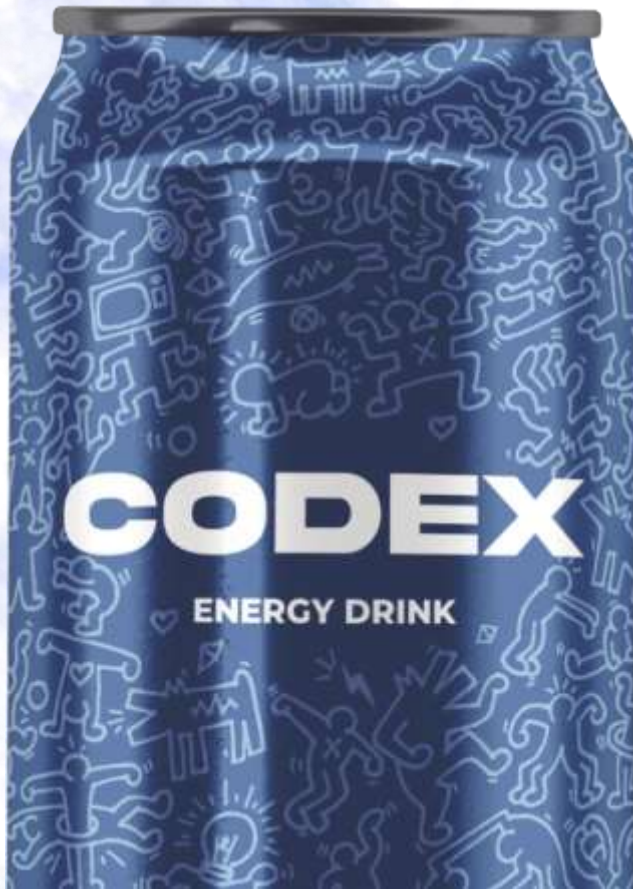


# **CODEX**

## **ENERGY DRINK**

**PRESENTED BY :**  
**SAURABH DIWANE**





# AGENDA

- Overview
- Objective
- Data, Requests & Tools
- Primary Insights
- Secondary Insights
- Recommendations

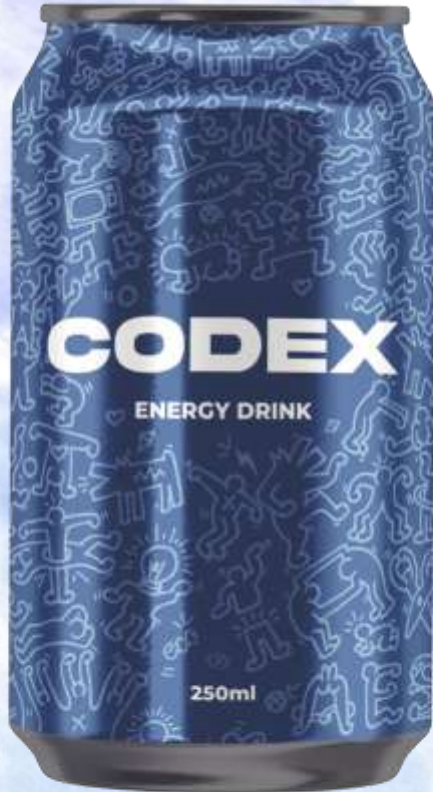
# OVERVIEW

- CodeX, a German beverage company, has launched an innovative energy drink in 10 cities across India, after conducting an extensive survey to understand consumer preferences and cater to their needs.
- By gathering valuable insights through the survey, CodeX aims to shape effective marketing strategies, increase brand awareness, and capture a significant share of the Indian beverage market.
- Committed to delivering refreshing and enjoyable experiences, CodeX combines German excellence with local preferences, ensuring that their energy drink resonates with the Indian consumers.





# OBJECTIVE



1

Analyze the Data

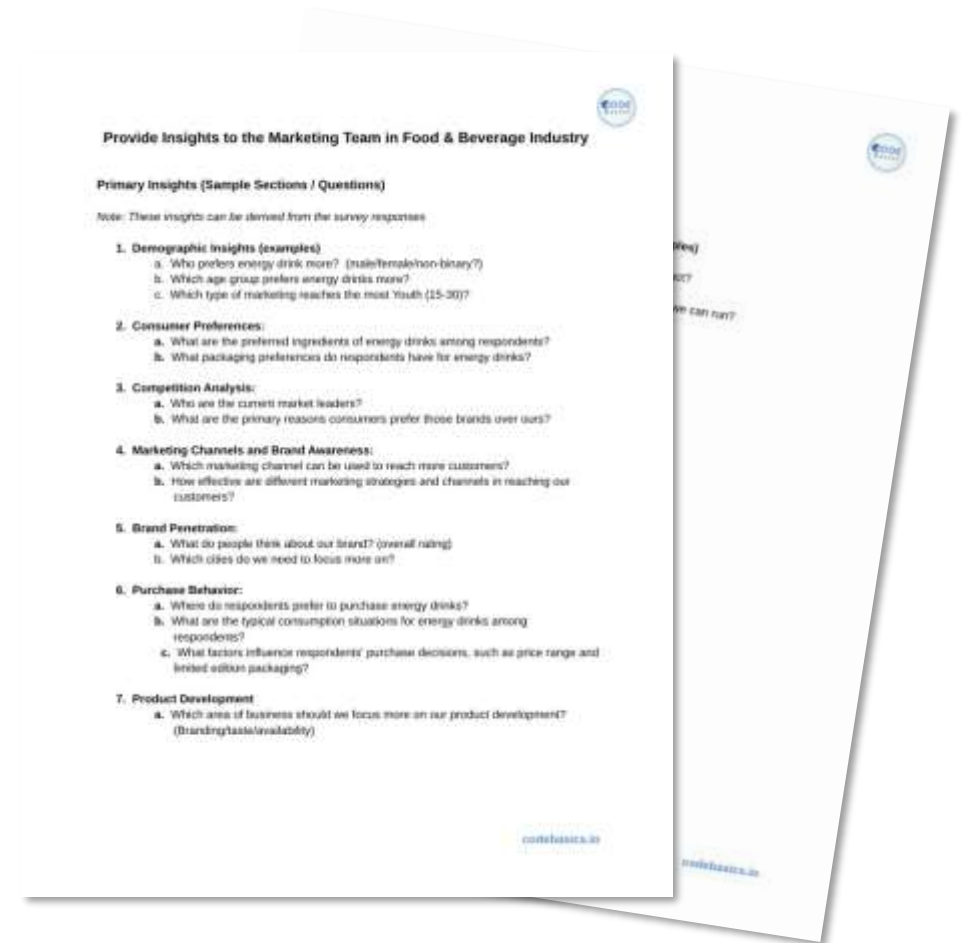
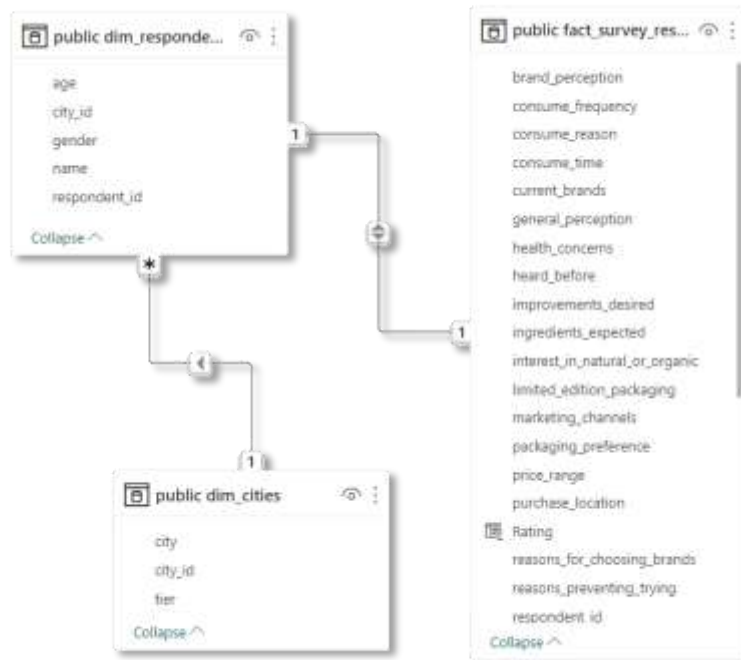
2

