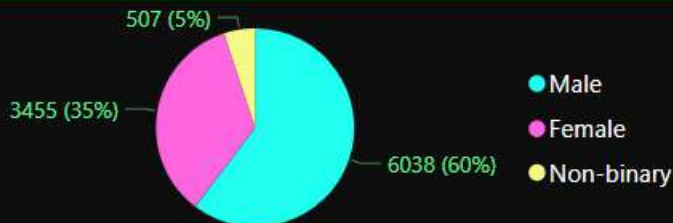
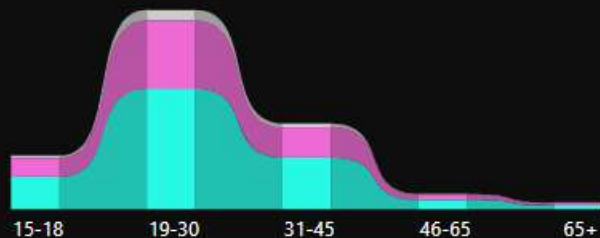


# CodeX Marketing Strategies for Unrivalled Growth

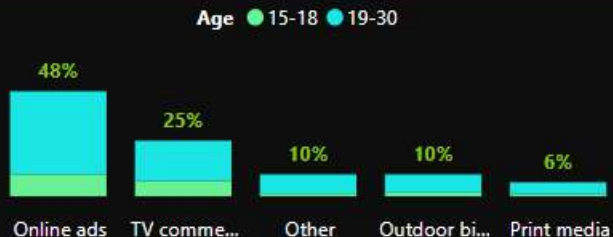
## Gender Distribution



## Total Resondent by Age group



## Marketing Reach by Youths (15 - 30)



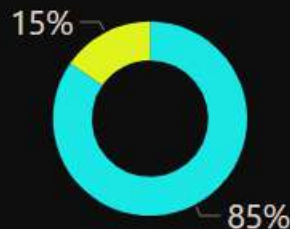
## Demography Insights



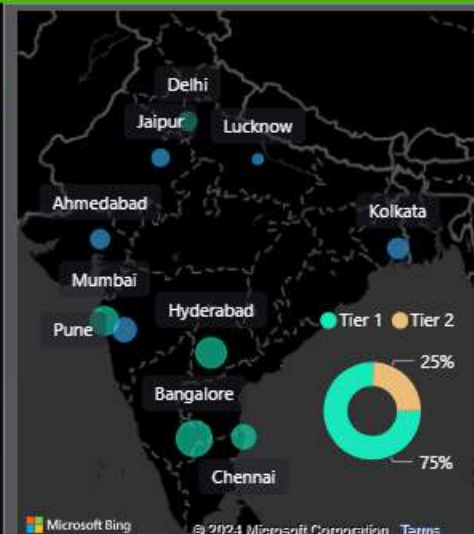
## Taste Experience



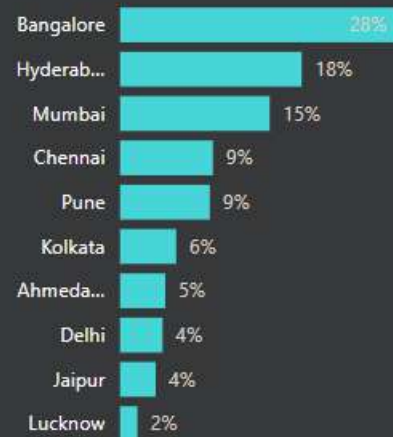
## Respondents from South & West



Frequency	Responses	Consumption
Daily	13%	45%
Once a week	16%	8%
2-3 times a month	16%	4%
Rarely	19%	2%
2-3 times a week	35%	41%



