



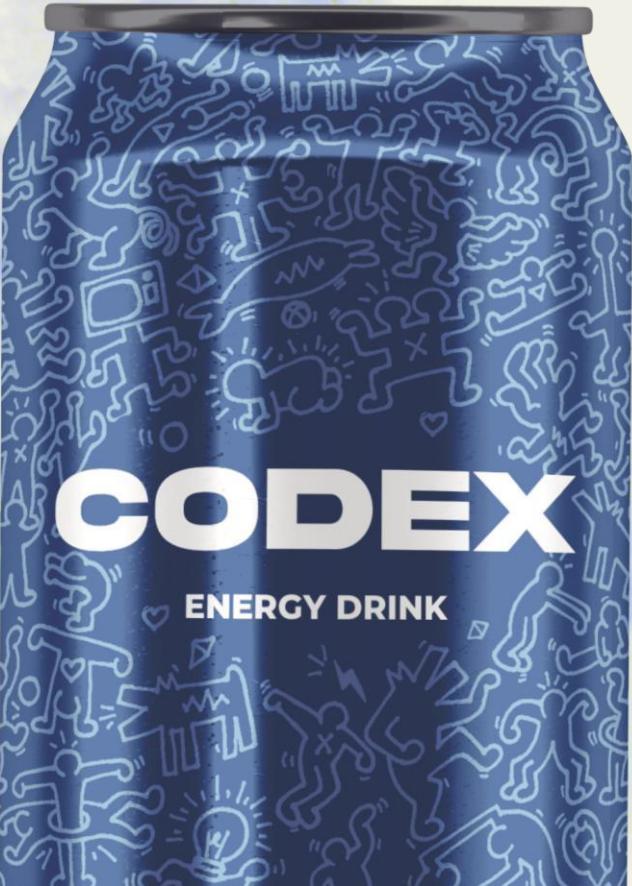
# CODEX

## ENERGY DRINK

PRESENTED BY:

AKASH JYOTI SAIKIA





# AGENDA

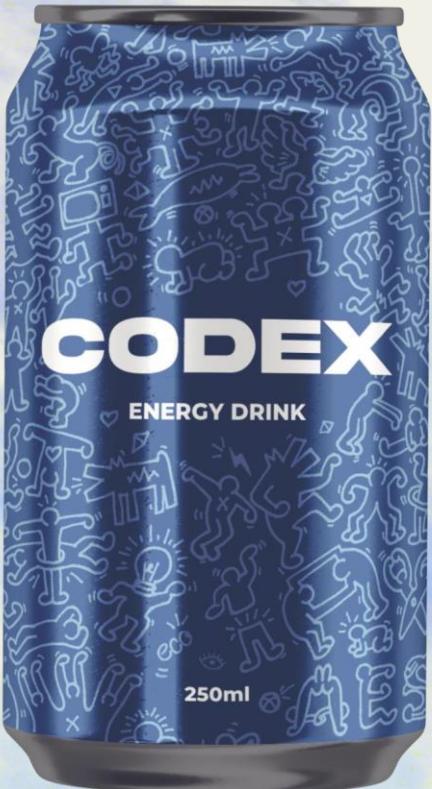
- Overview
- Objective
- Data, Requests & Tools
- Primary Insights
- Secondary Insights
- Recommendations

# OVERVIEW

- CodeX, a German beverage company, has launched an innovative energy drink in 10 cities across India, after conducting an extensive survey to understand consumer preferences and cater to their needs.
- By gathering valuable insights through the survey, CodeX aims to shape effective marketing strategies, increase brand awareness, and capture a significant share of the Indian beverage market.
- Committed to delivering refreshing and enjoyable experiences, CodeX combines German excellence with local preferences, ensuring that their energy drink resonates with the Indian consumers.



