



WELCOME

**Codebasics Resume Project
Challenge #6**

CodeX

Beverage company



CodeX HEALTH SAFETY SECURITY and ENVIRONMENT

PLEASE REVIEW THE FOLLOWING FOR YOUR LOCATION



Do not take this call while driving, even when using headset or hands-free



Be familiar with sound of the fire alarm



When using a headset, ensure you are still able to hear the fire alarm



Know the name of the building, room and floor number



Phone number for emergency



Location of first aid kit and/or first aider

VIRTUAL MEETING REMINDERS



Keep you microphones on mute unless you like to ask a question during the Q&A



You may submit questions at any time by typing a question in the chat box



Please close all other applications to maintain focus

Agenda

- Introduction
- Problem Statement
- Primary Insights
- Secondary Insights
- Q & A

Introduction



CodeX a German beverage company that has recently entered the Indian market. With a focus on quality and taste, they have successfully launched their energizing drink in 10 cities across India.

It is known for its innovative product development and commitment to customer satisfaction. They use premium ingredients to create unique and captivating flavors.

The company also prioritizes environmental sustainability and aims to reduce its carbon footprint.

CodeX aims to establish a strong connection with Indian consumers through innovative marketing strategies.

Key Positive Aspects

**Refreshing and Energizing
Experience**

**Premium Ingredients and
Superior Taste**



**Diverse and Captivating
Flavors**

Potential Functional Benefits

Problem Statement



Marketing team plays a vital role in boosting brand awareness, expanding market share, and driving product development.

Recently, they conducted an extensive **survey** across the 10 cities where the company launched its energizing drink.

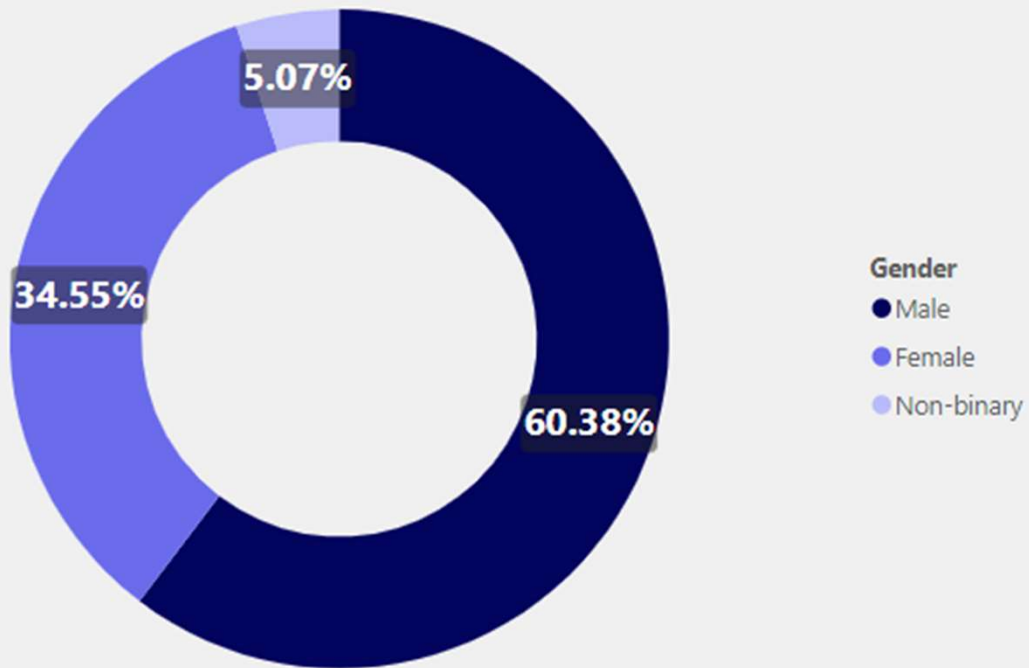
The survey garnered an impressive response from **10K participants**. Leading the charge in converting this valuable data into actionable insights.

Primary Insights

- Demographic Insights
- Consumer Preferences
- Competition Analysis
- Marketing Channels and Brand Awareness
- Brand Penetration
- Purchase Behaviour
- Product Development

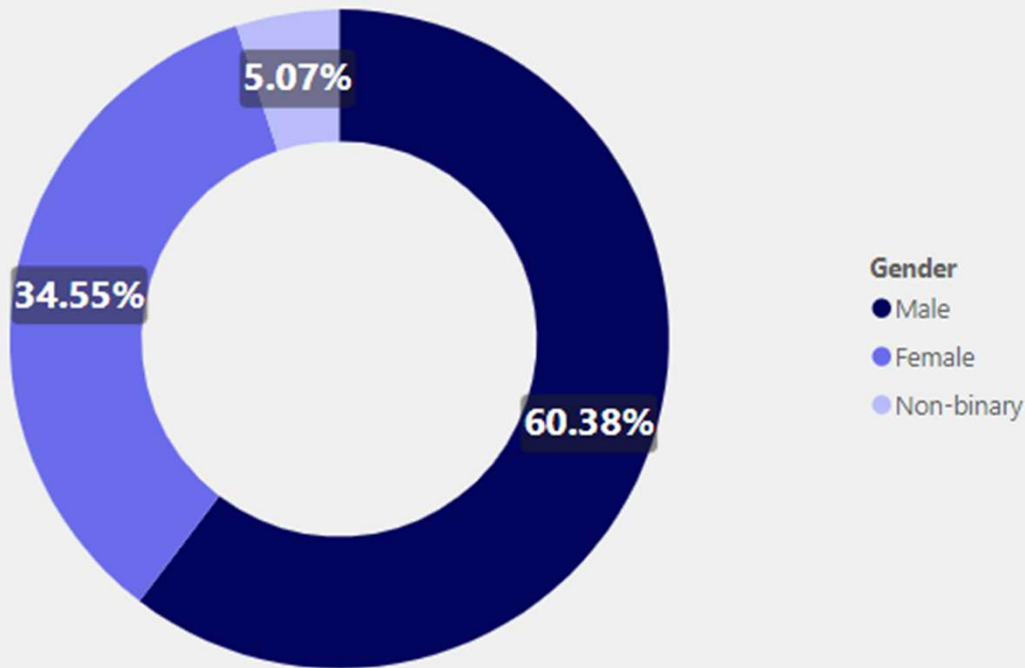
Demographic Insights

a) Who prefers energy drink more?



Demographic Insights

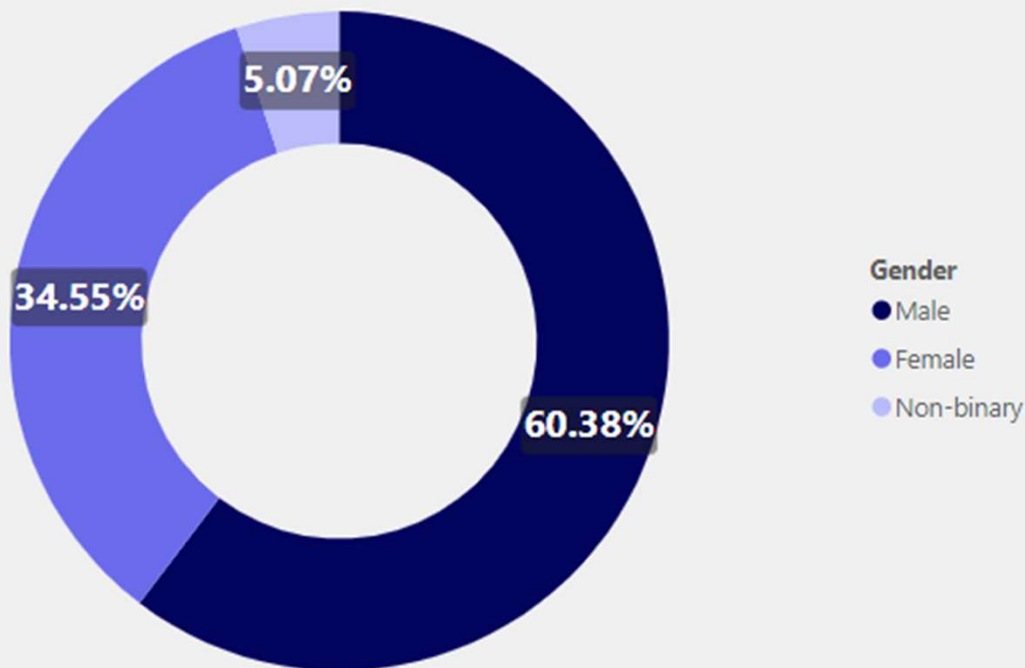
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- ❑ The survey results indicate that among different genders, **Males** exhibit a higher preference for energy drinks, comprising **60%** of the total respondents.

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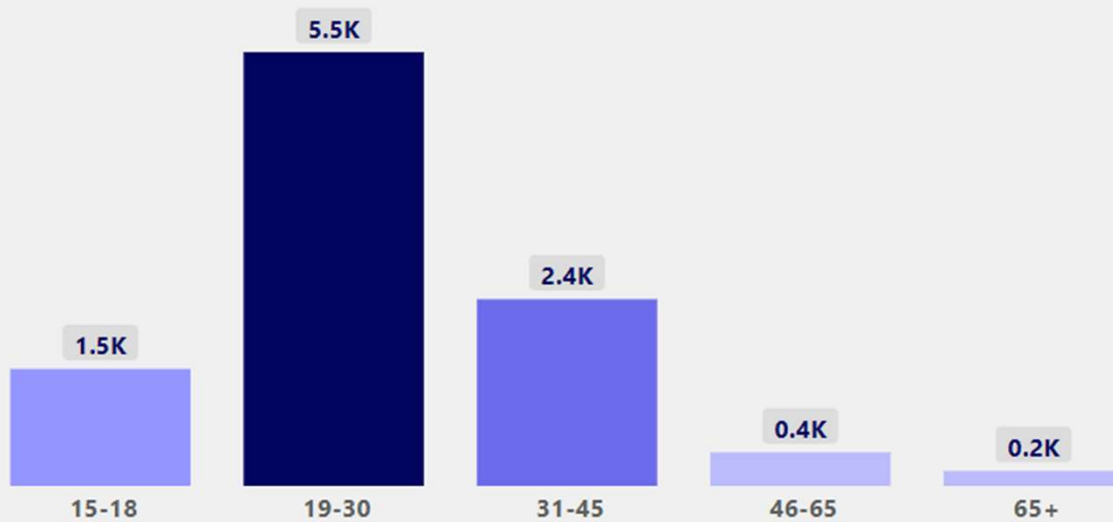
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- ❑ The survey results indicate that among different genders, **Males** exhibit a higher preference for energy drinks, comprising **60%** of the total respondents.
- ❑ This finding underscores the significance of targeting the male demographic in marketing and promotional strategies for CodeX's energizing drink.

