

# CodeX Brand Insights

Domain : F & B

Function : Marketing

## **Problem Statement:**

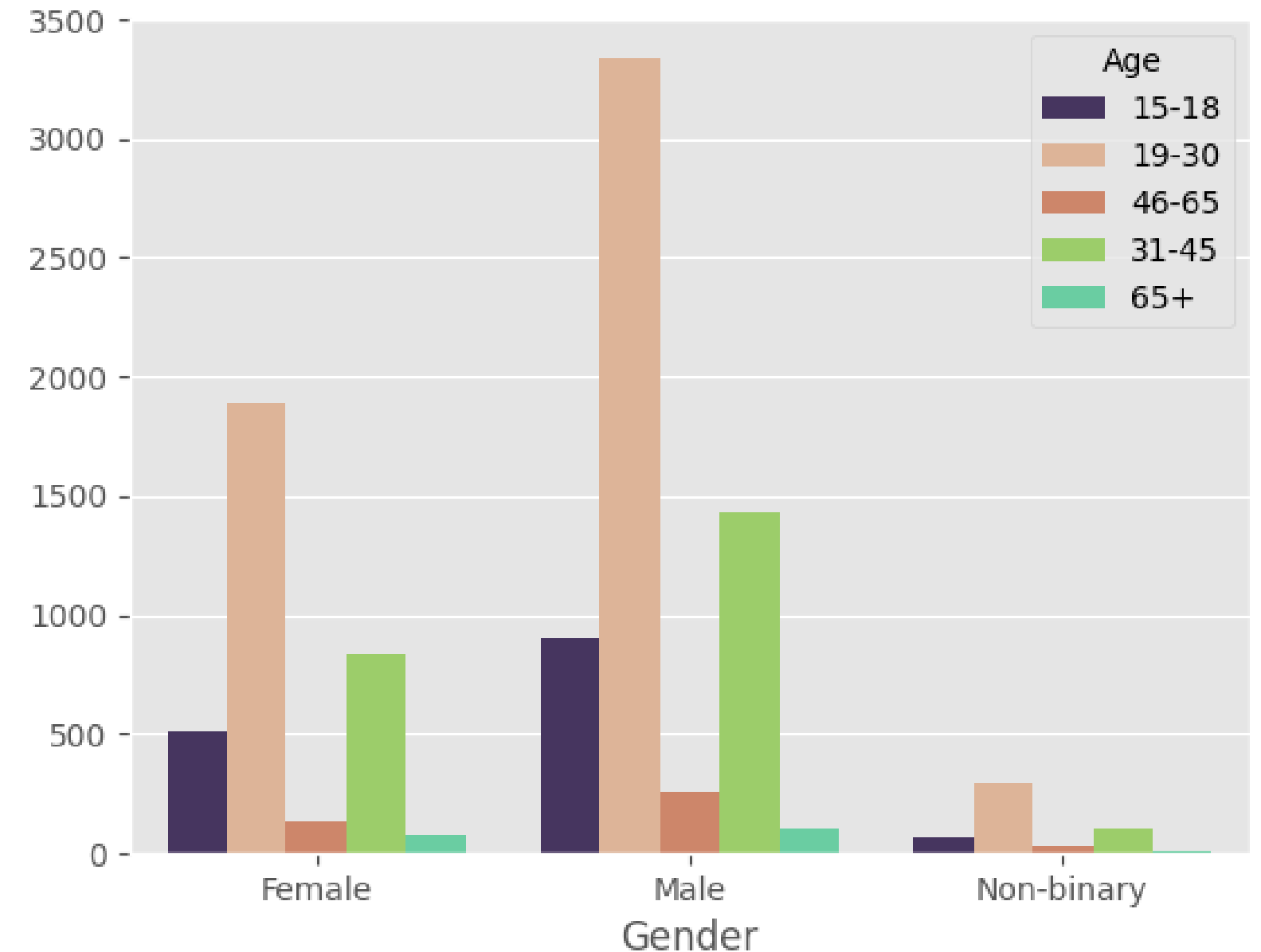
CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India.

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. The task is to convert these survey results to meaningful insights which the team can use to drive actions.

## 1. Demographic Insights:

- Male count is higher than other and consumes more than 50% of all consumers.
- All Age Group distribution is almost similar for all age genders.
- Target consumer is young generation (15 to 30 Age).

Gender Count by Age

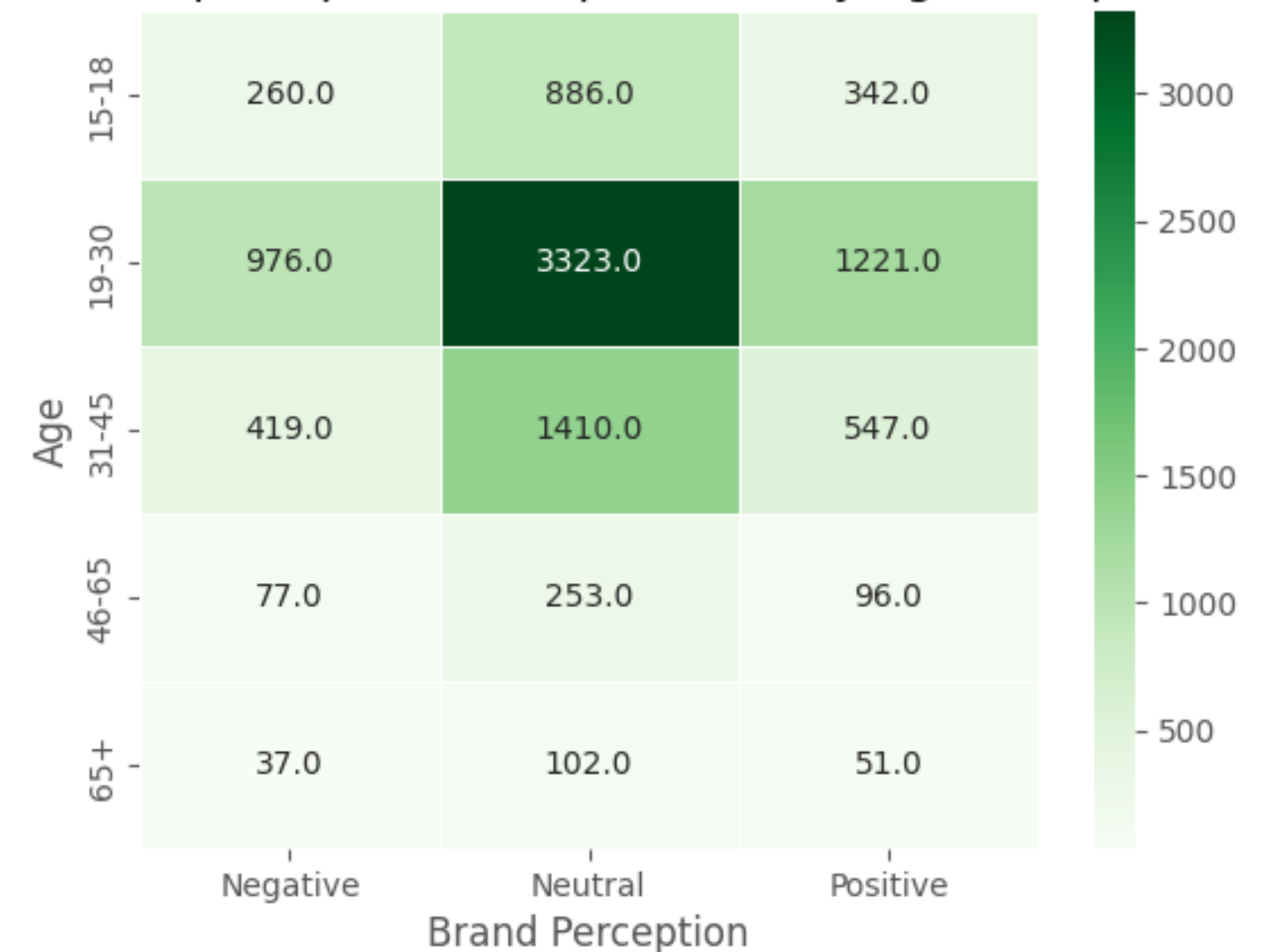


## Insights

### 1. Demographic Insights:

- Almost half of consumers have a neutral perception of their Brand.
- All Age-Groups follow the same pattern of brand perception distribution:
  - 1st: Neutral
  - 2nd: Positive
  - 3rd: Negative