# OBJECTIVE



1

Analyze the Data

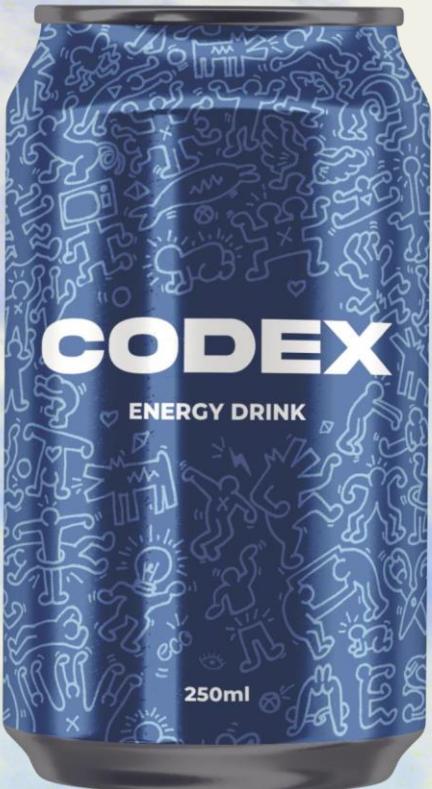
2

Find Target Customers

3

Recommendations for  
CodeX Energy Drink

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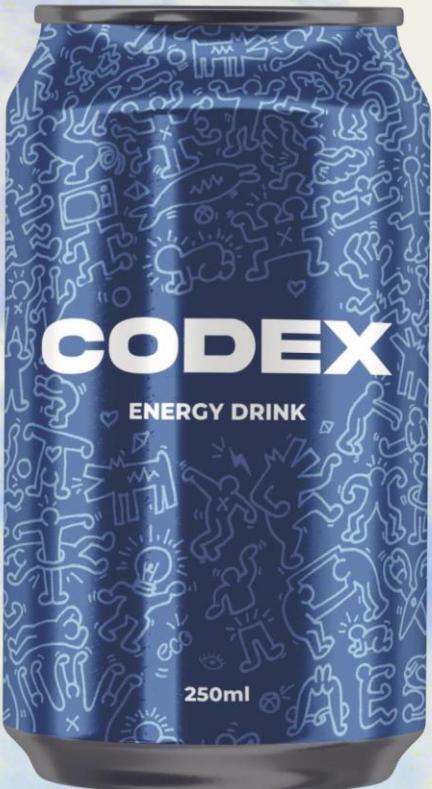
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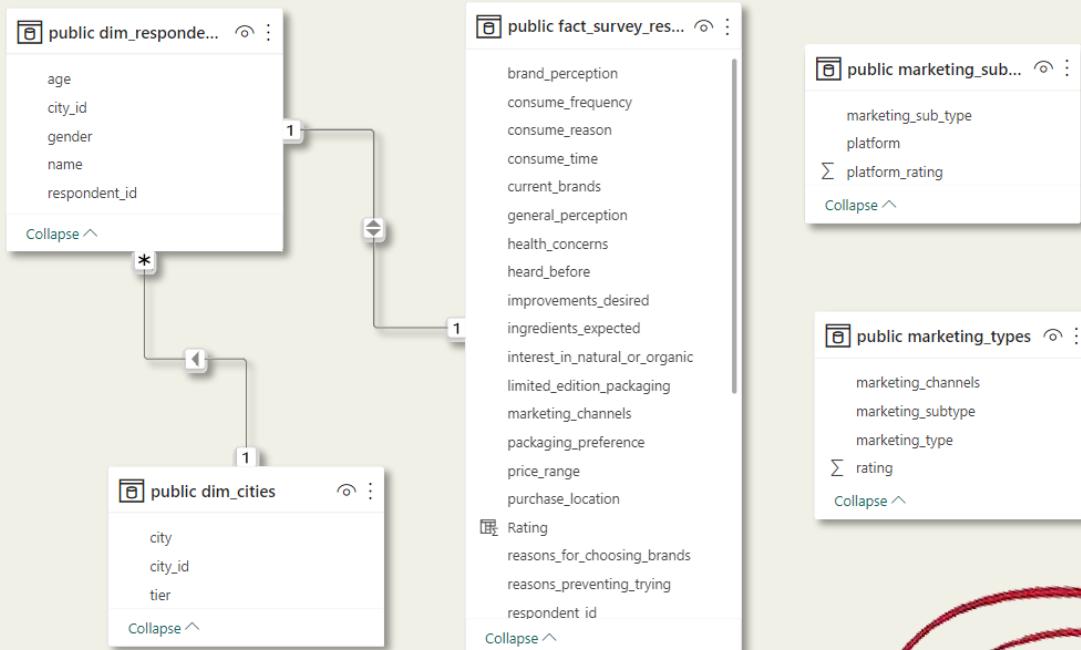
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# DATA, REQUESTS & TOOLS



