

# Codex Market Strategy.

*flexible marketing plan to adapt the  
changing trends in the Indian market.*

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## ❖ Introduction:

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.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They 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.

## ❖Task:

conduct an analysis on survey responses and provide actionable ideas for codex new market strategy.

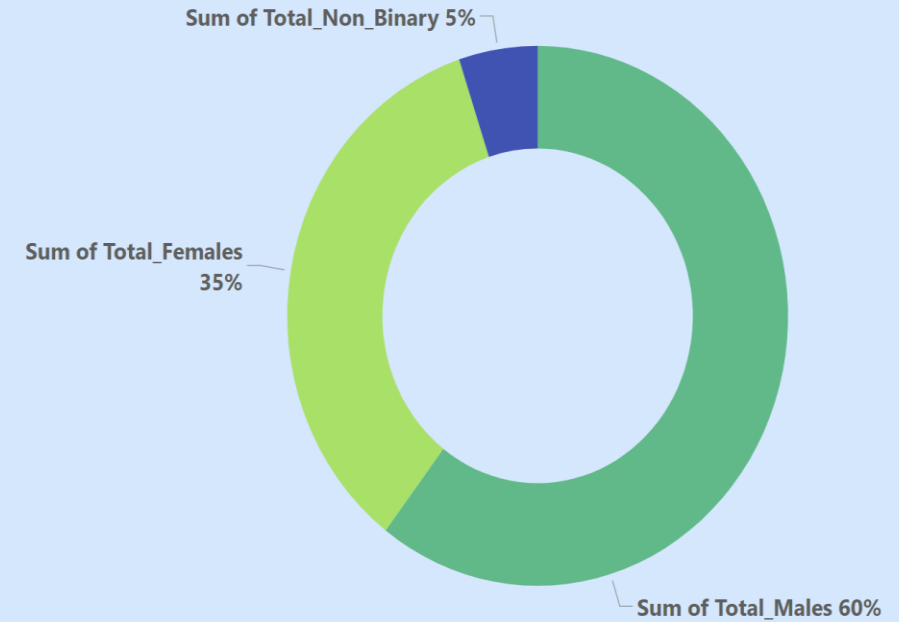
## ❖ Main Goals:

1. Increase brand awareness.
2. Increase market share.
3. Identify target consumers.
4. Product development.

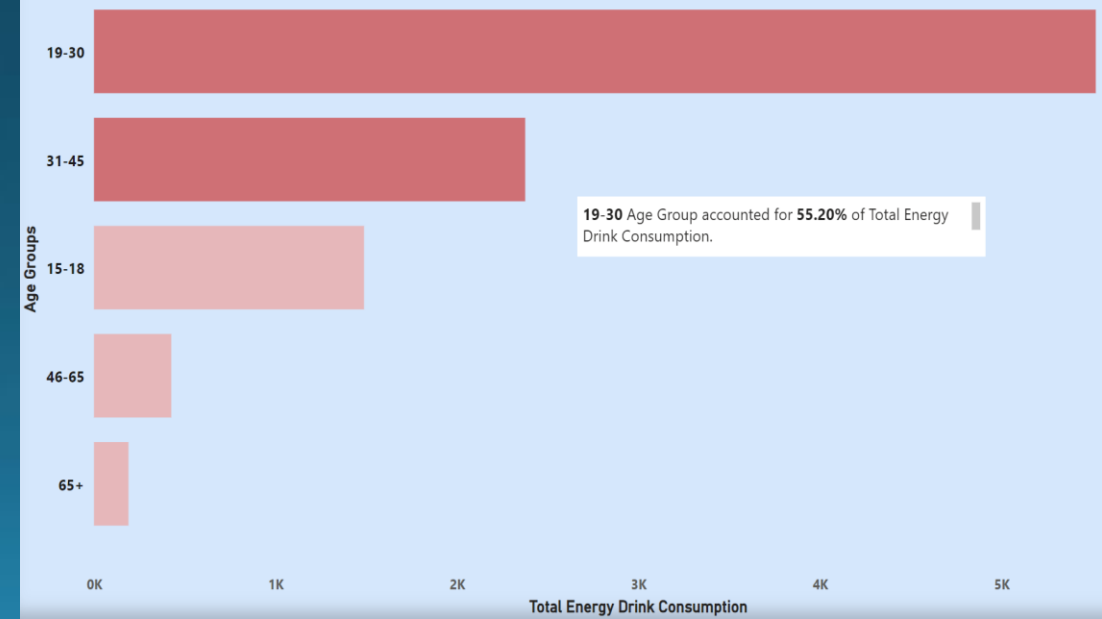
60% Consumers are Male.

