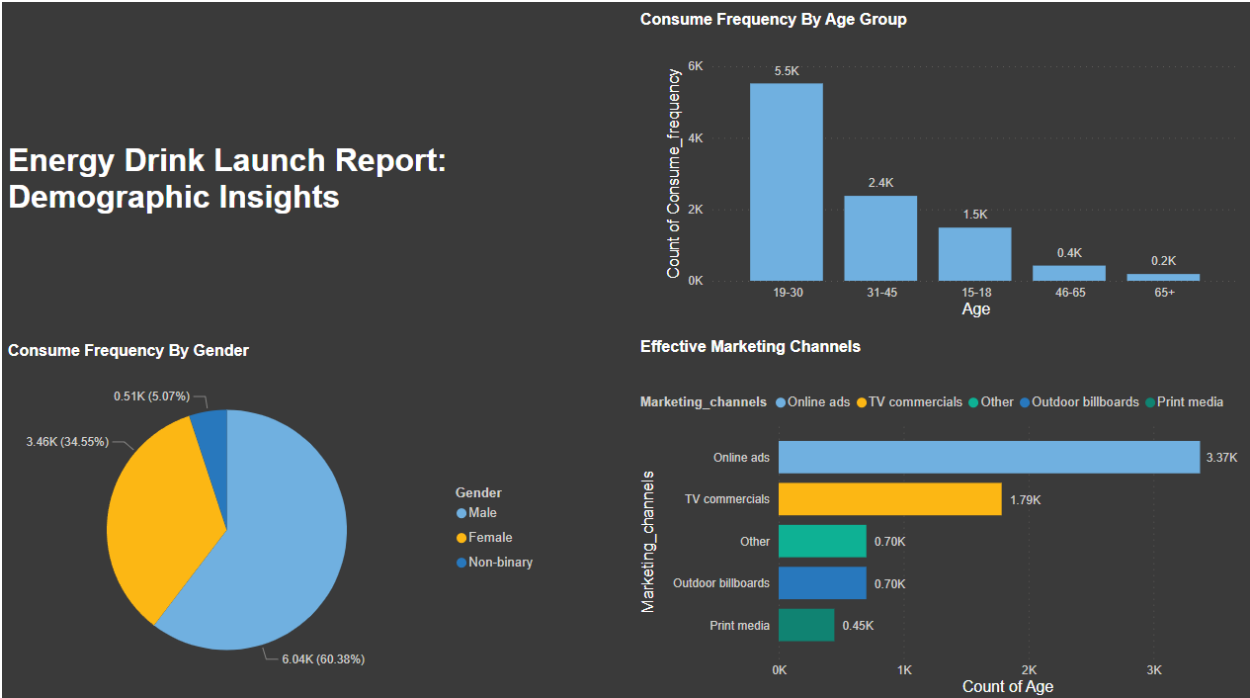


Analysis Document: Insights for CodeX Energy Drink Marketing Strategy

Primary Insights:

1. Demographic Insights:

- **Consume Frequency by Gender:** Male respondents show a higher preference for energy drinks.
- **Consume Frequency by Age Group:** The age group of 19-30 demonstrates a higher preference for energy drinks.
- **Effective Marketing Channel:** Online marketing channels are more effective in reaching the youth demographic.

