CODEX

CODEX Marketing Insights

Domain: Food and Beverages
Function: Marketing

By : Aditya Rajvaidya

Overview

About the Company

- 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.

Codex Mission and Vision

Mission

To invigorate minds and bodies with exceptional energy drinks.

Vision

To be the leading global energy drink brand, recognized for quality, taste, and sustainability.

Goals in India

Goal # 1

Achieve 10% market share within the first year of launch.

Goal # 2

Position Codex as the preferred choice for discerning energy drink consumers in India.

Goal # 3

Establish strong brand recognition and preference among target consumers.

Achieving Goals in India

To effectively achieve our objectives, Codex conducted a comprehensive survey in 10 cities across India.

Cities:

- Ahmedabad
- Bangaluru
- Chennai
- Delhi
- Hyderabad
- Jaipur
- Kolkata
- Lucknow
- Pune
- Mumbai

Designed to explore key areas such as:

- **Brand Awareness:** How familiar consumers are with the product.
- **Market Preferences:** Understanding consumer choices and pain points.
- **Product Perception:** Assessing customer opinions and feedback.

Survey Details:

Responses collected from 10,000 participants.

KEY PURPOSE

- Transform survey data into actionable insights to empower data-driven decisions.
- These insights will help guide the Marketing team and support strategic planning.

SURVEY QUESTIONS

- **Demographics:**

1. What is your age group?
   a) 15-18
   b) 19-30
   c) 31-45
   d) 46-65
   e) 65+
2. What is your gender?
   a) Male
   b) Female
   c) Non-binary
3. Which city in India do you reside in?
   a) Delhi
   b) Mumbai
   c) Bangalore
   d) Chennai
   e) Kolkata
   f) Hyderabad
   g) Ahmedabad
   h) Pune
   i) Jaipur
   j) Lucknow

- **Consumption Habits:**

1. How often do you consume energy drinks?
   a) Daily
   b) 2-3 times a week
   c) Once a week
   d) 2-3 times a month
   e) Rarely
2. When do you typically consume energy drinks?
   a) Before exercise
   b) To stay awake during work/study
   c) For mental alertness
   d) Throughout the day
3. What are the main reasons for consuming energy drinks?
   a) Increased energy and focus
   b) To combat fatigue
   c) To boost performance
   d) To enhance sports performance
   e) Other

- **Awareness and Perception:**

1. Have you heard of our energy drink before today?
   a) Yes
   b) No
2. What do you think of the brand name/logo/design?
   a) Positive
   b) Neutral
   c) Negative
3. What is your perception of energy drinks in general?
   a) Healthy
   b) Effective
   c) Dangerous
   d) Not sure

- **Product Experience:**

1. Have you ever tried our energy drink before?
   a) Yes
   b) No
2. If yes, how would you rate the taste, flavor, and overall experience?
   a) 1 (Poor)
   b) 2 (Below Average)
   c) 3 (Average)
   d) 4 (Good)
   e) 5 (Excellent)
3. If no, what are the main reasons preventing you from trying it?
   a) Not available locally
   b) Not interested in energy drinks
   c) Unfamiliar with the brand
   d) Health concerns
   e) Other

- **Competitor Experience:**

1. Which energy drink brands do you currently consume or prefer?
   a) CodeX
   b) Cola-Coka
   c) Bepsi
   d) Gangster
   e) Blue Bull
   f) Sky 9
   g) Others
2. What are the reasons for choosing those brands over others?
   a) Brand reputation
   b) Taste/flavor preference
   c) Effectiveness
   d) Availability
   e) Other
3. What improvements would you like to see in energy drinks currently available in the market?
   a) Reduced sugar content
   b) More natural ingredients
   c) Wider range of flavors
   d) Healthier alternatives
   e) Other

- **Ingredients and Health:**

1. What ingredients do you expect in an energy drink?
   a) Caffeine
   b) Vitamins
   c) Sugar
   d) Guarana
2. Are you concerned about the health impacts of energy drinks?
   a) Yes
   b) No
3. Would you be interested in an energy drink with natural or organic ingredients?
   a) Yes
   b) No
   c) Not Sure

- **Marketing and Packaging:**

1. Which marketing channels or platforms do you often come across energy drink advertisements?
   a) TV commercials
   b) Online ads
   c) Print media
   d) Outdoor billboards
   e) Other
2. What type of packaging or bottle design would attract you to purchase an energy drink?
   a) Compact and portable cans
   b) Innovative bottle design
   c) Eco-friendly design
   d) Collectible packaging
   e) Other
3. Would you be more likely to buy an energy drink with limited edition packaging?
   a) Yes
   b) No
   c) Not sure

- **Pricing and Availability:**

1. What price range do you consider reasonable for an energy drink?
   a) Below 50
   b) 50-99
   c) 100-150
   d) Above 150
2. Where do you typically purchase energy drinks?
   a) Local stores
   b) Supermarkets
   c) Online retailers
   d) Gyms and fitness centers
   e) Other
3. In which situations or activities do you typically consume energy drinks?
   a) Sports/exercise
   b) Studying/working late
   c) Social outings/parties
   d) Driving/commuting
   e) Other

Resources Provided

1 Dataset required to generate Insights

- **dim_city:** contains data such as **city name**, **city_id**, **tier (1 or 2)**.
- **dim_respondents:** Contains data of repondents such as **Id**, **name**, **age**, **gender** and **city_id**.
- **fact_survey_responses:** Contains data of answers, answered by respondents in survey along with **reponse_id** and **respondent_id**.

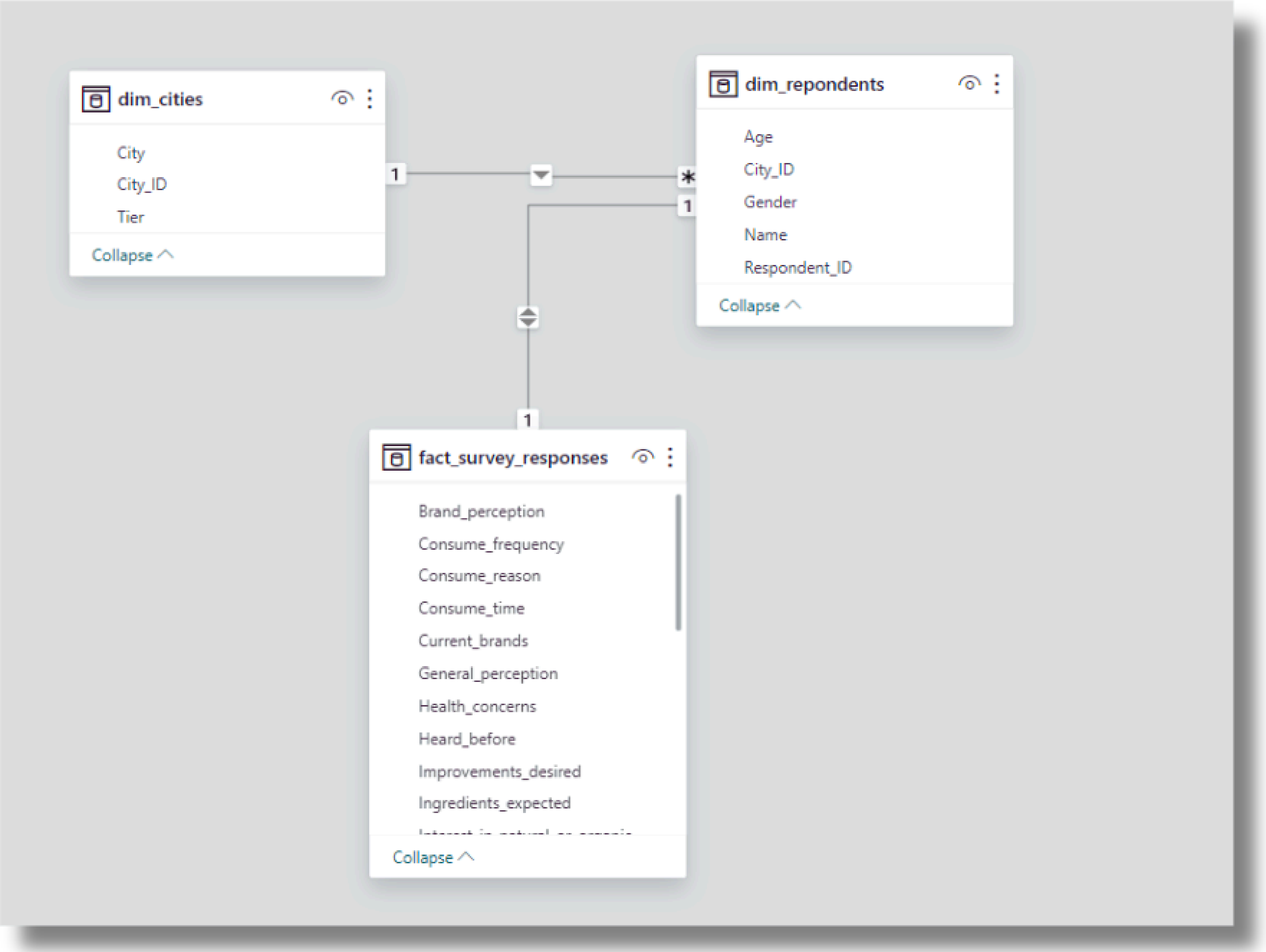
2 Metadata

- Contains **Metadata** file
- Contains pdf file of **Primary and Secondary** Analysis questions which we have to answer using the data.

