

A silver can of Codex Energy Drink is shown splashing water, creating a dynamic and energetic background. The can is positioned on the left side of the frame, with water splashing around its base and sides. The background is a light, textured surface.

CODEx
ENERGY DRINK

CODEx **ENERGY DRINK** **ANALYSIS**

Codebasics Challenge

Presented by
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FRAMEWORK

- Overview
- Data Model & Data Requests
- Primary Insights
- Secondary Insights
- Recommendations

A silver can of Codex Energy Drink is shown in a dynamic pose, splashing water. The can is centered in the right half of the frame, with water droplets and spray radiating outwards from its base and sides. The background is a light, neutral tone.

CODEX
ENERGY DRINK

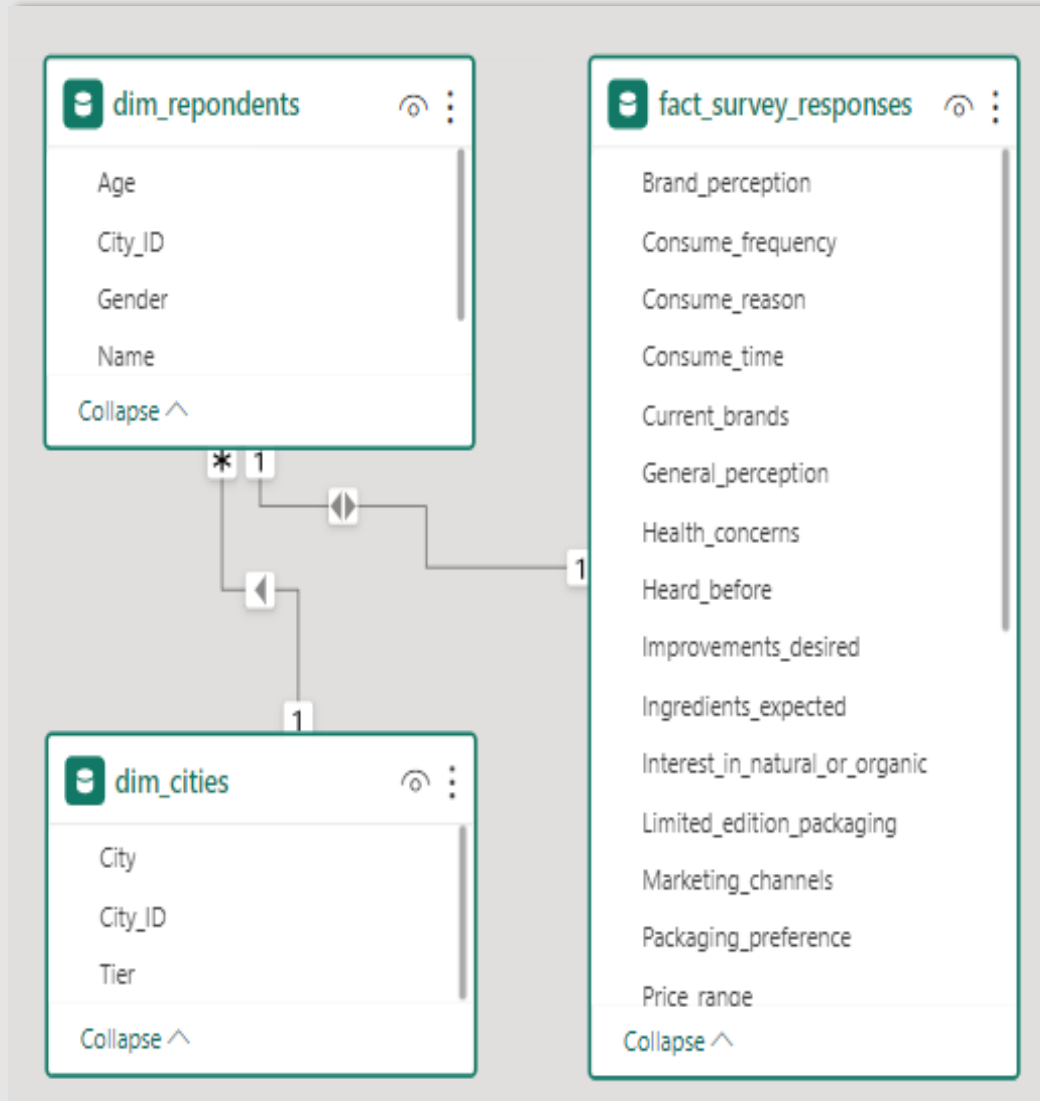
OVERVIEW

- **CodeX**, a German beverage company, has launched its energy drink in the dynamic Indian market.
- Initial launch spanned across 10 cities in India, marking the beginning of its market strategy.
- Market research conducted by the Marketing team garnered insights from 10,000 respondents in these cities.
- Objectives: Increase brand awareness, capture market share, and drive product development initiatives.
- Let's delve into the survey results and strategic recommendations to propel CodeX's success in India.



CODEX
ENERGY DRINK

DATA MODEL & DATA REQUESTS



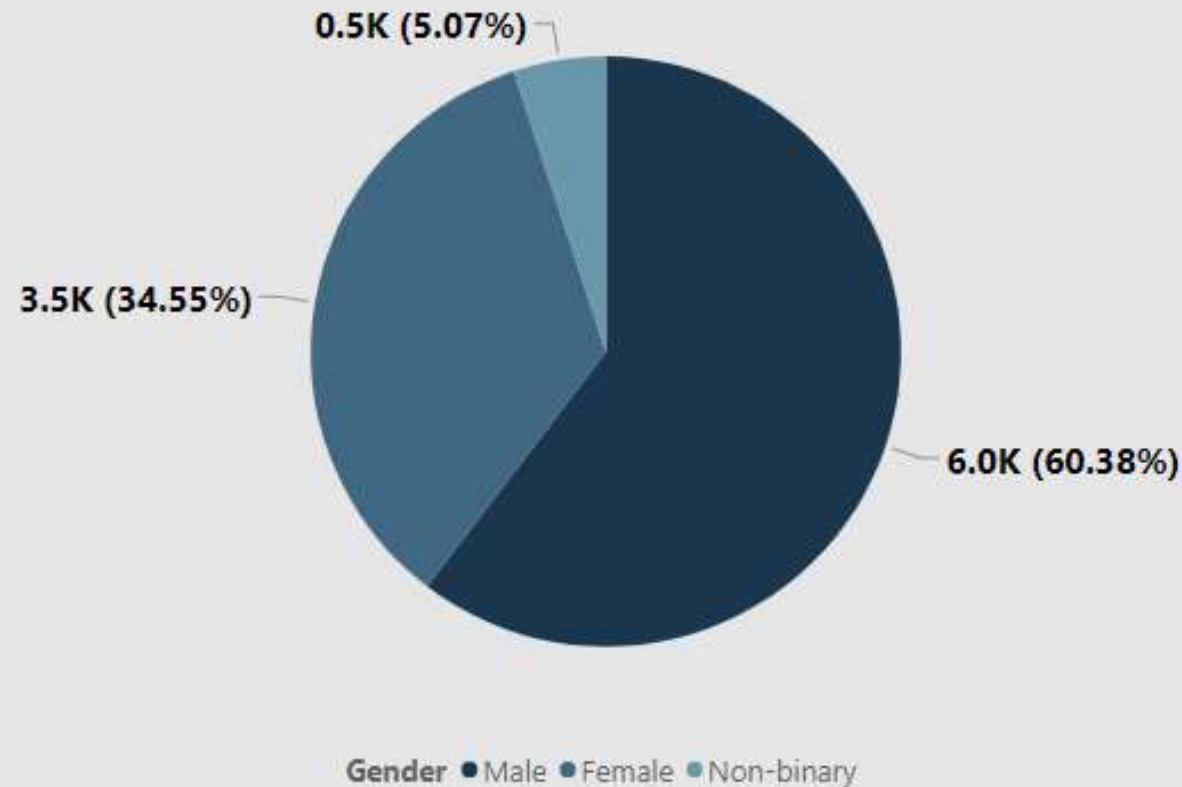
Provide Insights to the Marketing Team in Food & Beverage Industry

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)