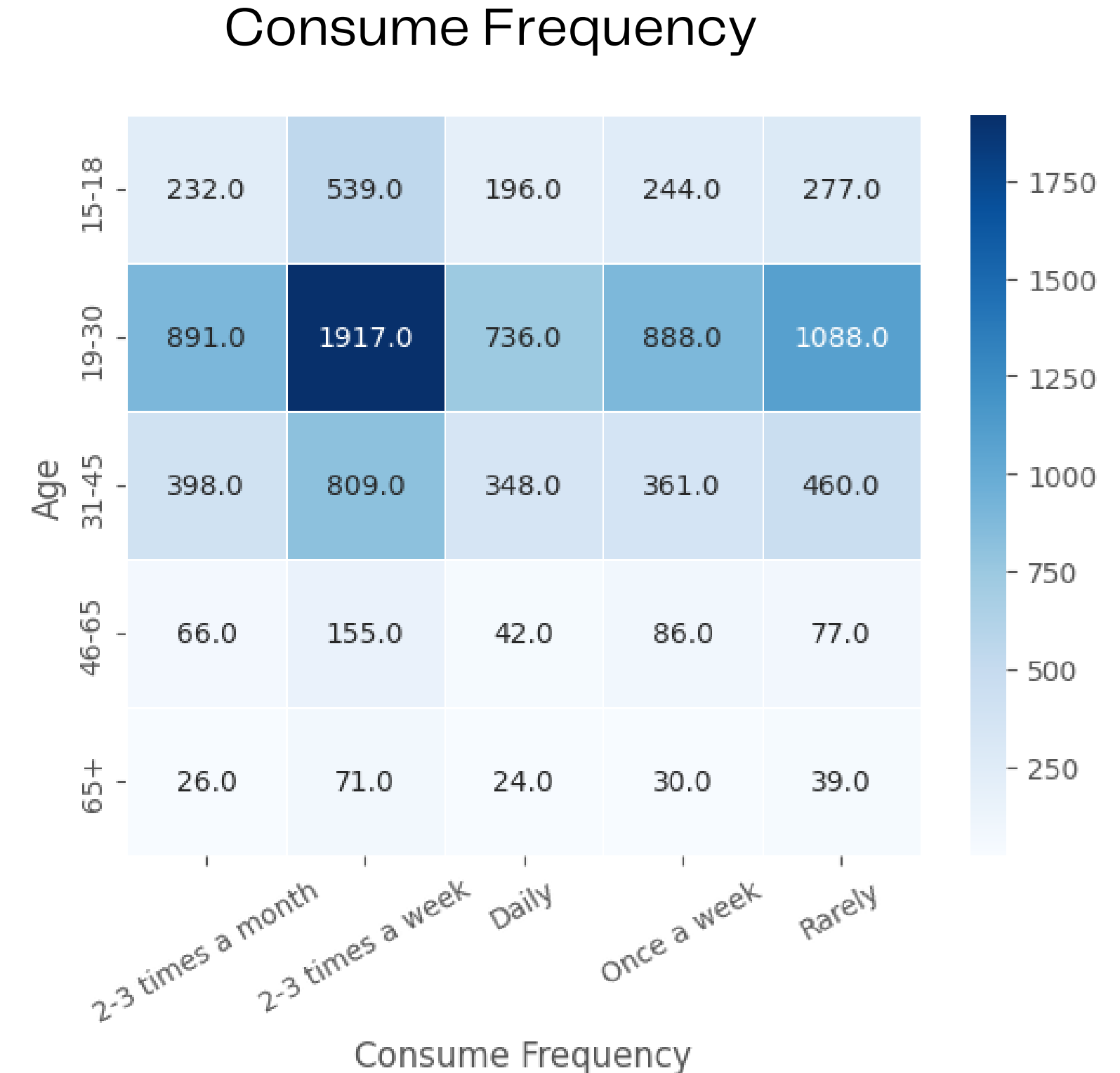
Brand perception of respondents by Age-Group



## Insights

### 1. Demographic Insights:

- Majority consumers in all age categories consume 2–3 times a week.
- Consumers using rarely are also significant in number for 19–30 Age Group.
- For Target Age Group(19–30), except that most consumers consume 2–3 times a week, all other consume frequencies have almost similar distribution

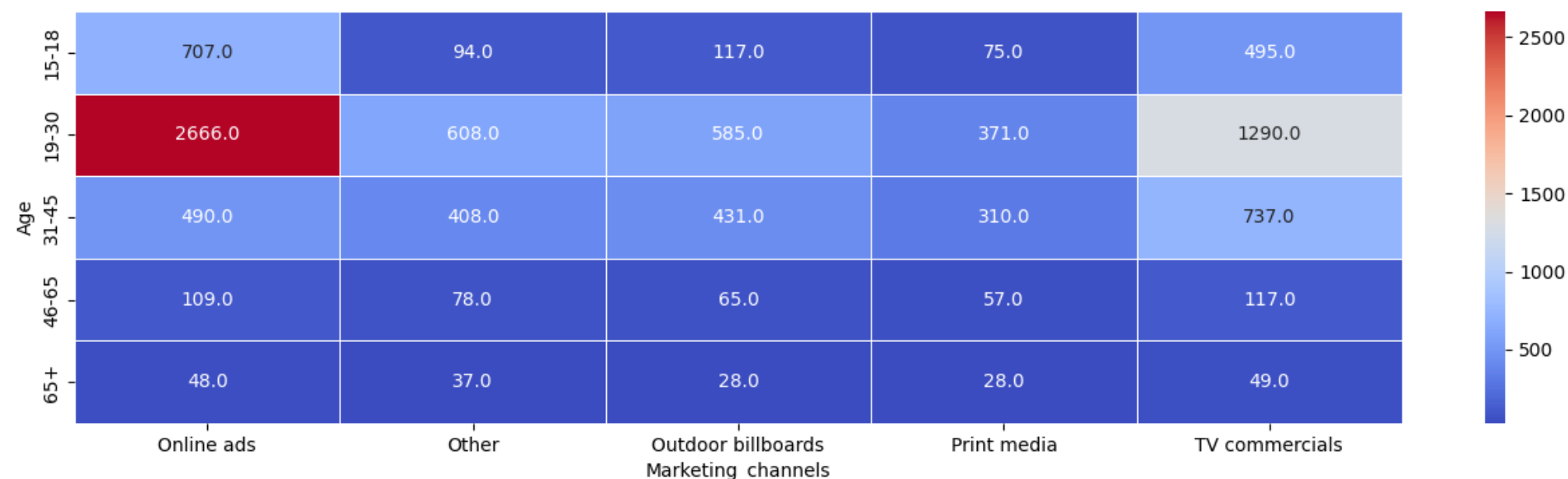


# Insights

## 1. Demographic Insights:

- For 19–30, almost 50% consumers come across energy drink advertisements through Online Ads, followed by TV Commercials (1290)
- For the same age group more than 70% of the consumers get to come across energy drink advertisements through this two mediums only
- For 31–45, Most come across through TV commercials, while means are almost similar.
- This shows that the younger generation requires online engagement while the older consumers are a TV dependent audience.