3 Survey questions

- Pdf file which is consists of the list of all the **questions** that are asked in the **survey** from **respondents.**

Data Model



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Consume_frequency
Consume_reason
Consume_time
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General_perception
Health_concerns
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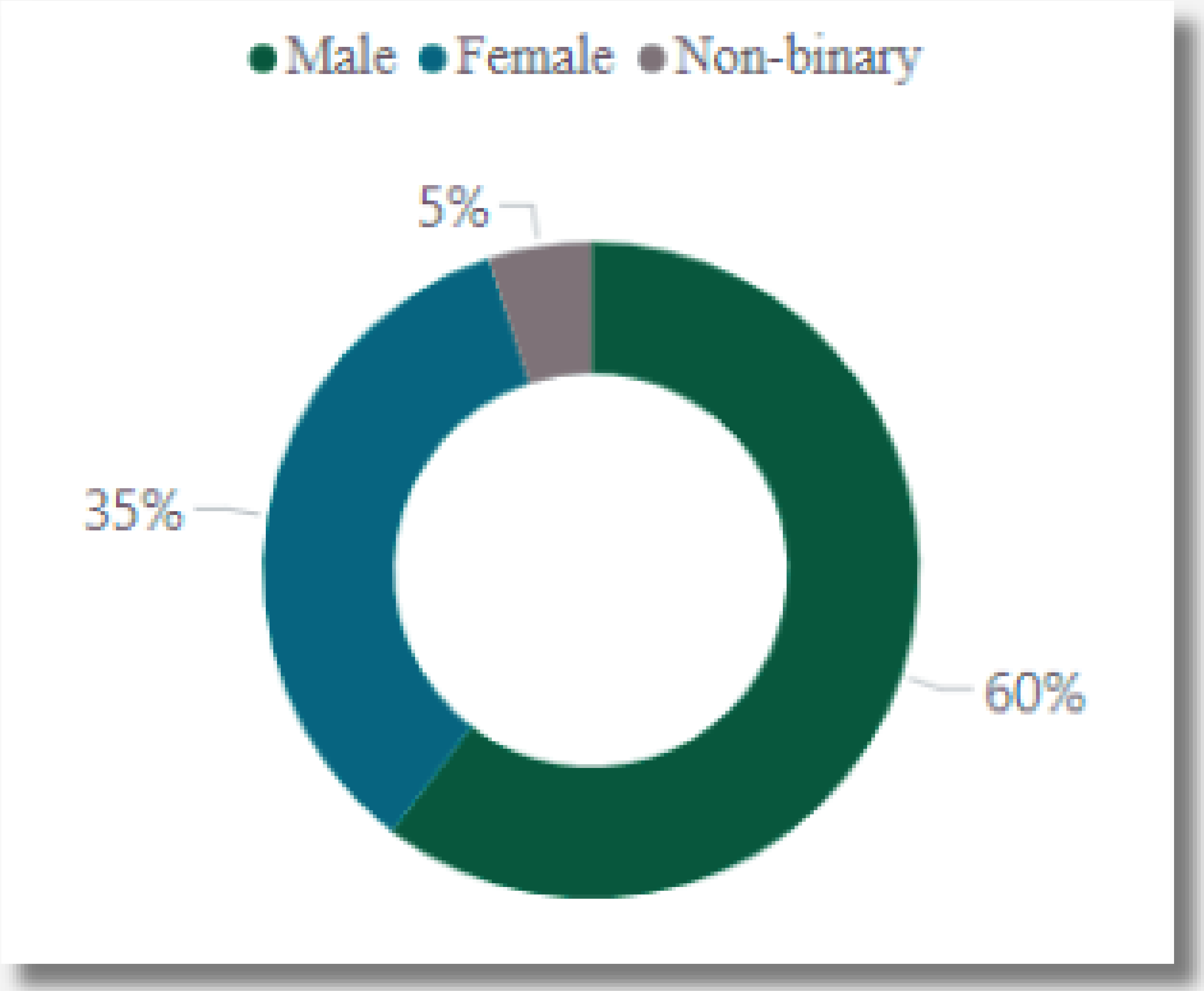
Demographic Insights

Demographic Insights:

A. Who prefers energy drink more? (male/female/non-binary?)



FINDING:

- **Males** are the primary consumers, accounting for **60%** of the total survey respondents who prefer energy drinks.

IMPLICATION:

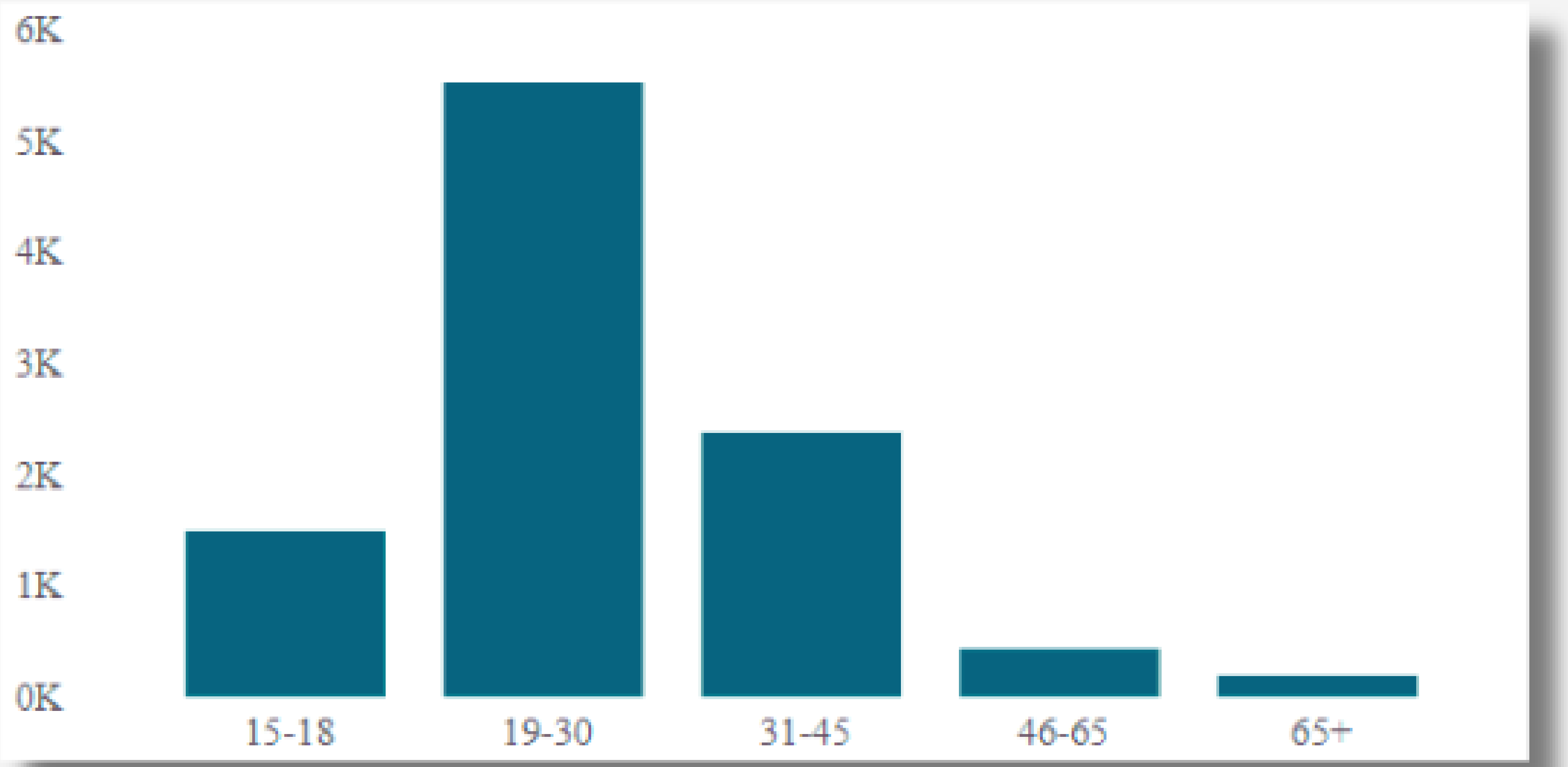
- Marketing campaigns and promotions can be tailored to target male consumers, especially in key regions with higher sales potential.

RECOMMENDATION:

- Focus on male-oriented branding, such as sports, fitness, and adventure themes, to strengthen market appeal and engagement.

Demographic Insights:

B. Which age group prefers energy drinks more?



FINDING:

- The age group **19-30** shows the highest preference for energy drinks

IMPLICATION:

- Design marketing campaigns that appeal to young adults by emphasizing lifestyle themes such as fitness, socializing, and convenience.

RECOMMENDATION:

- Leverage digital marketing channels like social media platforms (Instagram, YouTube) to engage this age group effectively.

Demographic Insights:

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

Marketing channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	**4020**
TV commercials	495	1290	737	117	49	**2688**
Outdoor billboards	117	585	431	65	28	**1226**
Other	94	608	408	78	37	**1225**
Print media	75	371	310	57	28	**841**
Total	**1488**	**5520**	**2376**	**426**	**190**	**10000**

FINDING:

- **Online Ads** are the most effective marketing channel, capturing the attention of the youth aged **15-30**.

IMPLICATION:

- Digital platforms hold the greatest potential for engaging this demographic, as they spend a significant amount of time online.

