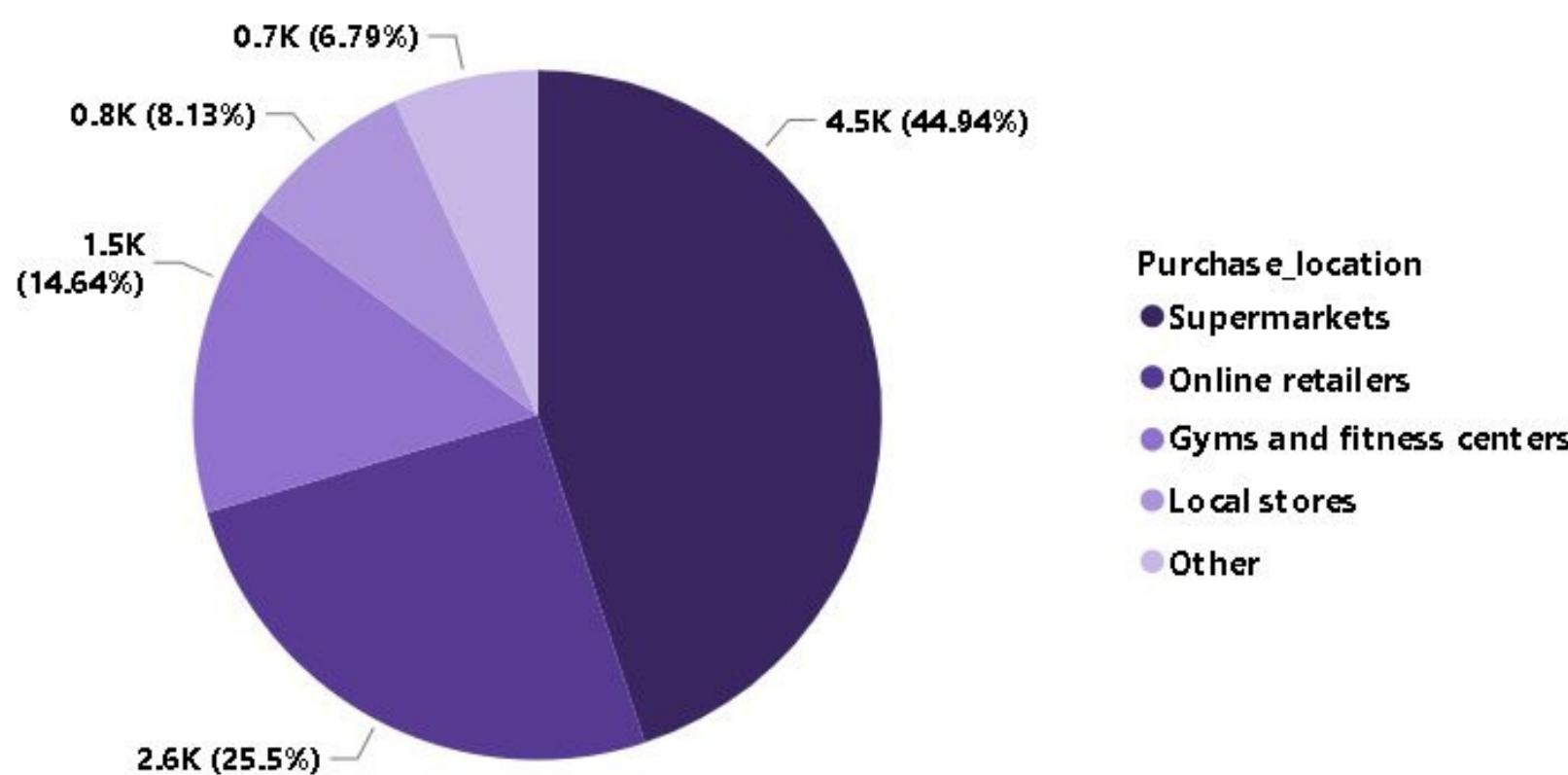
*What are the typical consumption situations for energy drinks among respondents?*