Find Target Customers

3

Recommendations for  
CodeX Energy Drink

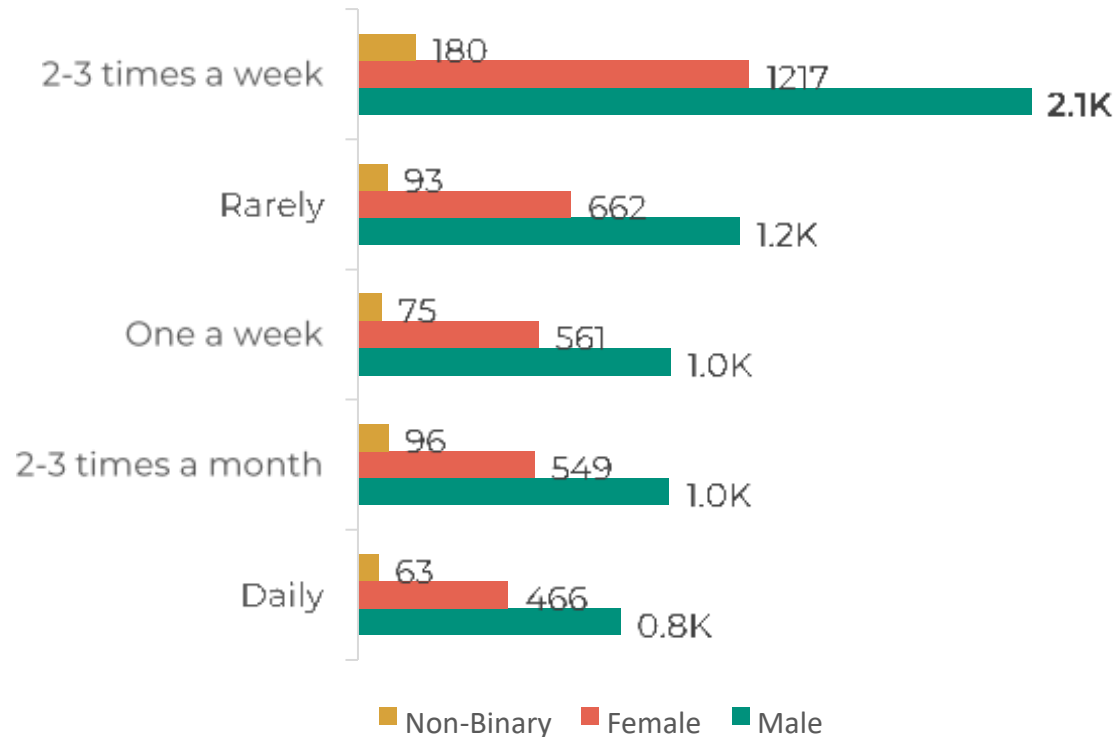
# DATA, REQUESTS & TOOLS



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

## Male highly prefers energy drinks

Unique Respondents (in thousands)