19-30 age group accounted for around 56% of total energy drink consumption

Energy Drink Consumption by Gender



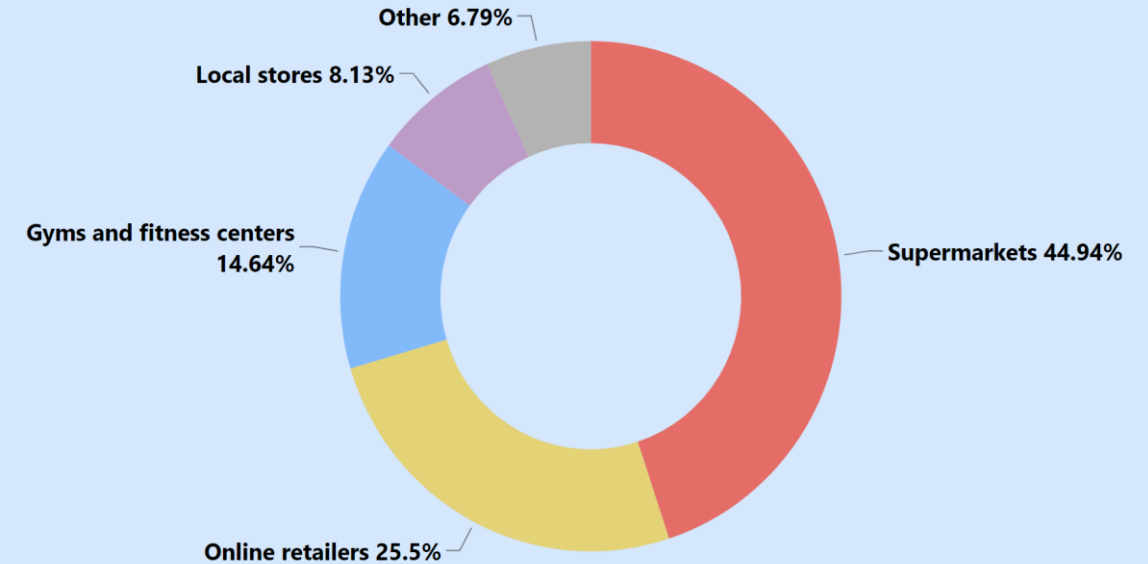
Age Preferences for Energy Drink Consumption