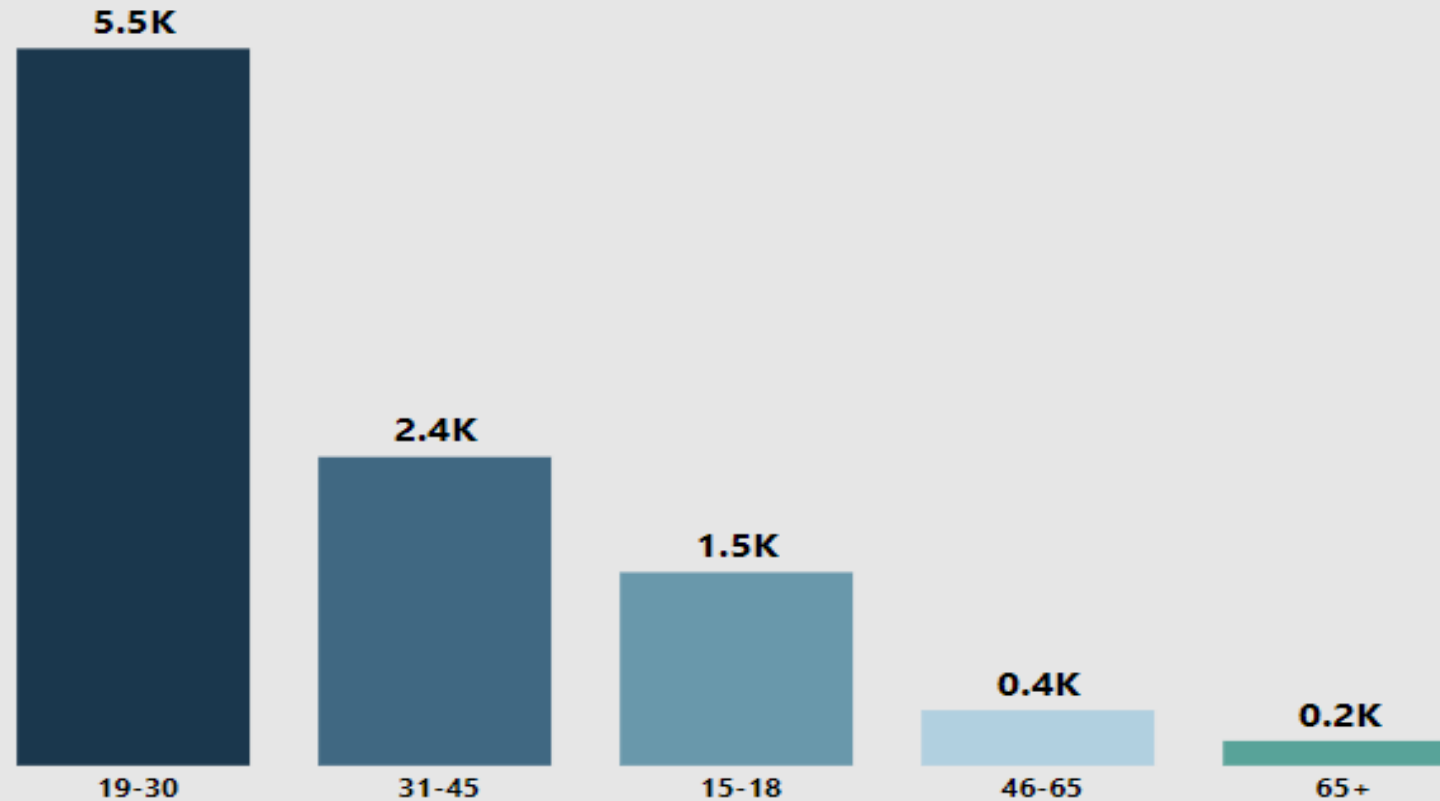
1. Who prefers energy drink more ? (male/female/non-binary)



Among the surveyed population, **Males** show the highest preference for energy drinks, accounting for **60.38%** of the total respondents.

while **Females** also enjoy them, making up a significant portion (**34.55%**).

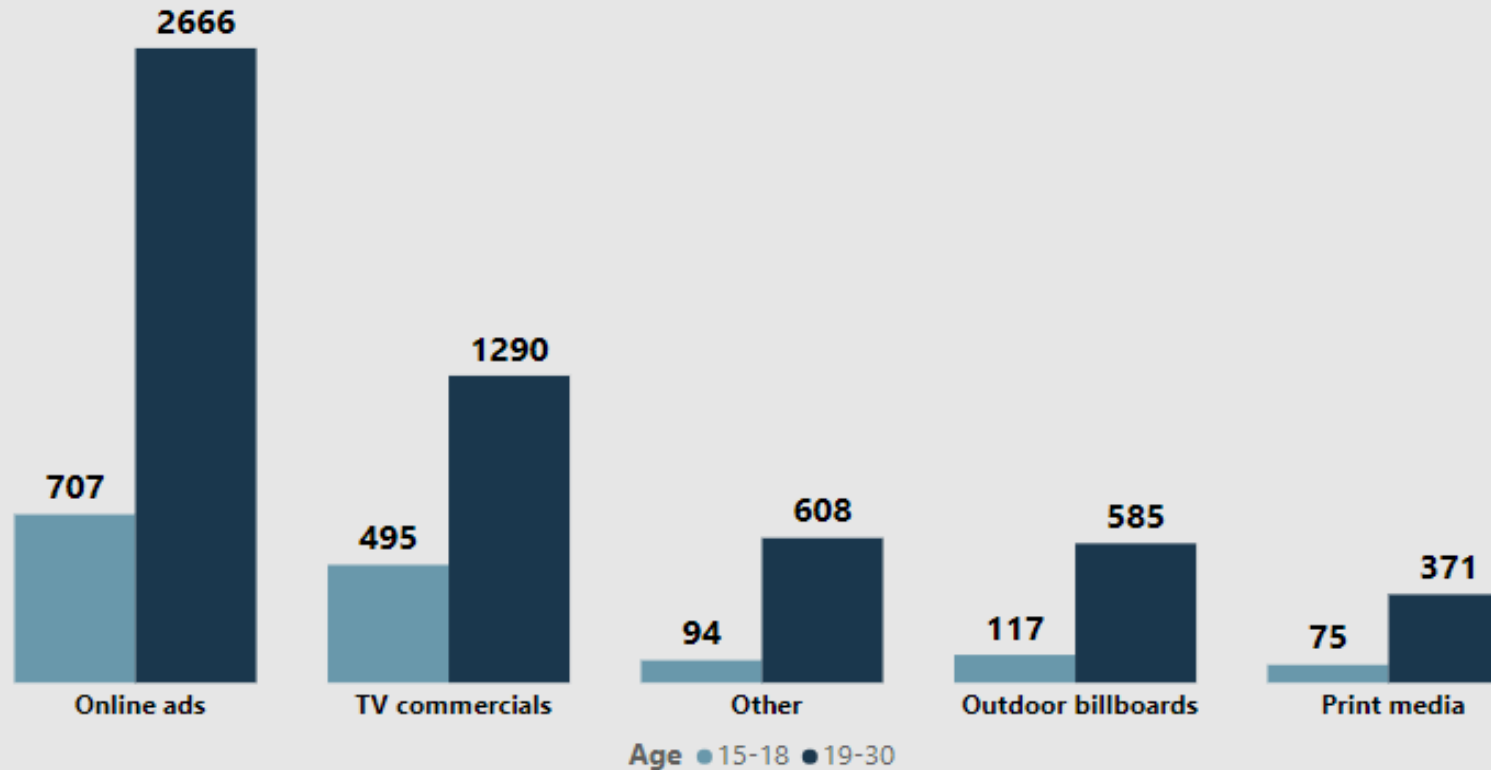
2. Which age group prefers energy drinks more ?



People aged **19-30** are the biggest fans of energy drinks, constituting the largest segment *with 5.5K individuals (>50%)* followed by age groups 31-45 and 15-18, indicates that **energy drinks are more popular among younger people (15-30).**

The numbers show that as people get older, they might not be as interested in energy drinks.