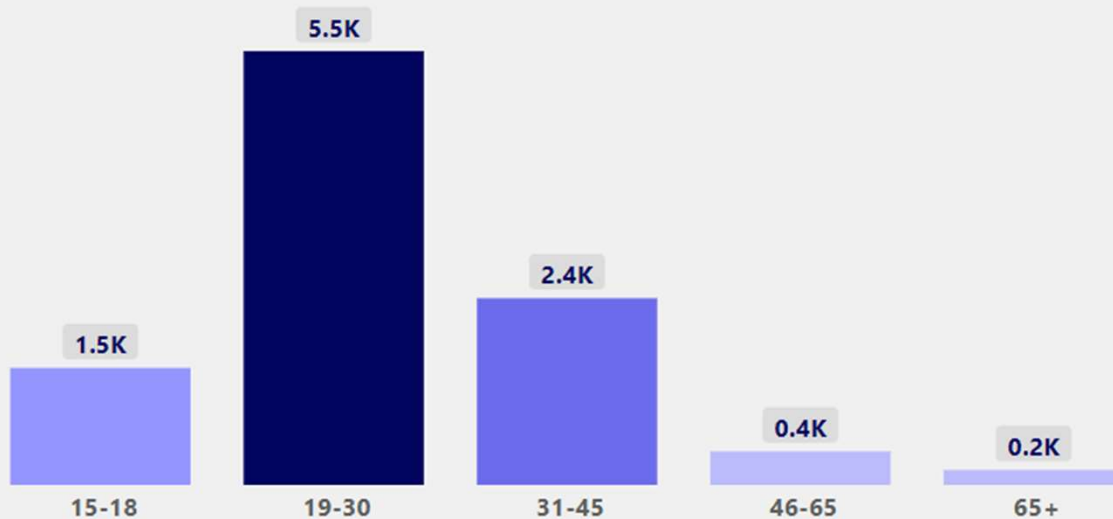
Demographic Insights

b) Which age group prefers energy drinks more?



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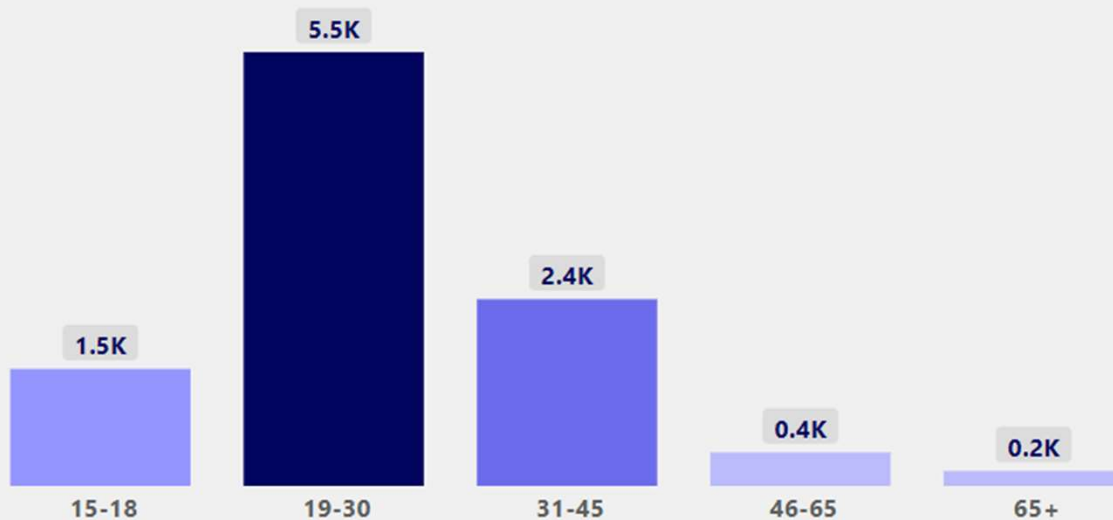
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- With more than 50% preference among other age groups, the 19-30 age group emerges as a promising market segment for energizing drink.

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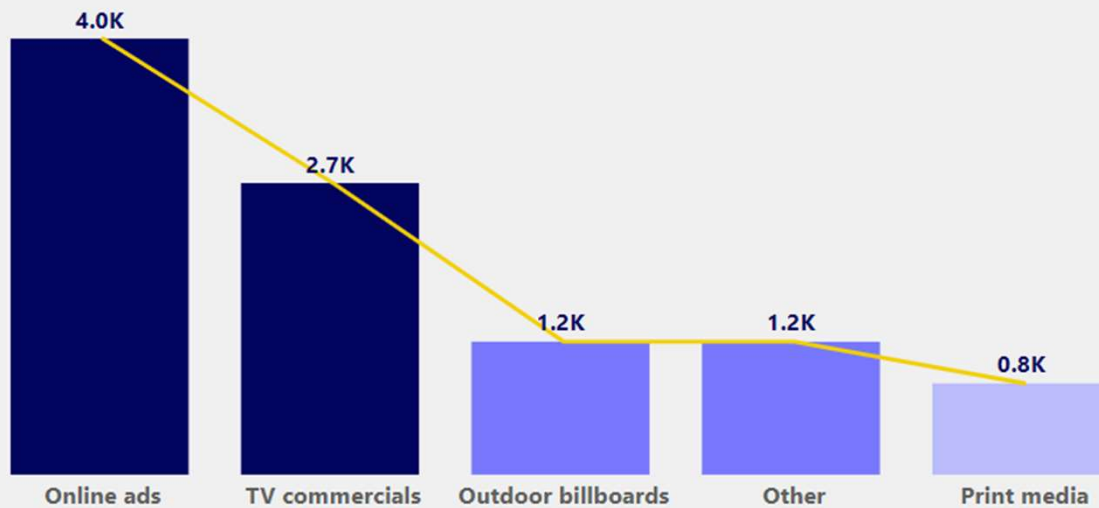
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- ❑ With more than 50% preference among other age groups, the 19-30 age group emerges as a promising market segment for energizing drink.
- ❑ This presents a valuable opportunity for the company to focus its marketing efforts and tailor product messaging specifically to this age group.

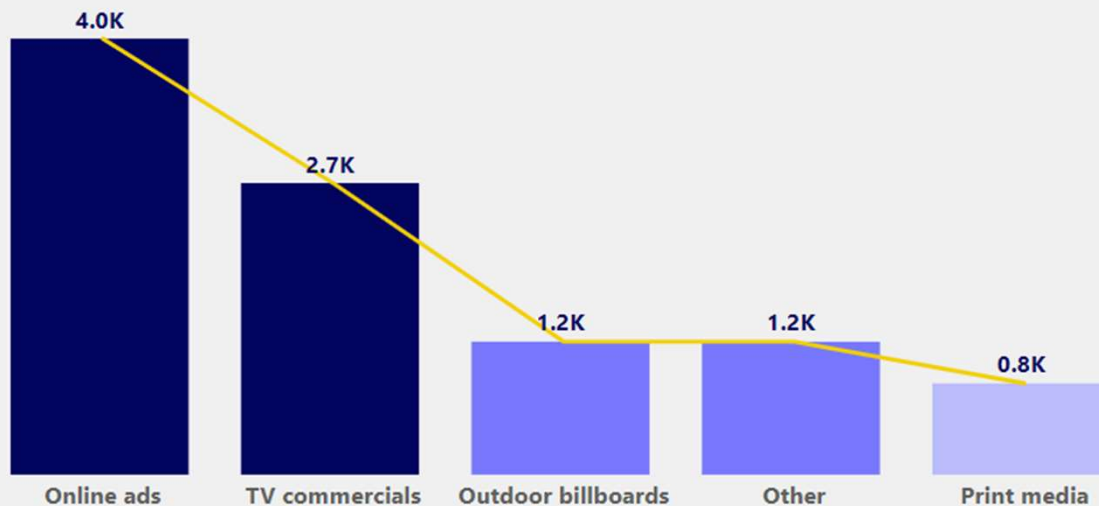
Demographic Insights

c) Which type of marketing reaches the most Youth?



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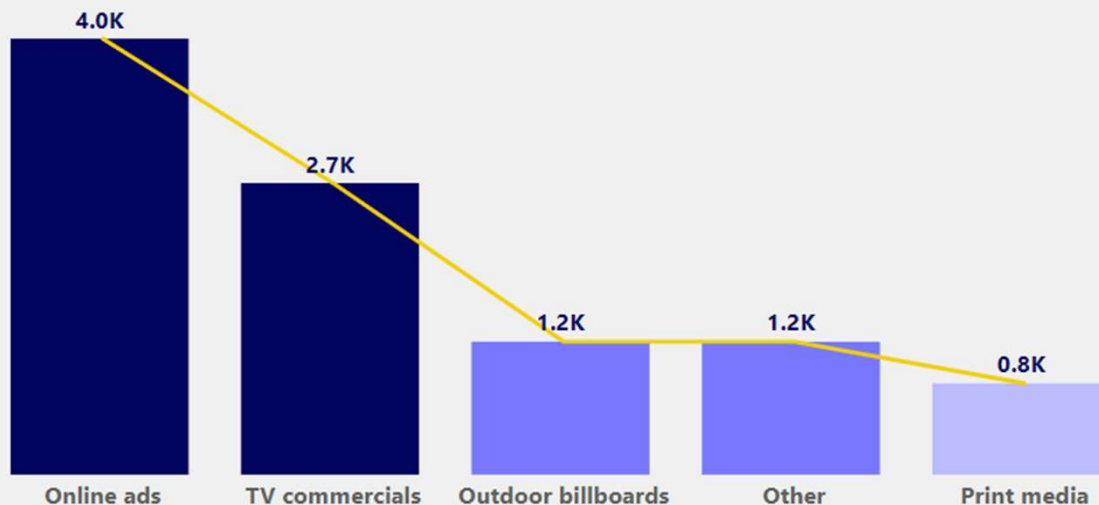
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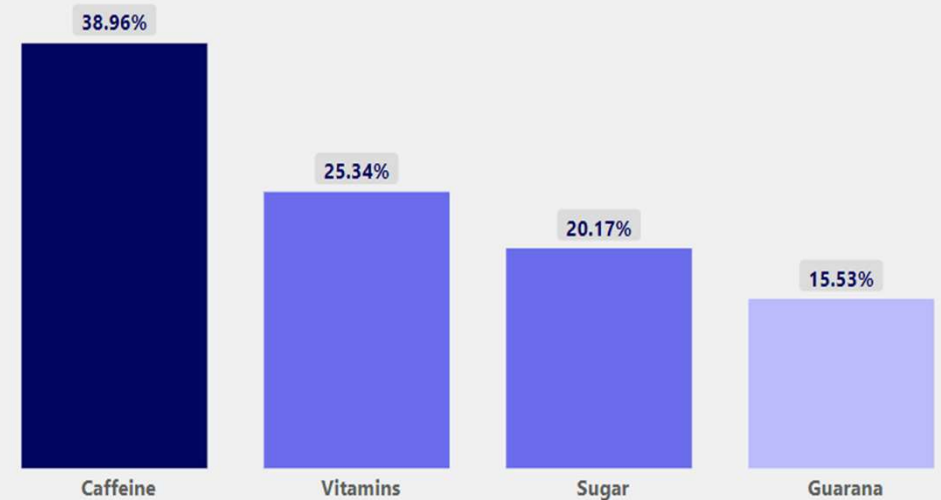
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- ❑ Online marketing has a greater reach among people compared to other channels
- ❑ Leveraging the power of the internet, social media platforms, search engines, and other online channels, CodeX can extend its brand messaging and engage with a broader audience.