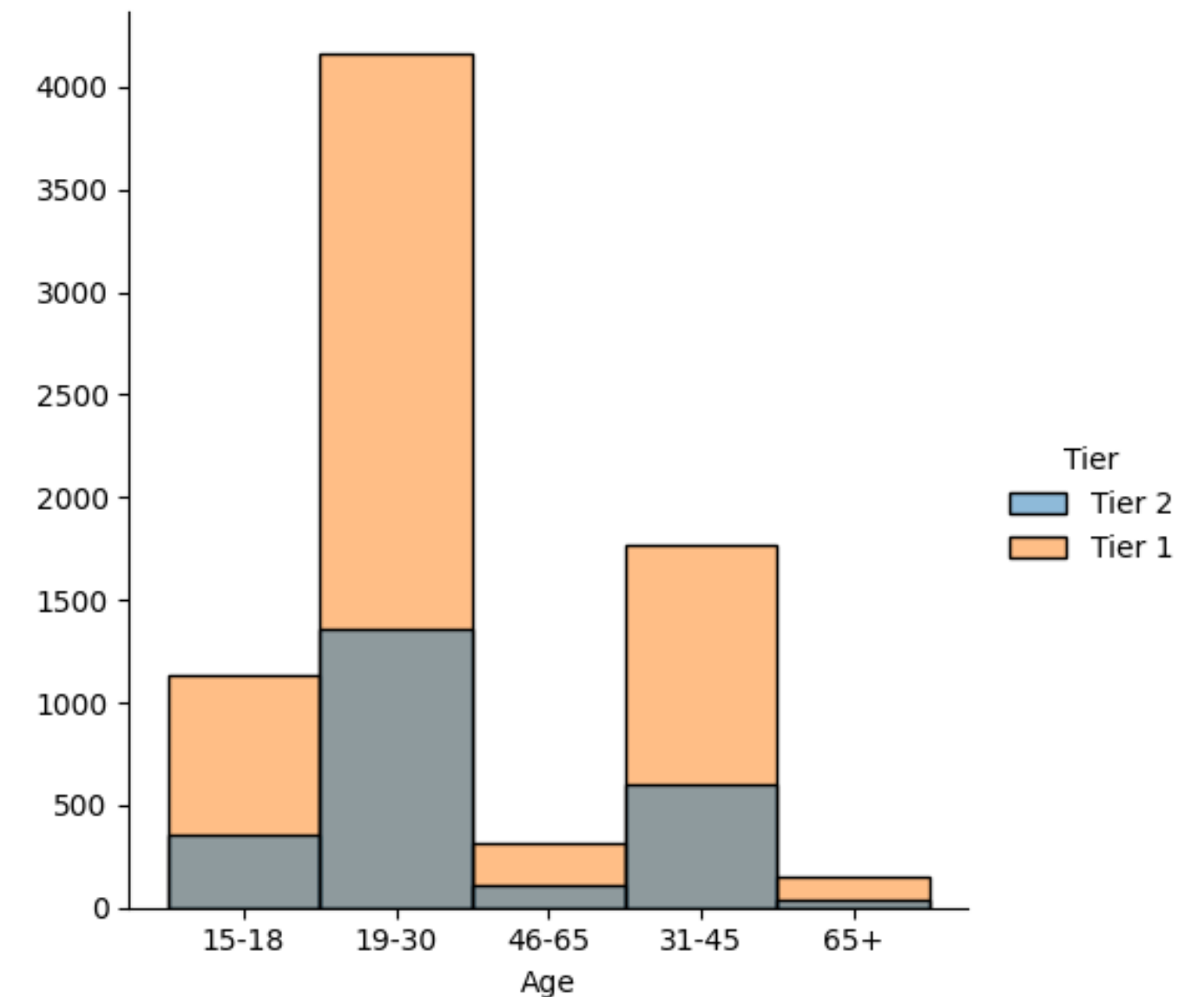
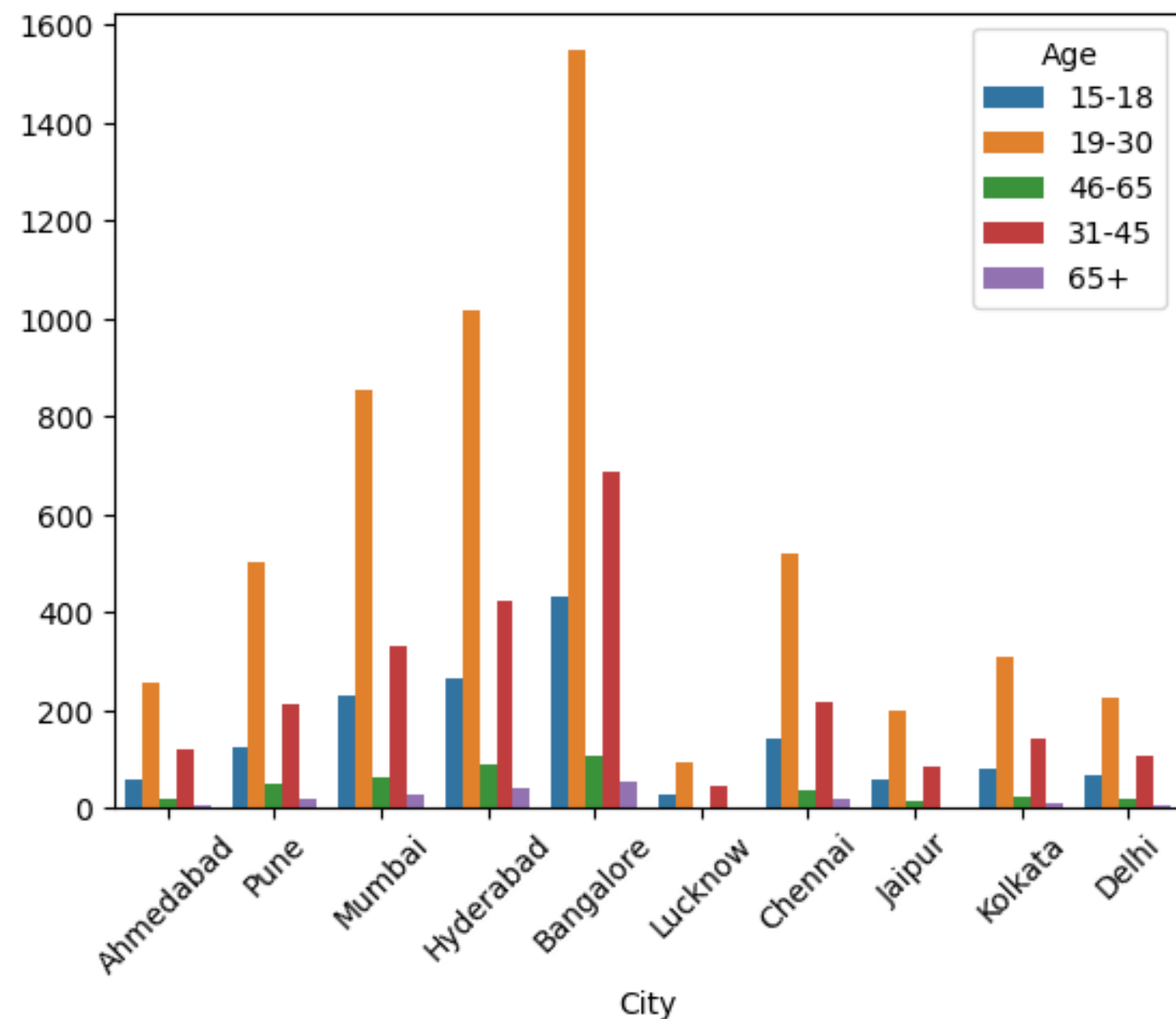
Marketing Channels by Age-Group



## Insights

### 2. City & Tier Insights:

- All Age Groups have majority consumers from Tier 1.
- Age Group density distribution follows the same order for almost all cities : 19-30 <- 31-45 <- 15-18 <- 46-65 <- 65 +