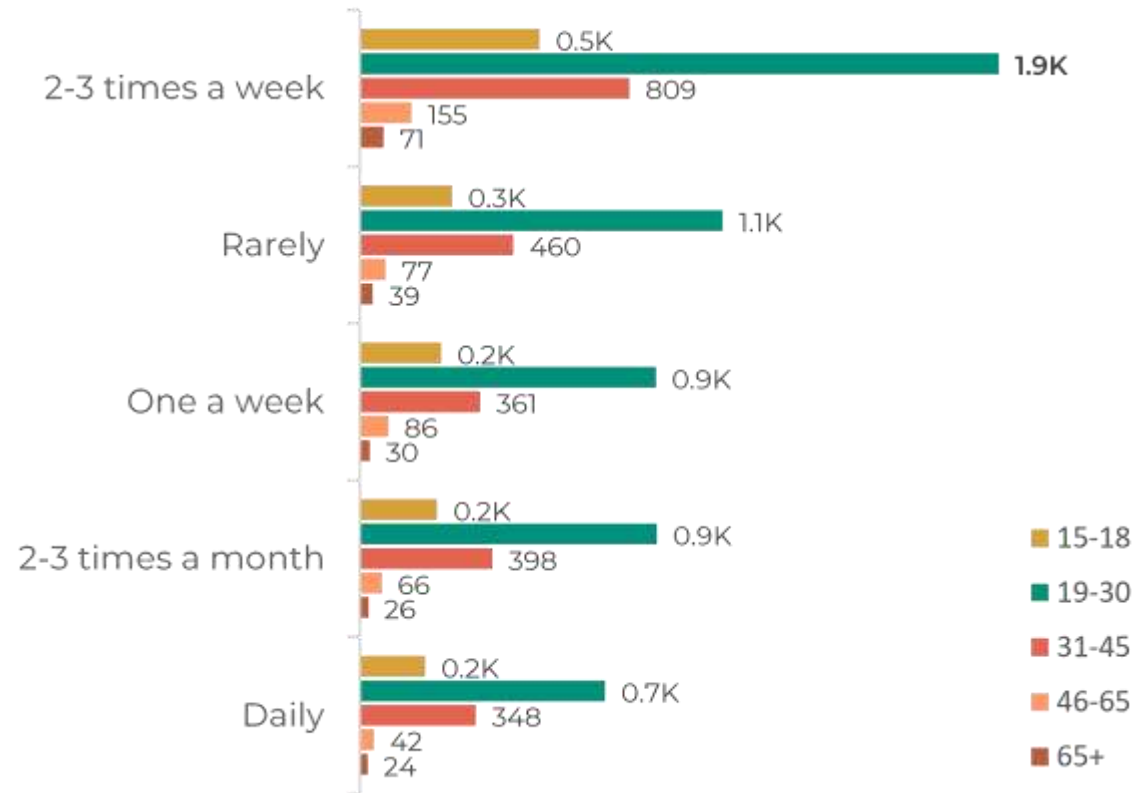
## Insights:

Among the respondents, **2.1K males** show a high preference for the energy drink, consuming it at least **2-3 times a week**.

## 2. Which age group prefers energy drinks more?

### 19-30 Age Group: Top Energy Drink Consumers

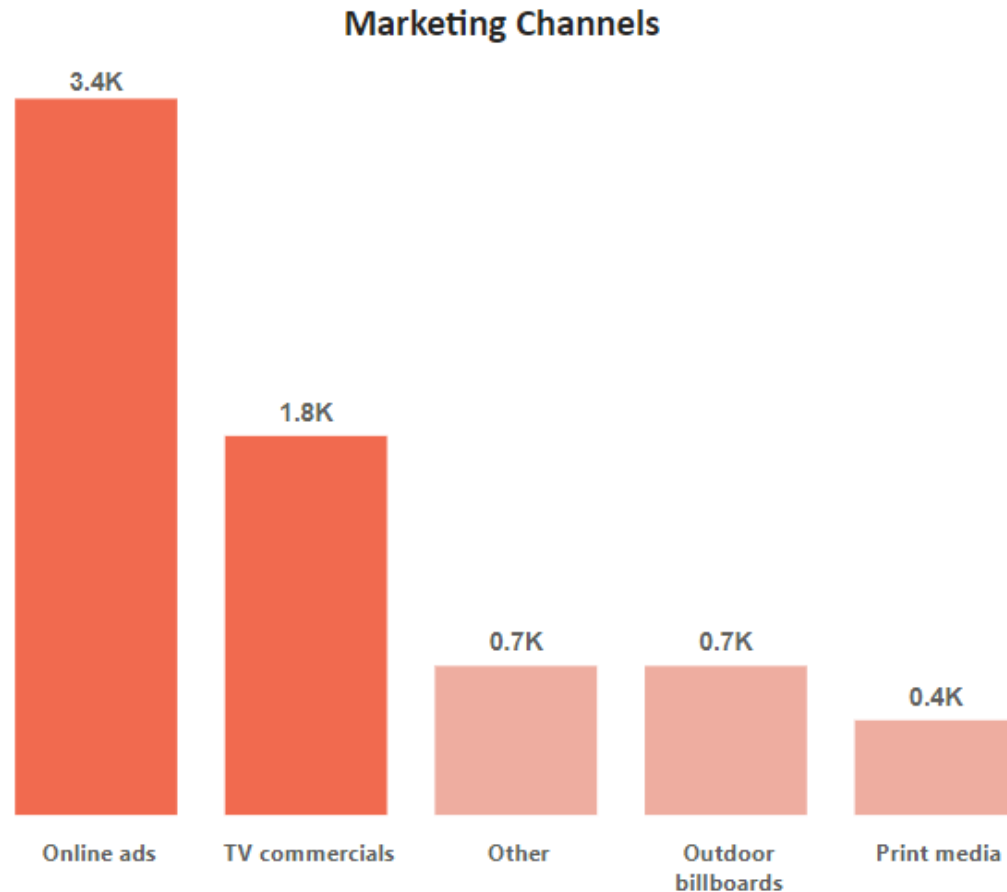
Unique Respondents (in thousands)



### Insights:

The **19-30 age group** displays the highest preference for energy drinks, followed by the 31-45 and 15-18 age groups.

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



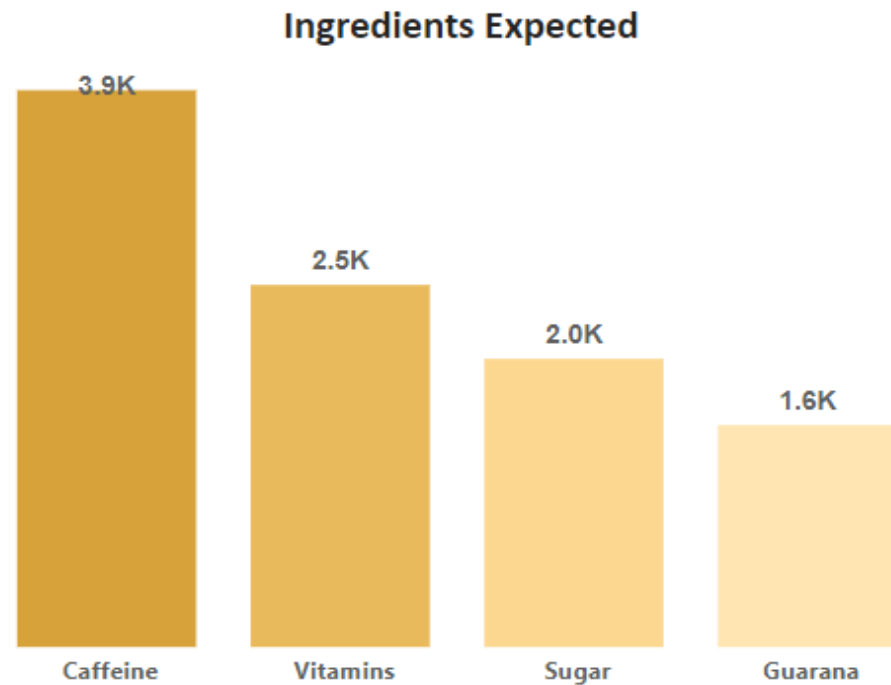
**Online Ads** are effectively reaches the youth aged 15-30, with TV Commercials followed by that.