Consumer Preferences

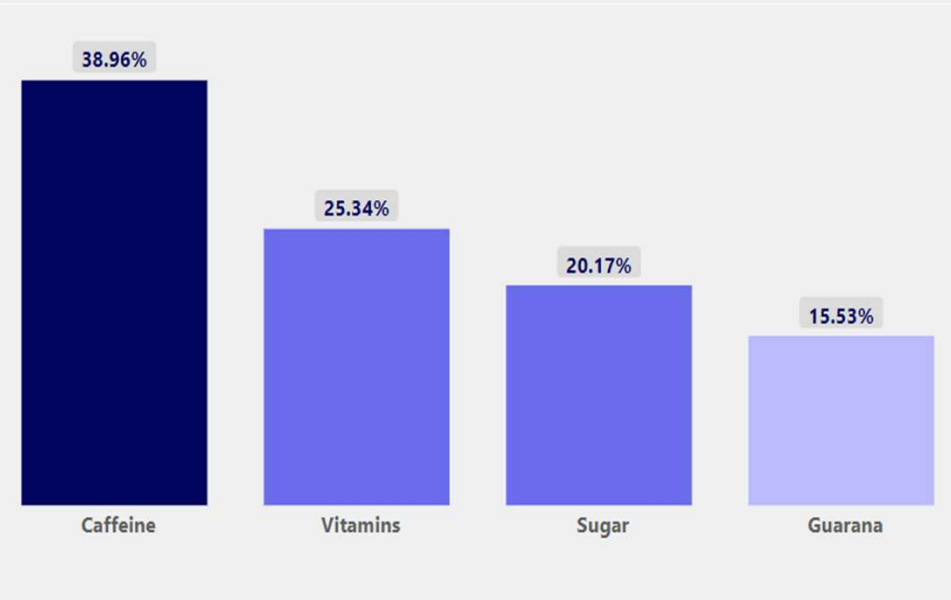
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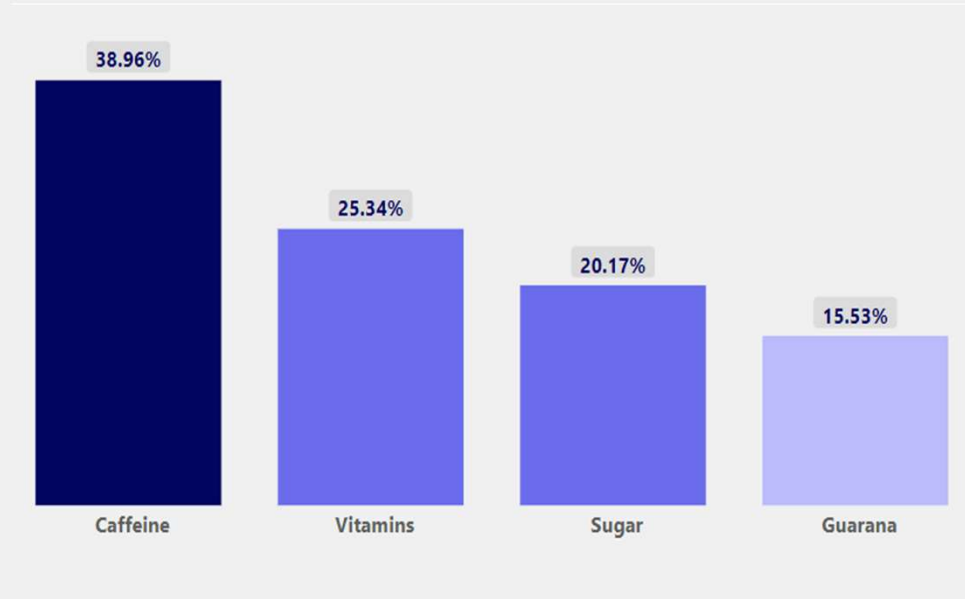
- ☐ Caffeine emerged as the most preferred ingredient with approximately 38% of respondents indicating a preference for it.



Consumer Preferences

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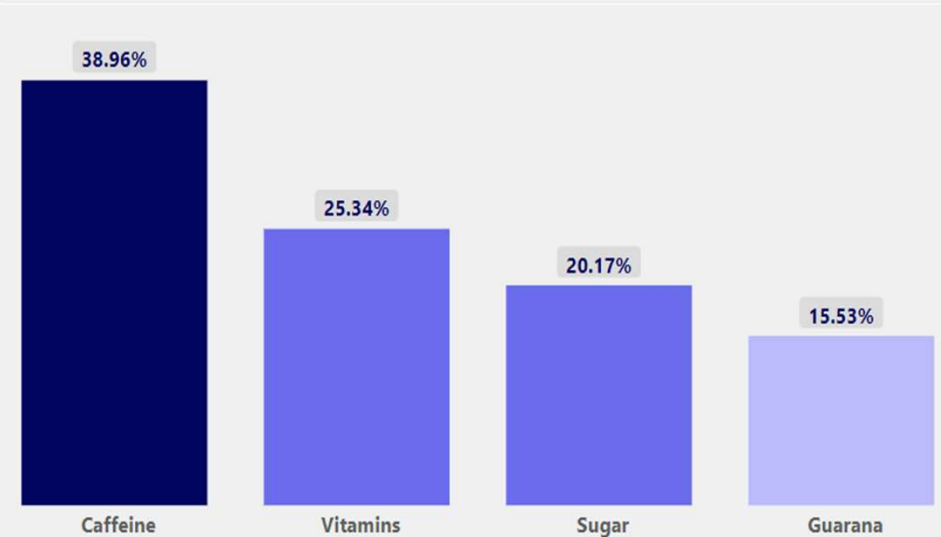
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- ❑ Following closely behind, Vitamins garnered a significant preference of around 25%.



Consumer Preferences

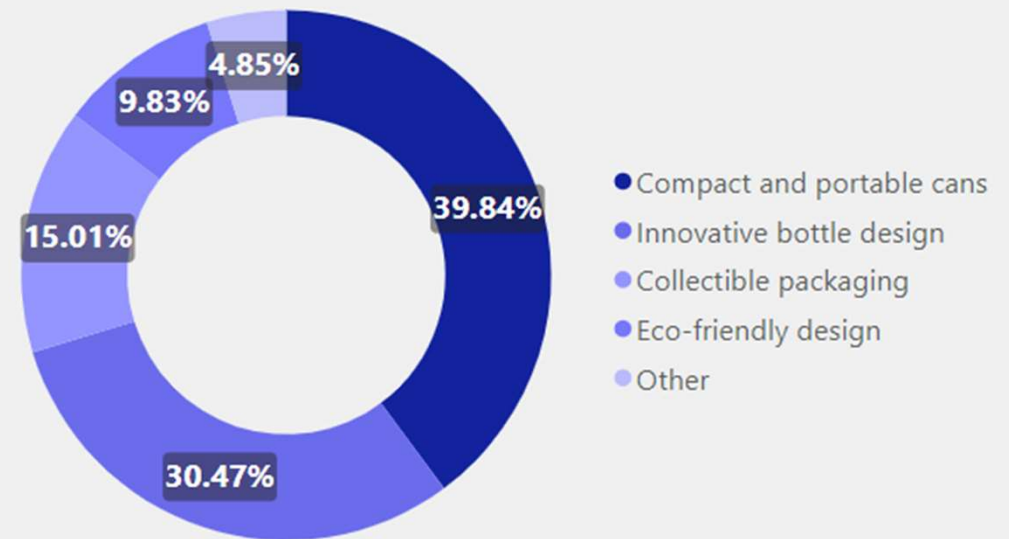
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- ❑ Caffeine emerged as the most preferred ingredient with approximately 38% of respondents indicating a preference for it.
- ❑ Following closely behind, Vitamins garnered a significant preference of around 25%.
- ❑ CodeX can capitalize on these insights by emphasizing the prominence of caffeine and vitamins in their marketing communications, effectively appealing to consumers' desires for both an energy boost and enhanced wellness.



Consumer Preferences

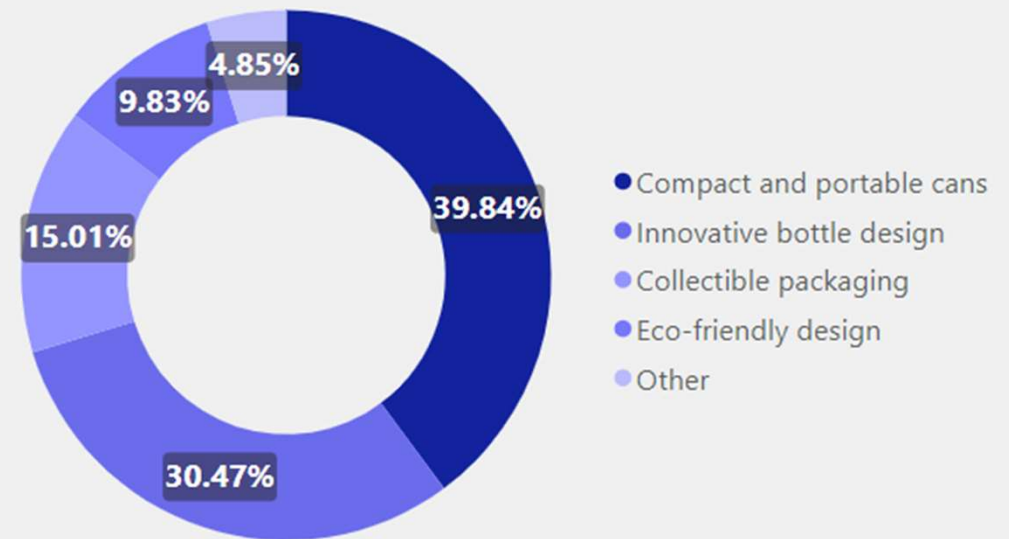
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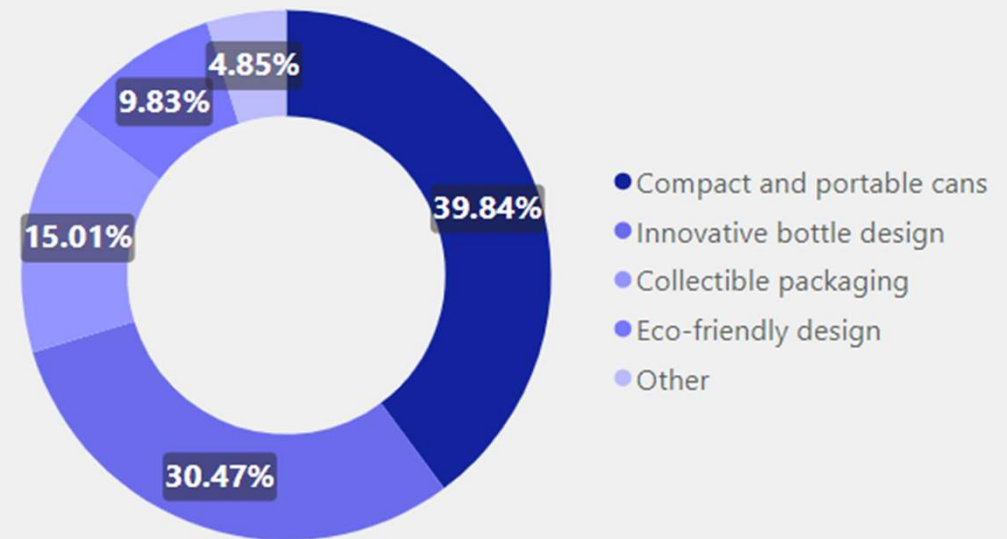
- ❑ Majority of the respondents have a preference for compact and portable cans when it comes to packing preferences.