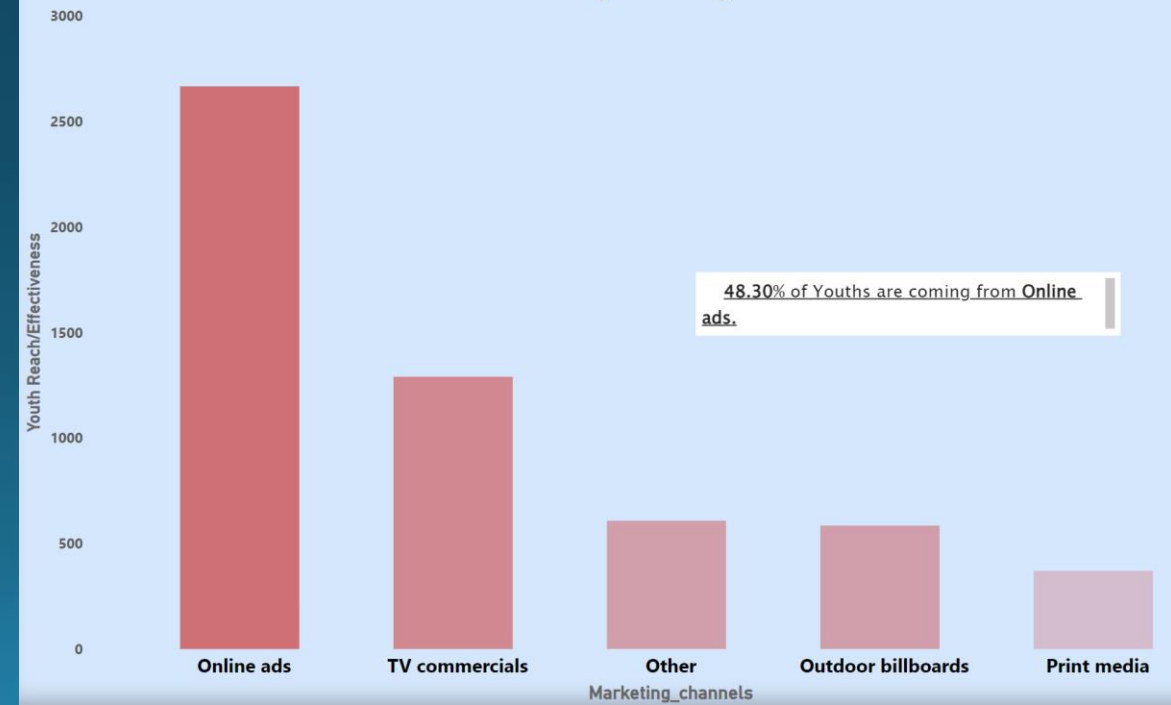
45% of consumers prefer purchasing drink from Supermarkets and 25% from Online.

Around 49% youth are coming from online ads.