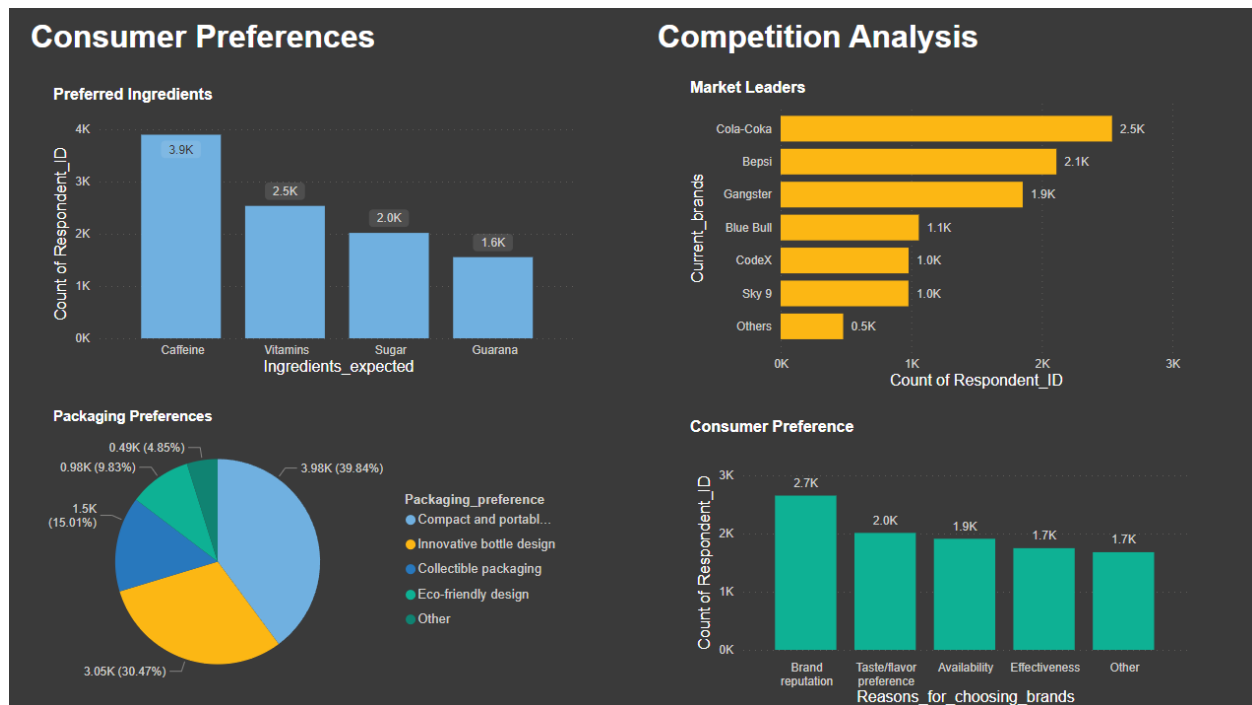


2. Consumer Preferences:

- **Preferred Ingredients:** Respondents express a preference for energy drinks with caffeine content.
- **Packaging Preferences:** Compact and portable cans are favored for energy drink packaging.

3. Competition Analysis:

- **Market Leaders:** Cola-Coka emerges as a leading brand in the energy drink market.
- **Consumer Preference:** Brand reputation is identified as a primary reason for consumer preference.

