

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?)

About 60% of Males prefer energy drinks over females, and non-binary, or about 6038 out of 10000, with 20.94% of males using energy drinks 2-3 times each week.

b. Which age group prefers energy drinks more?

As we can see (page 1, powerbi file), people aged 19 to 30 like energy drinks more. 5520 people out of 10,000 are between the ages of 19 and 30, and 34.91% of them take energy drinks 2-3 times each week.

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

Online Ads (Page 2) are the most effective way of marketing among all that reach the most youth (15–30).

2. Consumer Preferences:

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

Caffeine (Page 3) is the most preferred ingredient in energy drinks among respondents. Because caffeine in energy drinks provides the consumer with the desirable effects of improved memory, increased alertness, and an elevated mood.

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

Respondents prefer more Compact and portable cans (Page 3) as packing preferences, and eco-friendly design is not so popular among respondents.

3. Competition Analysis:

a. Who are the current market leaders?

Cola-Coka (Page 4) is the current market leader. 25.38% of respondents chose Coca-Cola as their energy drink, followed by Bepsi.

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

Brand reputation, Taste, Availability, and Effectiveness (Page 4) are the primary reasons to choose another brand.

4. Marketing Channels and Brand Awareness:

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

Following Television Commercials, Online ads are the most successful form of marketing. Data demonstrates that Print Media is out of date, with Outdoor billboards accounting for 1.23k reach. (Page 5)

b. How effective are different marketing strategies and channels in reaching our customers?

If we observe different marketing strategies and channels in reaching our customers i.e. **Marketing channels and reason for choosing a particular brand** then we can say that both of them have a high impact. These are the reasons that have elevated these brands to the highest level. (Page 5)

1. Their online presence
2. Brand reputation

5. Brand Penetration:

a. What do people think about our brand? (Overall rating)

286 out of 980 respondents give the product a 3 rating, while 45% give it a 4 or 5, indicating a good influence. (Page 5)

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

Lucknow, Jaipur, Delhi, Ahmedabad, and Kolkata are the cities that require more focus. Notably Delhi, which is classified as a Tier 1 city. (Page 5)

6. Purchase Behavior:

a. Where do respondents prefer to purchase energy drinks?

Supermarkets are the most common purchase location among respondents. (Page 6)

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

Sports/exercise and studying/working late are the most common consumption situations for energy drinks among respondents. (Page 6)

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

42.88% of respondents are pleased with the price range of 50 to 99. According to data, Price range is the most important aspect in a purchasing choice. Limited-edition packaging reflected customer behavior. (Page 7)

7. Product Development

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

Average Taste rating should be greater than 4 but it is 3.28 (Page 10). So Codex brand should focus on its taste. If we rate our brand in terms of taste, availability, and brand perception, it needs a lot of improvement as compare to our competitors.

- Availability: 195 / 510 (Page 8)
- Highest Taste rating: 992 / 2590 (Page 9)
- Brand perception: 219 / 574 (Page 10)

To recapitulate, Codex brand should more focus on availability, brand awareness and by increasing the taste quality of product, positive brand perception can increase.

Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

Recommendations for CodeX: Give 5 recommendations for CodeX (below are some samples)

• What immediate improvements can we bring to the product?

Out of 10,000 respondents, 2995 want to reduce the sugar content, and 2498 want more natural ingredients. Other data shows 38.96% of people want caffeine as an ingredient, and 25.34% want vitamins in their energy drinks.

Overall, we should reduce the sugar content because many people are serious about their health concerns. So they want natural or organic ingredients in their energy drink and add a wide variety of different natural flavors. So that more people try our product. When it comes to packaging, if we make compact and portable cans with innovative bottle designs, the chances of buying our energy drink can increase. (Page: Recommendation_1)

• What should be the ideal price of our product?

The ideal price should be between Rs 80 and Rs 120 because data shows 4288 people want the price range to be 50–99 and 3142 people are interested in the price range of 100–150. (Page: Recommendation_2)

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

- 1) Social Media Marketing Strategy: Share the taste experience by creating content on social media and winning a chance to meet our brand ambassador.
- 2) Organizing adventurous events, sports events, and music concerts.
- 3) Run online ads and penetrate our slogan, "CodeX Makes You Fly."
- 4) Use publicity stunts.

5) Do influencer marketing and offer coupon codes.

50% of Millennials trust product recommendations from influencers. This drops to 38% for product recommendations from celebrities. 8. 92% of marketers believe influencer marketing is an effective form of marketing.

- **Who can be a brand ambassador, and why?**

- Popularity and fan following
- Youth Appeal
- Media Attention
- The highest Instagram following in India
- A popular actor has done more than 50 movies.

- **Who should be our target audience, and why?**

The youth (19–30) of India is our targeted audience. Many young people are engaged in active lifestyles, including sports, fitness, and various adventurous activities. Young adults frequently engage in social activities, parties, and nightlife. Building brand loyalty early in a consumer's life can lead to long-term customers. (Page: Recommendation_2)