Preferential Purchase Locations: Understanding Consumer Choices and Trends

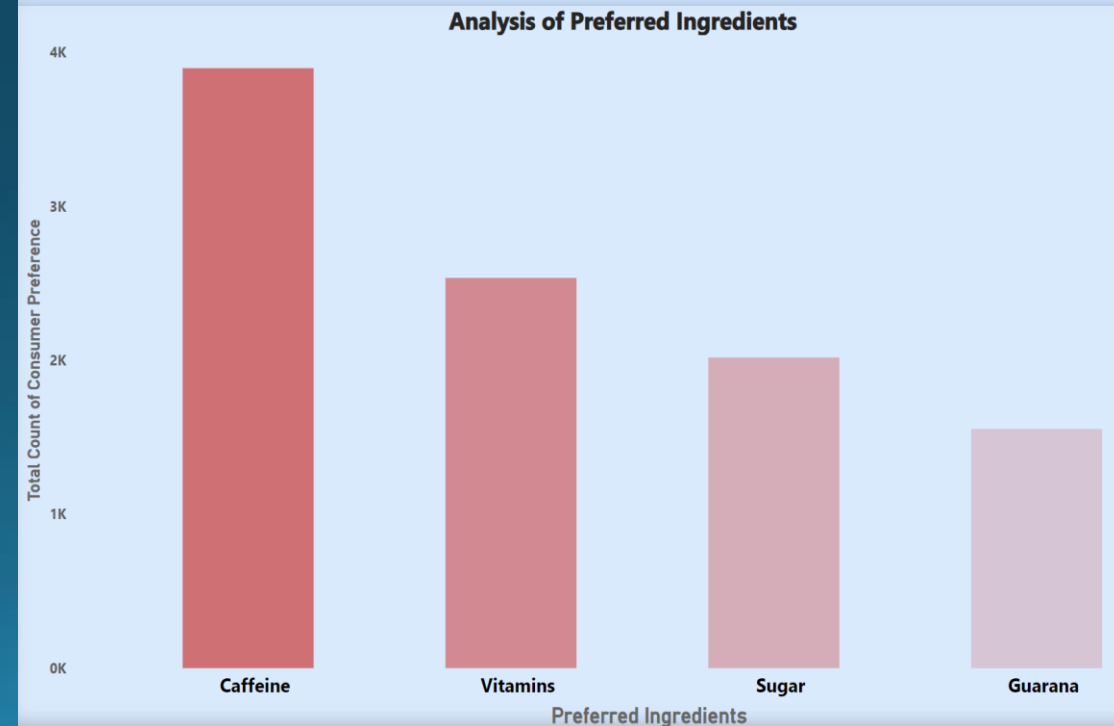
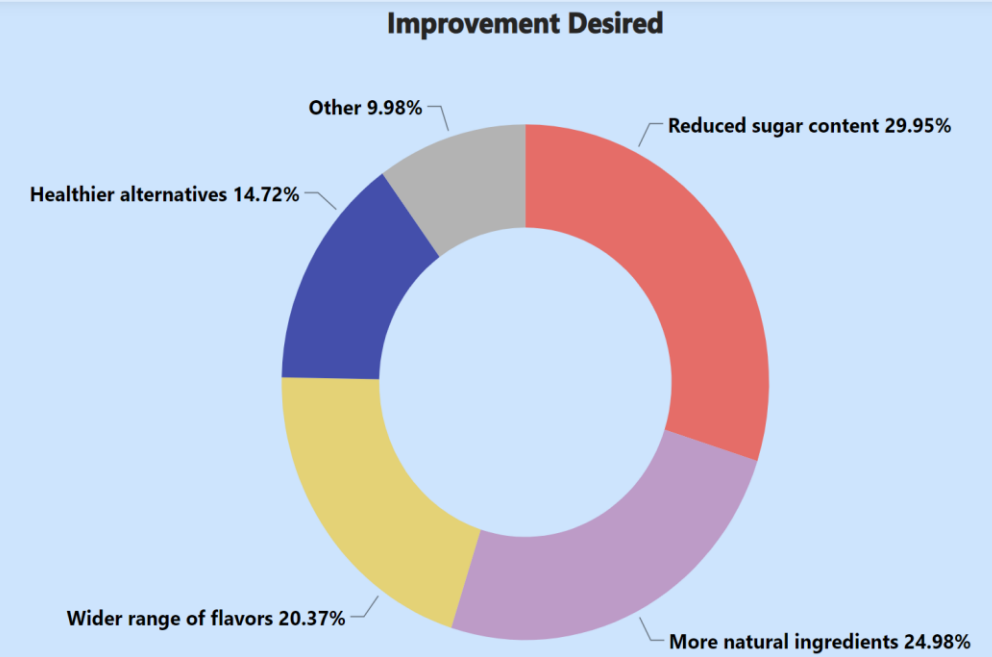


Youth-Reaching Marketing Channels



Consumers need more natural ingredients in the drink.