Consumer Preferences

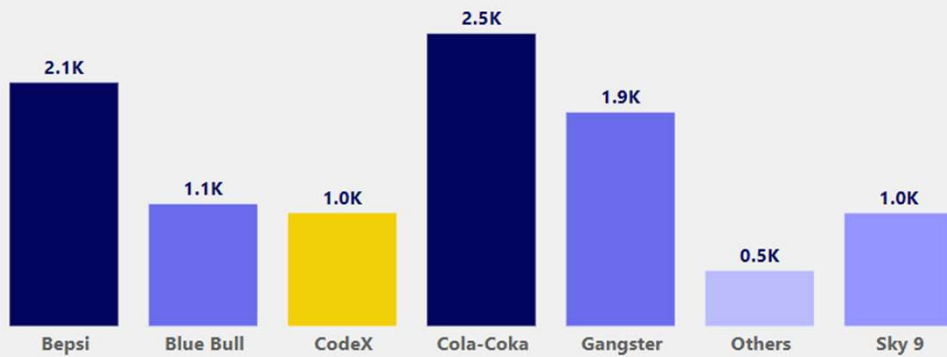
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- ❑ Majority of the respondents have a preference for compact and portable cans when it comes to packing preferences.
- ❑ By providing compact cans, CodeX can cater to the on-the-go lifestyle of consumers, ensuring that they can enjoy the energizing drink anytime and anywhere.



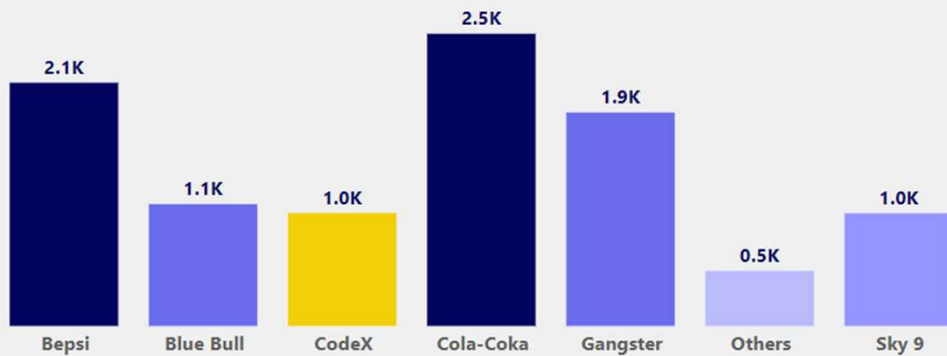
Competition Analysis

a) Who are the current market leaders?



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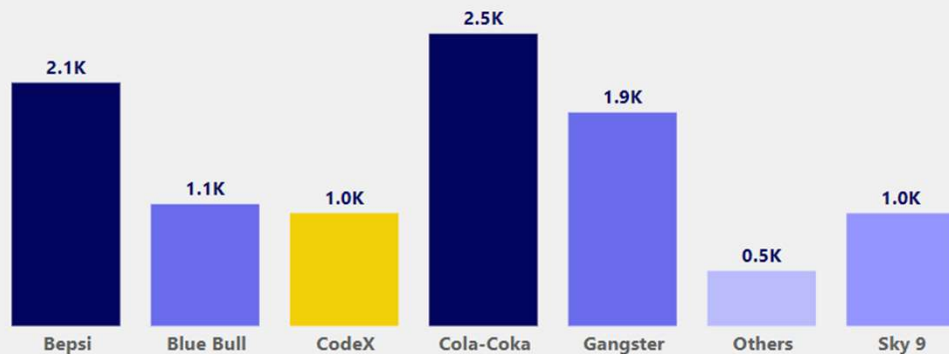
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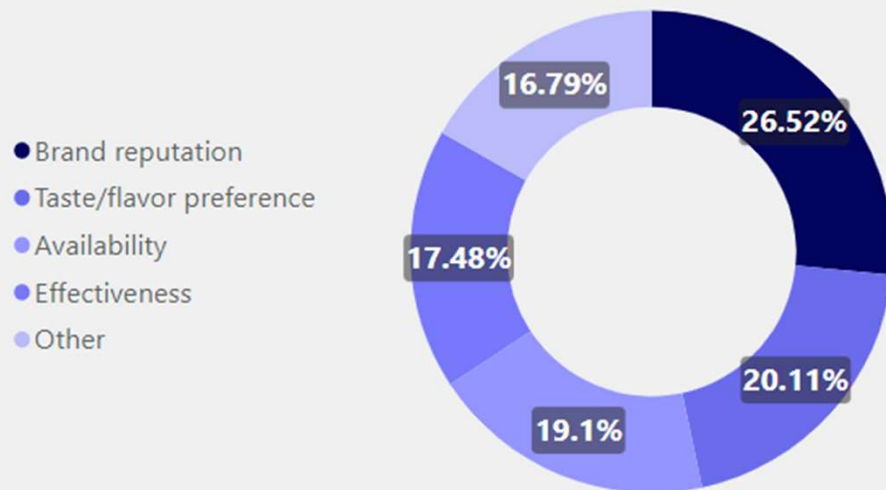


- ❑ In the Indian market, Cola Coka currently holds the leading position, while CodeX and Sky 9 are positioned at the same rank.
- ❑ To become a strong competitor, CodeX can focus on product differentiation by introducing innovative flavors and functional benefits,

implement targeted marketing campaigns to increase brand awareness and engagement, and establish strategic partnerships with key influencers and distribution channels to expand market reach effectively.

Competition Analysis

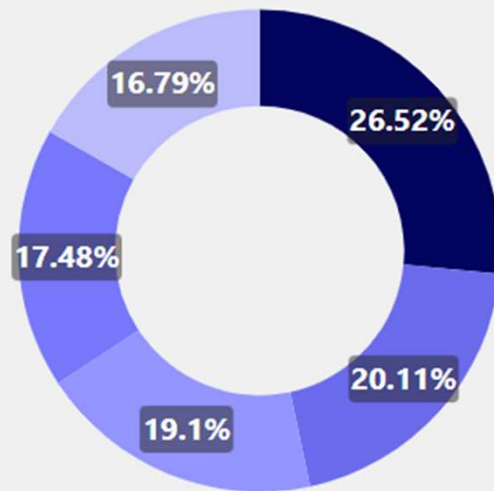
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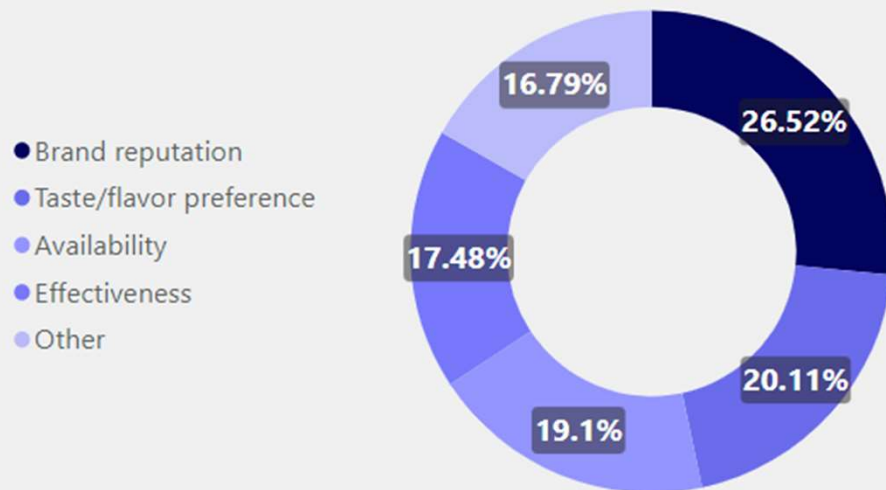
- Brand reputation
- Taste/flavor preference
- Availability
- Effectiveness
- Other



- Brand reputation emerges as the primary factor driving the selection of an energy drink, with approximately 26.53% of the respondents highlighting its importance.

Competition Analysis

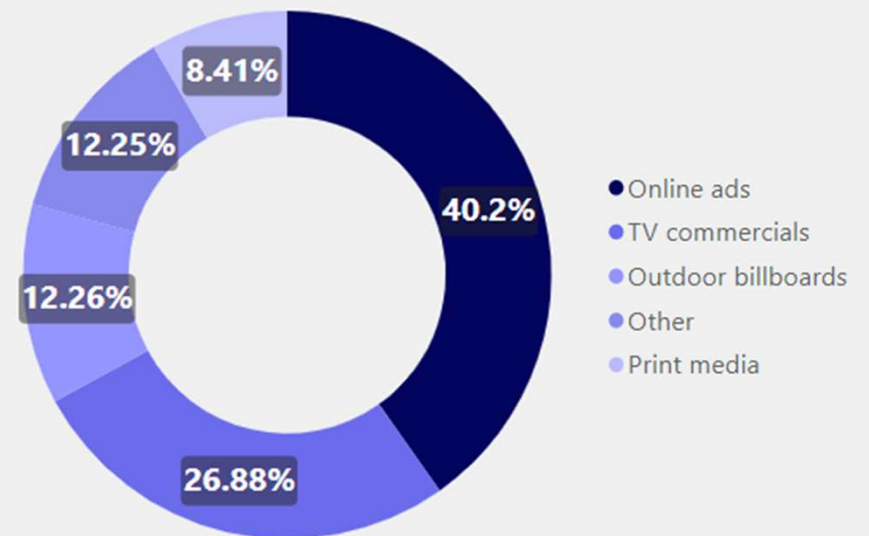
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- ❑ Brand reputation emerges as the primary factor driving the selection of an energy drink, with approximately 26.53% of the respondents highlighting its importance.
- ❑ CodeX can capitalize on this insight by prioritizing efforts to build and enhance its brand reputation through consistent delivery of high-quality products, engaging marketing campaigns, and positive customer experiences.