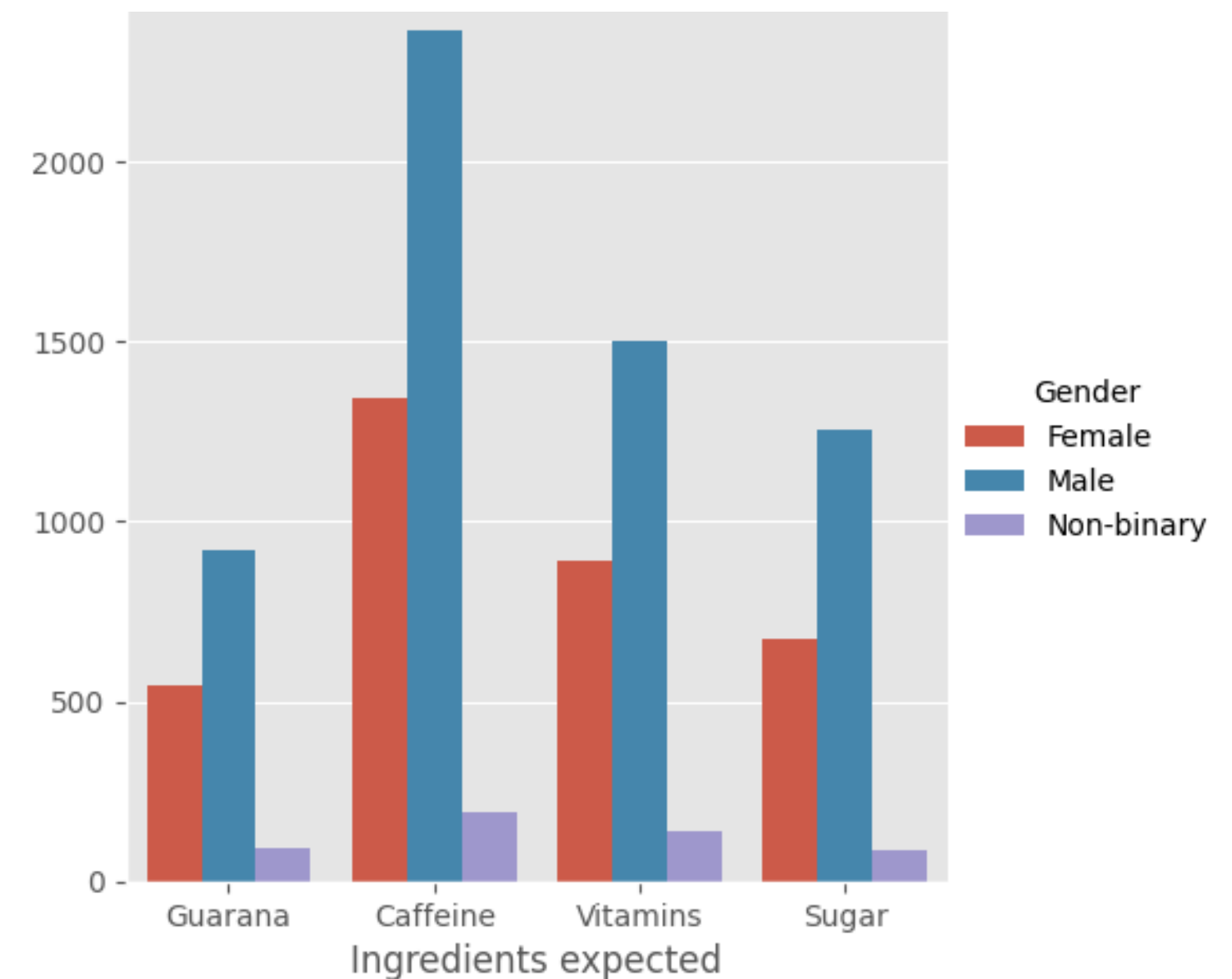
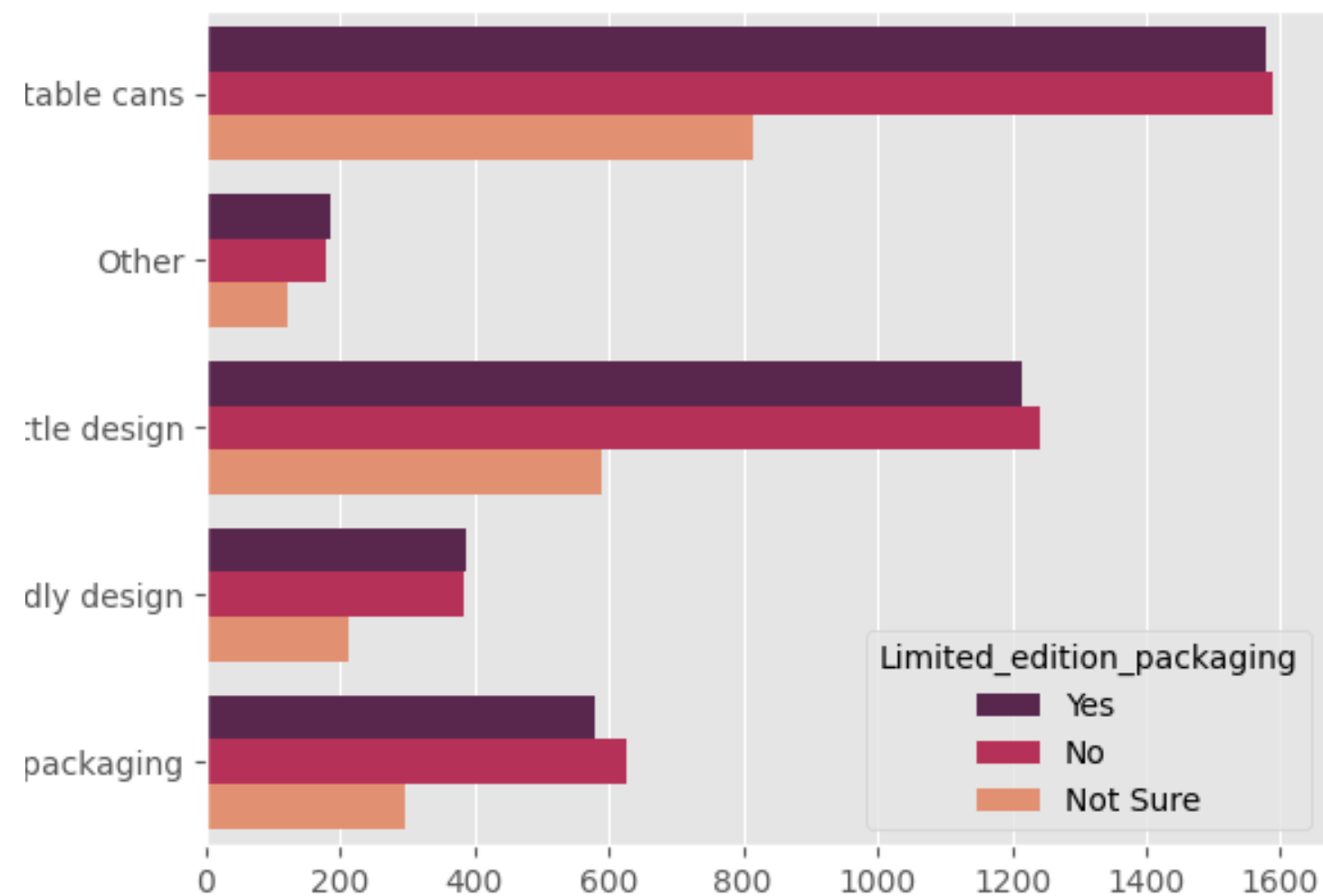


## Insights

### 3. Consumer Preferences:

- Top 2 preferences are Caffeine and Vitamins
- Consumer Preferences are not affected by gender.
- In each packaging preference, half prefer limited edition packaging, while half do not.