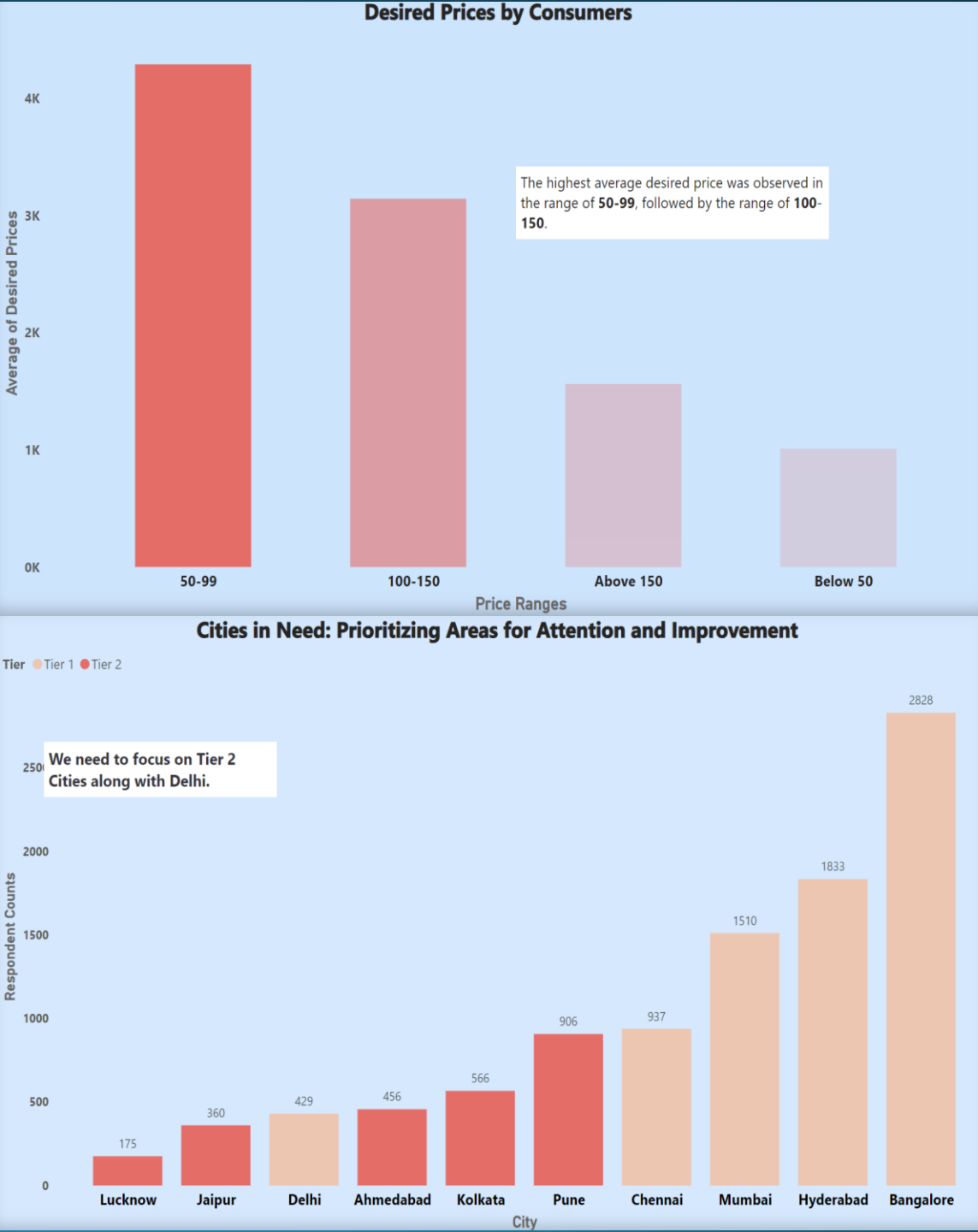
Caffeine and vitamins are the most desired ingredients.