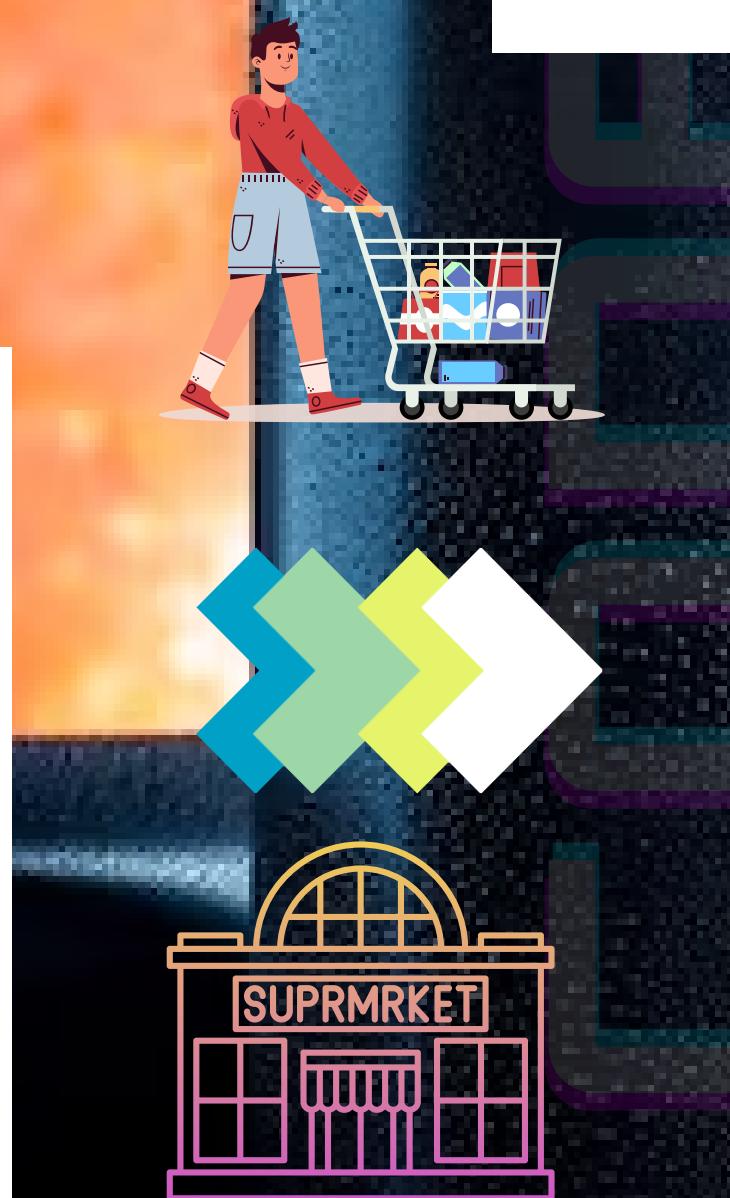
**Sports (44.94%) and studying (32.32%)** are the most consumption situation. Because they require high levels of mental and physical exertion, making them popular activities for consuming energy drinks.



consumption situations  
● Sports/exercise  
● Studying/working late  
● Social outings/parties  
● Other  
● Driving/commuting



Purchas e\_location  
● Supermarkets  
● Online retailers  
● Gyms and fitness centers  
● Local stores  
● Other



*Where do respondents prefer to purchase energy drinks?*

- Supermarkets and online retailers are popular for purchasing energy drinks due to their convenience and wide availability.
- They offer a diverse range of brands and flavors making it easy for consumers to access their preferred energy drinks