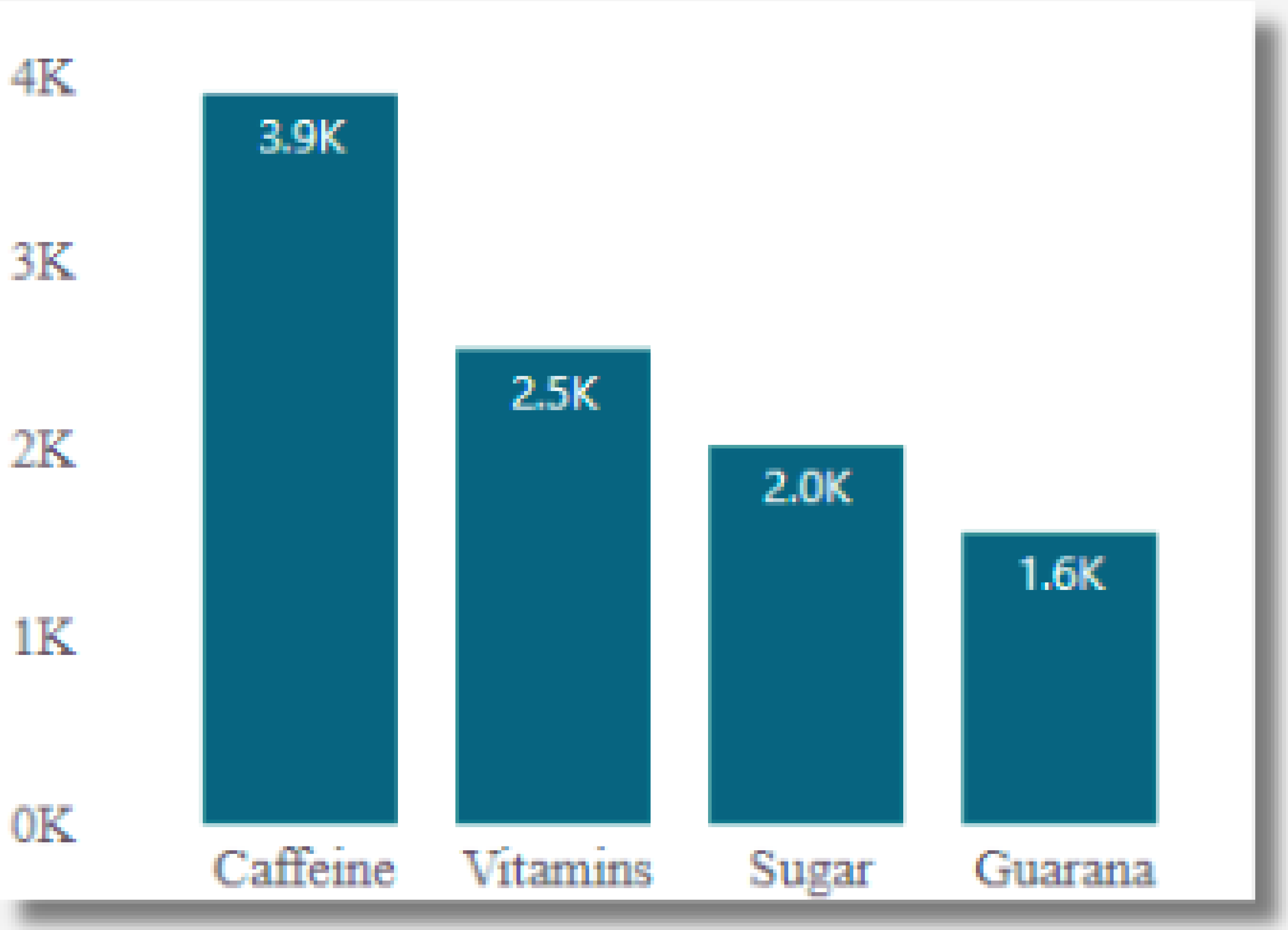
RECOMMENDATION:

- Invest in targeted online advertising campaigns on popular platforms like Instagram, YouTube, and Snapchat.

Consumer Preferences

Consumer Preferences:

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



FINDING:

- Caffeine is the most preferred ingredient, with 3.9K respondents expressing their preference.

IMPLICATION:

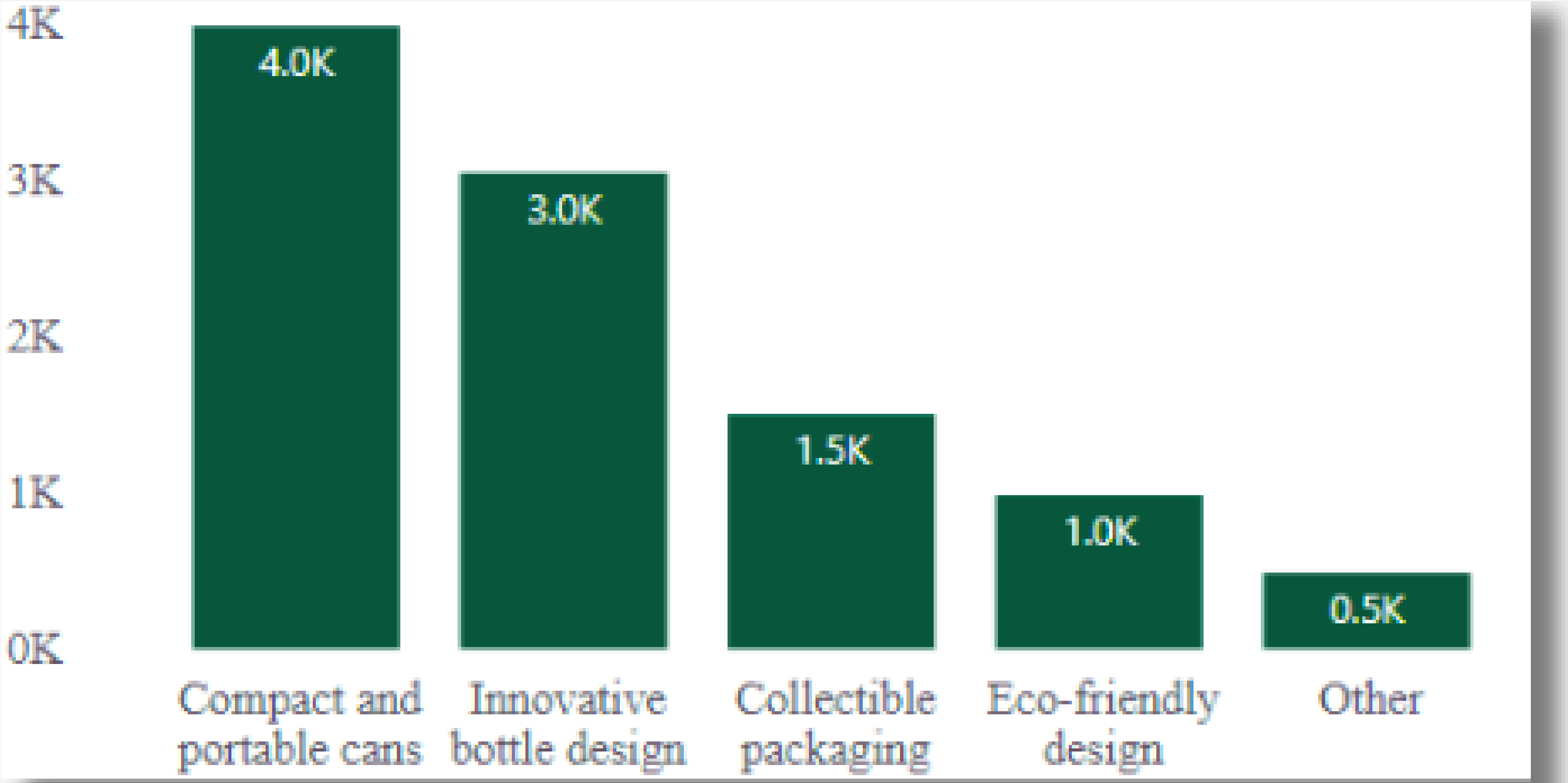
- Consumers value energy drinks that contain caffeine, highlighting its role as a key factor in driving product appeal.

RECOMMENDATION:

- Consider introducing product variants that emphasize caffeine as the primary energy-boosting ingredient, while ensuring compliance with health and safety standards.

Consumer Preferences:

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



FINDING:

- The majority of respondents (4.0K) prefer compact and portable cans for energy drinks.

IMPLICATION:

- Consumers value convenience and portability in packaging, making compact cans a key selling point.