Limited edition packaging & Expected Ingredients of Consumer

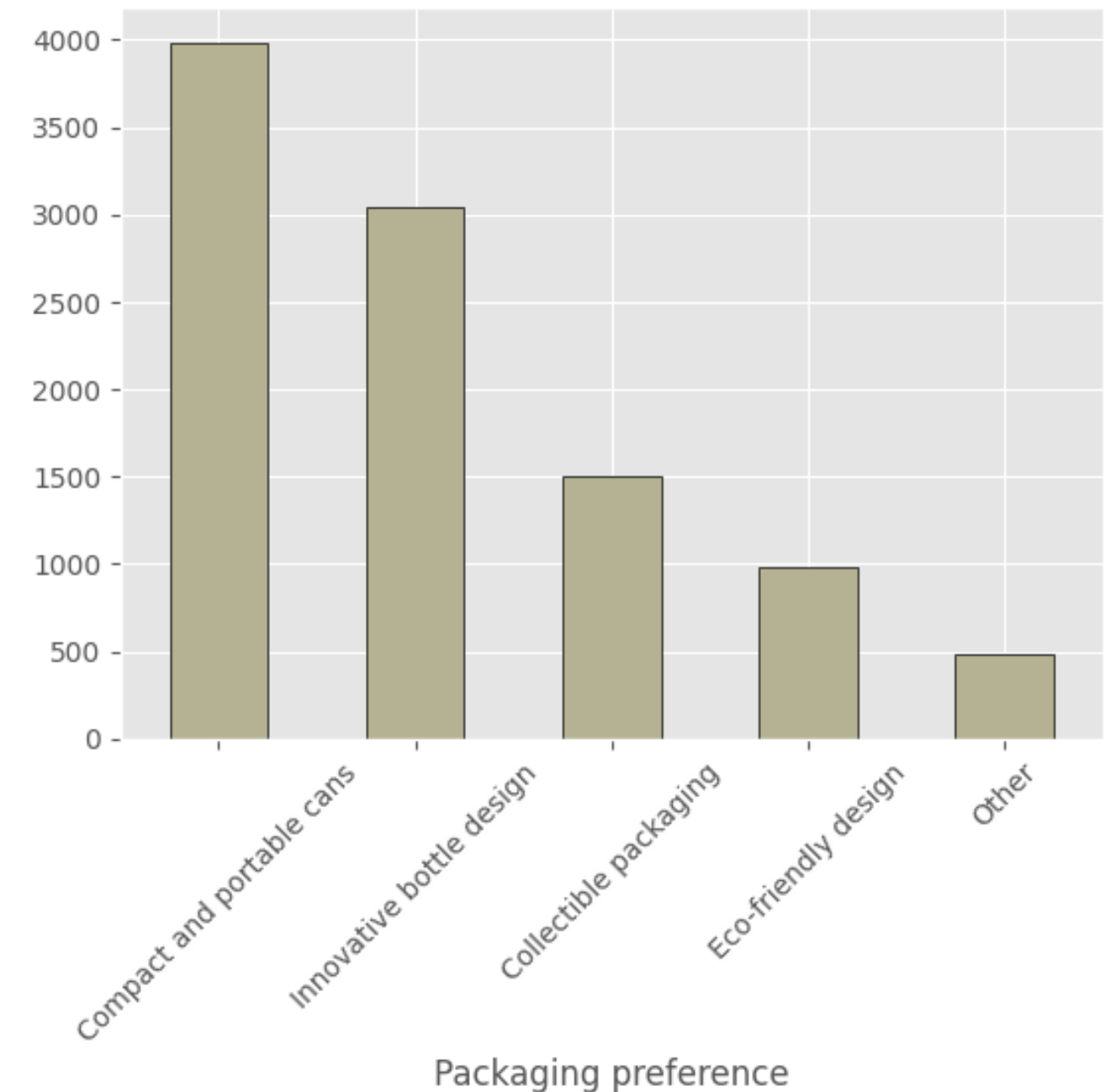


## Insights

### 3. Consumer Preferences:

- Top packaging preferences are compact and portable cans, consumers prefer products which are feasible and easy to carry along.
- Second Packaging preferences is innovative bottle design, shows product design should be given importance for better reach.
- These both packaging preferences cover almost 70% of total consumers.

Packaging preferences of Consumer

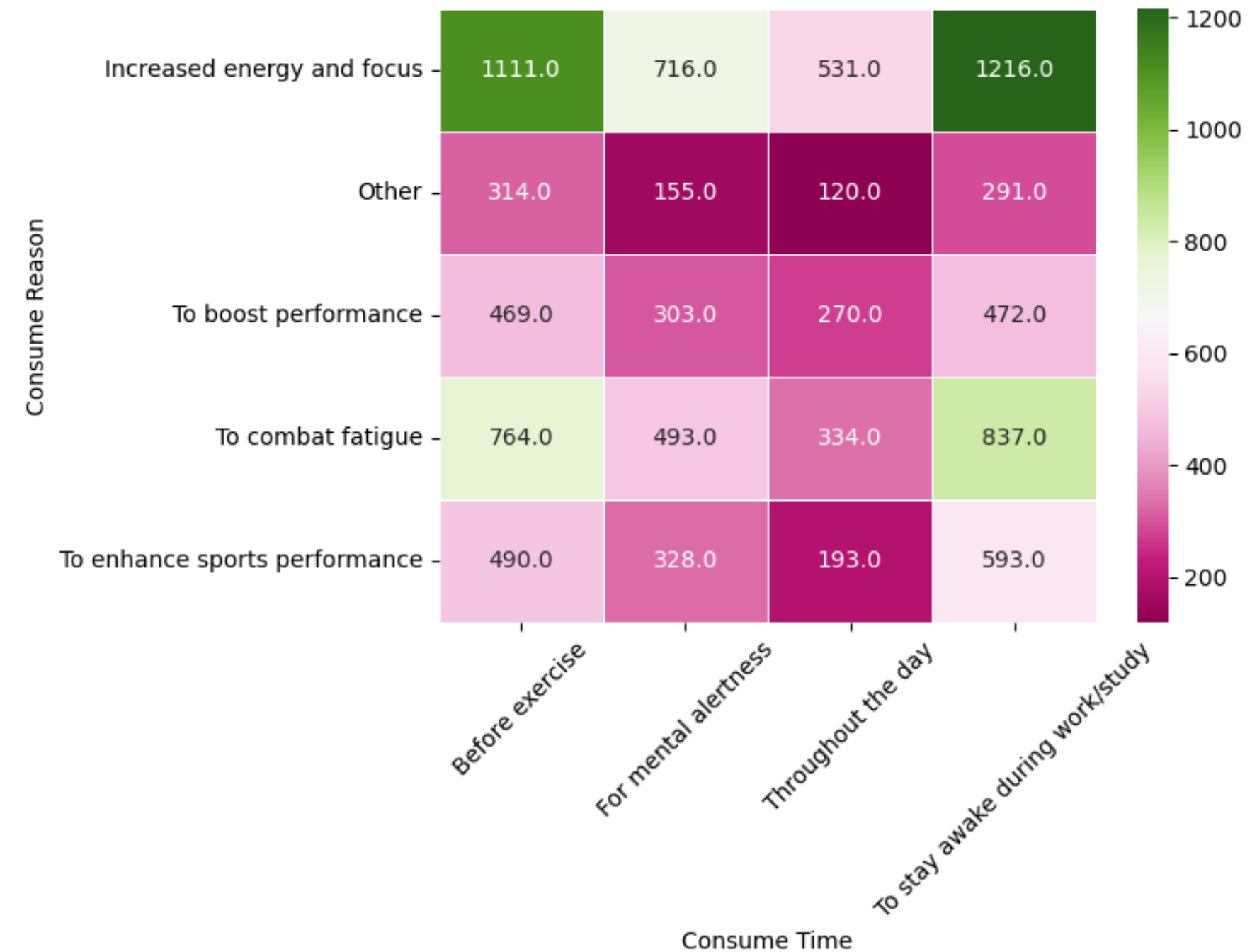




## 4. Consumer Consumption:

- Consumer Consumption time before exercise and before study/ work is large, as most consists of young people.
- Many use for increasing energy for activities like exercise and before study/ work to increase concentration.
- A notable amount of consumers consume it to combat fatigue for the same above two consume times.