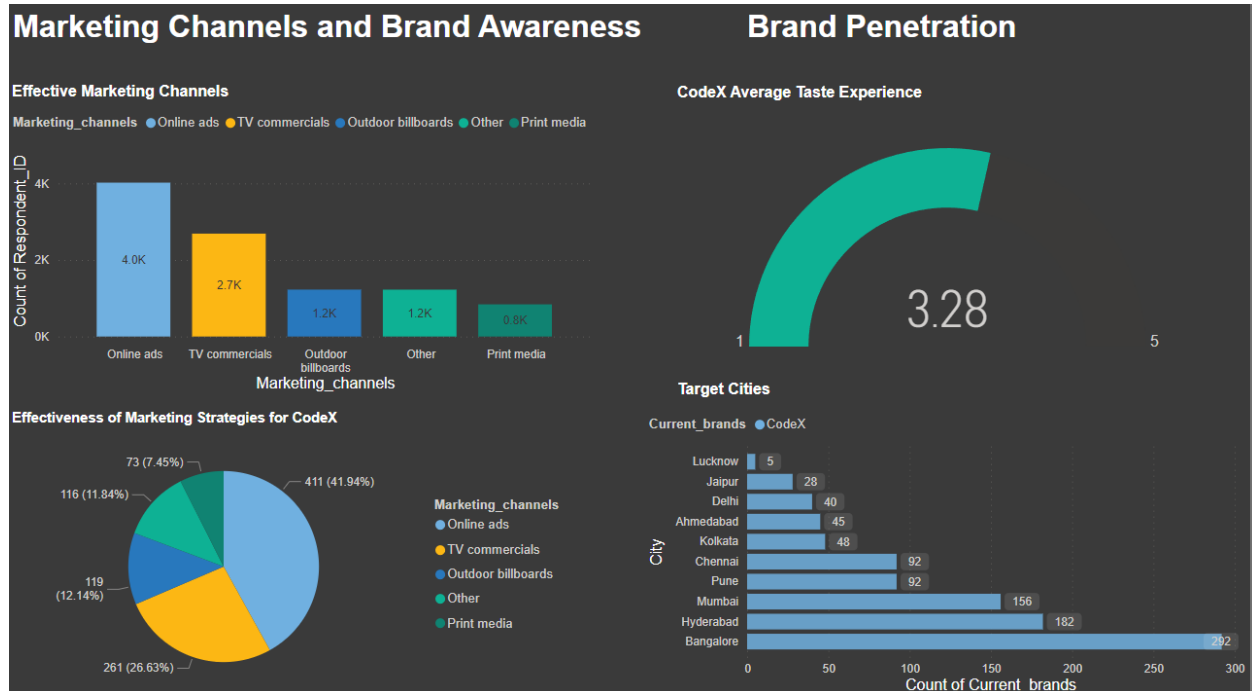


4. Marketing Channels and Brand Awareness:

- **Effective Marketing Channels:** Online advertisements have the highest reach among consumers.
- **Effectiveness of Marketing Strategies:** Online ads exhibit the highest effectiveness, followed by TV commercials and outdoor billboards.

5. Brand Penetration:

- **Brand Perception:** Overall brand rating stands at an average of 3.28/5 which is above average, with room for improvement.
- **Target Cities:** Focus on cities with lower brand penetration, such as Lucknow (0.51%), Jaipur (2.86%), Delhi (4.08%), Ahmedabad(4.59%), and Kolkata (4.9%).

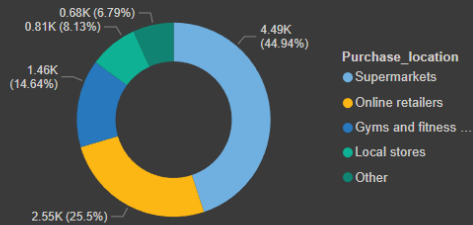


6. Purchase Behavior:

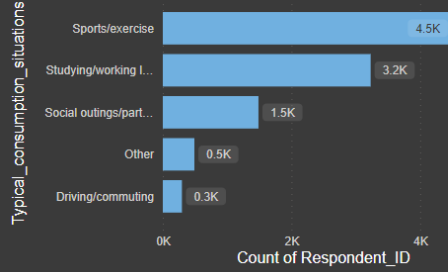
- **Preferred Purchase Locations:** Supermarkets are the preferred choice for purchasing energy drinks.
- **Typical Consumption Situations:** Energy drinks are consumed primarily during sports/exercise activities.
- **Factors Influencing Respondents' Purchase Decisions:** Consumers are willing to pay within a price range of 50-99 while when it comes to limited edition packaging, the voting results have an equal ratio of positive and negative responses.