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

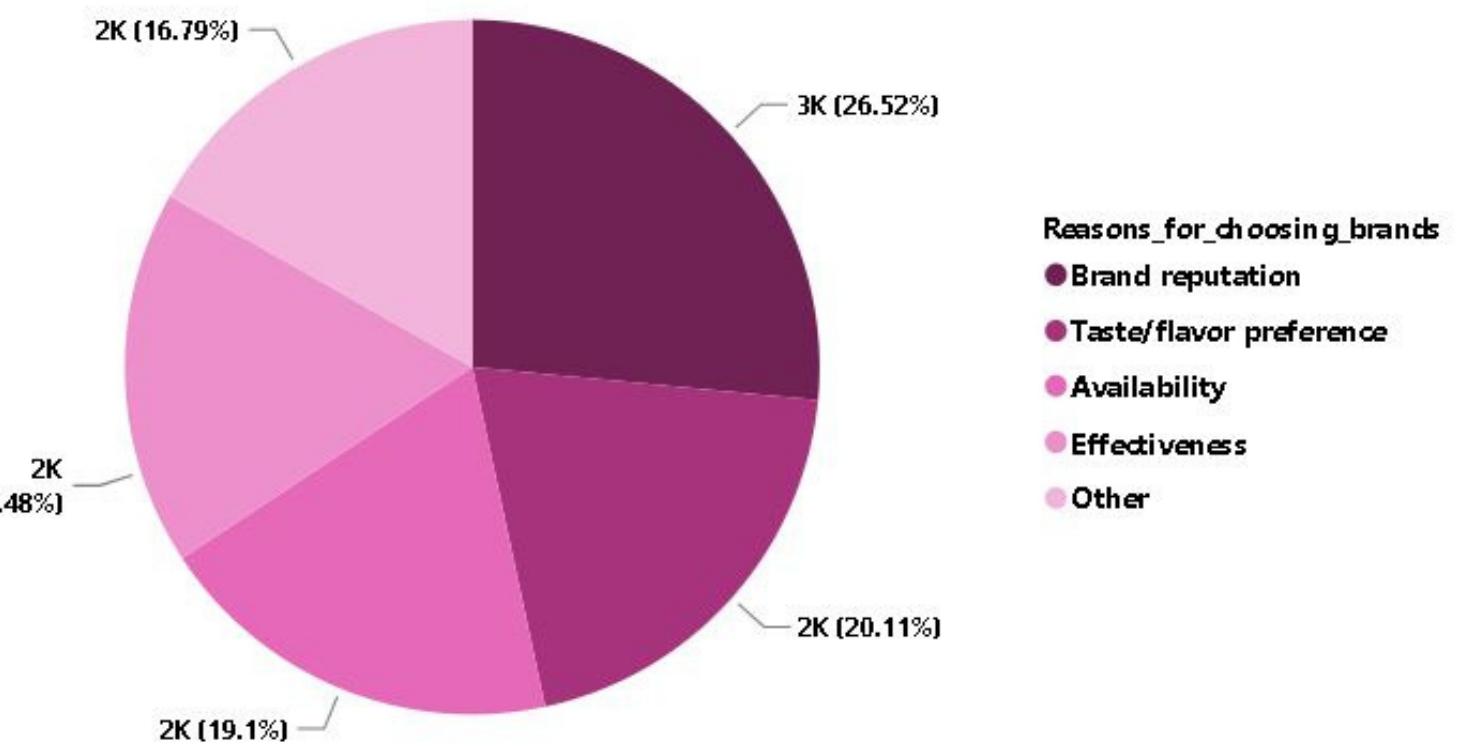
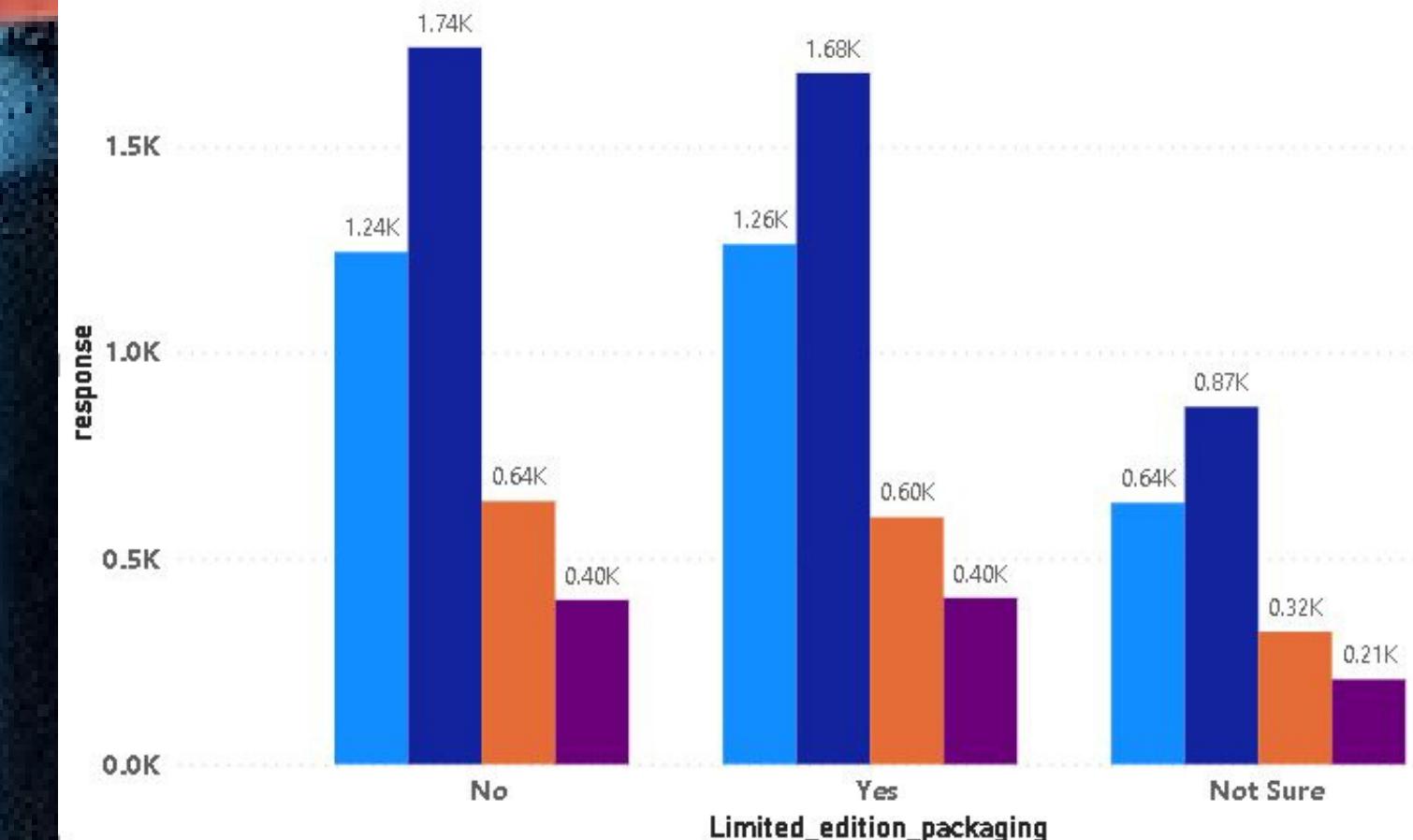
- Price Range places most influence part in marketing.
- price range with 50-99 has the most rating in the limited edition packaging

