

CODEX MARKETING STRATEGY FOR INDIA

Food and Beverage Industry

ABOUT CODEX

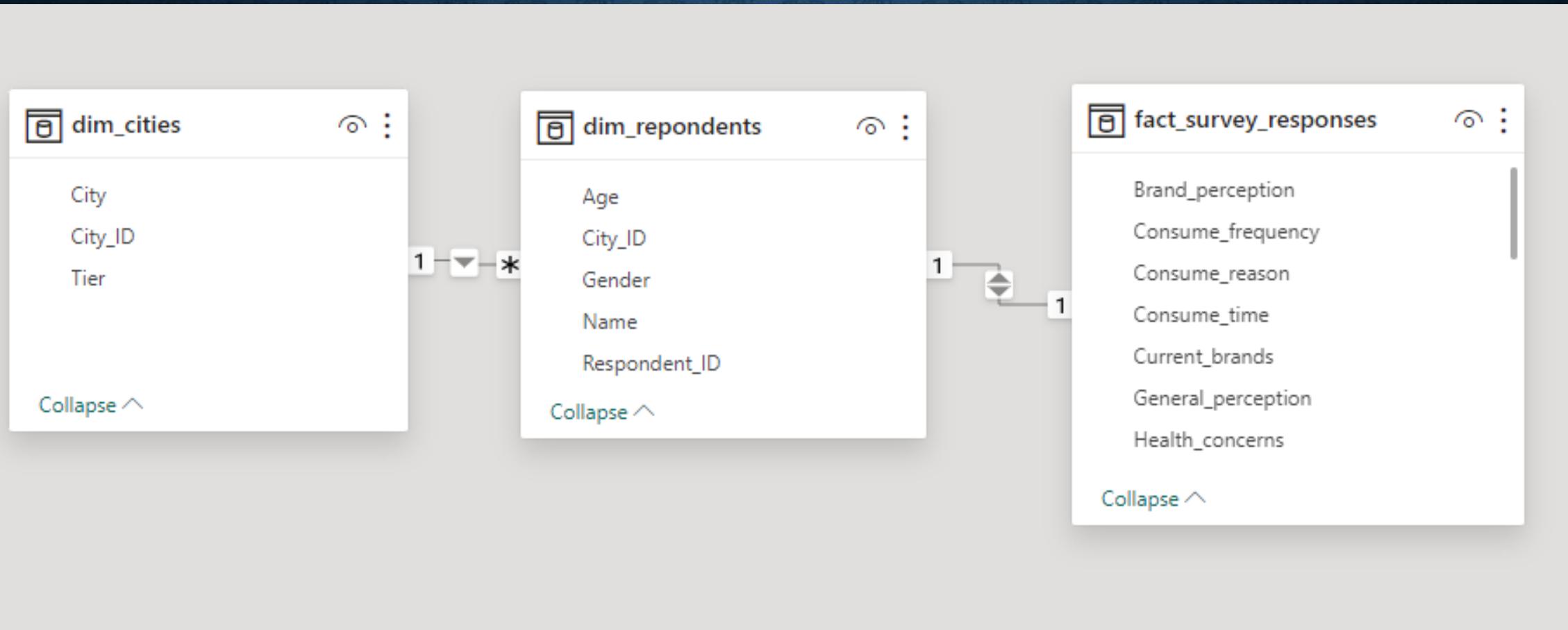
Codex is a German beverage company that is aiming to make its market in Indian market. A few months ago, they launched their energy drink in 10 cities in India. The goal of this project is to develop a marketing strategy to help Codex accomplish their objectives in Indian market.

OBJECTIVE

Codex's marketing team faces the challenge of establishing a strong brand presence in a highly competitive Indian market. Their primary objectives are:

- Increase brand awareness of Codex energy drink in India
- Expand Codex's market share in India
- Enhance the perception of Codex energy drink among Indian consumers

DATA MODELLING



INSIGHTS TO THE MARKETING TEAM

Who prefers energy drink more

Gender	Respondent
Male	6038
Female	3455
Non-binary	507

Analysis reveals that Out of 10 thousand respondents non-binary individuals, women, and men exhibit varying consumption patterns of energy drinks, with non-binary individuals consuming the least, followed by women and then men.

WHICH AGE GROUP PREFERS ENERGY DRINKS MORE

Age	Respondent
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

Most of energy drink consumers are between the ages of 19 and 30. Among age groups, those aged 46-65 show the rarest consumption habits, followed by 15-18, 31-45 and 19-30, and individuals aged 65 and above.

WHICH TYPE OF MARKETING REACHES THE MOST YOUTH (15-30)

Marketing_medium	Respondent
Online ads	707
TV commercials	495
Outdoor billboards	117
Other	94
Print media	75

Online Ads are the most effective way to reach maximum audiences in a short duration and is cost effective.

WHAT ARE THE PREFERRED INGREDIENTS OF ENERGY DRINKS AMONG RESPONDENTS?