Consume Time & Consume Reason

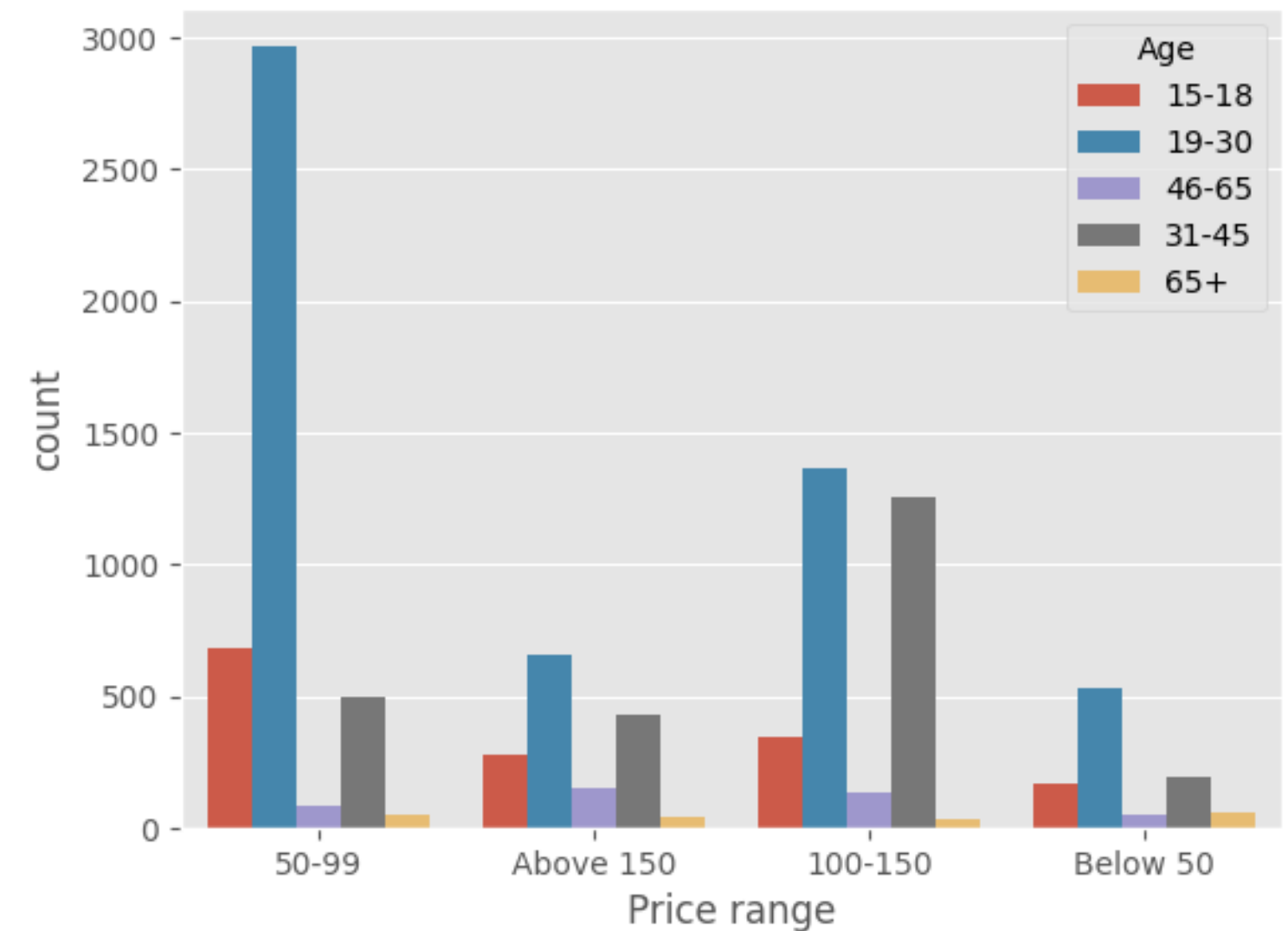


## Insights

### 5. Price Range:

- 19–30 Age Category prefers cheap price (50–60) products the most followed by 100–150 priced products.
- 31–45 Age Group prefers 100–150 priced products the most, as they also have more purchasing power.

Price range by Age Group

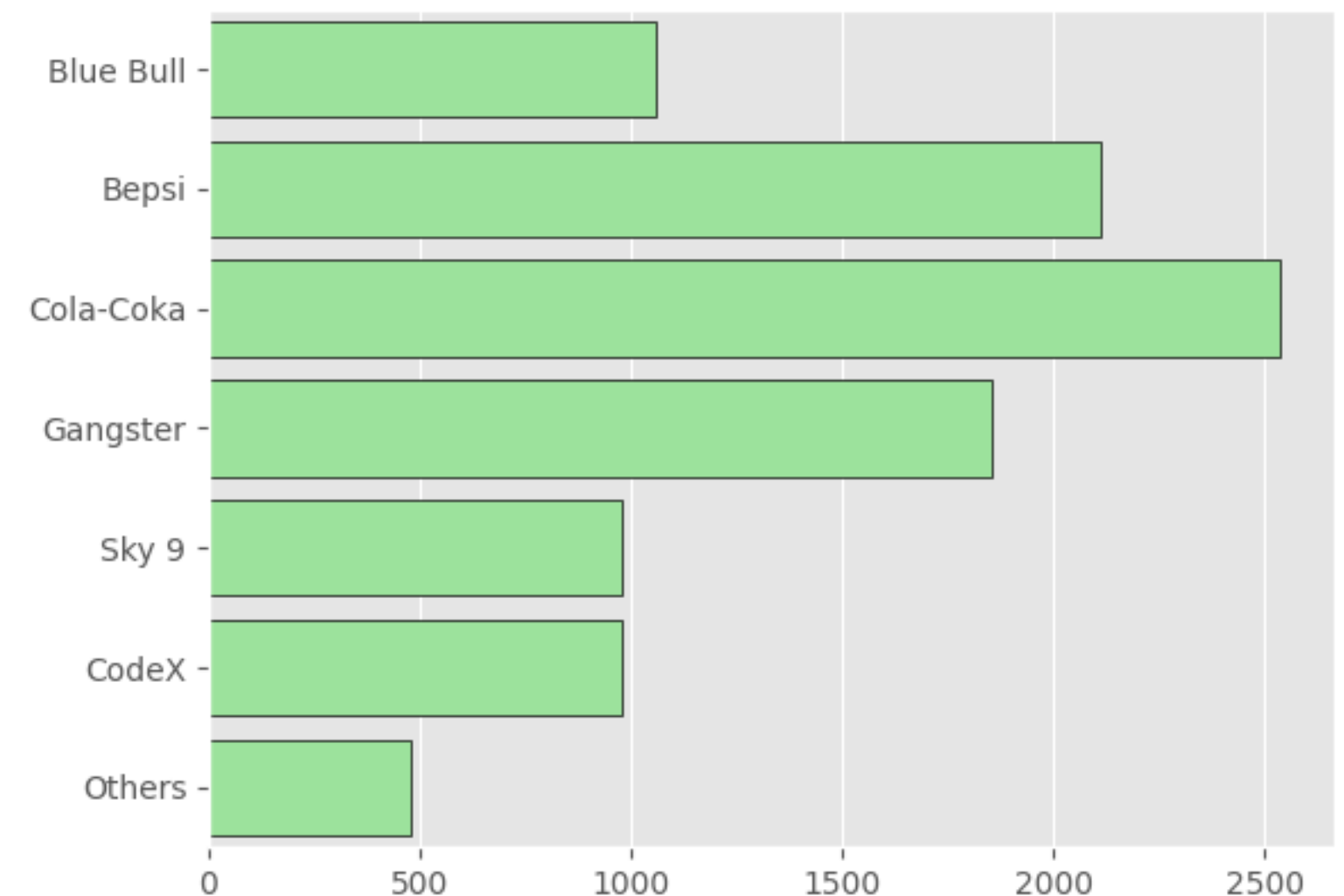
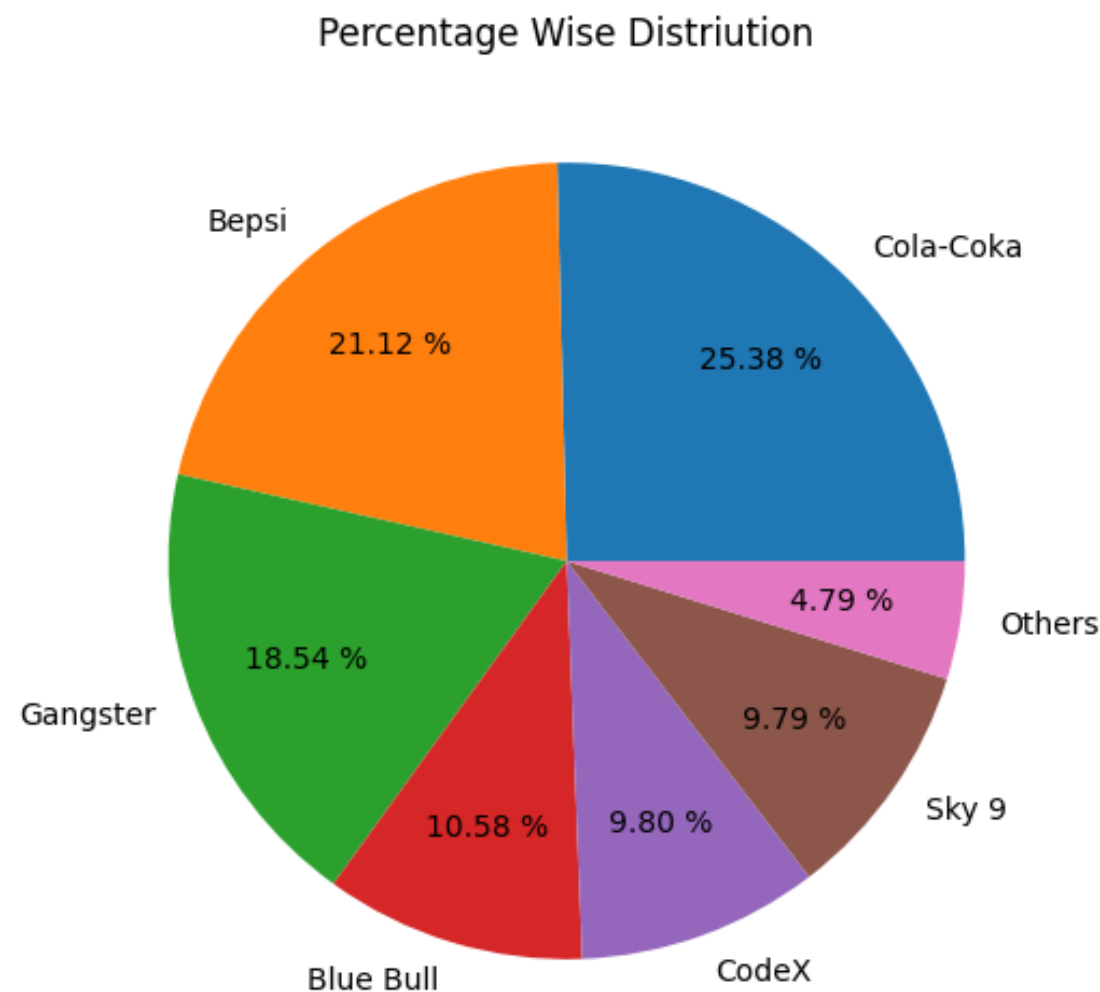