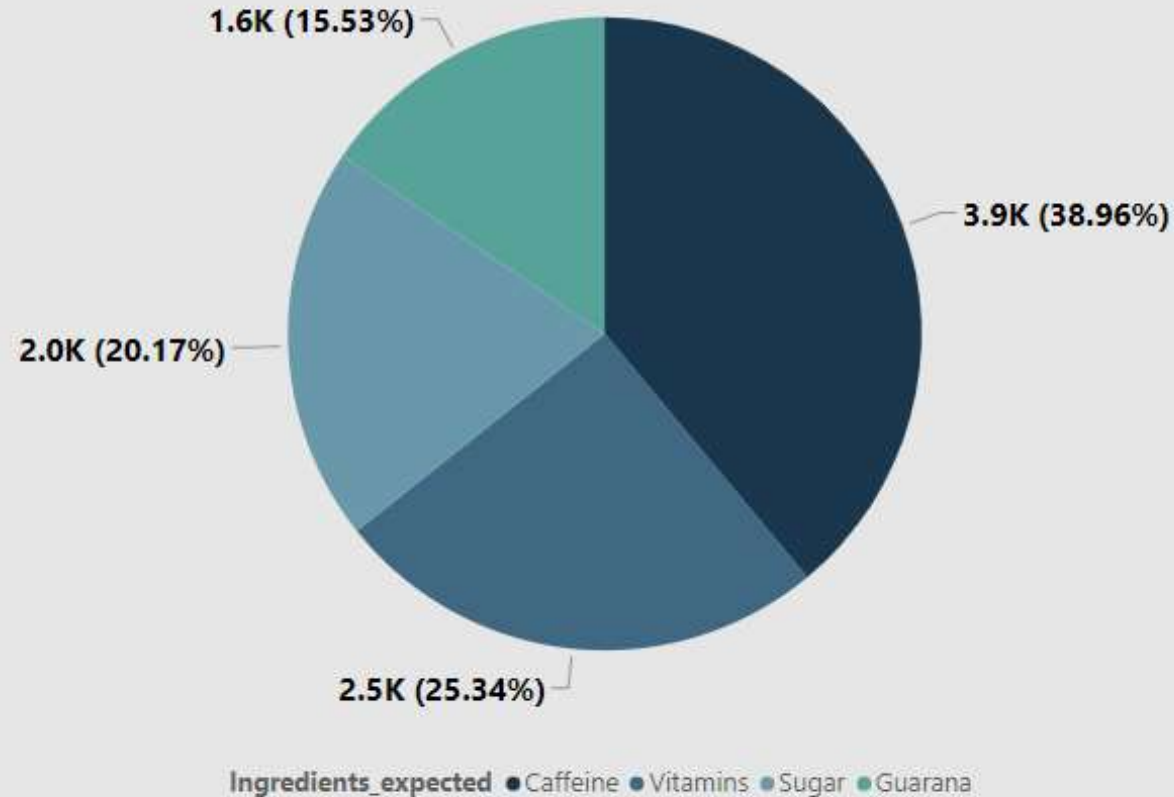
3. Which type of marketing reaches the most Youth (15-30) ?



Among youth aged 15-30, **online ads** appear to be the most effective marketing channel, with total **3373 respondents**, followed by TV Commercials.

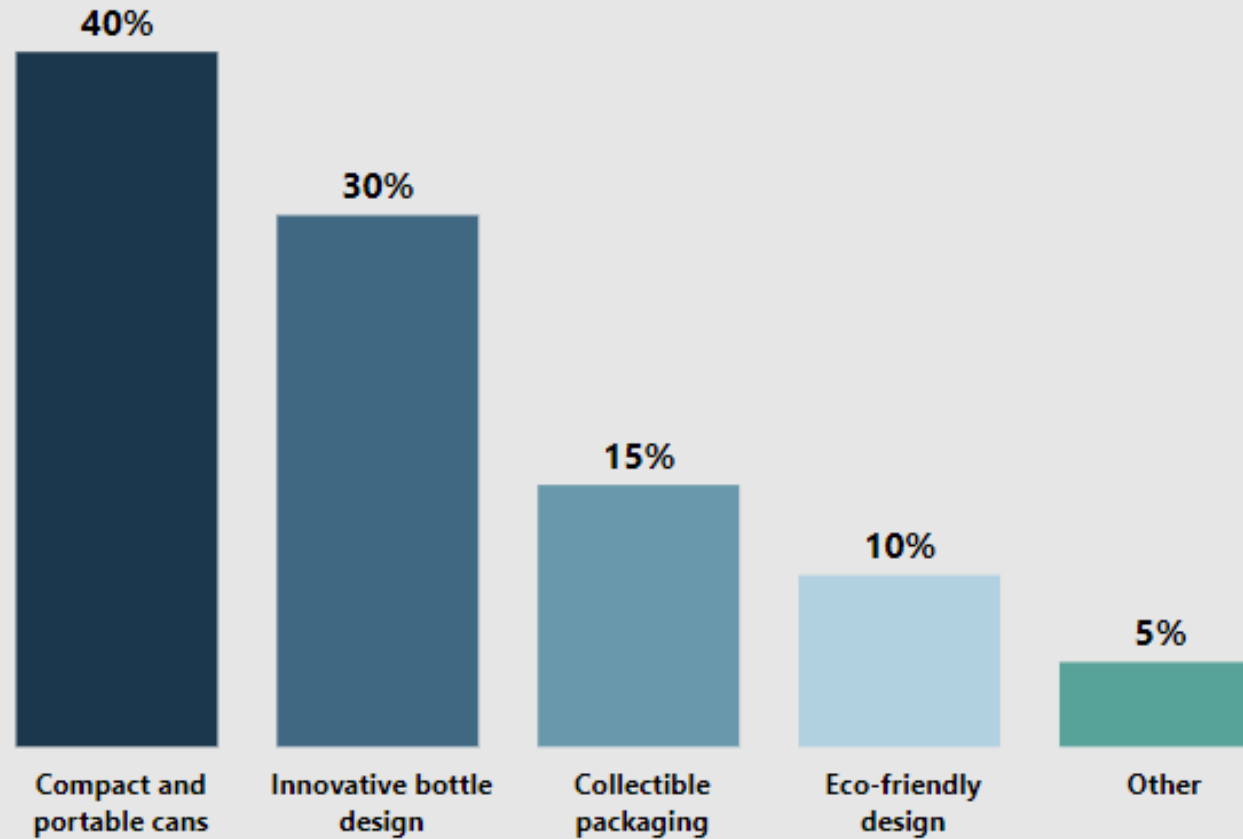
The dominance of online ads suggests that **digital platforms are highly effective in capturing the attention of young consumers.**

4. What are the preferred ingredients of energy drinks among respondents



Caffeine is the most preferred ingredient among respondents, with **38.96%** indicating its importance in their preferred energy drinks. Following closely, **25.34%** of respondents express a preference for **vitamins** in beverages, reflecting their interest in **additional health benefits**.