Energy Drinks: Purchase Behavior

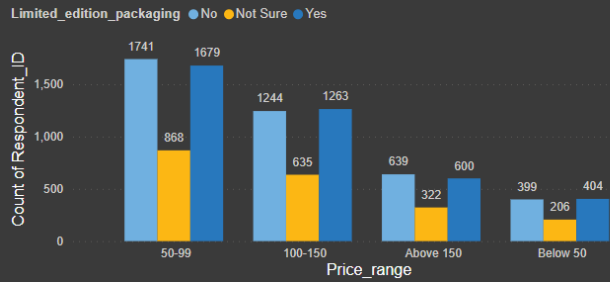
Preferred Purchase Locations



Typical Consumption Situations

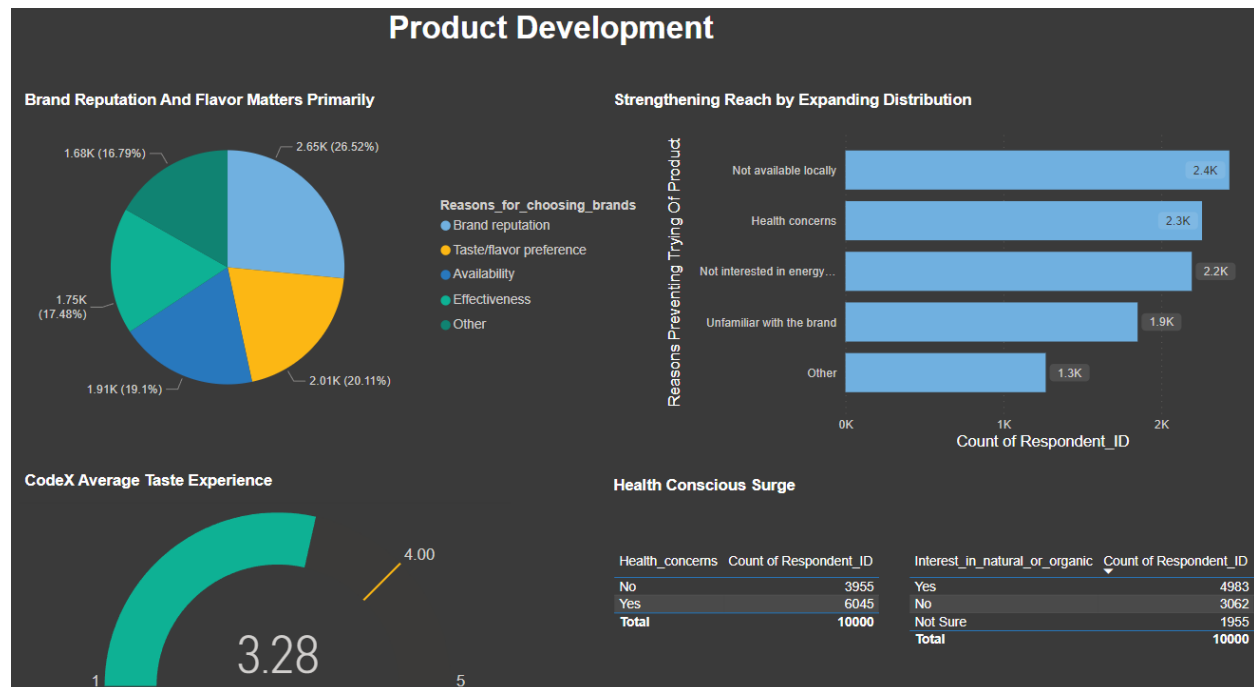


Factors Influencing Respondents' Purchase Decisions



7. Product Development:

- **Areas of Focus:**
 1. Brand reputation and taste/flavor preference emerge as key areas for product development.
 2. Strengthen the reach by expanding distribution to reach the consumers.
 3. Consumers prefer natural and organic products.



Secondary Insights:

1. Immediate Product Improvements:

- Incorporate reduced sugar content and more natural ingredients based on consumer preferences.

2. Ideal Product Pricing:

- Set the price within the 50-99 range, as it aligns with consumer willingness to pay.

3. Marketing Campaign Strategies:

- Focus marketing campaigns on online channels, which have demonstrated higher effectiveness.
- Explore offers and discounts tailored to online platforms to capitalize on consumer engagement.

4. Brand Ambassador Selection:

- Consider individuals with influence among the target demographic of 19-30 (e.g., social media influencers) as brand ambassadors or consider partnering with a popular figure from the sports or fitness industry to enhance brand credibility and appeal.

5. Target Audience Identification:

- Prioritize targeting the 19-30 age group, given their significant representation among energy drink consumers.

Recommendations for CodeX:

1. Product Enhancement:

- Reformulate the energy drink to incorporate reduced sugar content and natural ingredients.
- Introduce new flavor variants to cater to diverse consumer preferences.

2. Pricing Strategy:

- Price the product competitively within the 50-99 range to align with consumer expectations and market trends.

3. Marketing Initiatives:

- Devise targeted online marketing campaigns focusing on brand reputation and taste attributes.
- Leverage social media platforms to engage with consumers and build brand awareness.

4. Brand Ambassadorship:

- Collaborate with influential individuals or celebrities who resonate with the target audience to serve as brand ambassadors.

5. Market Expansion:

- Expand distribution channels to reach untapped markets and increase brand presence across tier-2 cities.

Conclusion:

The analysis highlights valuable insights into consumer preferences, market dynamics, and opportunities for CodeX Energy Drink in the Indian market. By implementing the recommended strategies, CodeX can strengthen its brand presence, attract new customers, and drive growth in a competitive industry landscape.