## Insights

### 6. Market Leaders:

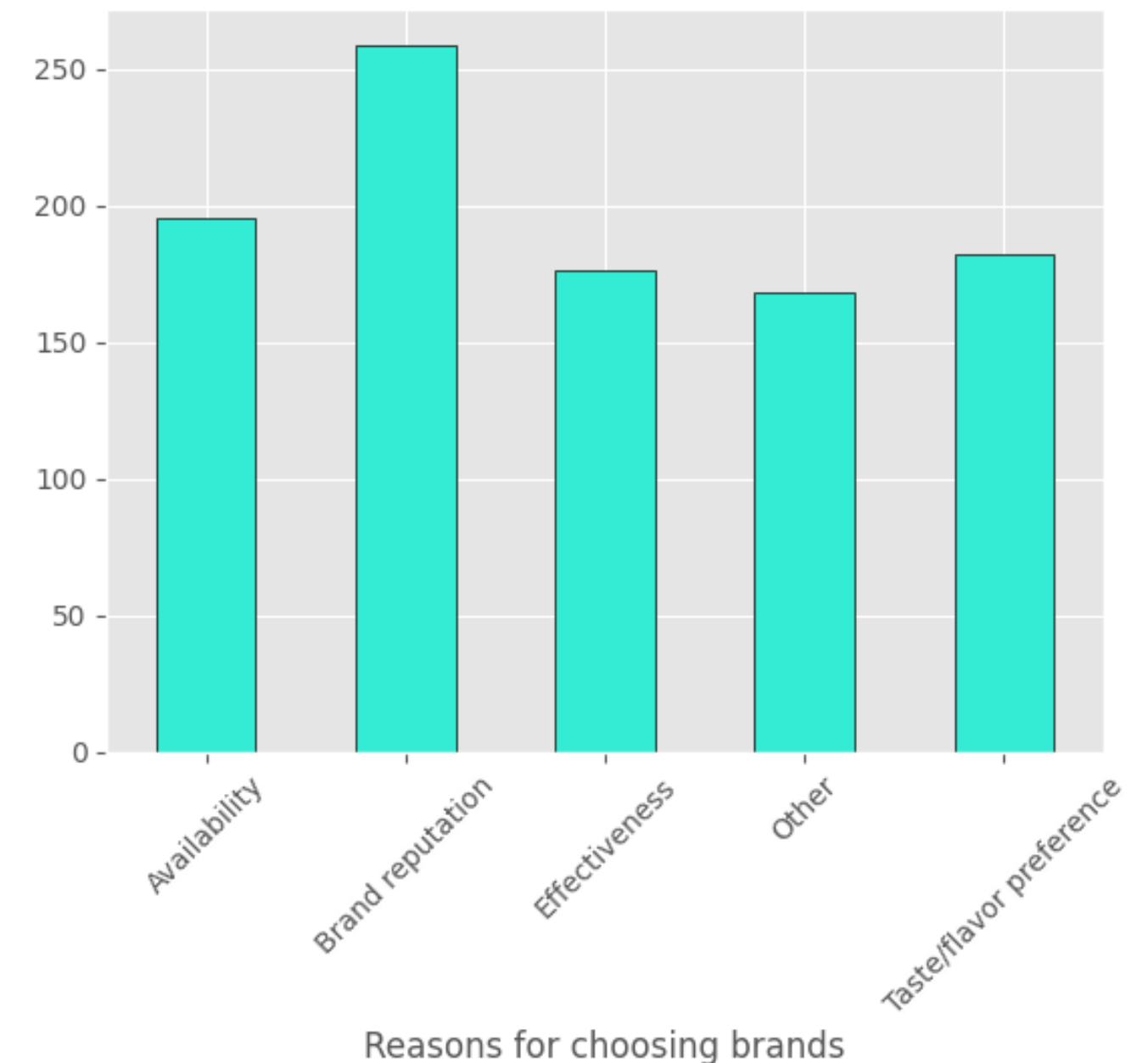
- Top 3 Market Leaders: 1. Cola-Coka 25.38% (Almost one fourth of total ),2. Bepsi (21.21%), 3. Gangster (18.54%)
- Almost 65% of total is covered by these brands
- CodeX has tough competition in this market. (almost 10% owned by CodeX)