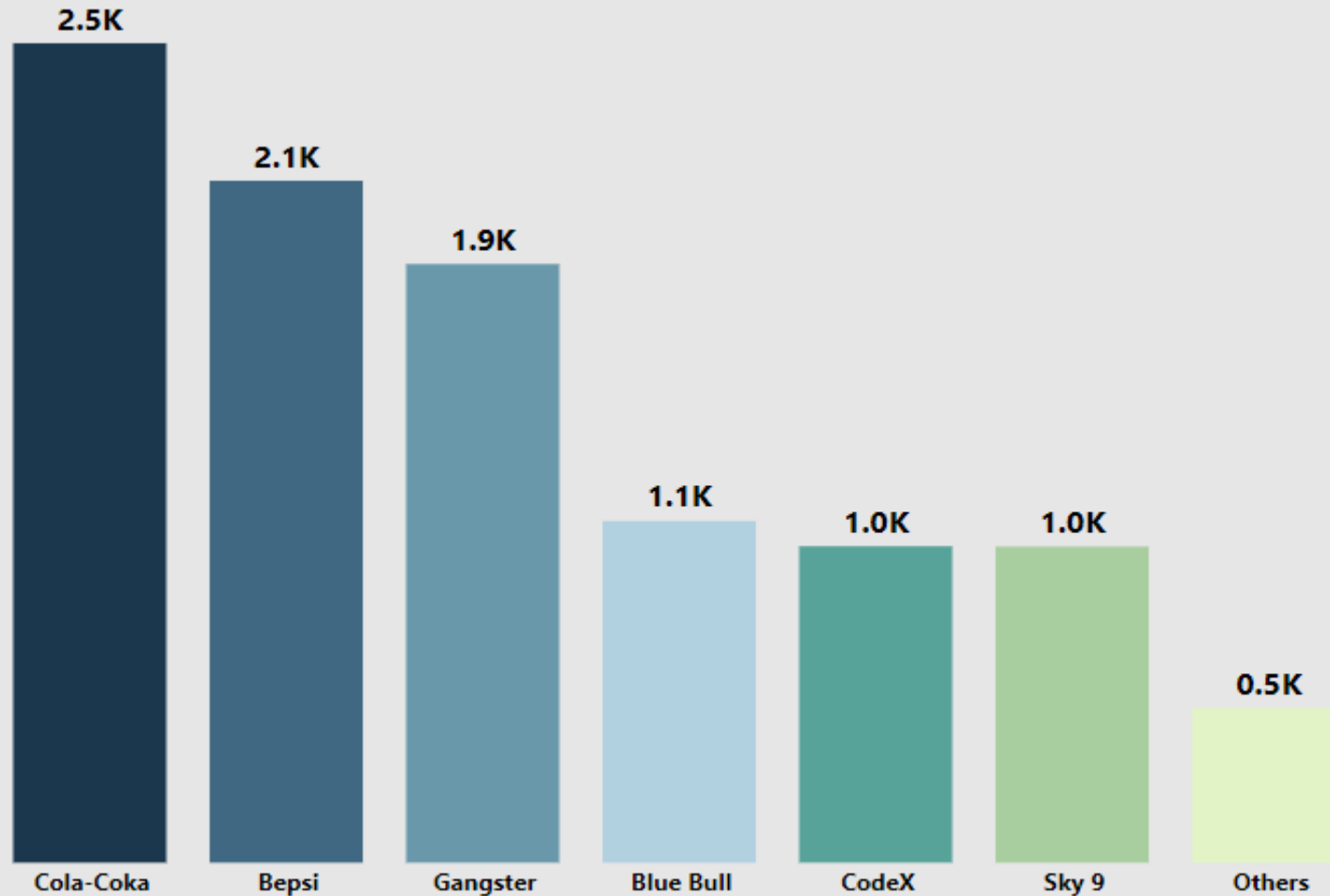
5. What packaging preferences do respondents have for energy drinks ?



Most respondents prefer ***compact and portable cans*** for energy drinks (**40%**), indicating a preference for convenience and on-the-go consumption.

Following closely, ***Innovative bottle designs*** are favored by **30%** of respondents.

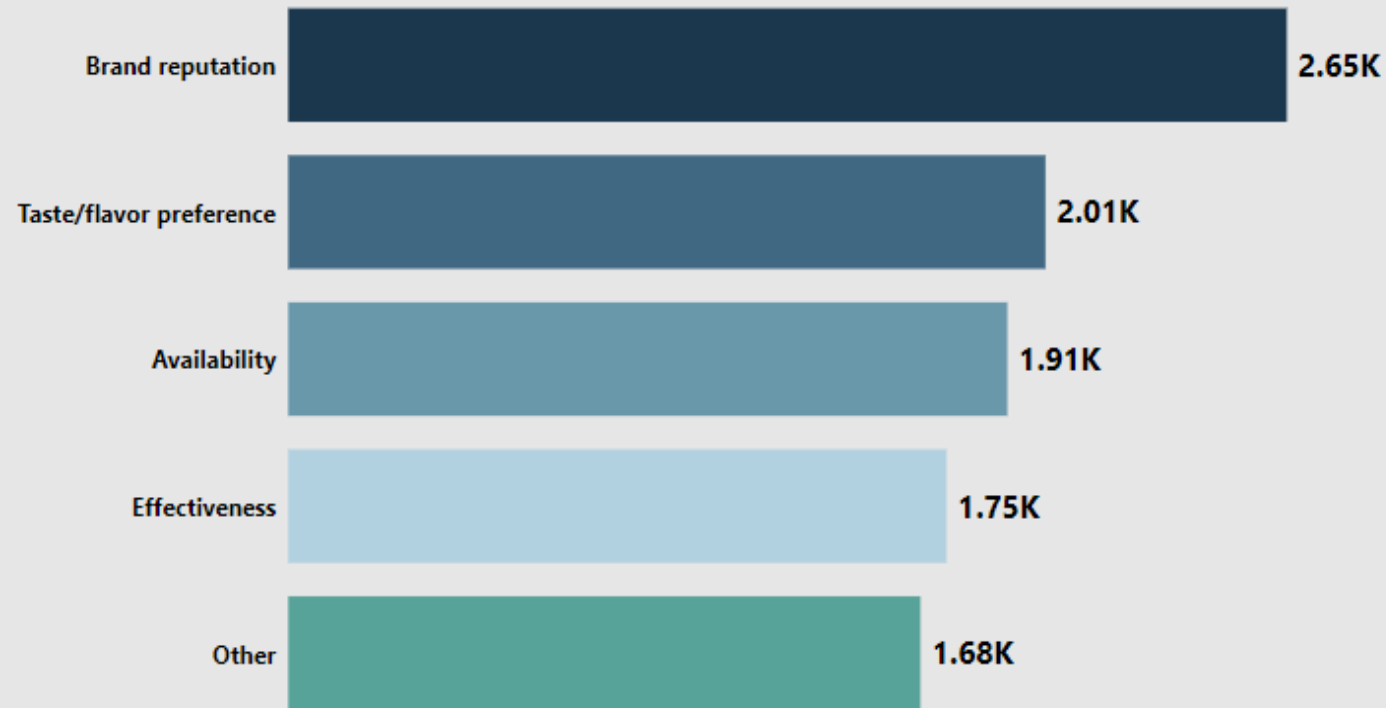
6. Who are the current market leaders ?



Coca-Cola holds the top position, indicating strong brand loyalty and recognition, closely followed by ***Bepsi*** and ***Gangster***.

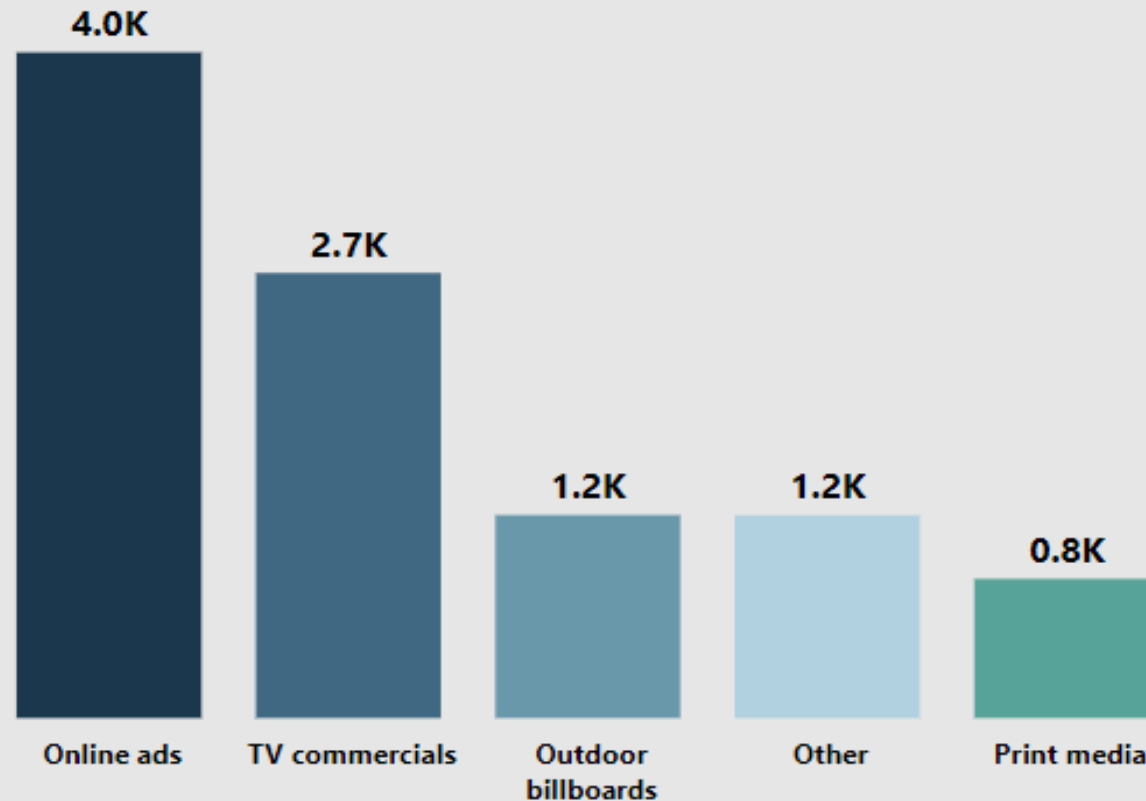
Codex lists in the Top 5 suggesting its relevance in the industry.