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

Caffeine : Key Ingredient

*Unique Respondents (in thousands)*



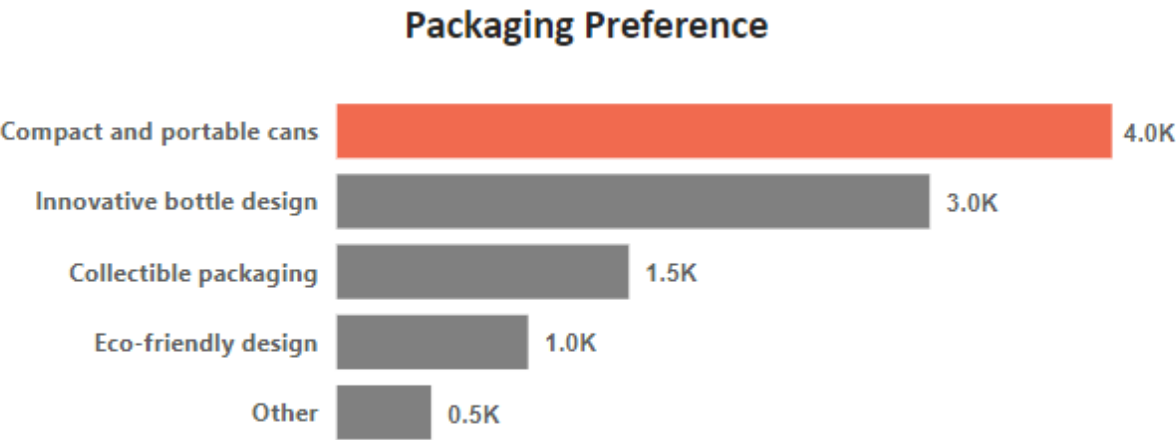
Insights :

**Caffeine and Vitamins** are key ingredients  
Preferred energy drinks among the respondents

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

Go to Packaging : Compact containers for energy drinks

Unique Respondents (in thousands)



Insights :

**Compact and portable cans** are the most preferred packaging preference for energy drinks among the respondents

# 6. Who are the current market leaders?

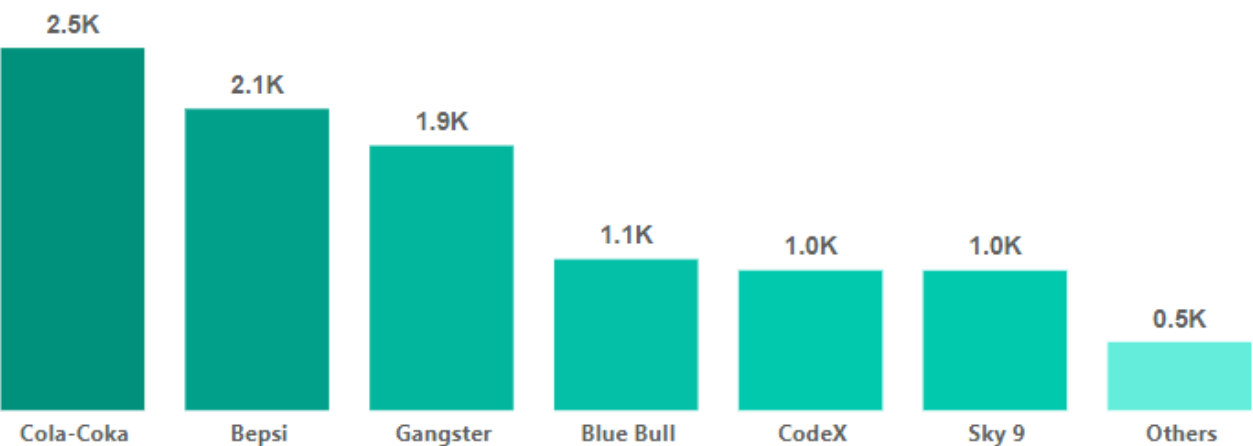
Cola Coka : Top Market Leader

*Unique Respondents (in thousands)*

Insights :

**Cola – Coka , Bepsi and Gangster** are the current 3 top market leaders while codex are on fifth position showcasing the competitiveness in market.

Current Market Leaders



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

Customer preferred Brand reputation, Taste and Accessibility of Drinks

*Unique Respondents (in thousands)*

Insights :

**Brand Reputation, Taste/Flavor and Easy availability** of drinks the factors that consumers preferred while buying the drinks.

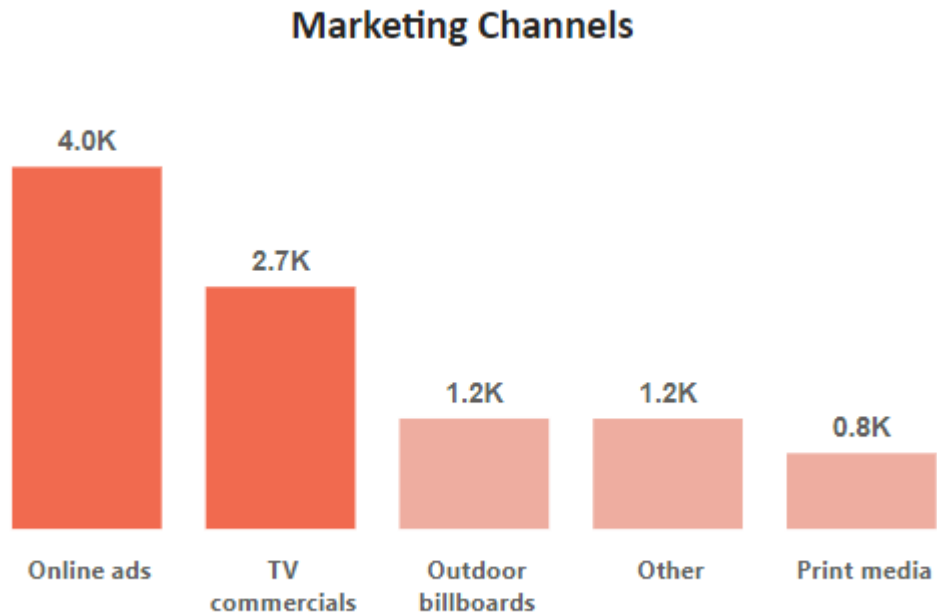
Primary Reasons For Consumption of Other Brands