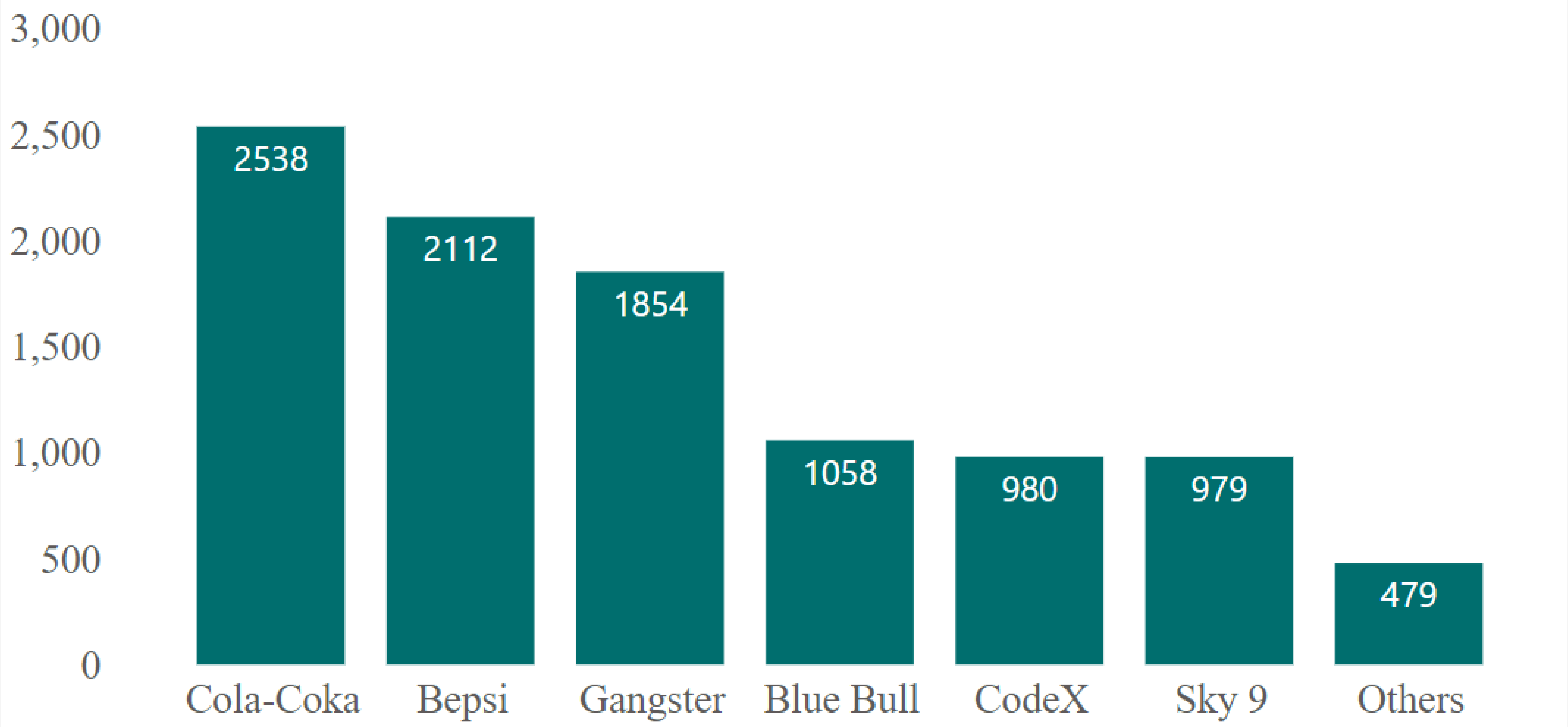
RECOMMENDATION:

- Focus on producing and marketing energy drinks in compact and portable cans to meet consumer demands.

Competition Analysis

Competition Analysis:

A. Who are the current market leaders?



Cola-Coka is the dominant market leader with a significantly higher value **(2538)** compared to all other competitors. **Bepsi** holds a distant second position **(2112)**.

Competition Analysis:

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

Reason For Choosing Brand

Brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Cola-Coka	510	616	433	448	531
Bepsi	418	577	339	355	423
Gangster	339	511	338	309	357
Blue Bull	180	289	187	165	237
CodeX	195	259	176	168	182
Sky 9	182	260	188	155	194
Others	86	140	87	79	87
Total	**1910**	**2652**	**1748**	**1679**	**2011**

FINDING:

- Cola-Coka is primarily chosen for its Brand reputation (616) and Taste/flavor preference (531). Bepsi is also highly preferred for Brand reputation (577) and Taste/flavor preference (423). these line in shorts

IMPLICATION:

- Brand reputation and Taste/flavor preference are the top reasons for consumer preference.

RECOMMENDATION:

- Enhance brand reputation and taste/flavor profile to compete with leading brands like Cola-Coka and Bepsi.

Marketing Channels and Brand Awareness

Marketing Channels and Brand Awareness:

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

Marketing Preference by Age

Marketing channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	**4020**
TV commercials	495	1290	737	117	49	**2688**
Outdoor billboards	117	585	431	65	28	**1226**
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Print media	75	371	310	57	28	**841**
Total	**1488**	**5520**	**2376**	**426**	**190**	**10000**

FINDING:

- Online ads have the highest total preference with a count of 4020, making them the most effective marketing channel followed by TV commercials (2688).

IMPLICATION:

- Online ads and TV commercials are the most effective channels to reach a broader audience.

RECOMMENDATION:

- Invest heavily in online advertising and TV commercials campaigns to maximize customer reach and engagement.

Marketing Channels and Brand Awareness:

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

Marketing Preference by Age

Marketing channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	68	269	54	11	9	411
TV commercials	44	121	79	11	6	261
Outdoor billboards	12	59	41	4	3	119
Other	4	61	41	6	4	116
Print media	7	30	27	5	4	73
Total	135	540	242	37	26	980

FINDING:

- Online ads: Highest preference with a count of 411.
- TV commercials: Moderate effectiveness with a preference count of 261.
- Outdoor billboards: Lower effectiveness with a preference count of 119.
- Print media: Least effective with a preference count of 73.

RECOMMENDATION:

- Invest heavily in online advertising to maximize customer reach and engagement.
- Consider reallocating budget from traditional channels to digital platforms for better ROI.

IMPLICATION:

- Online ads are the most effective channel for reaching a broader audience.
- Traditional channels like TV commercials and print media are less effective in comparison.

Brand Penetration

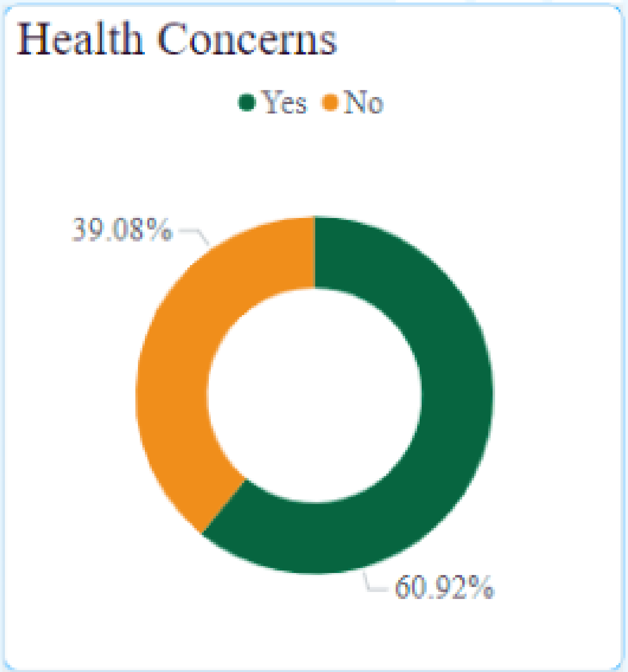
Brand Penetration:

A. What do people think about our brand? (overall rating)

Codex Respondents	Avg Codex Taste Experience
980	3.28

Perception About Codex

General Perception	Female	Male	Non-binary	Total
Effective	75	202	9	286
Not sure	106	144	10	260
Healthy	67	142	11	220
Dangerous	104	102	8	214
Total	352	590	38	980



FINDING:

- Overall Rating: The average rating for CodeX's taste experience is 3.28 out of 5, based on feedback from 980 respondents.
- Health Concerns: 60.92% of respondents have health concerns, while 39.08% do not

IMPLICATION:

- The moderate overall rating suggests that while some customers are satisfied with CodeX's taste, there is room for improvement to enhance overall customer satisfaction.
- A significant portion of customers have health concerns, which may impact their purchasing decisions.

RECOMMENDATION:

- Research and improve taste based on customer feedback. Highlight health benefits of CodeX products

Brand Penetration:

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

City Wise Respondents

City	Total Respondents	Codex Respondents
Bangalore	2828	292
Hyderabad	1833	182
Mumbai	1510	156
Chennai	937	92
Pune	906	92
Kolkata	566	48
Ahmedabad	456	45
Delhi	429	40
Jaipur	360	28
Lucknow	175	5
Total	**10000**	**980**

FINDING:

- Cities to Focus On: Lucknow (5 respondents), Jaipur (28 respondents), Delhi (40 respondents), Ahmedabad (45 respondents), Kolkata (48 respondents).

IMPLICATION:

- These cities have the lowest number of CodeX respondents, indicating a need for increased marketing efforts to boost brand presence and customer engagement.