## Cities

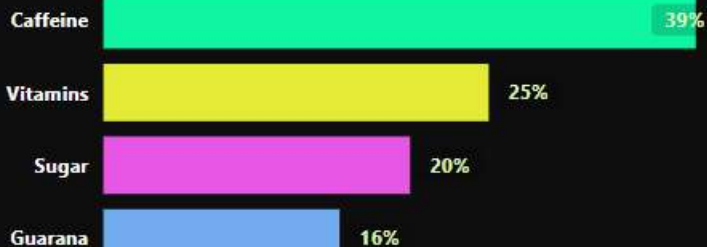


# CodeX Marketing Strategies for Unrivalled Growth

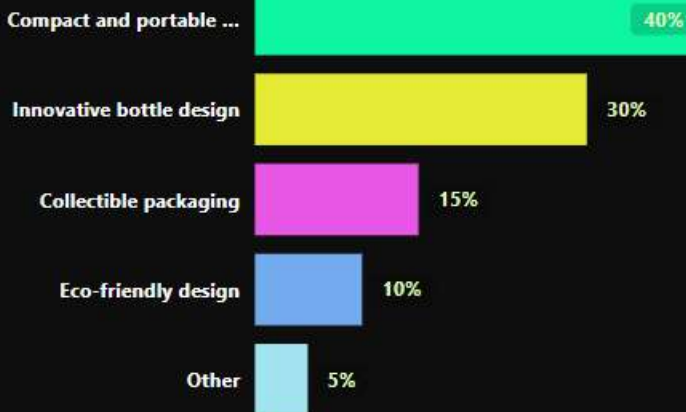
## Consumer Preferences



### List of preferred Ingredients of Energy Drinks



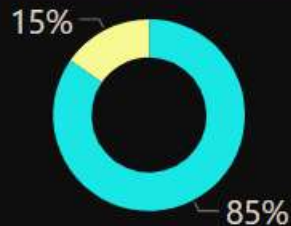
### List of Packaging Preferences of Energy Drinks



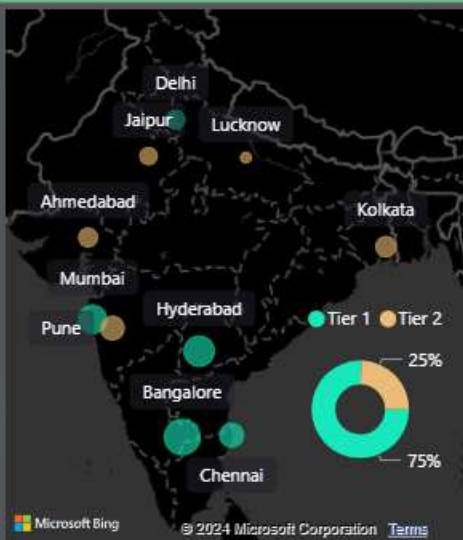
### Taste Experience



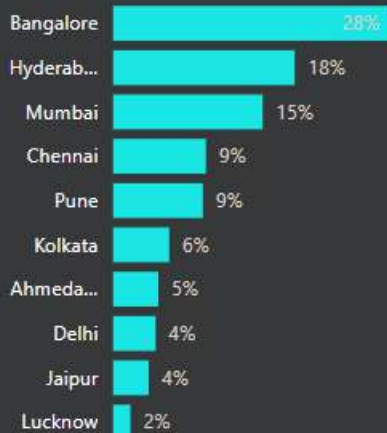
### Respondents from South & West



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Once a week	16%	8%
Daily	13%	45%
2-3 times a week	35%	41%
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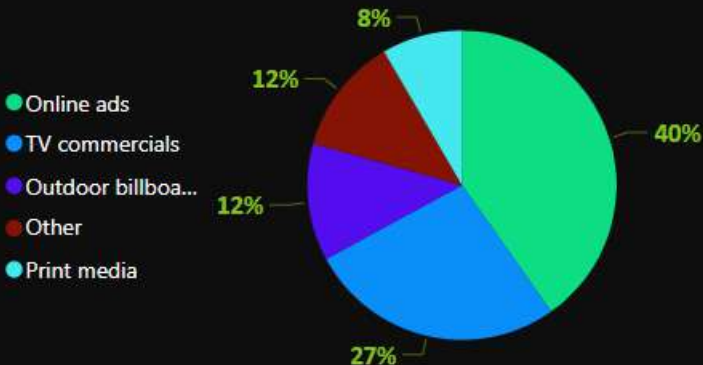


### Cities



# CodeX Marketing Strategies for Unrivalled Growth

Share of Marketing channels of all brands



Marketing Channels	For all Brands	CodeX
Online ads	40%	42%
TV commercials	27%	27%
Outdoor billboards	12%	12%
Other	12%	12%
Print media	8%	7%