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

Best Customer reach : Online Ads, TV Commercials

*Unique Respondents (in thousands)*



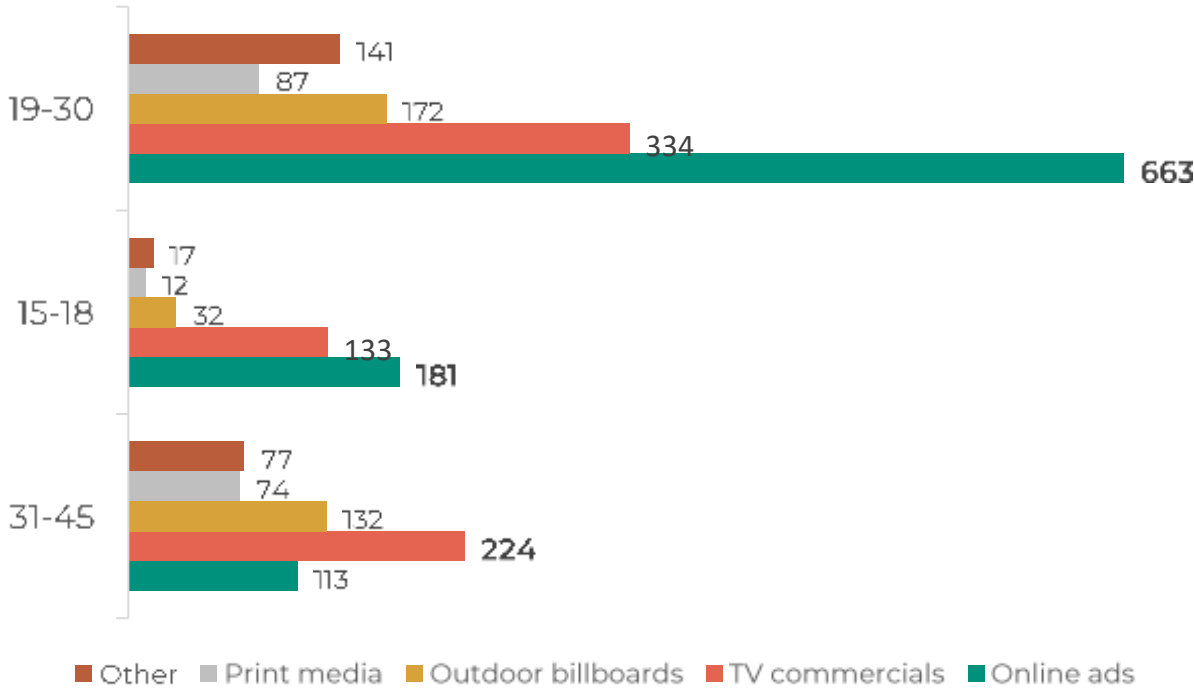
Insights :

**Online ADs, TV Commercials** are most effective channels to promote the energy drinks and reach more customers



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

Unique Male Respondents in Age Group 15-45 (in hundreds)

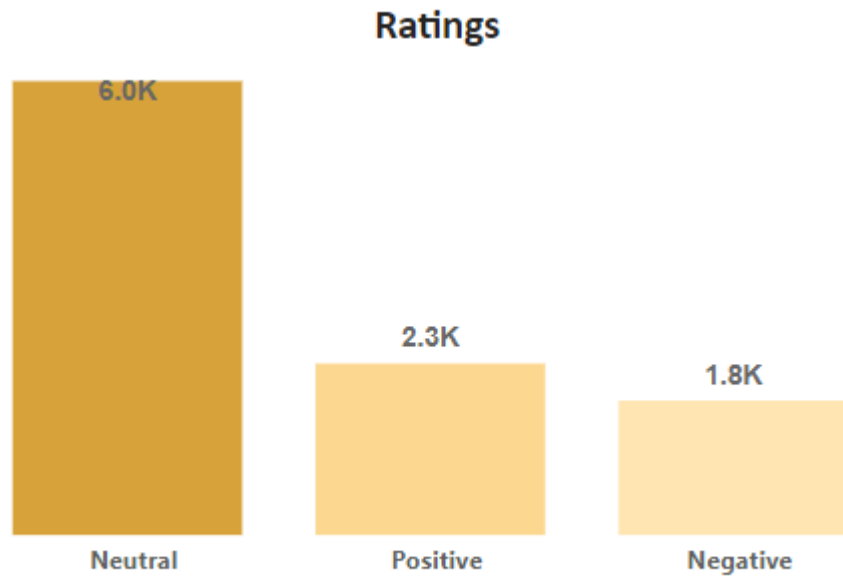


Online ads resonate well with the 15-30 age group, while TV commercials prove to be more impactful for the 31-45 age group.

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

Brand Perception : Neutral Ratings, Mixed Opinions.

