

Secondary Insights



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?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?

1.What immediate improvements can we bring to the product ?

Based on the primary insights from the data, here are some immediate improvements we can consider for our energy drink product:

1. Enhance flavor profiles based on consumer feedback to ensure a more appealing taste experience.
2. Invest in brand reputation building activities to establish a strong and trustworthy image in the market.
3. Innovate packaging designs to create visual appeal and attract consumer attention.
4. Optimize ingredients to align with consumer preferences, such as reducing sugar content or introducing natural alternatives.
5. Develop health-conscious options that cater to the growing demand for healthier energy drink choices.
6. Expand availability by establishing strong partnerships with supermarkets and optimizing online retail platforms to make the energy drinks easily accessible to consumers.
7. Focus on product differentiation by identifying unique features or benefits that set our energy drinks apart from competitors.

By implementing these improvements, we can enhance consumer satisfaction, attract a wider customer base, and strengthen our position in the energy drink market.

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

- ❖ Based on the insights, the ideal price range for our energy drink product, Codex, should be set between Rs 50 and Rs 150. This range aligns with the preferred price ranges indicated by the respondents, with 4288 individuals preferring prices in the Rs 50-99 range and 3142 individuals opting for prices in the Rs 100-150 range.
- ❖ Setting the price within this range ensures that our product remains competitive in the market while also meeting customer expectations. It is important to conduct a thorough analysis of our production costs, including ingredients, manufacturing, packaging, and distribution expenses, to determine the specific price point within the recommended range that will allow for profitability.
- ❖ Consider conducting market research and competitive analysis to evaluate the pricing strategies of our competitors. Assess the perceived value of Codex compared to other energy drink brands in the market and position it accordingly. Emphasize the unique qualities and benefits of our product to justify its price and differentiate it from competitors.
- ❖ Incorporate our pricing strategy into our overall marketing plan. Communicate the value proposition of Codex through targeted marketing campaigns, highlighting the quality, taste, performance-enhancing benefits, and unique features of our energy drink to justify the chosen price point.
- ❖ Ultimately, the ideal price of Codex should strike a balance between customer affordability, perceived value, and profitability for our business.

3. Who should be our target audience & why ?

Our target audience for Codex should primarily consist of individuals aged 19-30 who are active, health-conscious, and value the benefits of energy drinks. This age group has shown a higher preference for energy drinks and represents a significant market segment.

Reasons for targeting this audience include:

1. **High Energy Demands:** Individuals in the 19-30 age range often lead busy lifestyles that involve studying, working, and engaging in physical activities. They require sustained energy levels and mental focus, making them more likely to seek out energy drinks as a solution.
2. **Active and Fitness-Oriented:** This age group is often involved in sports, exercise, and fitness activities. Positioning Codex as a drink that enhances performance and aids in recovery can resonate with their active lifestyle and fitness goals.
3. **Trend and Lifestyle Conscious:** The 19-30 age group is highly influenced by trends and seeks products that align with their lifestyle choices. By emphasizing Codex's unique features, taste, and packaging, we can capture their attention and appeal to their desire for innovative and stylish products.
4. **Health-Conscious:** Young adults prioritize health and wellness. By emphasizing the use of natural ingredients, lower sugar content, and functional benefits in Codex, we can cater to their health-conscious preferences and differentiate our product from competitors.
5. **Tech-Savvy and Social Media Users:** This age group is highly connected through social media platforms and online channels. Utilizing targeted digital marketing campaigns, influencer collaborations, and engaging social media content can effectively reach and engage with our target audience.

By focusing on this target audience, we can tailor our marketing messages, product features, and distribution channels to meet their specific needs and preferences. This targeted approach will increase the chances of capturing their attention, generating brand loyalty, and driving sales for Codex.

4.What kind of marketing campaigns,offers & discounts ,we can run ?

- ❖ Fitness and Sports Campaigns: Collaborate with fitness influencers and sports clubs to promote the energy drinks as a performance enhancer.
- ❖ Gamers and E-Sports Promotions: Collaborate with gaming influencers and e-sports organizations to promote energy drinks as the ideal companion for gaming sessions.
- ❖ Loyalty Programs: Implement a loyalty program that rewards customers for repeat purchases or referrals.
- ❖ Limited-Time Offers and Bundles: Create special promotions like buy-one-get-one-free or discounts on multiple purchases.
- ❖ Seasonal and Festive Campaigns: Align marketing campaigns with seasonal events, holidays, or festivals.
- ❖ Discount on Sports Accessories: Collaborate with sports equipment retailers to offer exclusive discounts for energy drink consumers.
- ❖ Partnership with Music Apps: Form partnerships with music streaming platforms to provide perks like free premium subscriptions or curated workout playlists.

By implementing these marketing strategies, offering discounts, and running targeted campaigns, the brand can effectively engage with energy drink consumers, build brand loyalty, and attract new customers.

5. Who can be a brand ambassador & why ?

India is a diverse country where connecting all Indians is nearly impossible due to cultural, regional, and lifestyle variations. However, cricket stands out as the one thing that unites every Indian, transcending differences in region, lifestyle, food, religion, and festivals. Metaphorically, the Indian Premier League (IPL) can be considered India's grandest festival. Therefore, Codex should choose Indian cricket celebrity Mahendra Singh Dhoni as their brand ambassador. Dhoni's immense popularity, legendary status, and ability to connect with fans make him an ideal choice to represent the brand and establish a strong connection with the target audience.



Mahendra Singh Dhoni, popularly known as MS Dhoni, could be an excellent choice as a brand ambassador for Codex Company. Here's why:

1. **Strong Leadership:** Dhoni is known for his exceptional leadership skills and calm demeanor, making him a perfect fit for representing Codex as a brand that exudes confidence and reliability.
2. **Sports Icon:** As one of India's most successful cricketers and former captain of the Indian cricket team, Dhoni has a massive fan following and is highly respected in the sports community. His association with Codex can attract sports enthusiasts and create a positive brand image.
3. **Fitness Enthusiast:** Dhoni has maintained his fitness throughout his career, which aligns well with Codex's emphasis on a healthy and active lifestyle. His endorsement can reinforce the energy drink's benefits for sports and fitness enthusiasts.
4. **Trustworthy Image:** Dhoni is known for his honesty, integrity, and strong work ethic. His trustworthiness can enhance Codex's brand reputation and establish a sense of reliability among consumers.
5. **Pan-India Appeal:** Dhoni enjoys immense popularity across different regions of India, making him an influential figure to reach a wide audience. His involvement can help expand Codex's reach and connect with consumers from various demographics.

Considering Dhoni's leadership qualities, sports icon status, fitness focus, trustworthiness, and pan-India appeal, he could be an impactful brand ambassador for Codex Company.