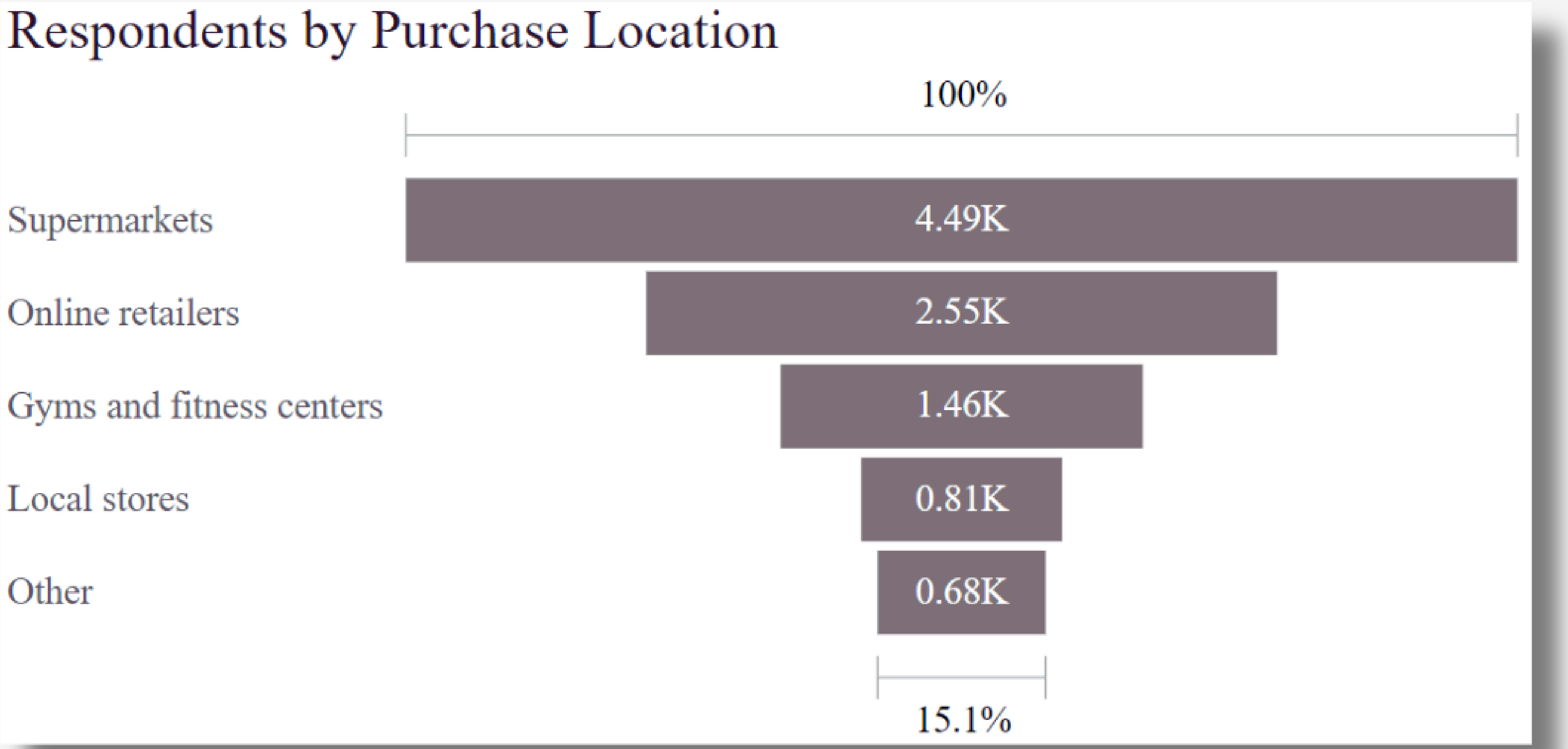
RECOMMENDATION:

- Implement targeted marketing campaigns, conduct local events, and collaborate with influencers to raise brand awareness and attract more customers.

Purchase Behaviour

Purchase Behaviour:

A. Where do respondents prefer to purchase energy drinks?



FINDING:

- Respondents prefer to purchase energy drinks primarily from supermarkets (4.49K), followed by online retailers (2.55K).

IMPLICATION:

- Supermarkets are the most popular and convenient place for buying energy drinks.

RECOMMENDATION:

- Focus marketing and distribution efforts on supermarkets to maximize reach and sales.
- Enhance online presence and partnerships with gyms to cater to health-conscious consumers.

Purchase Behaviour:

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

Consumption Situations by Gender

Consumption Situations	Female	Male	Non-binary	Total
⊞ Driving/commuting	114	168	15	**297**
⊞ Other	154	312	25	**491**
⊞ Social outings/parties	527	872	88	**1487**
⊞ Sports/exercise	1545	2724	225	**4494**
⊞ Studying/working late	1115	1962	154	**3231**
Total	**3455**	**6038**	**507**	**10000**

FINDING:

- The most common consumption situations for energy drinks among respondents are during sports/exercise (4494 respondents) and studying/working late (3231 respondents).

IMPLICATION:

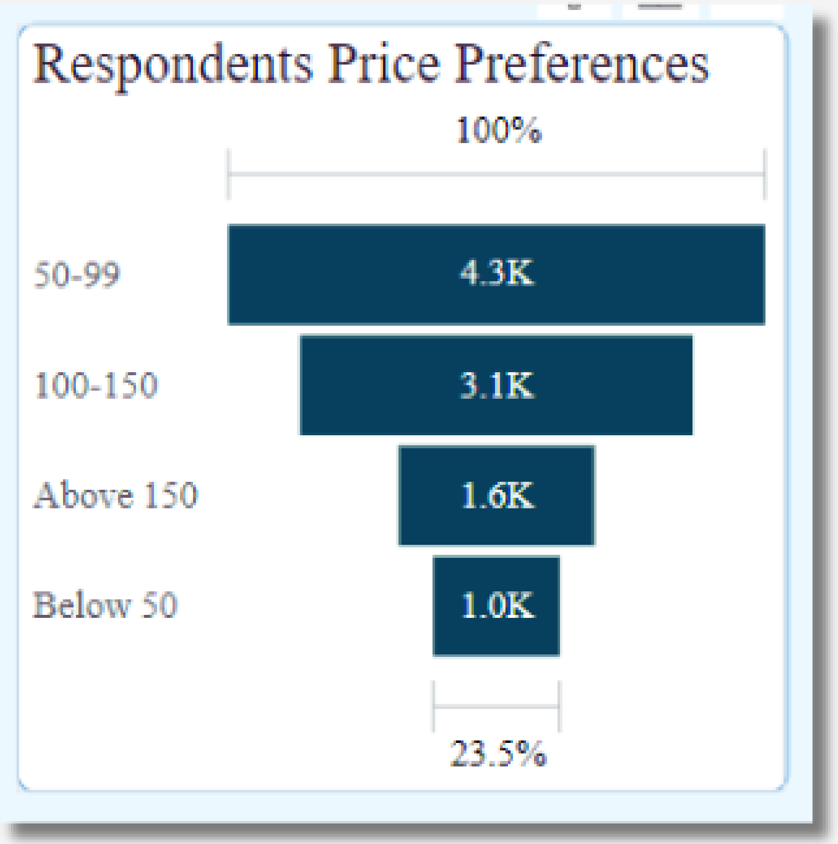
- Energy drink consumption is highly associated with physical activities and situations requiring prolonged alertness or energy.

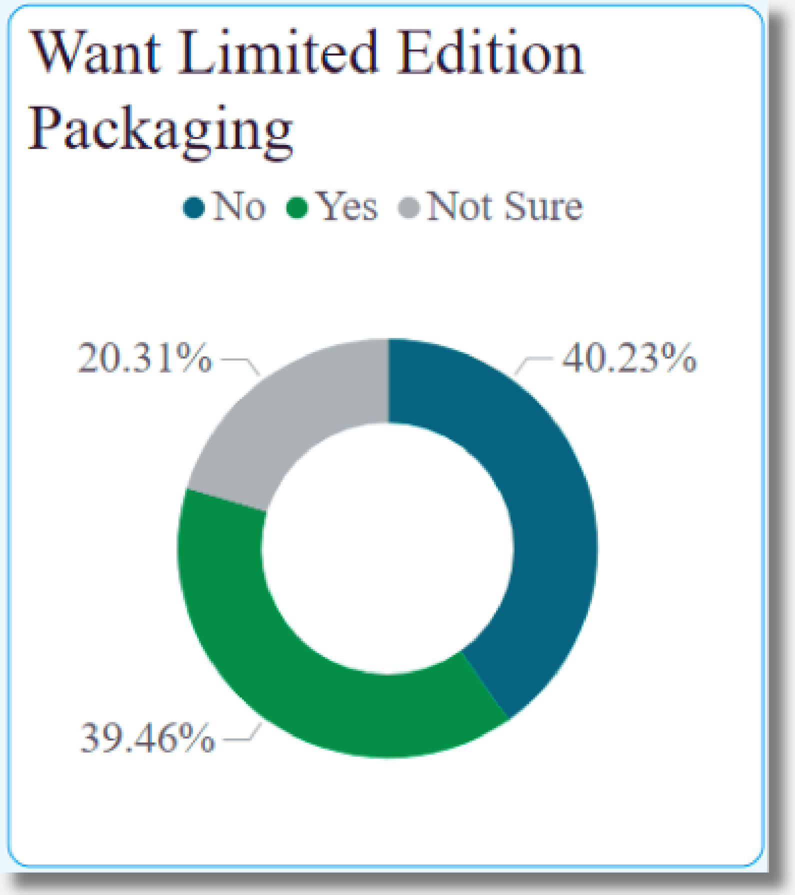
RECOMMENDATION:

- Develop targeted marketing campaigns for sports and exercise contexts.
- Create promotional materials aimed at students and professionals who need to stay awake and alert.

Purchase Behaviour:

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





IMPLICATION:

- The preferred price range indicates that most respondents are willing to pay between 50-150 for energy drinks.
- Limited edition packaging may appeal to some consumers but isn't a decisive factor for all.

FINDING:

- Price Preferences: Respondents prefer the price range of 50-99 (4.3K), followed by 100-150 (3.1K), Above 150 (1.6K), and Below 50 (1.0K).
- Limited Edition Packaging: 40.23% of respondents are in favor, 39.46% are against, and 20.31% are unsure.

RECOMMENDATION:

- Target marketing efforts on the 40.23% who favor limited edition packaging.
- Conduct further research to understand the preferences of those against or unsure.
- Analyze how price range influences purchase decisions in conjunction with limited edition packaging.

Product Development

Product Development:

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

i. Branding

Consumption Situations by Age Groups

Consumption Situation	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	2	18	1		1	22
Other	10	31	13	5	1	60
Social outings/parties	17	60	42	1	8	128
Sports/exercise	65	251	109	18	7	450
Studying/working late	41	180	77	13	9	320
Total	**135**	**540**	**242**	**37**	**26**	**980**

City Wise Respondents

City	Total Respondents	Codex Respondents
Bangalore	2828	292
Hyderabad	1833	182
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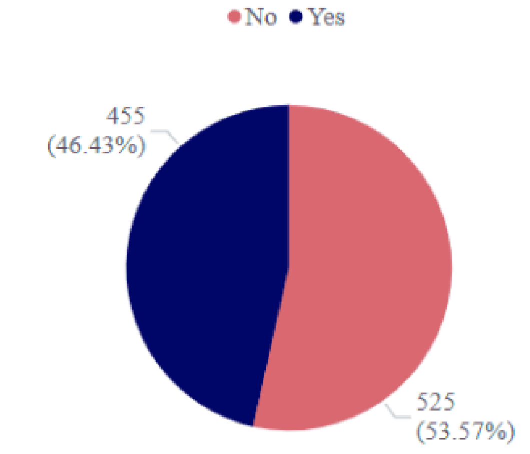
Total	**10000**	**980**

Heard About CodeX Before



FINDING:

- The 19-30 age group (540) is the largest consumer base, mainly consuming during sports/exercise (450) and studying/working late (320).
- Bangalore (292), Hyderabad (182), and Mumbai (156) are key markets, while Lucknow (5) and Jaipur (28) show low engagement.
- 53.57% of respondents have heard about CodeX, while 46.43% have not, indicating room for branding improvement.