*Unique Respondents (in thousands)*



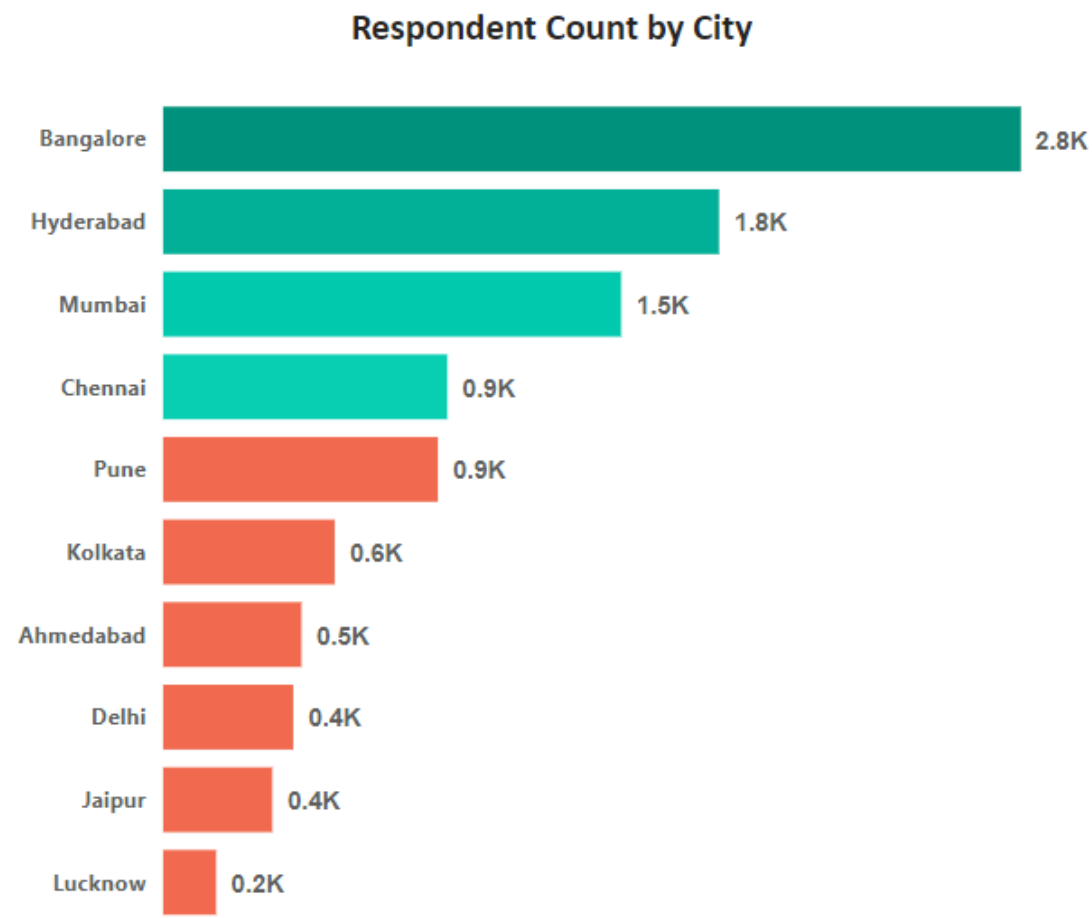
Insights :

Around 60% respondents have gave mixed reviews resulting in neutral brand rating which indicate to review the improvement areas in order to shift into positive sentiments.

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

Targeted Cities : Tier 1 and Tier 2 Hotspot  
branding Action

Unique Respondents (in thousands)



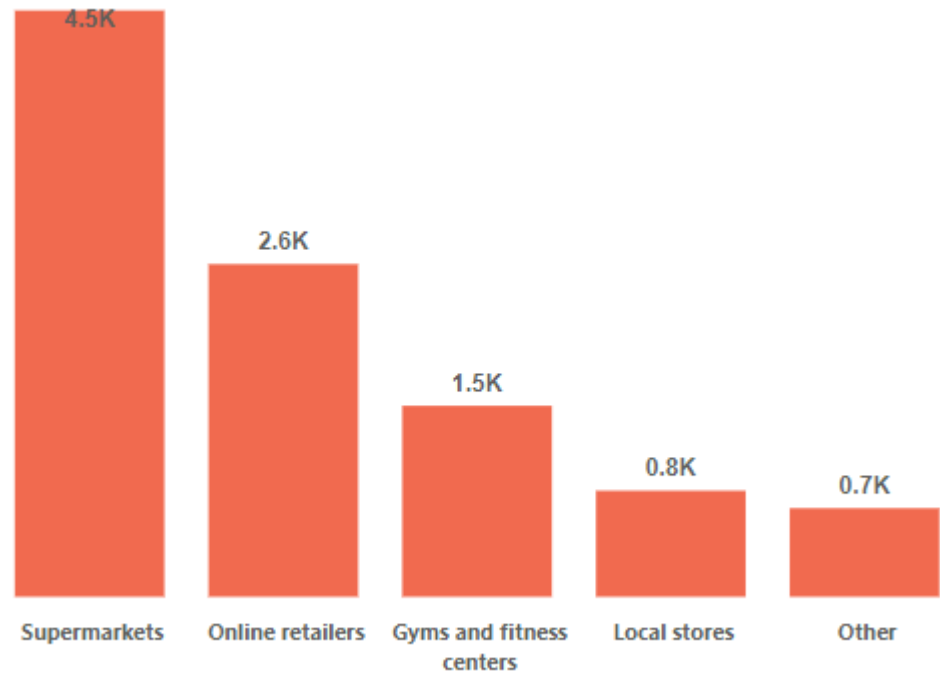
Insights :

It's advisable to focus on **Bangalore, Hyderabad, Mumbai, Chennai and Delhi** the Tier1 cities along with **Pune** and **Kolkata** which demonstrate high concentration of target customers

# 12. Where do respondents prefer to purchase energy drinks?

Retail Preference : Supermarket is Most Preferred energy drink outlets

Unique Respondents (in thousands)



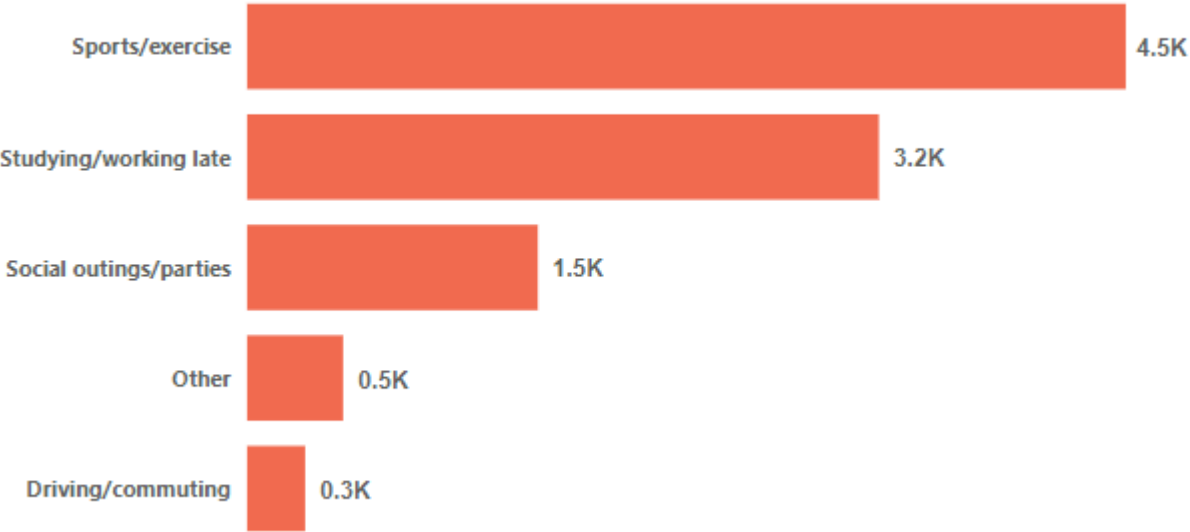
Insights :