**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*

- Demographic Insights (examples):**
  - a. Who prefers energy drink more? (male/female/non-binary?)
  - b. Which age group prefers energy drinks more?
  - c. Which type of marketing reaches the most Youth (15-30)?
- Consumer Preferences:**
  - a. What are the preferred ingredients of energy drinks among respondents?
  - b. What packaging preferences do respondents have for energy drinks?
- Competition Analysis:**
  - a. Who are the current market leaders?
  - b. What are the primary reasons consumers prefer those brands over ours?
- Marketing Channels and Brand Awareness:**
  - a. Which marketing channel can be used to reach more customers?
  - b. How effective are different marketing strategies and channels in reaching our customers?
- Brand Penetration:**
  - a. What do people think about our brand? (overall rating)
  - b. Which cities do we need to focus more on?
- Purchase Behavior:**
  - a. Where do respondents prefer to purchase energy drinks?
  - b. What are the typical consumption situations for energy drinks among respondents?
  - c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?
- Product Development**
  - a. Which area of business should we focus more on our product development? (Branding/taste/availability)

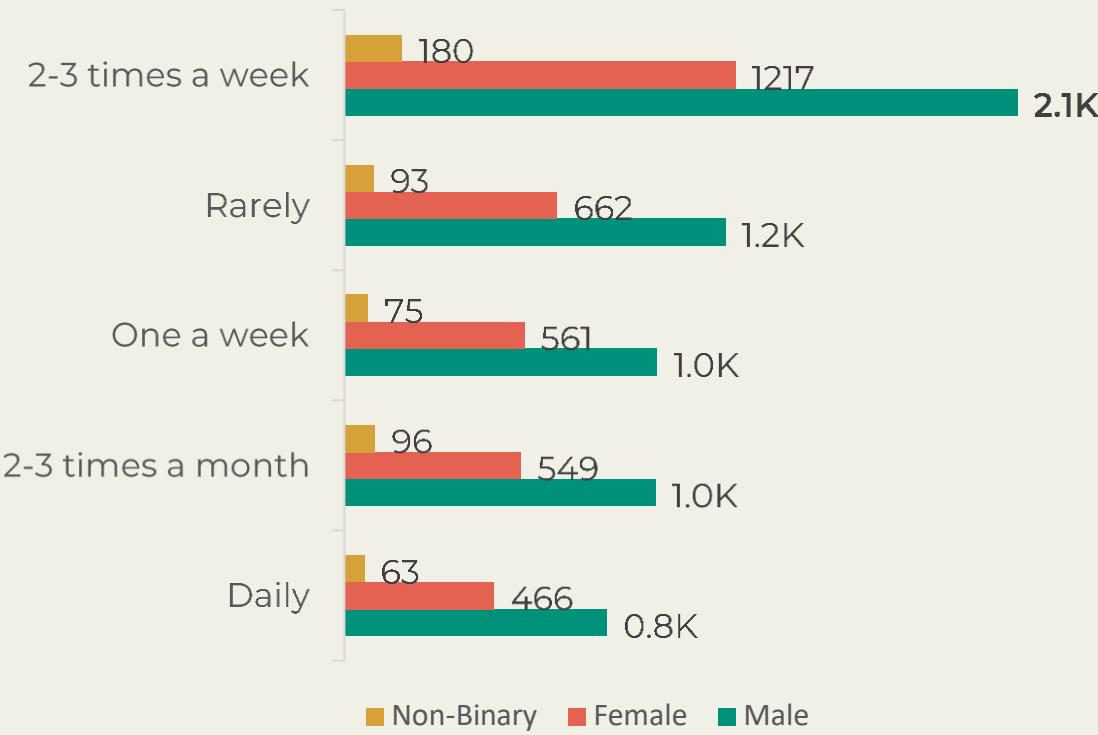
codebasics.io

codebasics.io

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

## Male highly prefers energy drinks

Unique Respondents (in thousands)