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

- Branding is the important area of business right now for our company.
- One of reason for choosing other is because of out reputation which is very bad with 26.52%.
- The next focus should be Taste and availability.

Price\_range ● 100-150 ● 50-99 ● Above 150 ● Below 50



# Recommendations

To immediately improve our product we can reduce sugar content, introduce natural ingredients, add functional benefits like vitamins or antioxidants, offering different sizes or packaging options, and enhancing the taste with refreshing flavors or innovative formulations.

Marketing campaigns can include sponsoring sports events, partnering with athletes or influencers, promoting the product's energizing benefits, offering limited-time discounts and engaging in social media contests to generate buzz and encourage trial of the energy drink product.

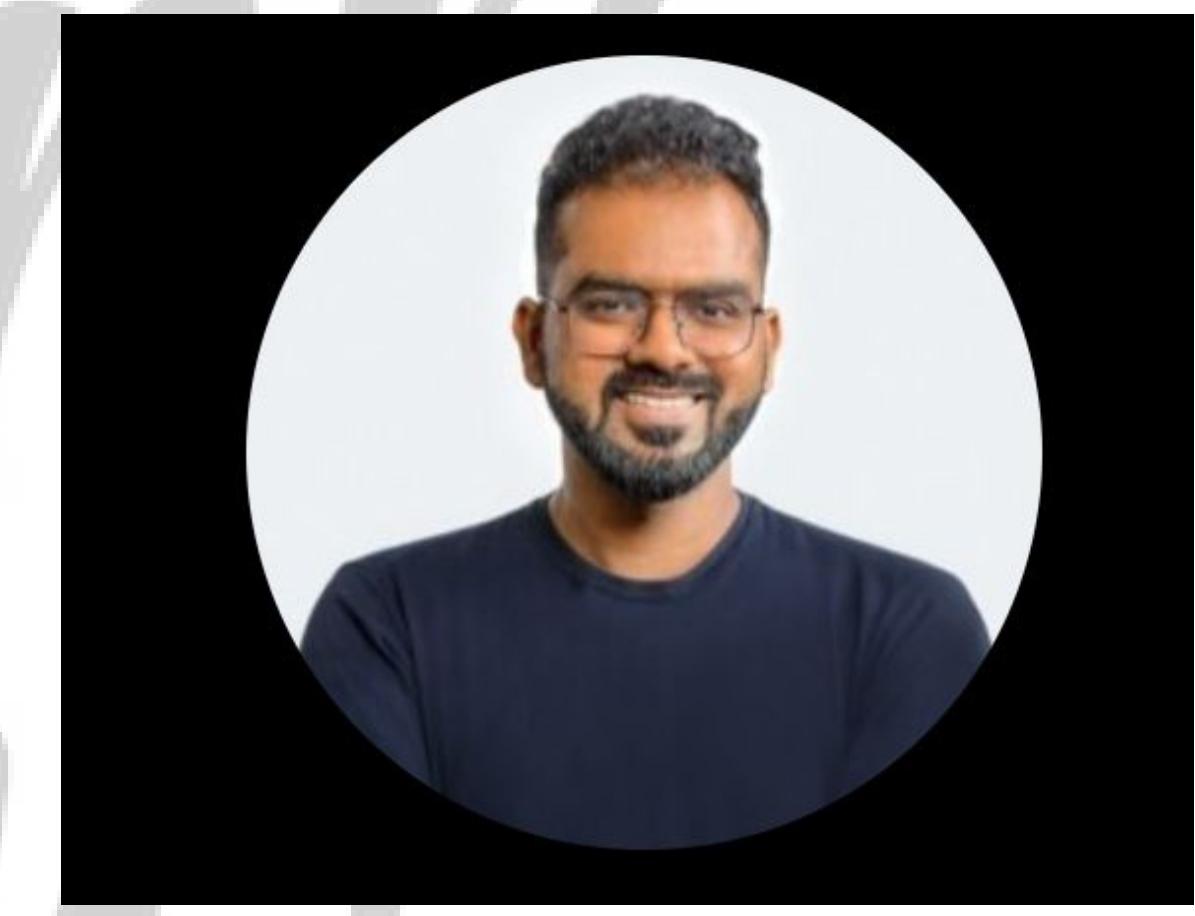
A brand ambassador for our product can be an athlete, fitness influencer, or celebrity known for their active lifestyle and dedication to health. They can showcase the product's efficacy, align with the target audience, inspire trust and credibility, and leverage their personal brand to promote the energy drink as an essential part of a high-performance lifestyle.

The ideal price for our product should be in the range of 50-99 and 100 -150 with discounts and offers so that we can balance with both our consumers and profits.

Our target audience are active individuals, athletes, students, professionals, and those seeking an energy boost which is mostly young adults. The demographic is likely to appreciate the product's increased focus, and provide a quick energy boost during physical activities, studying, or busy workdays. By targeting this audience, our brand can align with needs and preferences.



**DHAVAL PATEL**



**HEMANAND VADIVEL**