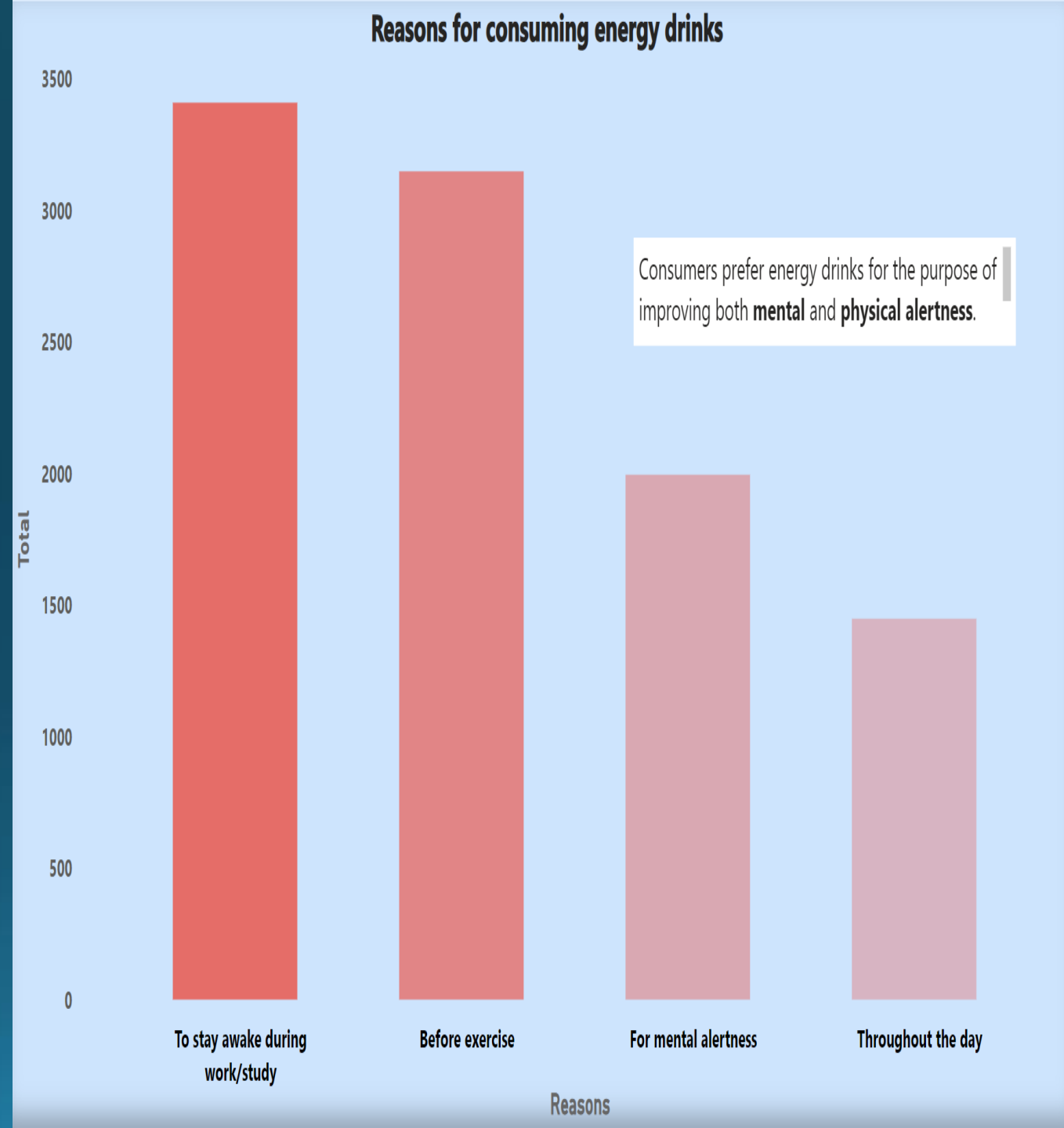


The most preferred price range for consumers is 50-99 and 100-150.

There are opportunities in Tier 2 cities for market expansion.



Mental and Physical alertness  
are the primary reasons for  
consuming energy drinks.



# ❖ Ideas:

## 1. Ingredients.



Green tea extract: it has strong antioxidant properties, helping to neutralize free radicals in the body, reduce stress and boost energy.



Guarana: its seeds contain a higher concentration of caffeine. The caffeine in guarana help to improve mental focus, concentration, and cognitive performance.

## 2. Brand ambassador.

Hrithik Roshan, known for his charismatic and energetic persona, would make an excellent brand ambassador for an energy drink. His fitness level, dance skills, and overall vibrant personality align well with the image of a brand that promotes vitality and dynamism



Thank You