IMPLICATION:

- The 19-30 age group is the primary consumer segment, particularly those engaging in sports/exercise and studying/working late.
- Bangalore, Hyderabad, and Mumbai should be the main focus cities for marketing and expansion.
- Nearly half of the respondents are unaware of CodeX, signaling a branding gap

RECOMMENDATION:

- Focus on digital/offline marketing in Bangalore, Hyderabad, and Mumbai, using sports influencers and sampling in gyms and universities. Develop energy-boosting and focus-enhancing products for key consumption needs.

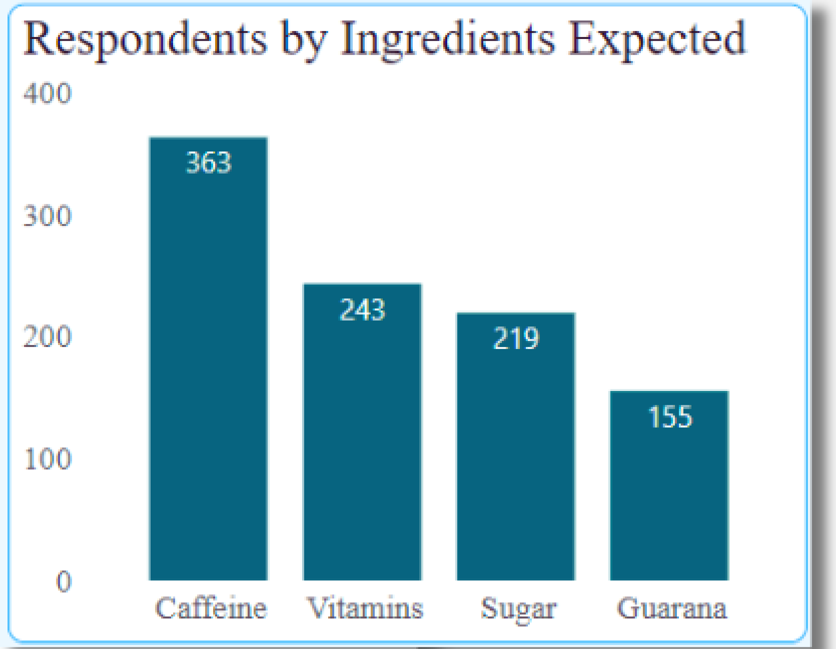
Product Development:

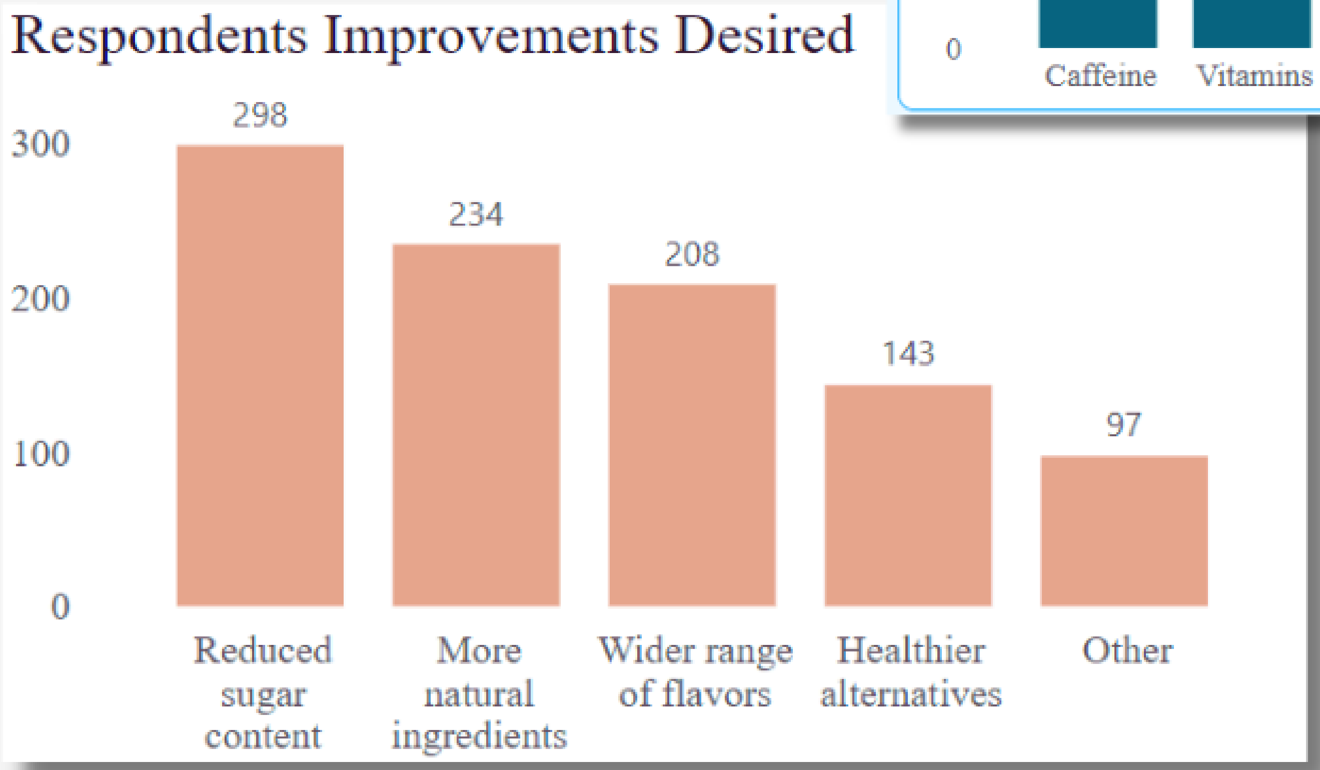
A. Which area of business should we focus more on our product development? (Branding/taste/availability)

ii. Taste

Avg Codex Taste Experience

3.28





FINDING:

- The average taste experience rating is 3.28, indicating room for improvement.
- The top expected ingredients are caffeine (363 respondents), vitamins (243 respondents), and sugar (219 respondents)
- Desired improvements include reduced sugar content (298), more natural ingredients (234), and a wider range of flavors (208).

IMPLICATION:

- Consumers are health-conscious, preferring products with less sugar, more natural ingredients, and healthier alternatives.
- There is a demand for caffeine and vitamins, but sugar is also expected, suggesting a need for balance in formulation.

RECOMMENDATION:

- Focus on reducing sugar content while maintaining taste quality. Introduce healthier and more natural ingredients to align with customer expectations.
- Expand the flavor variety to cater to diverse preferences. Consider fortifying the product with vitamins and caffeine to meet ingredient expectations.

Product Development:

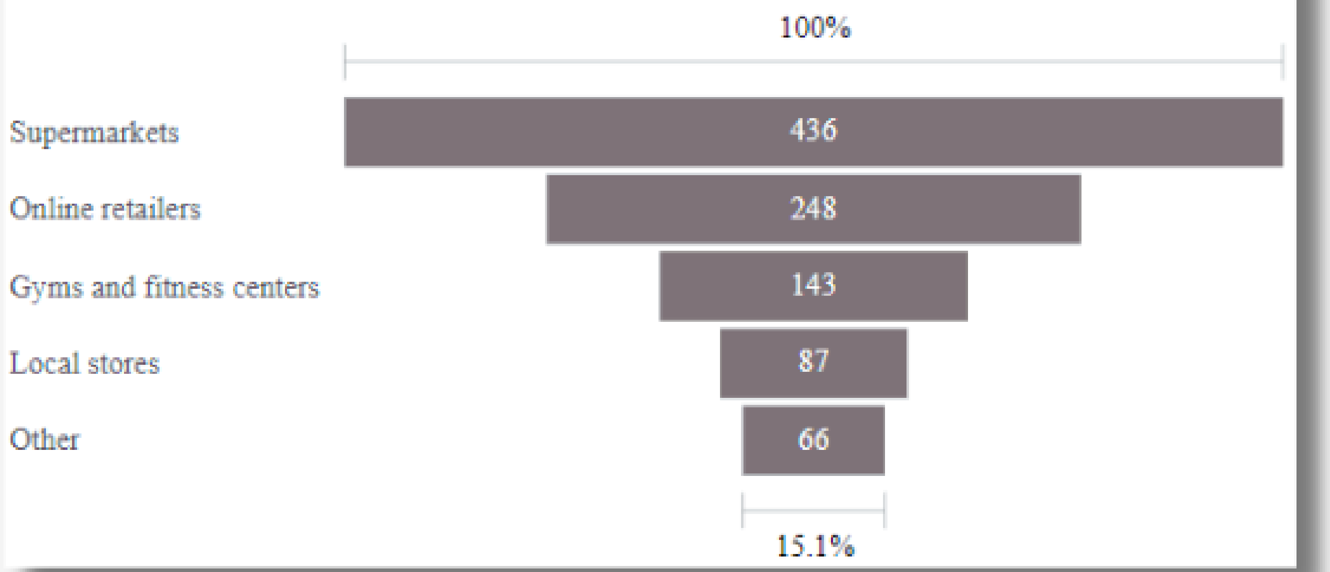
A. Which area of business should we focus more on our product development? (Branding/taste/availability)

iii. Availability

Reasons Preventing Trying

Reason Preventing	Female	Male	Non-binary	Total
Health concerns	80	142	11	233
Not available locally	65	153	11	229
Not interested in energy drinks	90	114	6	210
Unfamiliar with the brand	64	119	7	190
Other	53	62	3	118

Respondents by Purchase Location



FINDING:

- Availability is a major hurdle: "Not available locally" is the second biggest reason (229 respondents) why people don't try the product.
- Supermarkets are crucial: 436 respondents buy it there, making it the primary channel.