Supermarket are the most preferred location to purchase energy drinks Online retailers are followed with that, indicates the importance of these key retail channels.

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

## Energize and Excel : Typical Consumption Scenarios

*Unique Respondents (in thousands)*

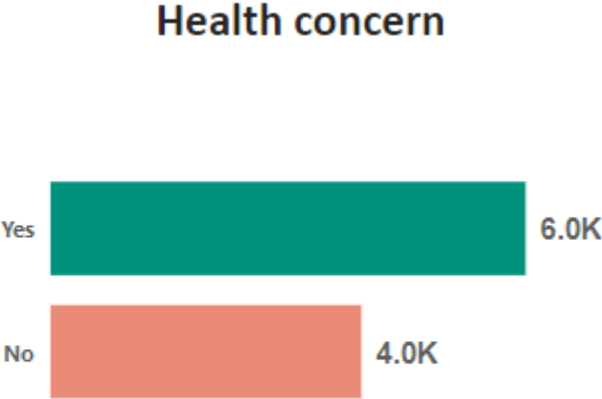
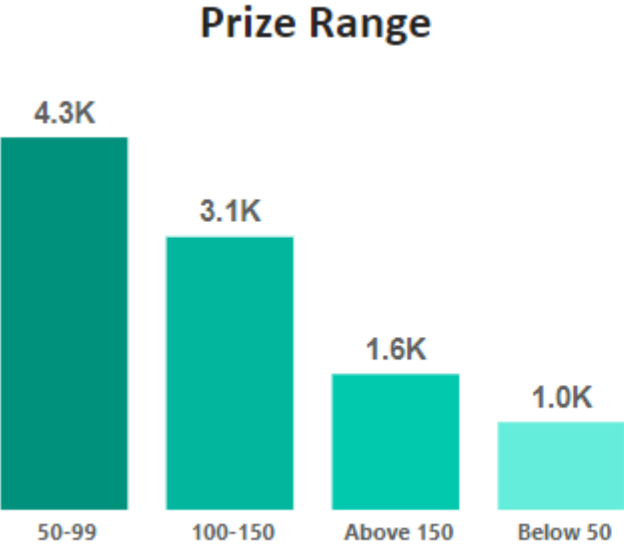


### Insights :

Sports/Exercise ,studying and working are the most extensive situation of consumption of energy drinks, Indicating the situations where consumer needs an energy boost.



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



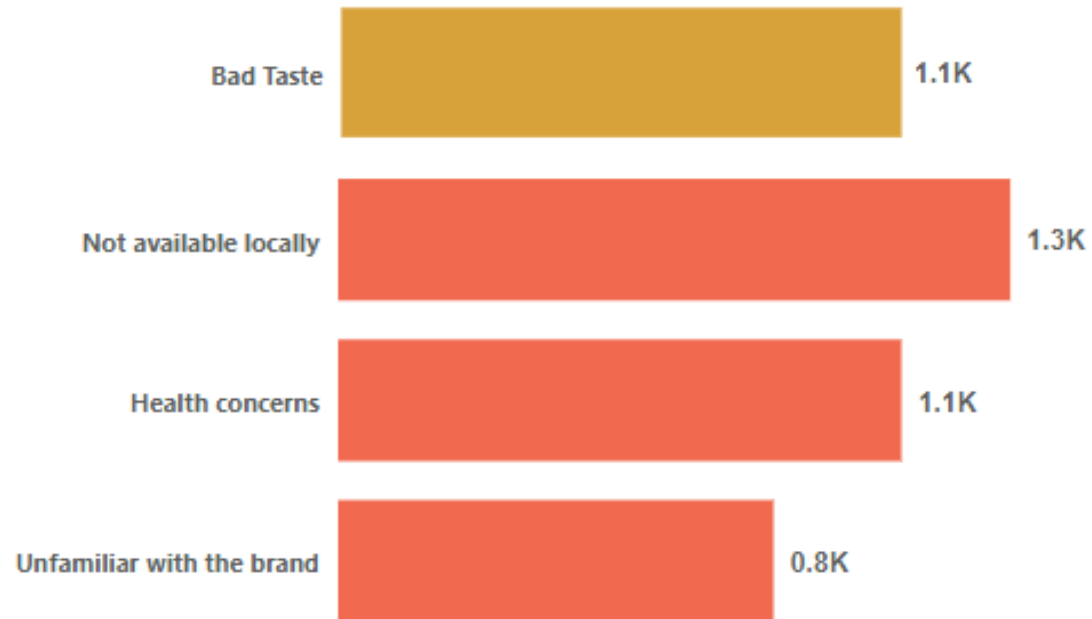
## Insights :

Most Consumers prefer the drinks of prize range between 50-99, 60% consumers purchase drinks for health concern and 40% consumers prefer drinks with limited edition packaging.