Marketing Channels and Brand Awareness

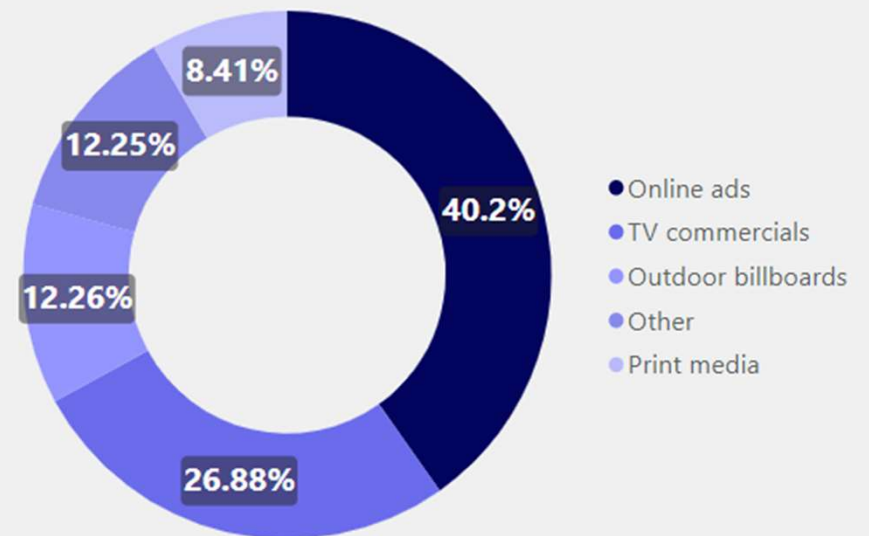
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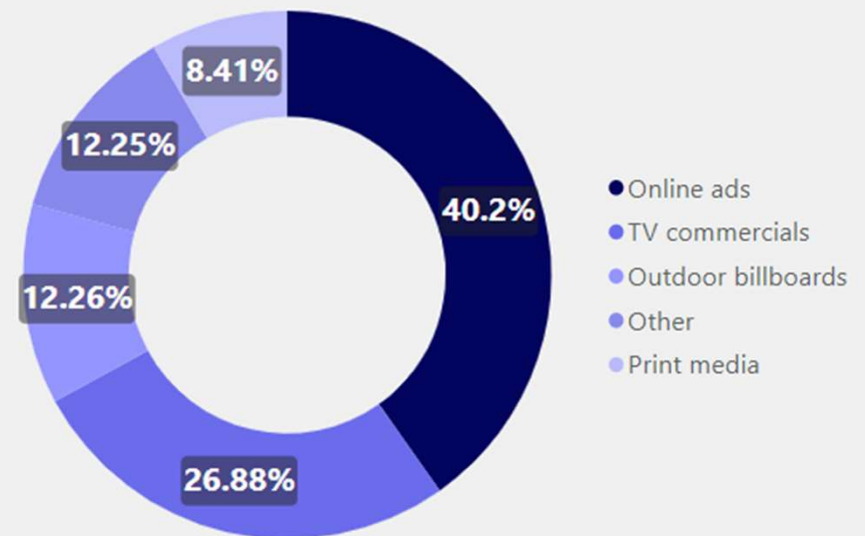
- ❑ Online ads take the lead, capturing the attention of approximately 40% of the respondents, followed closely by TV commercials with 26% reach.



Marketing Channels and Brand Awareness

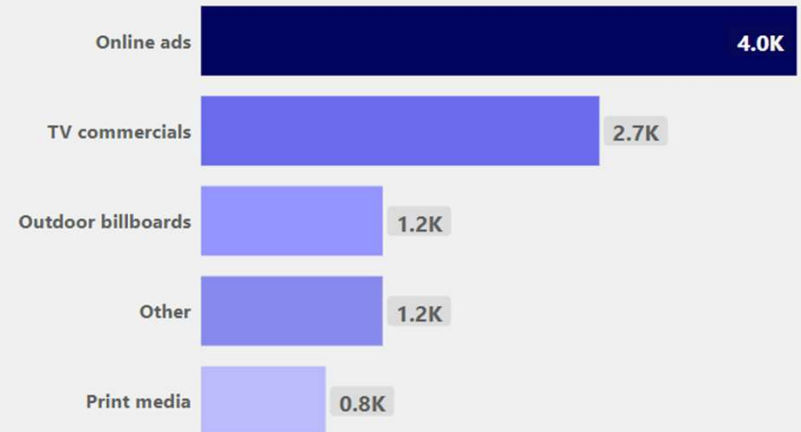
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- ❑ Online ads take the lead, capturing the attention of approximately 40% of the respondents, followed closely by TV commercials with 26% reach.
- ❑ CodeX can optimize its marketing strategy by utilizing a combination of both online ads and TV commercials to enhance brand visibility and effectively reach a diverse range of potential customers.



Marketing Channels and Brand Awareness

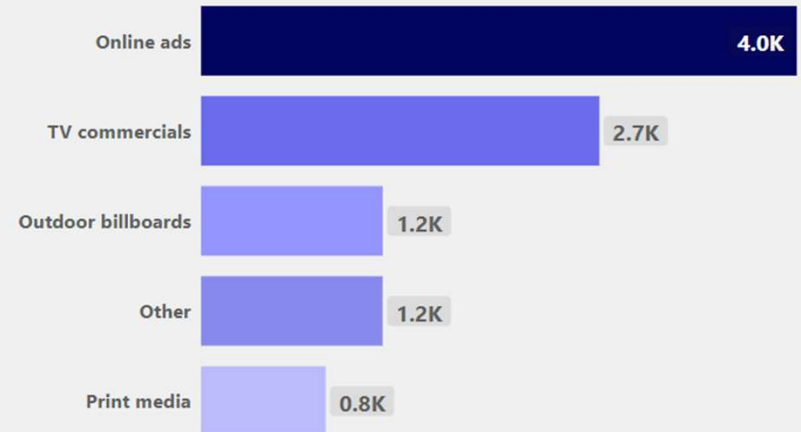
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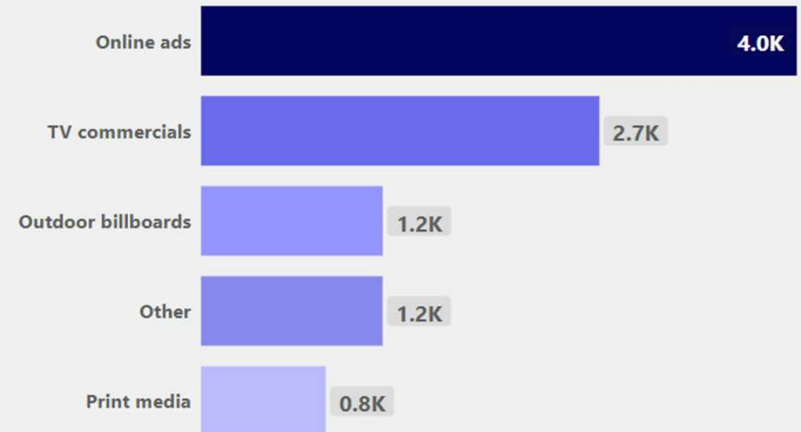
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- ❑ Following closely behind, **TV commercials** remain a valuable channel to reach a broader audience and generate brand awareness, especially for customers who may not be actively engaged in online platforms.

Brand Penetration

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- ❑ CodeX's energy drink received an average rating of 3.28 from the respondents, indicating a generally positive reception.

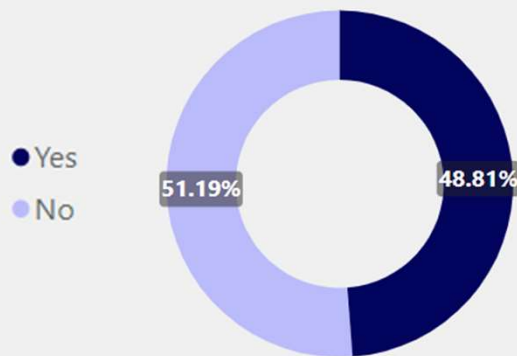
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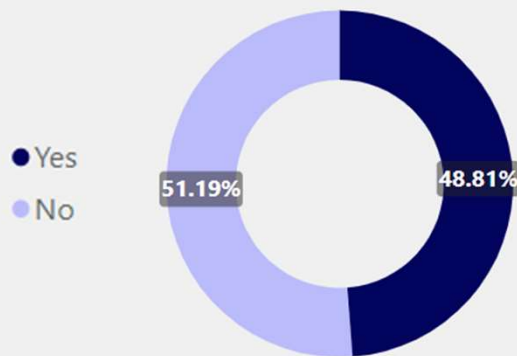
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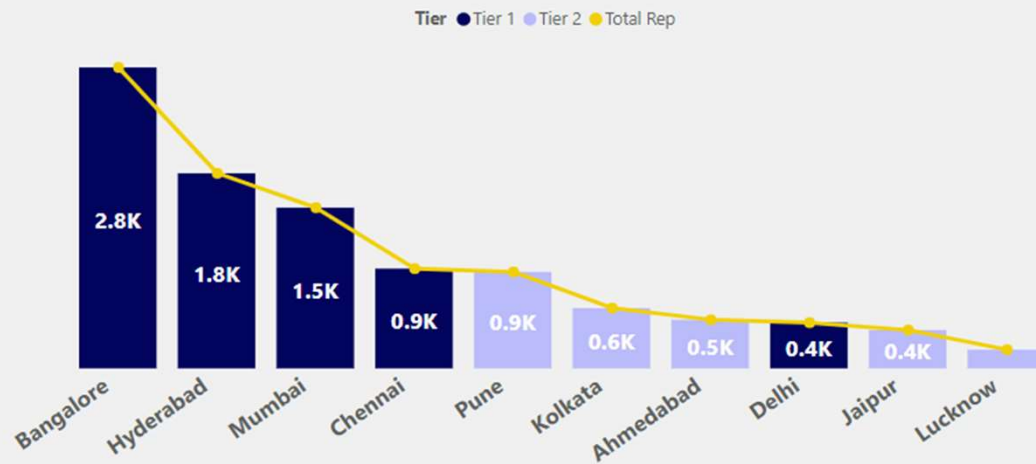
❑ However, it's worth noting that a significant portion, approximately **51%**, of the respondents reported **not having heard** about the energy drink.