7. What are the primary reasons consumers prefer those brands over ours



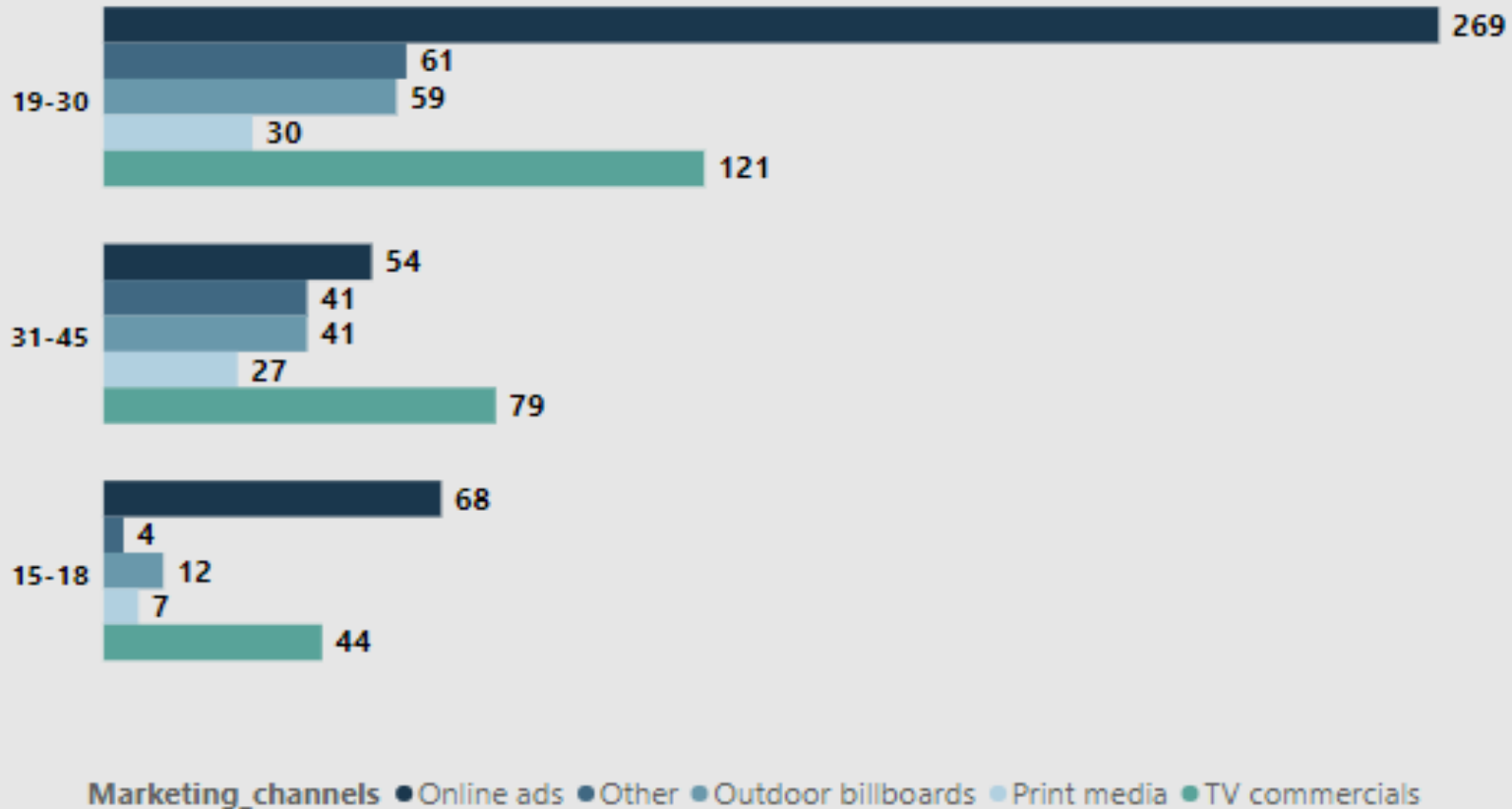
Brand reputation is the primary reason consumers prefer other brands over ours, followed by a wide variety of flavors, product availability and its effectiveness.

8. Which marketing channel can be used to reach more customers ?



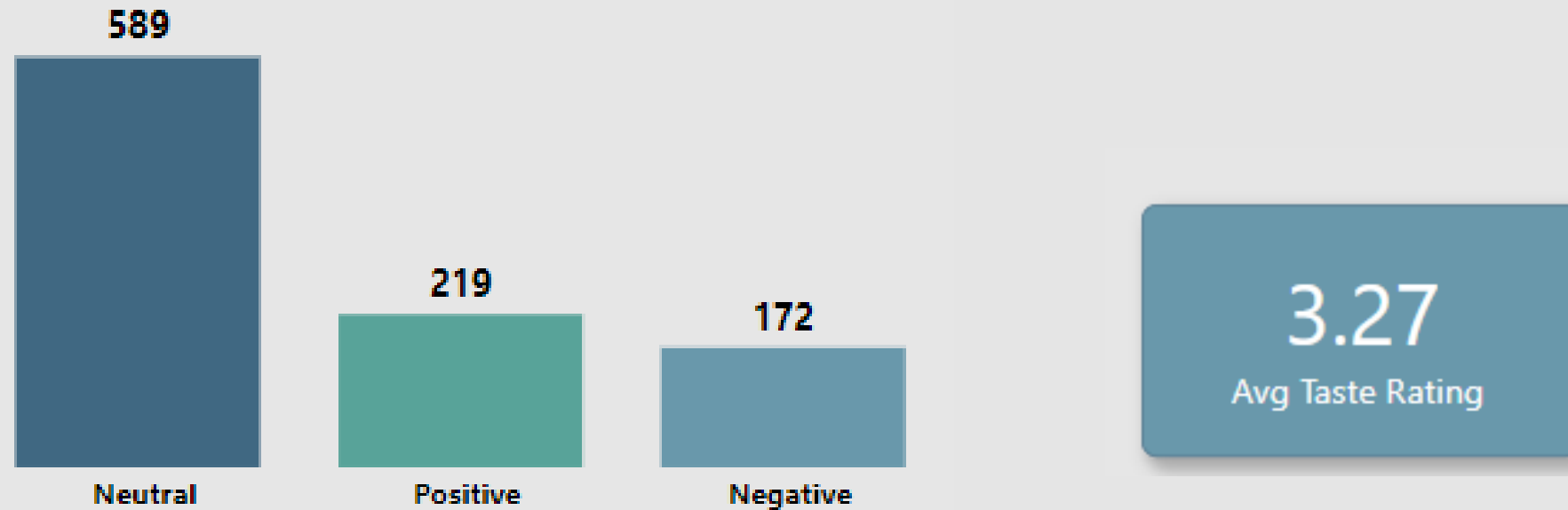
Online ads are the most effective marketing channel for promoting energy drinks and to reach more customers. These can reach a wider audience due to the widespread use of the internet and social media platforms

9. How effective are different marketing strategies and channels in reaching our customers (Codex) ?



Online ads are more effective in reaching the **19-30 age group**, while **TV commercials** are more successful in reaching the **19-45 age** group among Codex's target audience.

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



Our brand received an ***average taste rating of 3.27***, showing that most people find our products reasonably enjoyable.

However, **60%** of respondents expressed a ***Neutral*** stance towards the brand.

So, efforts should be directed towards any issues to enhance brand appeal and engagement.