Preferred_ingredients	Respondents
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

Analysis reveals caffeine is the most preferred ingredient in energy drinks, followed by vitamins and sugar. Consumers prioritize caffeine for its stimulating effects and value added vitamins for health benefit

WHAT PACKAGING PREFERENCES DO RESPONDENTS HAVE FOR ENERGY DRINKS?

Packaging_preference	Respondents
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Compact and portable cans are the most popular packaging choice for energy drinks, followed by innovative bottle designs.

WHO ARE THE CURRENT MARKET LEADERS

Brands	Respondent
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1053
CodeX	980
Sky 9	979

In the current market landscape, Cola-Coka leads as the top contender, closely followed by Bepsi and Gangster. Consumer preference for these brands over ours is driven by several key factors

WHAT ARE THE PRIMARY REASONS CONSUMERS PREFER THOSE BRANDS OVER OURS

Reasons	Respondents
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

Firstly, their established brand reputation instills trust and familiarity among consumers, enhancing brand loyalty. Additionally, taste and flavor preferences play a significant role, with consumers favoring the distinctive flavors offered by these leading brands. The widespread availability of Cola-Coca, Bepsi, and Gangster products further solidifies their market dominance, making them easily accessible to consumers across various regions.

WHICH MARKETING CHANNEL CAN BE USED TO REACH MORE CUSTOMERS

Marketing_medium	Respondents
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

Online Ads are the most effective way to reach maximum audiences in a short duration and is cost effective.

HOW EFFECTIVE ARE DIFFERENT MARKETING STRATEGIES AND CHANNELS IN REACHING OUR CUSTOMERS

Online ads are the best way to reach Codex energy drink's target audience of young adults and can be tracked to measure effectiveness.

TV commercials are a powerful tool for reaching a broad audience and generating brand excitement for Codex energy drink

WHAT DO PEOPLE THINK ABOUT OUR BRAND

Taste_experience	Respondents
3	1327
4	1101
5	884
2	679
1	456

Among 10,000 surveyed, 4,447 know our brand; 2,026 tried Codex Drink, shaping its 3.3 taste rating, aligning with industry averages.

WHICH CITIES DO WE NEED TO FOCUS MORE ON

City	Tier	Respondent
Bangalore	Tier 1	604
Hyderabad	Tier 1	379
Pune	Tier 2	333
Mumbai	Tier 1	319
Chennai	Tier 1	185
Ahmedabad	Tier 2	168

Focusing marketing efforts on Bangalore, Hyderabad, Mumbai, Chennai, and Pune will maximize brand exposure and tap into their potential customer base in India.

WHERE DO RESPONDENTS PREFER TO PURCHASE ENERGY DRINKS?

Purchase_location	Respondents
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

Consumer preferences for purchasing energy drinks reveal a clear hierarchy, with supermarkets leading the pack, followed closely by online retailers and gym/fitness centers

WHAT ARE THE TYPICAL CONSUMPTION SITUATIONS FOR ENERGY DRINKS AMONG RESPONDENTS

Typical_consumption_situations	Respondents
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

The typical consumption situations for energy drinks among respondents include sports/exercise at High rate

WHAT FACTORS INFLUENCE RESPONDENTS' PURCHASE DECISIONS, SUCH AS PRICE RANGE AND LIMITED EDITION PACKAGING

Price_range	Respondent
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

Consumer preferences indicate that Codex should focus on pricing their energy drink between 50-99 and maintain the current packaging while offering limited edition options

WHICH AREA OF BUSINESS SHOULD WE FOCUS MORE ON OUR PRODUCT DEVELOPMENT

Reasons_for_choosing_brands	Respondents
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168

Consumer feedback highlights that building and enhancing brand reputation is a crucial priority for Codex's product development strategy.

RECOMMENDATIONS FOR CODEX

What immediate improvements can we bring to the products?



- Reduce sugar
- Availability of product in local store
- Use natural ingredients whenever possible to avoid artificial additives

What should be the ideal price of our product



Set a competitive price of ₹115 for a 250 ml compact and portable can to cater to price-sensitive Indian consumers

WHAT KIND OF MARKETING CAMPAIGNS, OFFERS, AND DISCOUNTS WE CAN RUN?

Package Deals and Festival Gift Sets:

- Offer discounted pack of 6 cans.
- Create themed festival gift sets for different city celebrations.

-Influencer Marketing Approach:

- Collaborate with local influencers (10k-100k, 100k-500k followers).
 - Conduct giveaways via influencers for brand perception.
 - Offer exclusive coupons for customer retention.

WHO SHOULD BE OUR TARGET AUDIENCE, AND WHY?

Our primary target audience comprises young professionals, students, sports and games enthusiasts, night shift workers, and fitness enthusiasts. This diverse group represents dynamic individuals who prioritize health, productivity, and active lifestyles. By focusing on these segments, we align our offerings with the evolving preferences and aspirations of our key demographic, fostering strong brand connections and sustained engagement.

WHO CAN BE A BRAND AMBASSADOR, AND WHY?

Partnering with Sports Icon Virat kohli would allow Codex to harness his extensive social media following, reaching over 266M followers, to amplify brand awareness and connect with a broader audience



THANK

YOU!