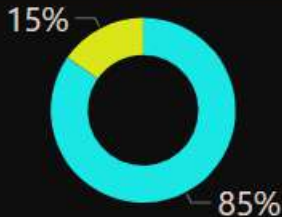
## Marketing Channels



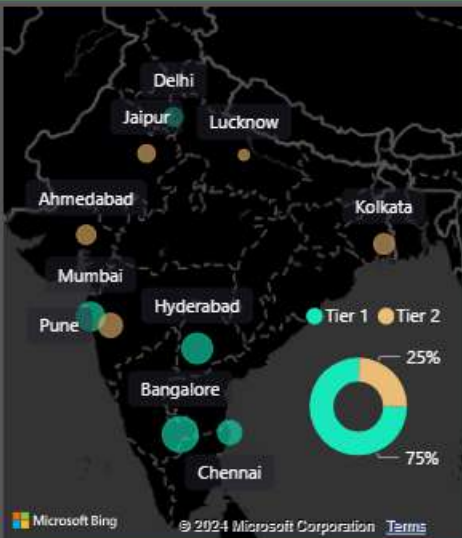
Taste Experience



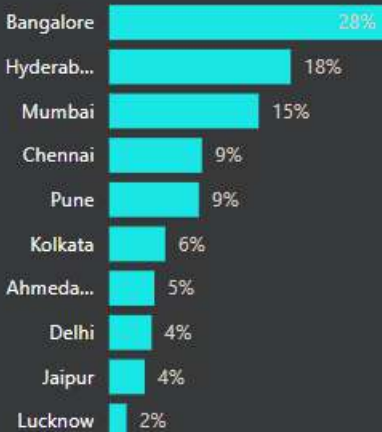
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## Cities

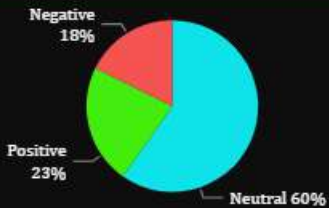




# CodeX Marketing Strategies for Unrivalled Growth



## Brand Perception



## Tried Before

Heard Before	Tried Before		
	No	Yes	Total
No	27%	29%	56%
Yes	24%	20%	44%
Total	51%	49%	100%

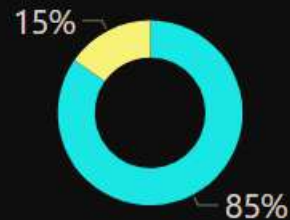
## Brand Penetration



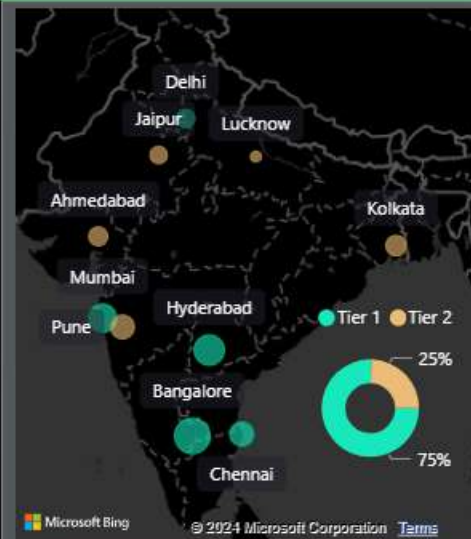
## Taste Experience



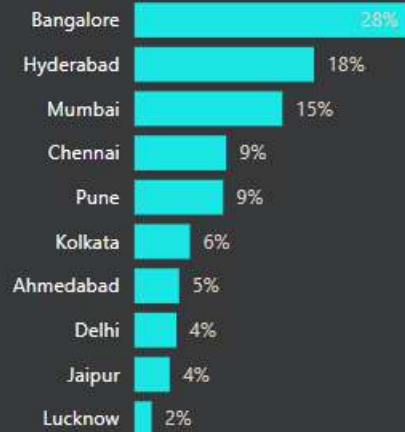
## Respondents from South & West



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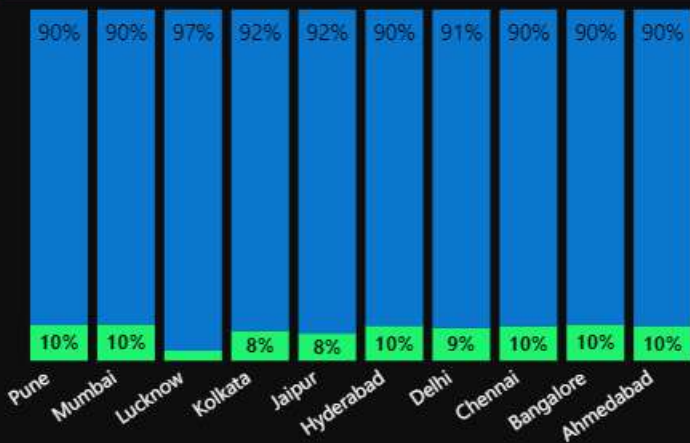
## Cities