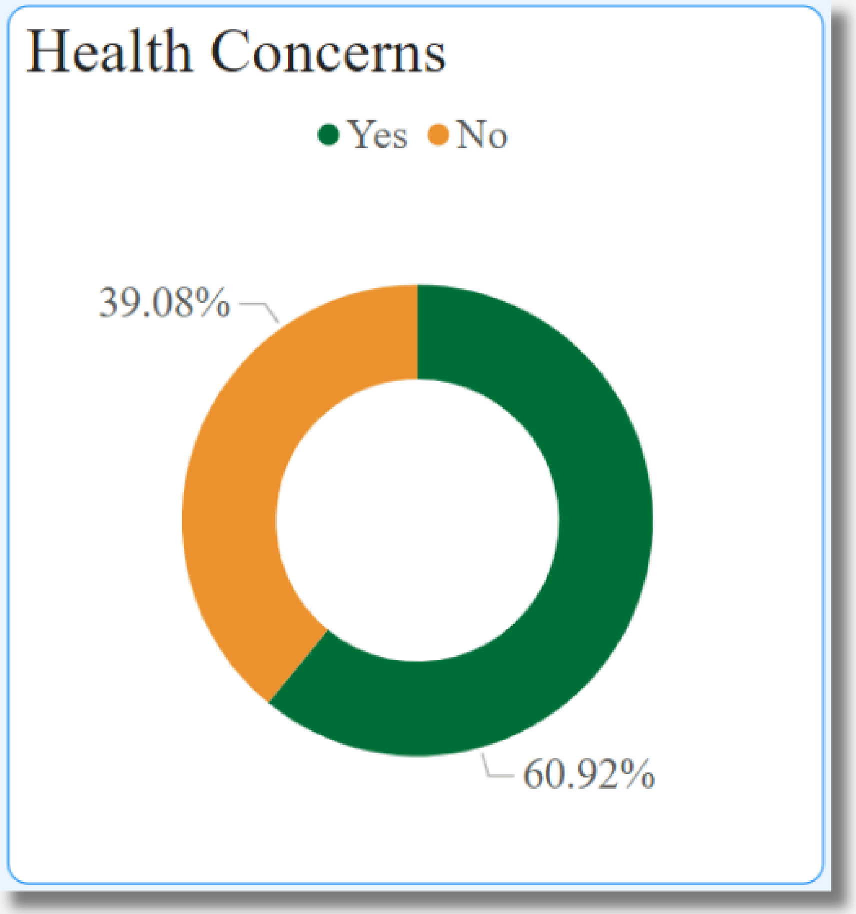
RECOMMENDATION:

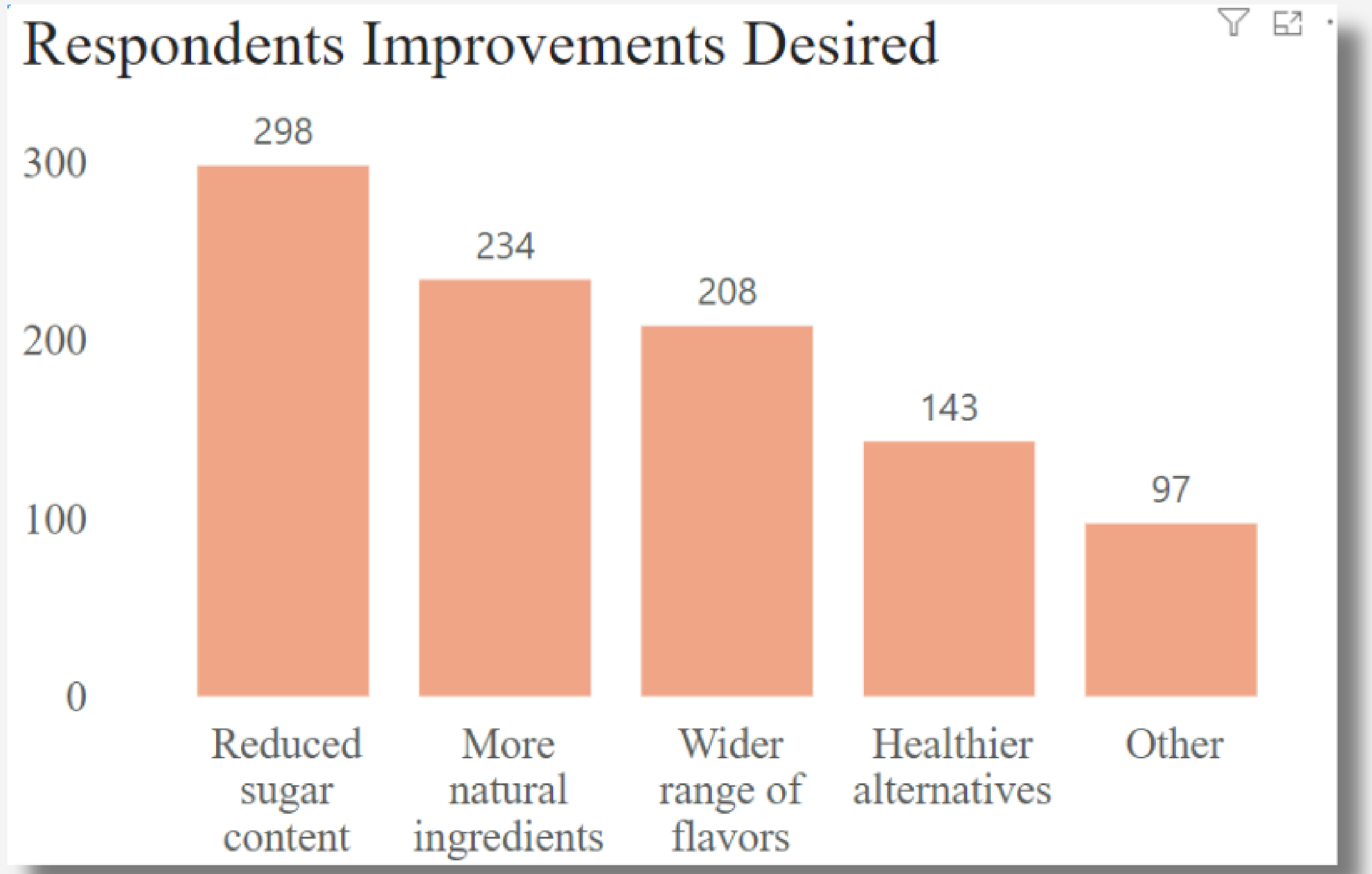
- Increase local reach: Focus on expanding distribution in areas where people work, study, and exercise.
- Supermarket strategy: Strengthen supermarket presence with new placements and promotions.
- Explore online options: Increase online availability through partnerships or direct-to-consumer sales.

Recommendations for CodeX

Recommendations for CodeX

What immediate improvements can we bring to the product?