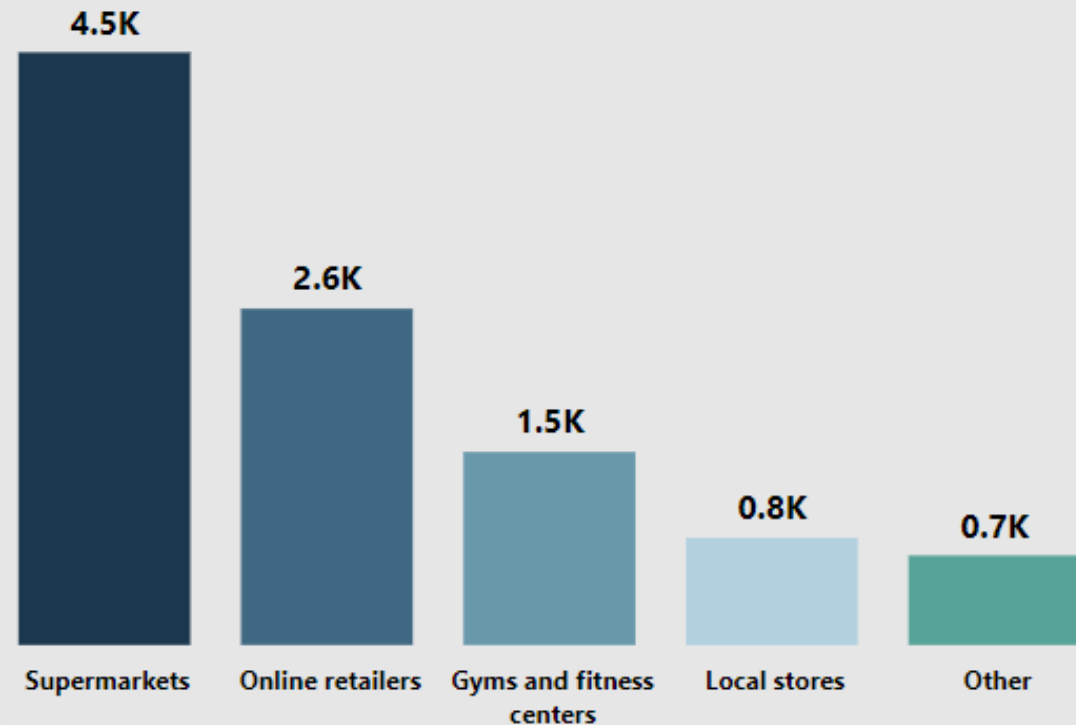
11. Which cities do we need to focus more on ?

City	Negative	Neutral	Positive
Bangalore	24.42%	31.58%	29.22%
Hyderabad	16.86%	19.19%	18.26%
Mumbai	13.37%	15.45%	19.18%
Chennai	7.56%	10.02%	9.13%
Pune	14.53%	8.66%	7.31%
Kolkata	3.49%	5.94%	3.20%
Ahmedabad	11.05%	3.23%	3.20%
Delhi	4.65%	3.40%	5.48%
Jaipur	2.91%	2.21%	4.57%
Lucknow	1.16%	0.34%	0.46%

Bangalore garners the most attention and positive feedback. Followed by **Mumbai, Hyderabad, Chennai and Delhi** also exhibit a notable presence of positive and neutral feedback.

Focusing on these cities with targeted campaigns and initiatives can solidify our presence and resonate with the local audience.

12. Where do respondents prefer to purchase energy drinks ?



Supermarkets are the most preferred choice for nearly half of the respondents (***44.9%***)

Followed by ***Online retailers*** (***25.5%***) indicates the importance of strong online presence and

Gym and fitness centers (***14.6%***) targets health-conscious consumers.

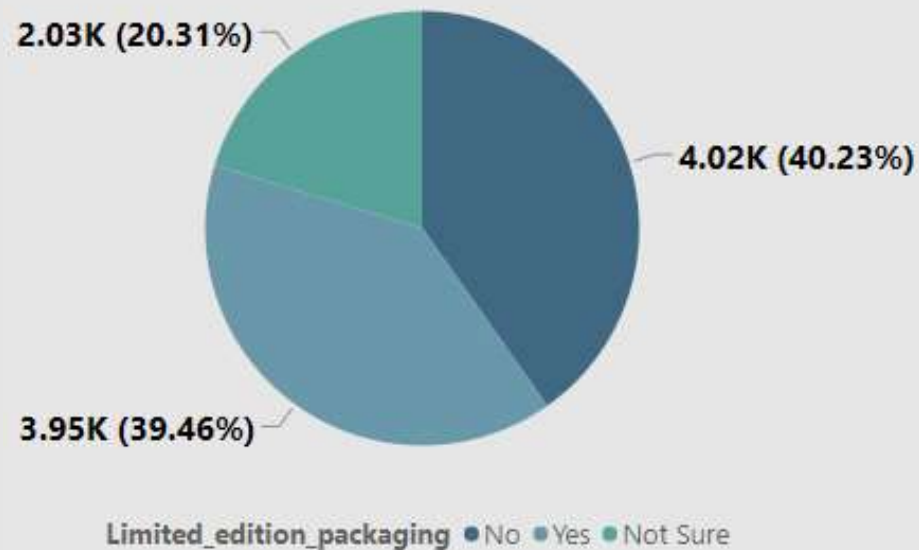
13. What are the typical consumption situations for energy drinks among respondents ?

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Social outings/parties	204	809	383	54	37	1487
Other	73	285	107	20	6	491
Driving/commuting	33	168	70	20	6	297
Total	1488	5520	2376	426	190	10000

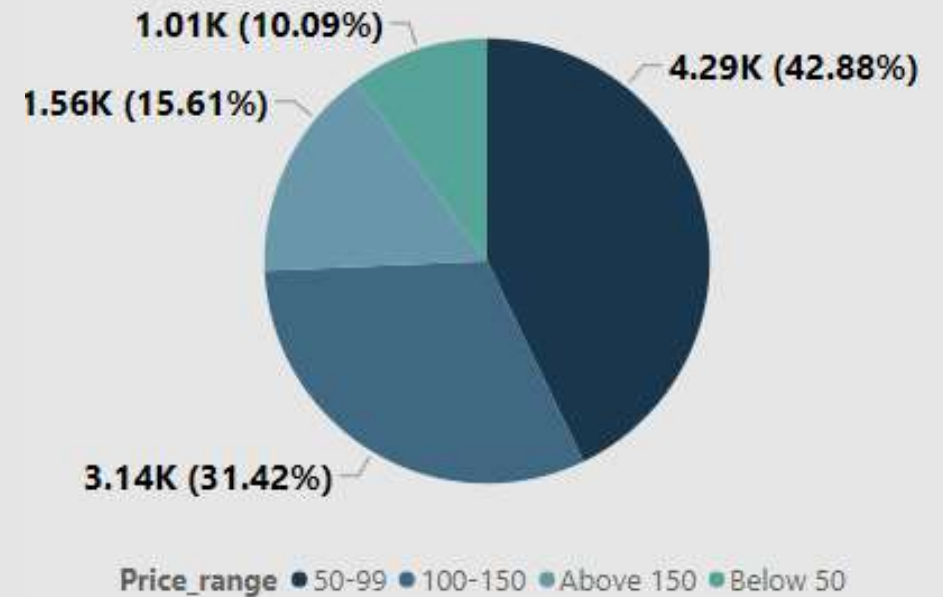
Sports and exercise, Studying and working late, and social outings and parties indicates that the energy drinks serve multiple purposes for consumers, providing an energy boost across various activities.