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

Product Development Focus : Improving Taste , Accessibility and addressing health concern Scenarios

*Unique Respondents (in thousands)*



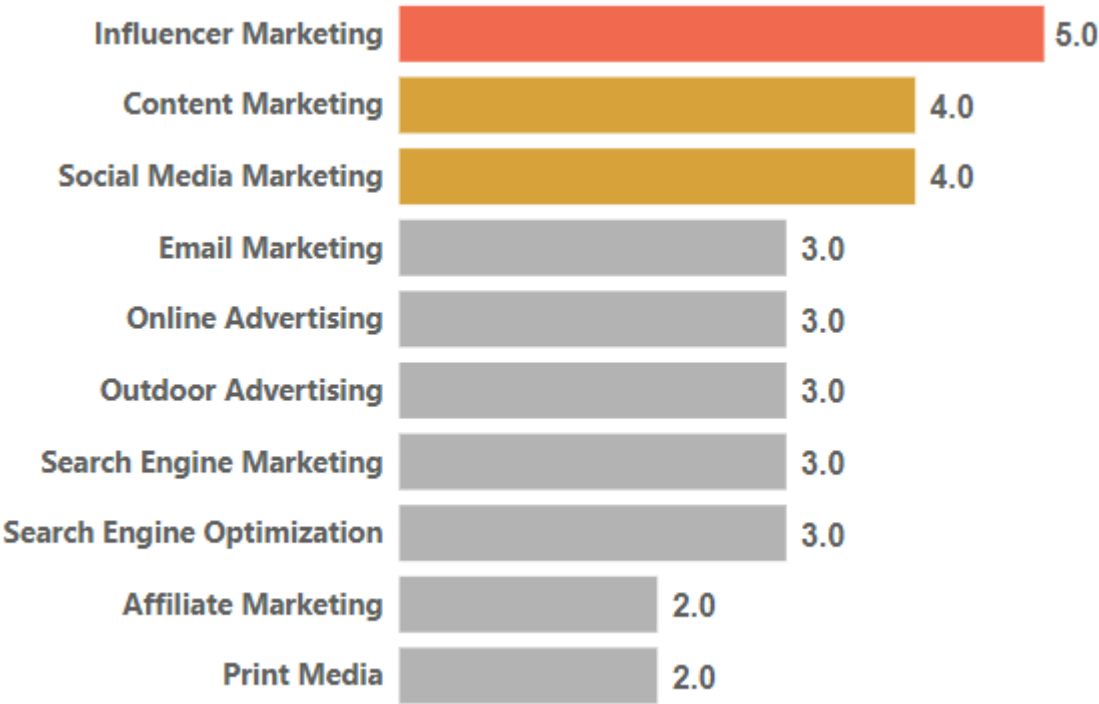
Insights :

The key areas to improve is the **Taste, wide Accessibility** and incorporating the **health conscious features** to enhance the overall product experience.

# 16. What are the top marketing ways we can market our CodeX energy drink?

Marketing Power Trio : Influencer Marketing ,  
Content Marketing, Social Media Marketing

*Unique Respondents (in thousands)*



Insights :

To enhance market reach Influencer marketing, Content marketing and social media marketing are the best and effective option to market the products.

# RECOMMENDATIONS



WHO

An illustration of a diverse group of seven people of various ages and ethnicities standing together and smiling. The word 'WHO' is overlaid in large white letters.



WHERE

A collection of social media icons including WhatsApp, Instagram, Twitter, and Messenger. The word 'WHERE' is overlaid in large white letters.



HOW

A blue can of water, tilted diagonally. The word 'HOW' is overlaid in large white letters.

`We should target the 15-45 years males from the tier 1 cities like Bangalore, Chennai, Hyderabad to get the better and effective reach to promote and introduce our products.

`To Successfully market our drinks we need to target the health conscious individuals who priorities their health. By effectively engaging our audience we can market our brand loyalty and share in the market.

Our Target customers are the one who in sports or exercise and studying and working late who are seeking to get energy boost to engage and support their active and demanding lifestyle.

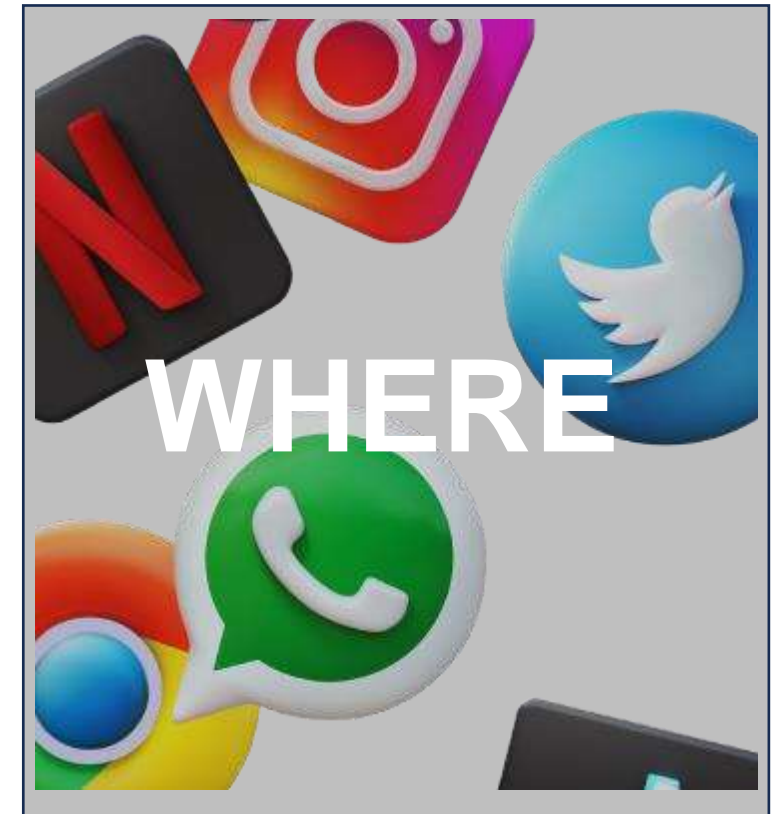




Target Customer prefer Online Ads and lead active lifestyles,  
Making an influence marketing on social media is the key strategy  
to reach them

Building a brand community with TV Commercials, online Ads,  
Engaging the audience with arranging sports events to engage  
customers during sports activities.

To amplify our market reach engage a sports athlete for our  
product with a strong social media presence will serve as brand  
ambassador to connect our audience of age group of 15-45



To market our drink effectively, we need to make it affordable within the preferred price range of 50-99 rs which establish an option for customers

To optimize our energy drinks effectively, we can create limited edition drinks which can allow customer to try out our drinks

To Market our drinks, Prioritize eco-friendly packaging, offer diverse flavors ,Highlight caffeine in energy drinks and provide Healthy /Organic options





Thank You