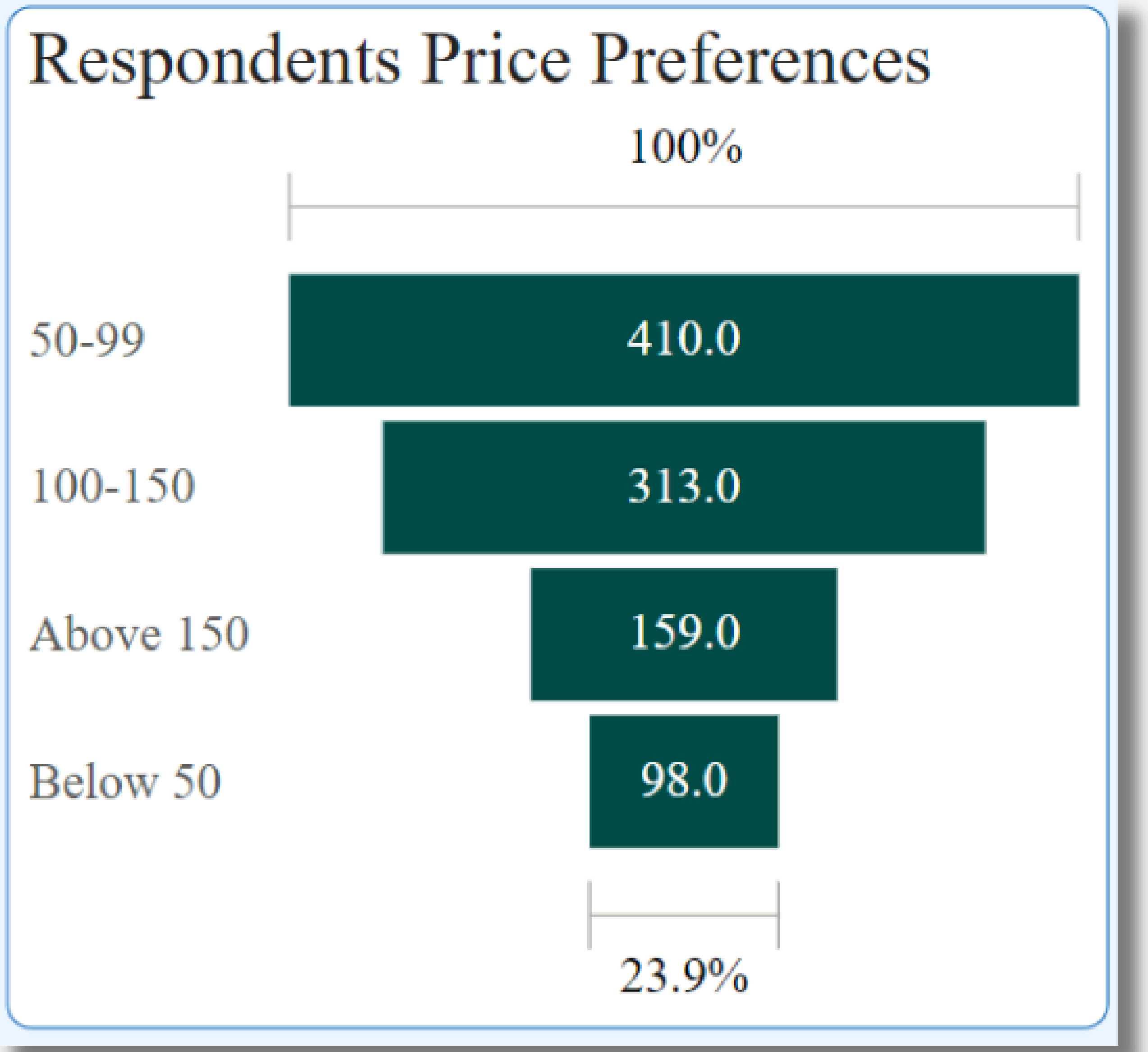




- **Improve product formulation and ingredients:** This encompasses removing harmful ingredients and using more natural/healthier ones.
- **Enhance transparency and communication:** This covers clearer labeling, nutritional information, and open communication about health benefits and risks.
- **Reduce sugar content:** This is overwhelmingly the most desired improvement (298 responses), making it the top priority.
- **Incorporate more natural ingredients:** This is the second most desired improvement (234 responses), and should be the next focus.

Recommendations for CodeX

What should be the ideal price of our product?



- The ideal price range appears to be **between 50 and 99**, as it has the highest number of **responses (410)**. This suggests that the majority of potential customers are willing to pay within this range.

- While the **"Below 50"** category might seem attractive due to affordability, it has significantly fewer **responses (98)**. Setting the price too low might also make consumers perceive the product as low-quality.

Recommendations for CodeX

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

MARKETING CAMPAIGNS:

- **Moments of Joy" Campaign:** Associate the beverage with happy and memorable moments. Show friends and family sharing the drink at **gatherings** or **celebrations**.
- **Refresh Your Day" Campaign:** Focus on the refreshing and revitalizing qualities of the beverage. Show people enjoying it **after workout**, **on a hot day**.

OFFERS:

- **Buy-One-Get-One (BOGO) offers:** A classic promotion to drive trial and increase sales volume.
- **Multi-Pack Discounts:** Offer discounts on larger packs or cases of the beverage.
- **Free Gift with Purchase:** Include a free item like **branded water bottle** with a qualifying purchase.

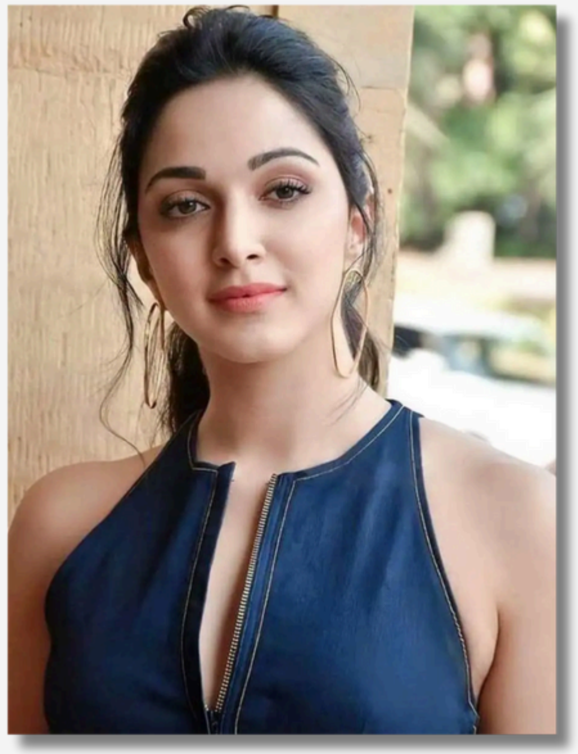
DISCOUNTS:

- **Early Bird Discounts**
- **Seasonal Discounts**
- **Coupon Codes**

Recommendations for CodeX

Who can be a brand ambassador, and why?

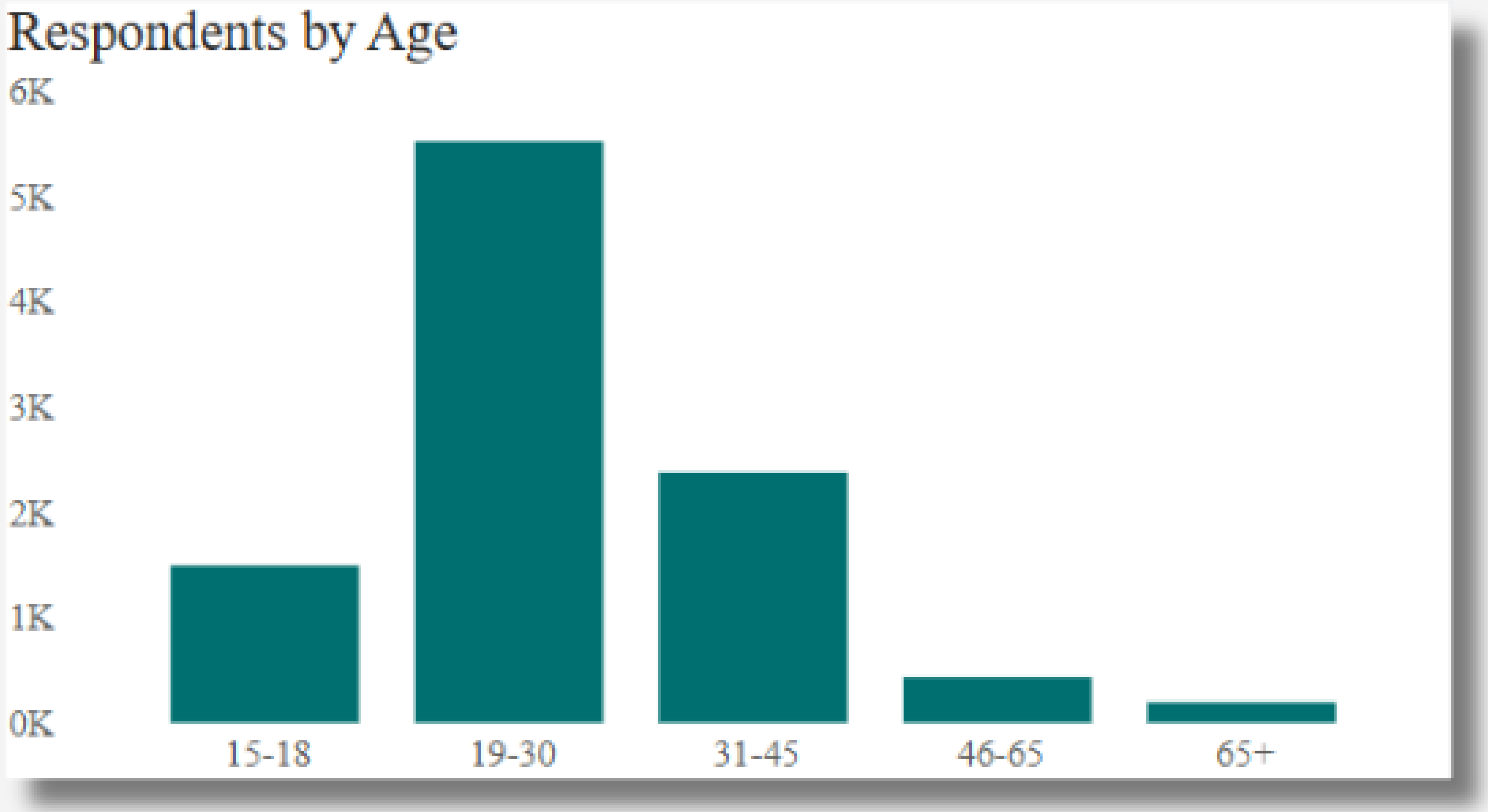
- **Winning Momentum:** World Cup success boosts his market value.
- **Broad Reach:** Cricket's popularity ensures wide appeal.
- **Positive Image:** Low-risk, respectable public persona.
- **Youth Appeal:** Aspirational role model for younger audiences.



- **Current Hit:** Popular with younger audiences due to recent films.
- **Wide Connect:** Pleasant on-screen presence, broad appeal.
- **Relatable Image:** Successful but not overly extravagant.

Recommendations for CodeX

Who should be our target audience, and why?



- The **19-30 age group (5.5K)** is the **primary target**, showing strongest interest. This focus offers the best potential for immediate sales and market share.
- The **15-18 (1.5K)** and **31-45 (2.4K)** groups are **secondary targets**. Tailored messaging can broaden the base and ensure long-term growth.

Thank You

Connect with me:

Email
adityarajvaidya58@gmail.com

Social Media
LinkedIn Github Website