## Average Taste Experience by city



## Prefer CodeX by Cities



# CodeX Marketing Strategies for Unrivalled Growth



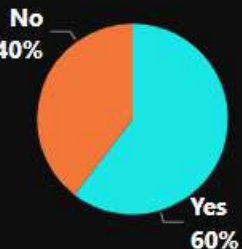
## Reasons for choosing brands



## Reasons preventing from trying CodeX



## Health Concerns



## Improvements desired



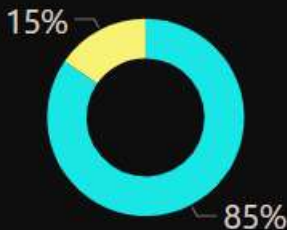
## Product Development



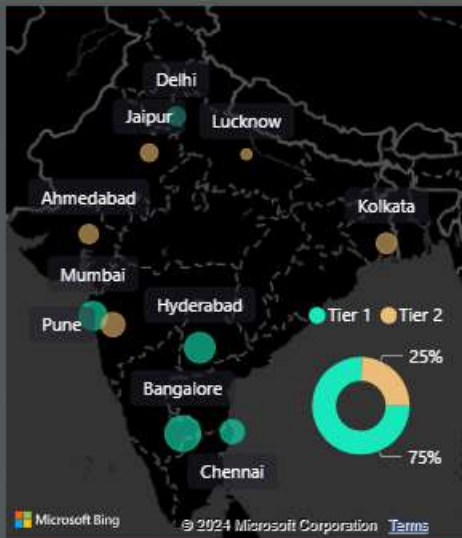
## Taste Experience



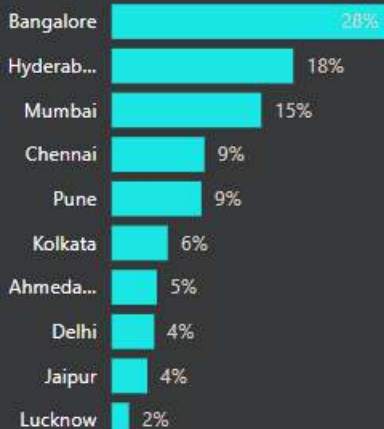
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Once a week	16%	8%
2-3 times a month	16%	4%
Rarely	19%	2%



## Cities



## ***INSIGHTS***

1. Males dominate energy drink preference among 10,000 respondents, with 60.38% choosing it. They were followed by Females with 34.55%.
2. Caffeine and vitamins are the top preferred ingredients among energy drink consumers.
3. Online ads (40.2%) have the highest reach among customers followed by TV commercials (26.88%), an effective channel for reaching a wide audience.
4. Lucknow, Jaipur, and Delhi should be our main areas of concentration to spread knowledge of our energy drink there.
5. many customers choose supermarkets, online retailers & Gyms as the top 3 purchasing spots. We need to Address the concern of limited availability by expanding distribution channels, strengthening partnerships with retailers, and increasing the presence of CodeX's energy drink in different locations.
6. Improvement in terms of taste and flavor. Enhancing the formulation, considering flavor preferences, and conducting taste tests with the target audience can help refine the taste profile and enhance consumer satisfaction.



## ***RECOMMENDATION***

### ***What immediate improvements can we bring to the product?***

To improve the product,

- Focus on enhancing the taste by refining the formulation and incorporating feedback.
- Address consumer demand for reduced sugar by offering sugar-free options.
- Expand flavor options to attract a wider customer base.
- Enhance packaging design to stand out and reflect the brand image.
- Clearly communicate health benefits on packaging and marketing materials.
- Incorporate natural and organic ingredients to cater to health-conscious consumers.
- Additionally, introduce smaller cans to encourage trial and appeal to consumer preferences. These improvements will elevate CodeX's energy drink and meet consumer expectations.
- We can make a brand ambassador as Virat Kohli: A dynamic cricketer known for leadership and fitness dedication.
- Marketing campaigns: Targeted online ad campaigns on platforms like YouTube, Instagram, Facebook, etc to generate brand awareness.