14. What factors influence respondents purchase decisions, such as price and limited edition packaging ?

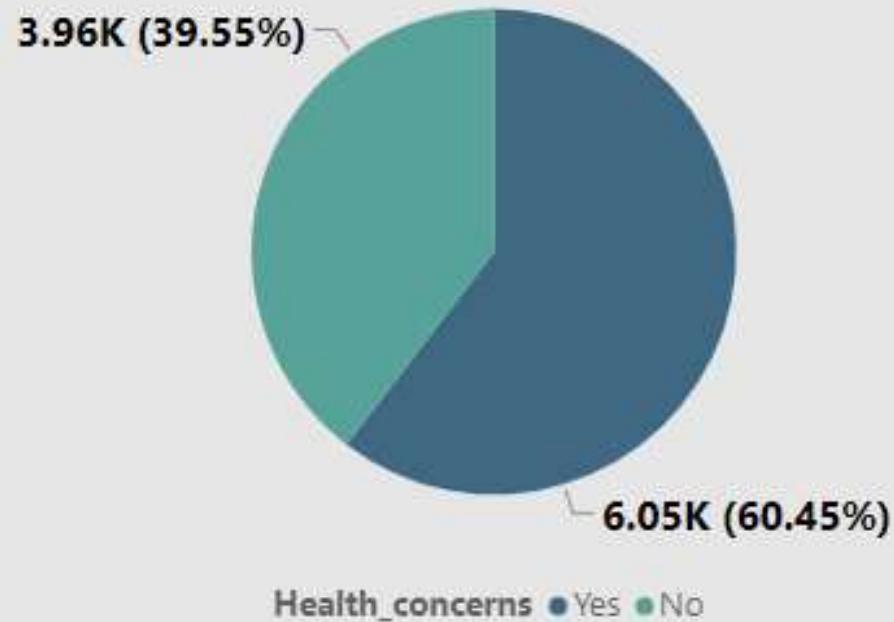
Limited Edition Packaging



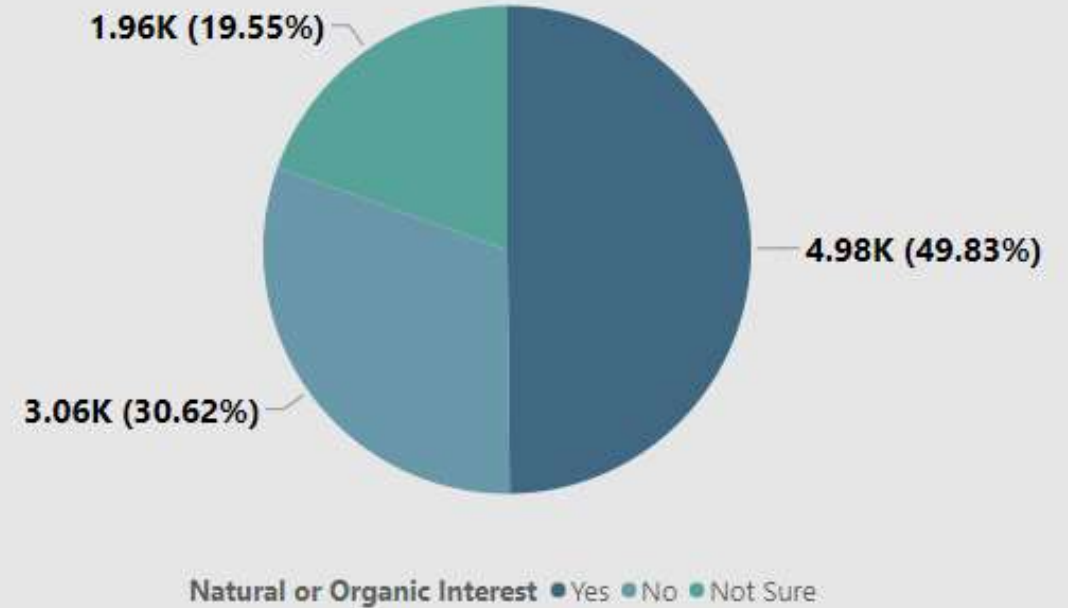
Price Range



Health Concerns

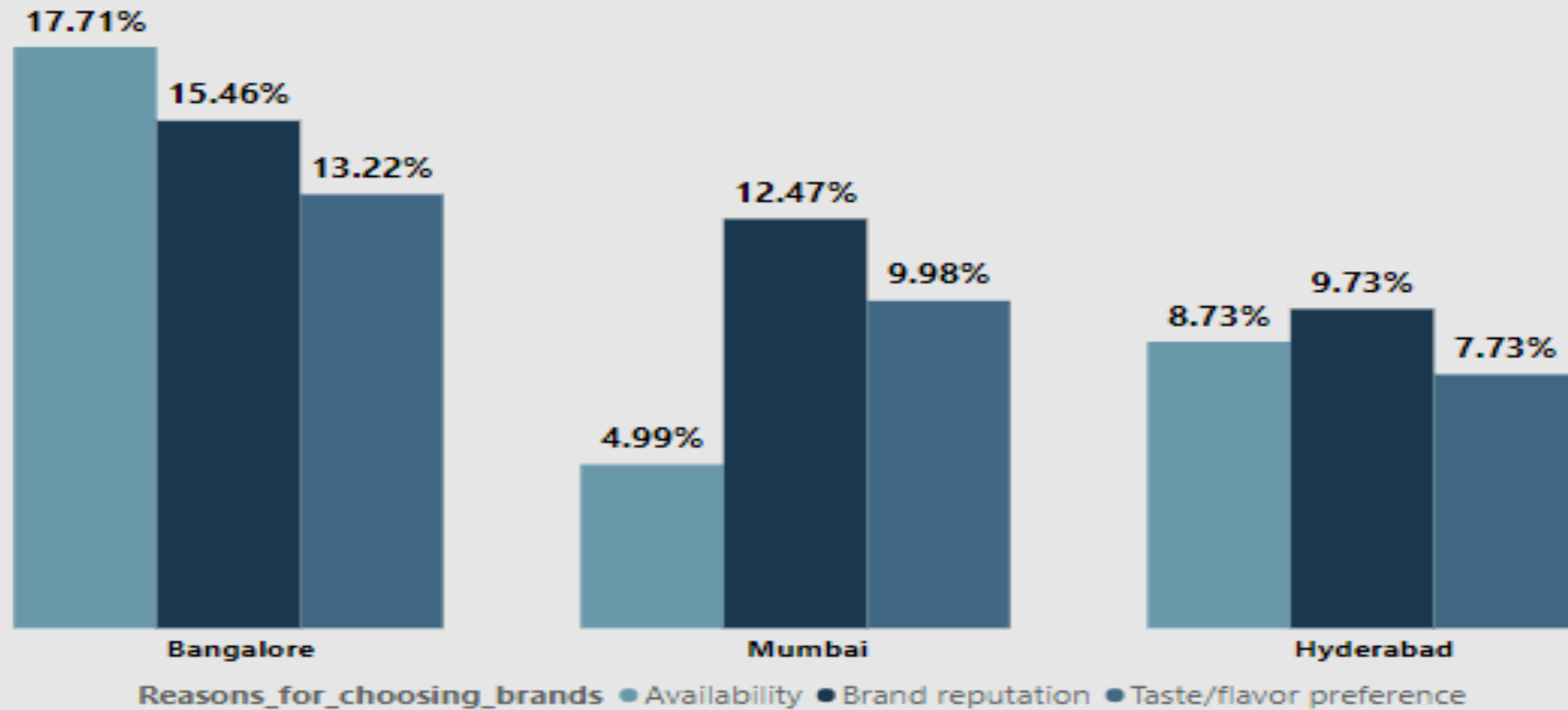


Interest in Natural or Organics



Most consumers prefer **limited edition packaging**, with **40%** of respondents expressing a preference for it. Also **43%** favor a **price range of 50-99 Rs**, while **60% prioritize health concerns**, and **50%** prefer energy drinks with **natural or organic ingredients**.