#### Brand-wise distribution



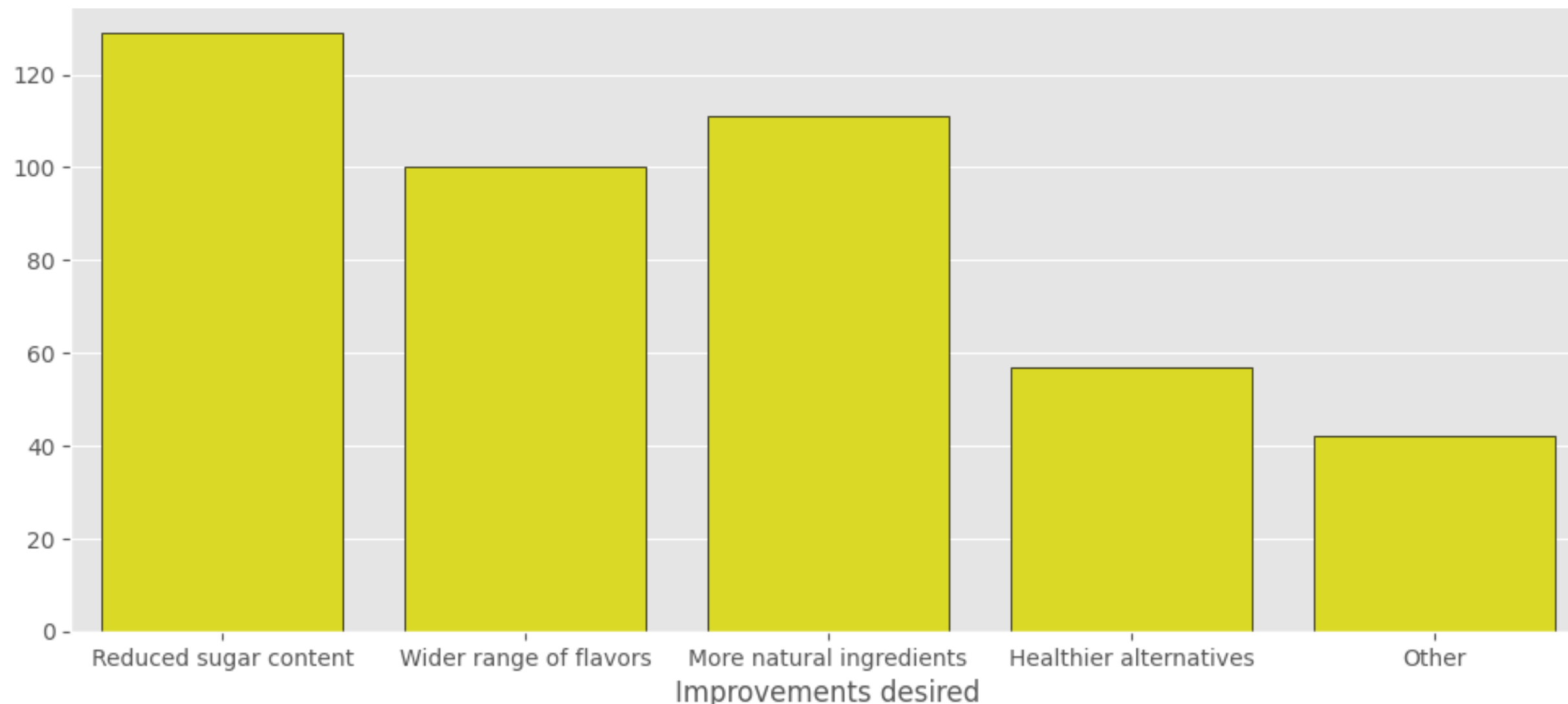
## Reasons for choosing CodeX Brand:

- Except brand reputation , there is not a particular standout reason, it shows the brand doesn't falter in any department.
- Consumers choose Codex mostly due to its brand reputation and availability.
- This shows the brand's reputation is good among consumers.



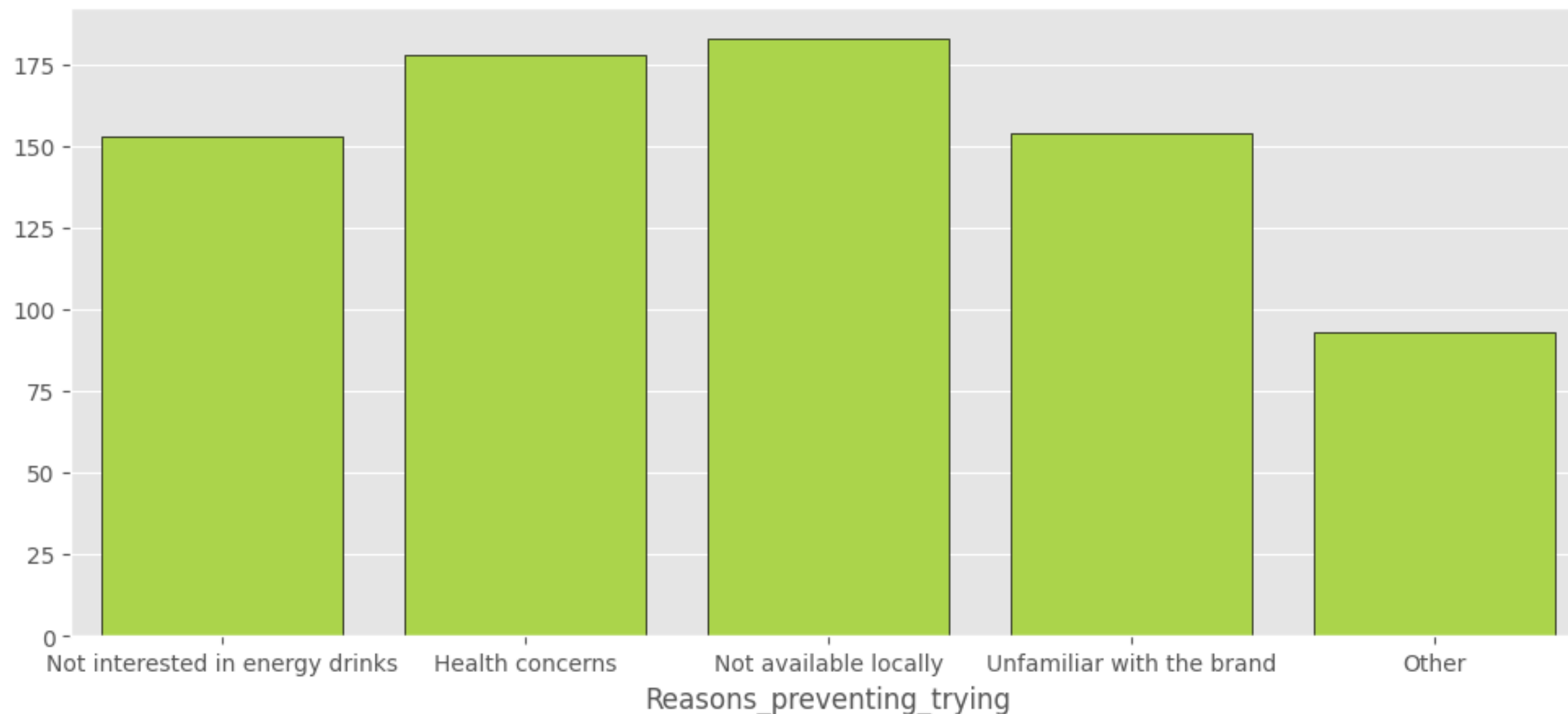
## Improvements desired from CodeX brand who don't have a positive perception of the brand :

- Consumers who don't have a positive perception desire reduced sugar content as well as more natural ingredients showcasing consumers are more health conscious.
- Products having zero sugar can also be launched to curtail to such consumers.
- Consumers would also prefer to try new flavours, which would also help in keeping the brand relevant.



## Reasons for preventing CodeX brand who also do not have a positive perception of the brand :

- Local Presence of the brand needs to be increased.
- Health concerns are proving a major issue to acquire new customers as well as satisfying existing ones.
- Brand needs to emphasize on creating a healthier marketed product.



# Possible Suggestions::

## **Possible Brand Ambassador:**

- If the brand decides to have big investments in providing brand ambassador, Virat Kohli can be a great choice to connect to the targeted consumer age.
- If the brand doesn't have the capacity for such a large investment, social media influencers famous among the younger generation can be an apt option.
- Names like Prajakta Koli, Ashish Chanchalani, Mithila Palkar who have good online engagement can be considered.