❑ This highlights the need to enhance **brand awareness** and **expand marketing** efforts to reach a wider audience.

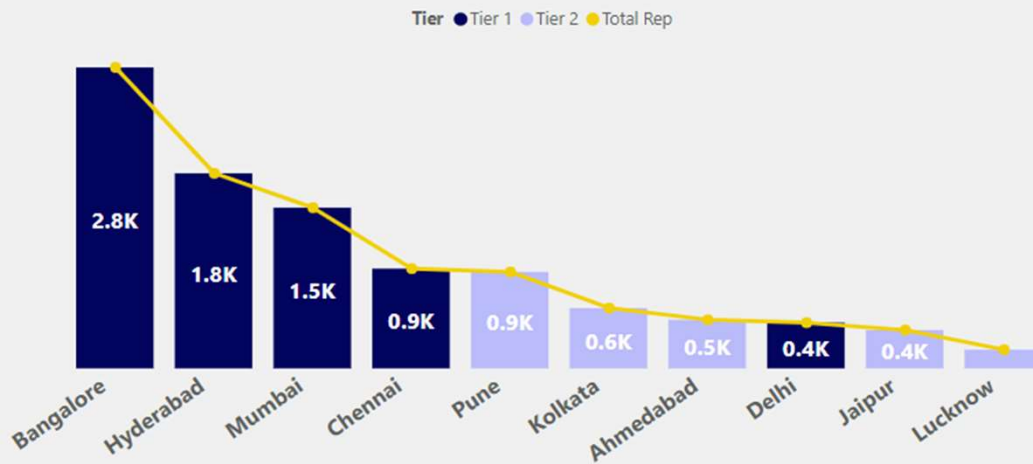
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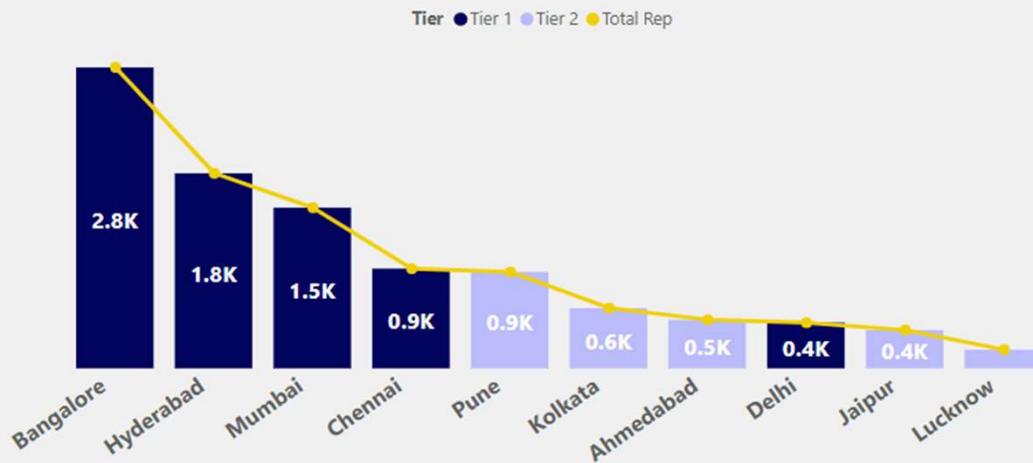
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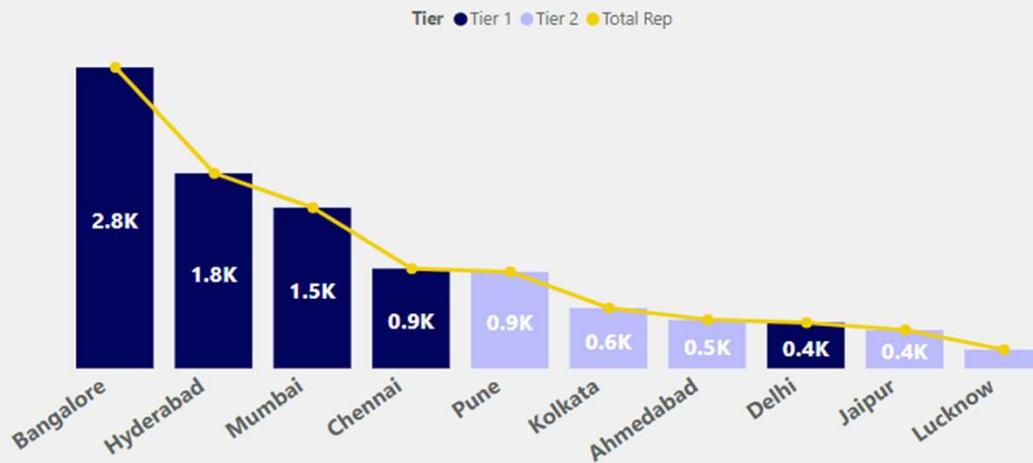
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- ❑ Moreover, all tier 2 cities reported consumption levels below 10%.

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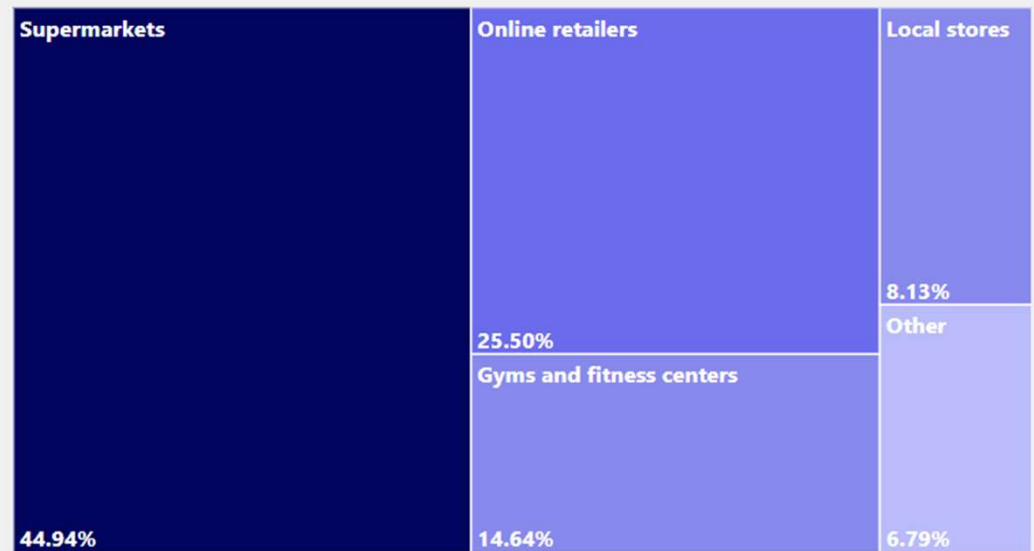


- ❑ The survey results indicate that even in tier 1 cities, **Chennai** has the lowest consumption at 9% and **Delhi** at 4%.
- ❑ Moreover, **all tier 2** cities reported consumption levels below **10%**.

- ❑ By directing marketing efforts towards tier 2 cities, CodeX can tap into these relatively untapped markets, increase brand visibility, and drive higher product adoption.

Purchase Behavior

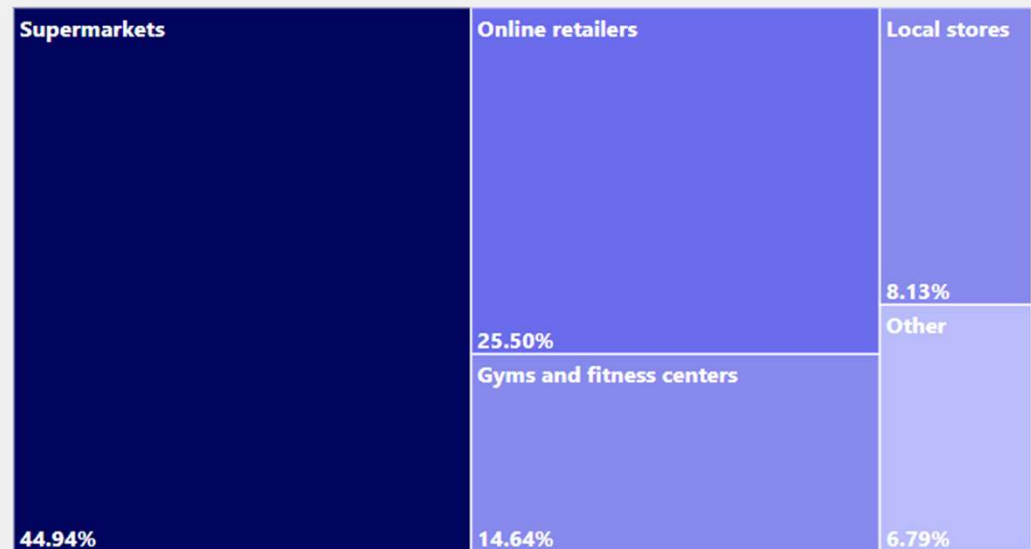
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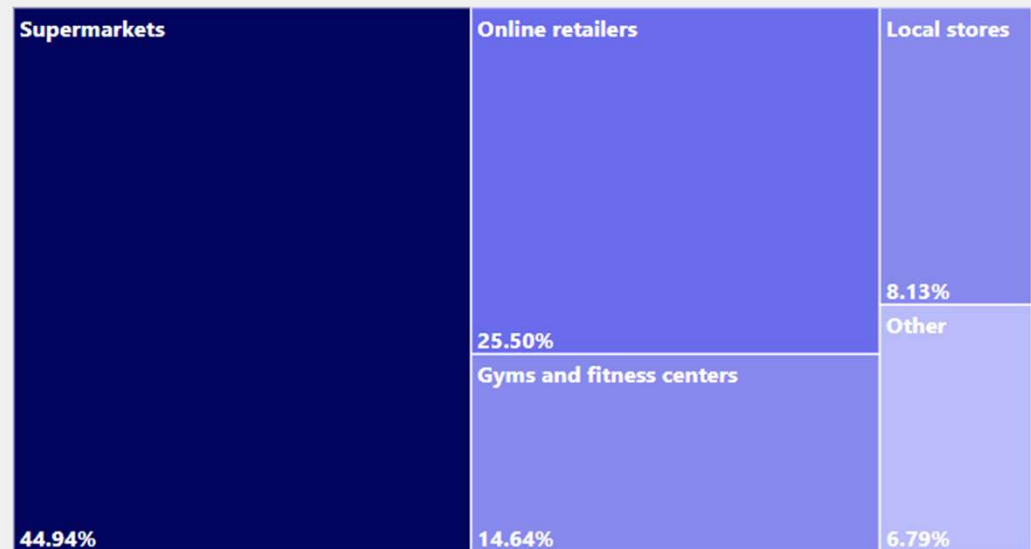