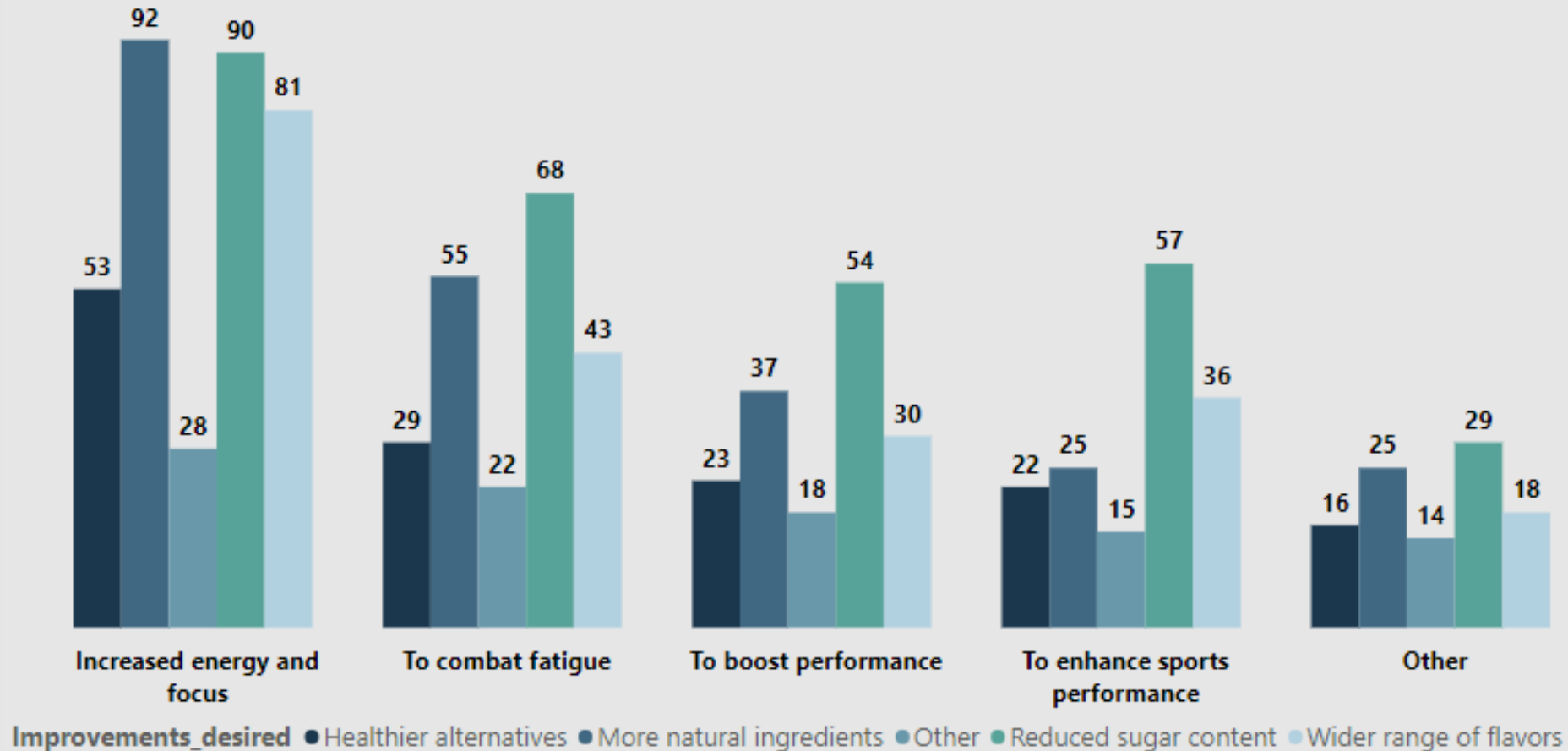
15. Which area of business should we focus more on our product development (branding/taste/availability)





The key areas for product development should include *improving our brand reputation, addressing health concerns, making our **drinks more available** and **enhancing taste**.*

16. What do consumers prefer in their energy drinks, and how is Codex adapting its products to meet these preferences ?



Despite our energy drinks offering benefits such as increased energy and focus, boosted sports performance, and combating fatigue, consumers ***prioritize the addition of more natural ingredients, reduced sugar content, and a wider range of flavors.***

234

More Natural Ingredients

298

Reduced Sugar Content

219

Positive Brand Perceptions

3.27

Avg Taste Rating

15% consumers favor more natural ingredients, while 10% prefer reduced sugar content. Codex boasts 15% positive brand perceptions and an average taste rating of 3.27.

RECOMMENDATIONS



What immediate improvements can we bring to the product?

Availability: We should improve our distribution network, making our products available in supermarkets, convenience stores and even local corner shops across major cities and rural areas.

Also focus on regional festivals, events, music festivals, gaming events and sports tournaments and utilize e-commerce platforms like Amazon and Flipkart to reach consumers nationwide.

Natural Ingredients and Reduced Sugar Content:

Utilize ingredients like lemon, lime, ginger and vanilla, organic caffeine sourced from green tea extract and natural fruit flavors. By reducing sugar content and removing artificial additives, we can improve the nutritional profile of the product to attract the health-conscious consumers.

Wide range of flavors : Mango, passionfruit, strawberry, kiwi, lemon, lime, orange and berry flavors have long been favorites among traditional energy drink consumers.

Electrolytes such as potassium, sodium, and magnesium are essential for maintaining proper hydration and supporting muscle function.

Health Concerns: Natural Caffeine, B vitamins, herbs (ginseng, ashwagandha), antioxidants (vitamin C, vitamin E, and green tea extract), coconut water. These provides a sustained energy boost but also supports overall health and well-being.

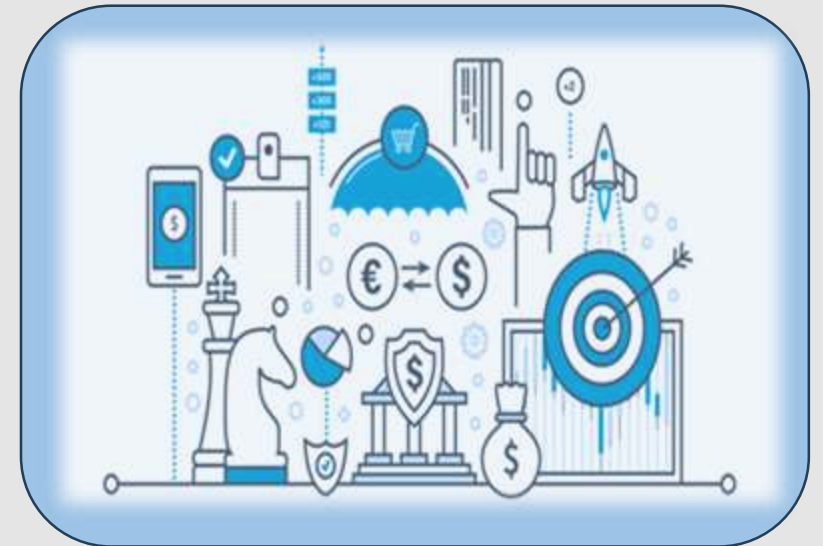


What should be the ideal price of our product?

Based on the factors such as natural ingredients, packaging materials, production, marketing and distribution and preference expressed by the consumers, the price range can be ***between 50-120rs***

“Consumers value health and natural ingredients, making them willing to pay a bit more for a product they see as healthier or higher quality”

Therefore, pricing the product at the upper end of the range may be justified if it matches the brand's image and what consumers expect.



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

Online Ad Campaigns:

We should launch targeted online ad campaign on social media platforms such as Instagram, Twitter, YouTube and Facebook which reaches a large audience mostly within the 19-45 age group.

Limited Edition Promotions:

We can also introduce limited edition packaging design with a promotional offer of buy one, get one free for a limited time.

Health-Focused Campaigns:

Highlighting the natural ingredients and reduced sugar content of energy drinks, we can promote our brand through digital and print ads, as well as in-store promotions.

Social Media Influencer Collabs:

By collaborating with popular fitness influencers and wellness bloggers, we can promote our energy drink products with their audience in YouTube, TikTok, Instagram etc.



Who can be a brand ambassador, and why?

Virat Kohli: As one of India's most renowned cricketers, Virat Kohli has qualities such as energy, vitality and discipline, which resonate with the brand's positioning. His dedication to fitness and healthy lifestyle choices makes him a suitable ambassador

PV Sindhu: As an Olympic medalist and prominent badminton player, PV Sindhu has qualities such as strength, determination and resilience and her commitment to fitness and athletic excellence makes her a suitable ambassador.

Shilpa Shetty: A well-known Bollywood actress, entrepreneur, and fitness enthusiast, could also serve as a compelling brand ambassador. She is renowned for her dedication to fitness and holistic well-being and has a strong following on social media where she shares workout routines, healthy recipes, and wellness tips.

M.S. Dhoni: A former captain of the Indian cricket team, is one of the greatest cricketing legends in the country. His calm demeanor, leadership qualities and achievements in cricket make him an influential figure and makes him a suitable ambassador.



Who should be our target audience, and why?

We should primarily focus on **young adults aged 15-30**, with a secondary focus on individuals **aged 31-45** who also shown much interest in energy drinks.

Young adults aged 15-30 are typically more active, **engaged in various activities such as sports, studying, working late and social outings**. Energy drinks give a **quick energy boost** to support their busy and demanding lifestyles.

“By targeting them, we can position our brand as a convenient and reliable solution for their energy needs”

Bangalore, Mumbai, Hyderabad, Chennai and Delhi have large population of young adults who lead fast-paced lifestyles. Focusing marketing efforts and distribution channels in these cities can yield high sales.





THANKYOU