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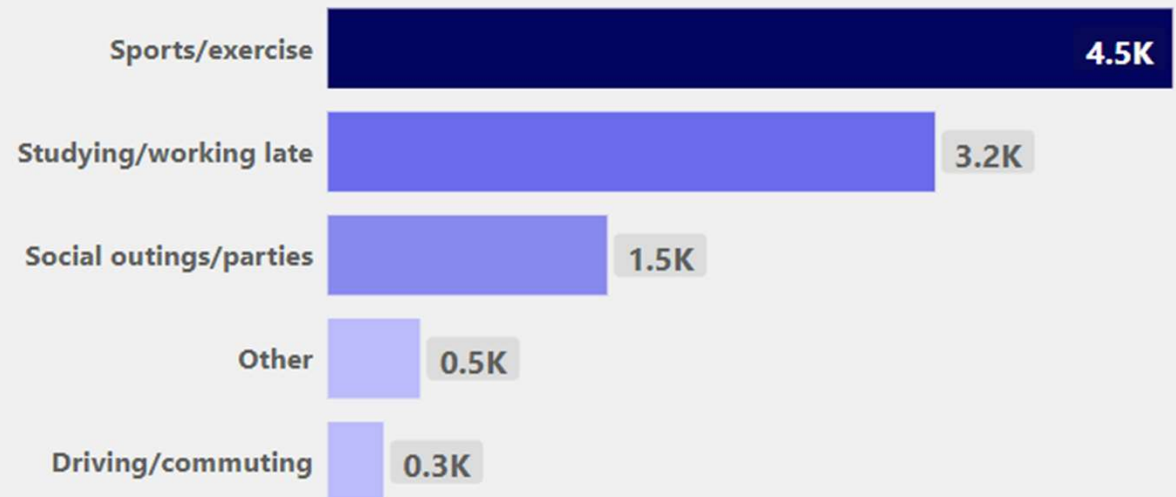
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❑ By ensuring product availability and visibility in supermarkets & Online, CodeX can have good portion of the market.



Purchase Behavior

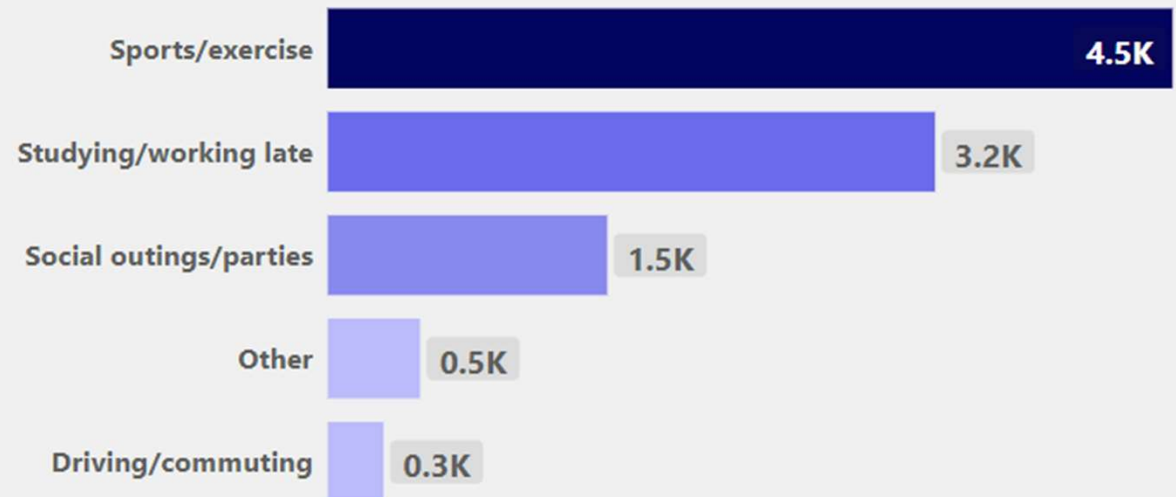
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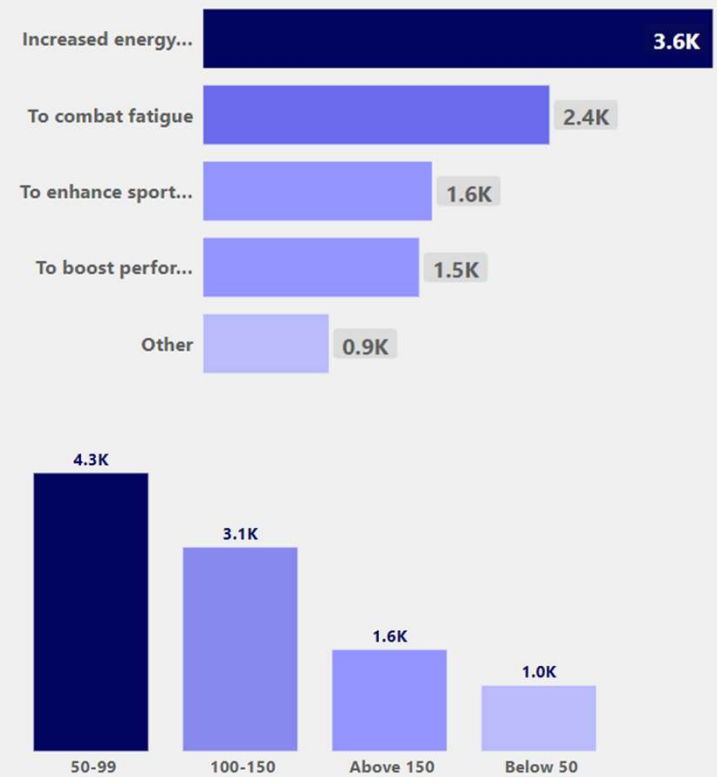
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- ❑ Among the respondents, energy drinks were commonly consumed in two primary situations, during sports/exercise and while studying/working late.



Purchase Behavior

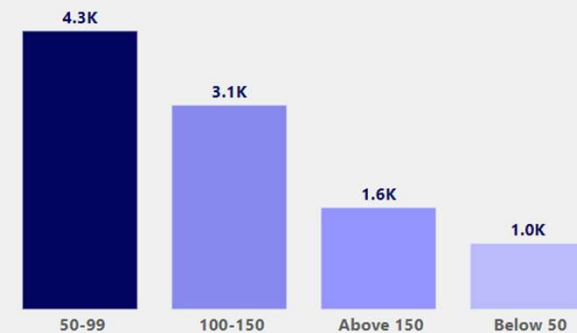
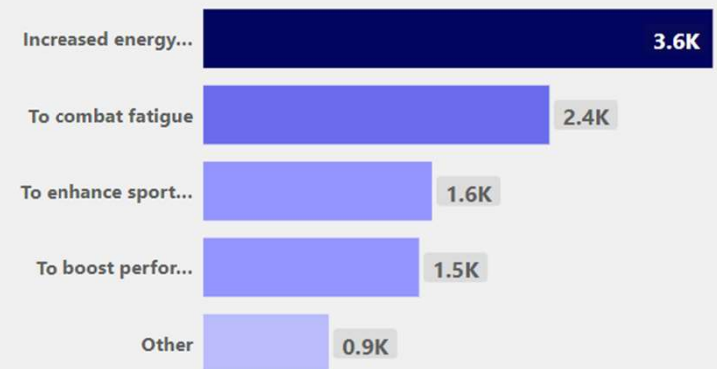
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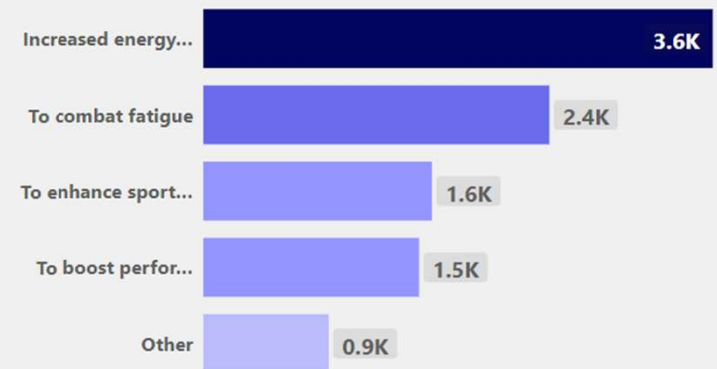
- ❑ The primary reason for consuming energy drinks, as reported by the respondents, is to enhance energy levels and improve focus.



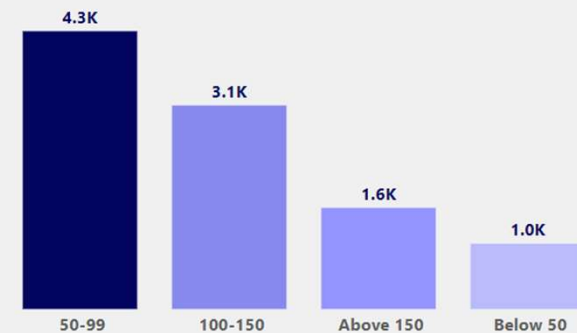
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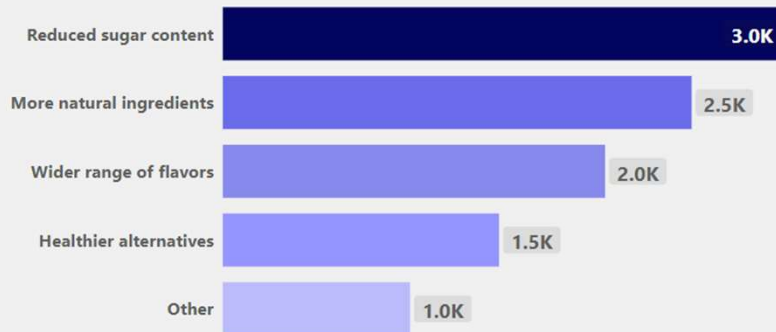


- ❑ In addition, a significant majority of the respondents expressed a preference for energy drink prices ranging between Rs 50-90.



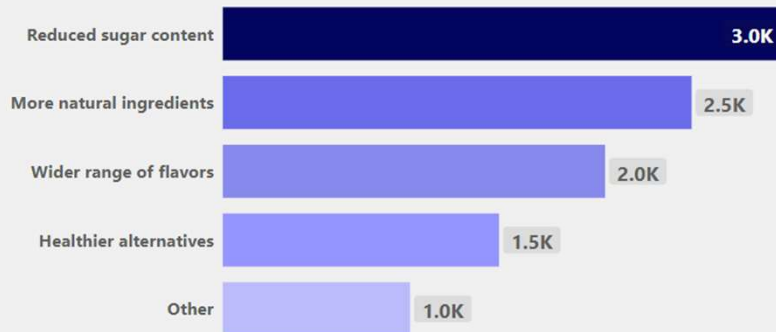
Product Development

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Product Development

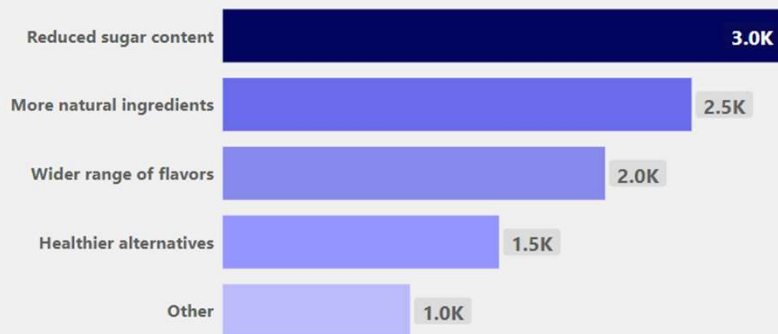
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- By reducing **sugar** content, adding more **natural ingredients**, and offering a wide range of flavors, CodeX can create a healthier option for consumers.

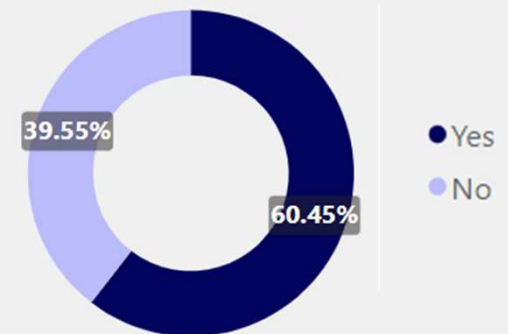
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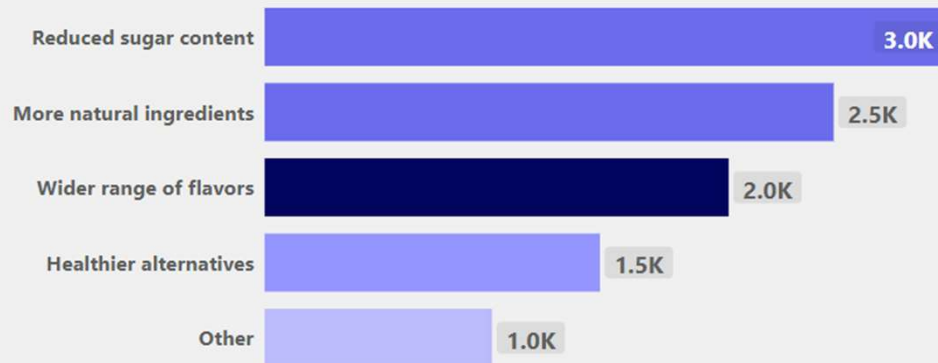
□ By reducing **sugar** content, adding more **natural ingredients**, and offering a wide range of flavors, CodeX can create a healthier option for consumers.

□ **60%**, expressed concern about the **health impacts** of energy drinks, while **40%** did not share the same level of concern. This highlights the importance of addressing consumer apprehensions and ensuring transparency regarding the **health effects** of CodeX's energizing drink.



Secondary Insights

1) Which area of business should we focus more on our product development?



Flavour Enhancement

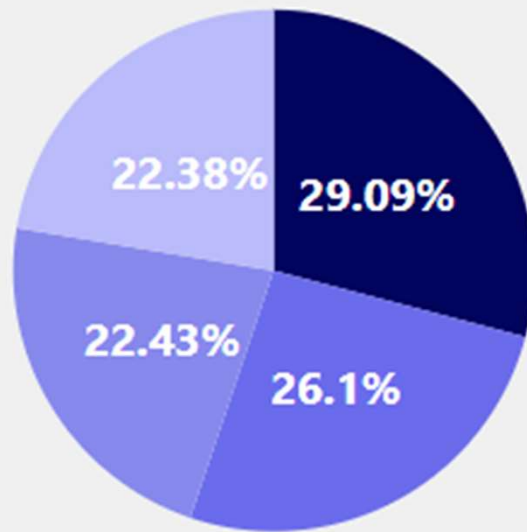
As per feedback regarding taste preferences and consider introducing new flavor variants or refining the existing ones based on consumer preferences.

The addition of citrus flavors can provide a tangy and uplifting twist to the beverage, making it even more appealing as a revitalizing and energizing option.

Secondary Insights

1) Which area of business should we focus more on our product development?

- Effective
- Not sure
- Healthy
- Dangerous



Nutritional Value

According to the survey results, a significant portion of consumers, approximately 22.43%, expressed a preference for healthier beverage options that provide an energy boost. This finding indicates that there is a strong demand for drinks that not only provide an energy lift but also offer health benefits.

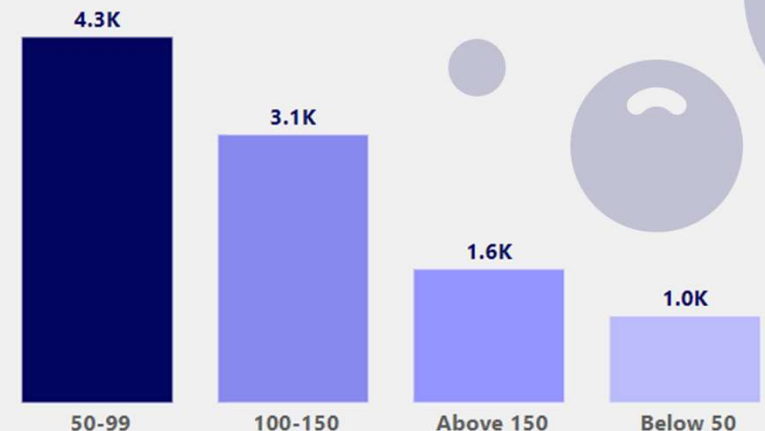
Consider **Nutritional aspects**, incorporating additional health benefits, such as natural ingredients, reduced sugar content, or fortifying the drink with vitamins and minerals.

Secondary Insights

2) What should be the ideal price of our product?

Based on the survey responses, approximately 4.3K consumers are willing to accept pricing between 50 to 99 rupees, while 1K consumers are open to pricing below 50 rupees for the energizing drink.

These findings indicate that there is a significant portion of the target market who are open to paying a moderate price for the product. CodeX can consider pricing the energizing drink within the range of 50 to 99 rupees to align with consumer expectations and capture a larger market share.



Secondary Insights

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

Online Advertising Campaigns : Utilize targeted online advertising campaigns through platforms such as social media, search engines, or display networks. Tailor the messaging to highlight the product's unique features, health benefits, and competitive pricing to attract potential customers.

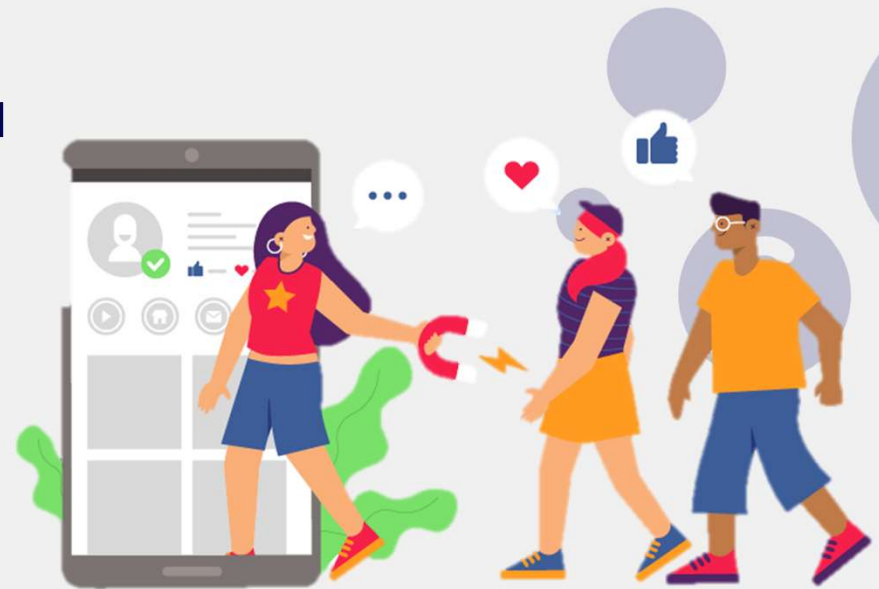


Secondary Insights

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Influencer Partnerships : Collaborate with popular social media influencers, fitness enthusiasts, or health experts who align with the target audience's interests and values.

These influencers can promote the product through sponsored content, reviews, or giveaways to increase brand awareness and credibility.



Secondary Insights

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

Online Contests and Giveaways : Launch engaging online contests on social media platforms, encouraging users to participate and share their experiences with CodeX's drink.

Offer prizes such as product bundles, exclusive merchandise, or fitness-related experiences to incentivize engagement and create a buzz around the product.



Secondary Insights

4) Who can be a brand ambassador, and why?

Virat Kohli is an ideal brand ambassador for CodeX because he embodies the epitome of fitness in our country and is widely recognized as a popular and accomplished athlete.

By associating with Virat Kohli, CodeX can inspire consumers to prioritize their health and fitness, while also benefiting from his immense popularity and influence to boost brand visibility and credibility.



Secondary Insights

4) Who can be a brand ambassador, and why?

Maahesh Babu's impressive career and commitment to fitness with the target audience, establishing a strong connection and credibility.

By partnering with Maahesh Babu, CodeX can effectively tap into the **South Indian market**, leveraging his star power to drive brand visibility and build a loyal customer base.



Secondary Insights

4) Who can be a brand ambassador, and why?

Akshay Kumar have a strong fan following in the North states.

By associating with Akshay Kumar, CodeX can effectively hold the North Indian market, leveraging his star power to enhance brand recognition



Secondary Insights

5) Who should be our target audience, and why?

Fitness Enthusiasts : Focusing on fitness enthusiasts, including gym-goers, athletes, and individuals engaged in regular physical activities, can be a strategic choice.



Active On-the-Go Consumers : Targeting individuals who lead busy and active lifestyles, such as frequent travellers, outdoor enthusiasts, or busy parents, can be advantageous.



Question & Answer

Q & A

The background is a solid dark blue. It is decorated with several stylized blueberries of various sizes. Each blueberry is represented by a dark grey circle with a small, curved blue line at the top, suggesting a stem or a highlight. They are scattered across the image, with a higher concentration on the left and right sides.

THANK YOU