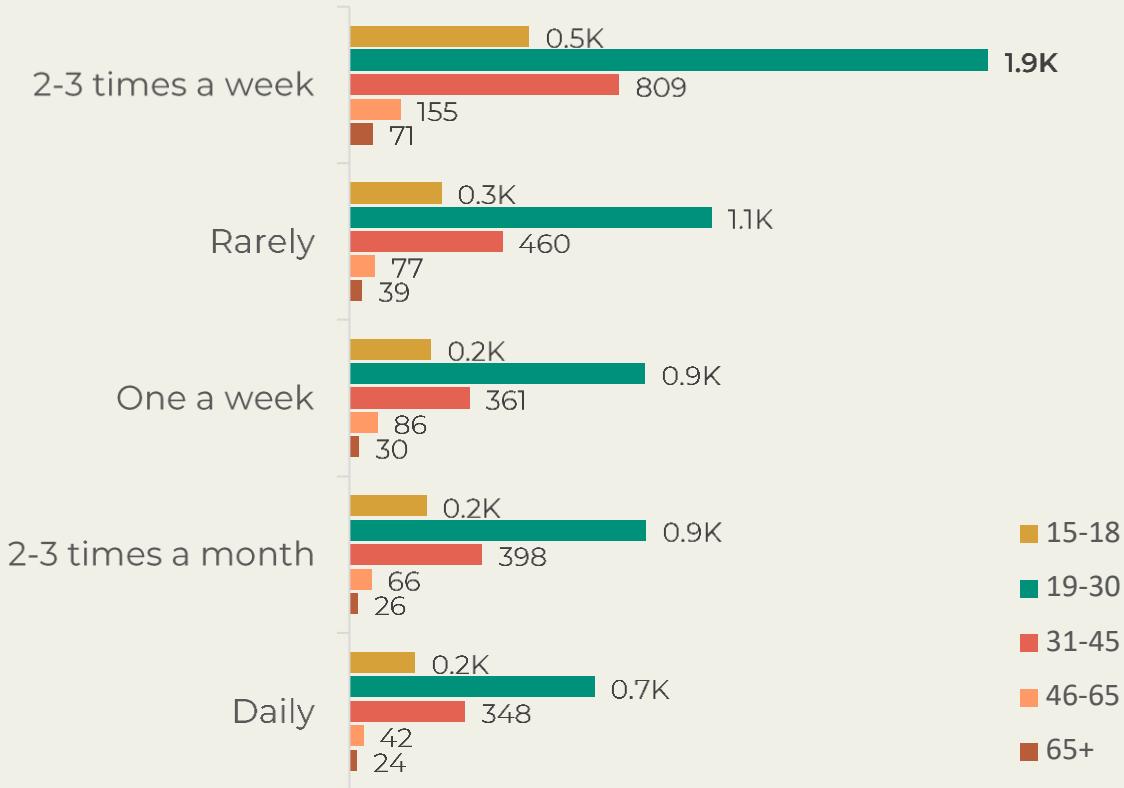
## Insights:

Among the respondents, **2.1K males** show a high preference for the energy drink, consuming it at least **2-3 times a week**.

## 2. Which age group prefers energy drinks more?

### 19-30 Age Group: Top Energy Drink Consumers

Unique Respondents (in thousands)



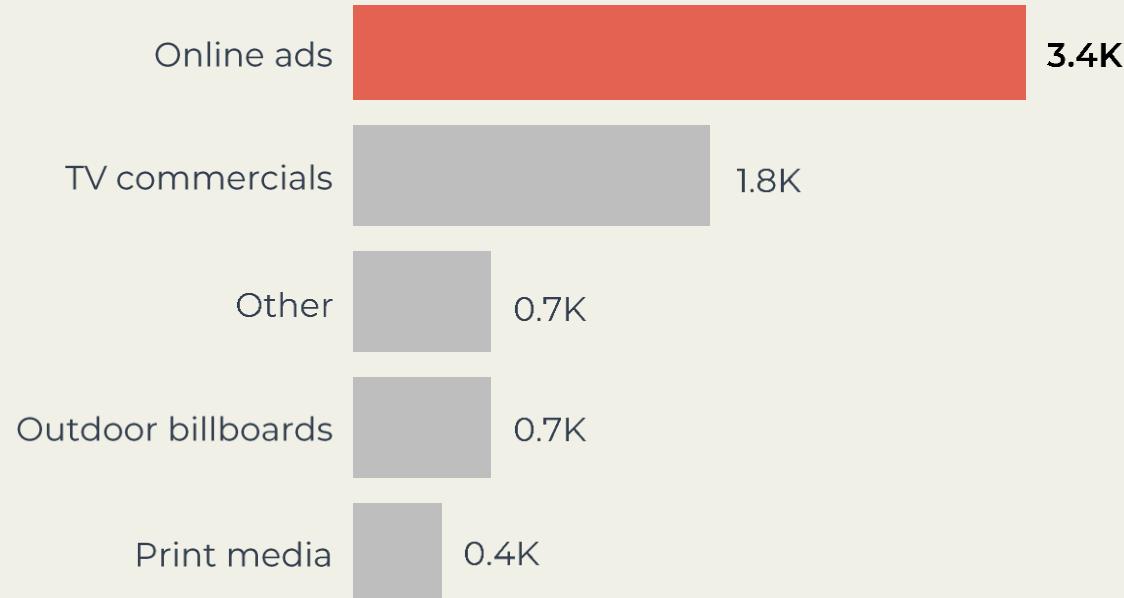
### Insights:

The **19-30 age group** displays the highest preference for energy drinks, followed by the 31-45 and 15-18 age groups.

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

#### Online Ads: Youth's Top Choice

*Unique Respondents of 15-30 age group (in thousands)*



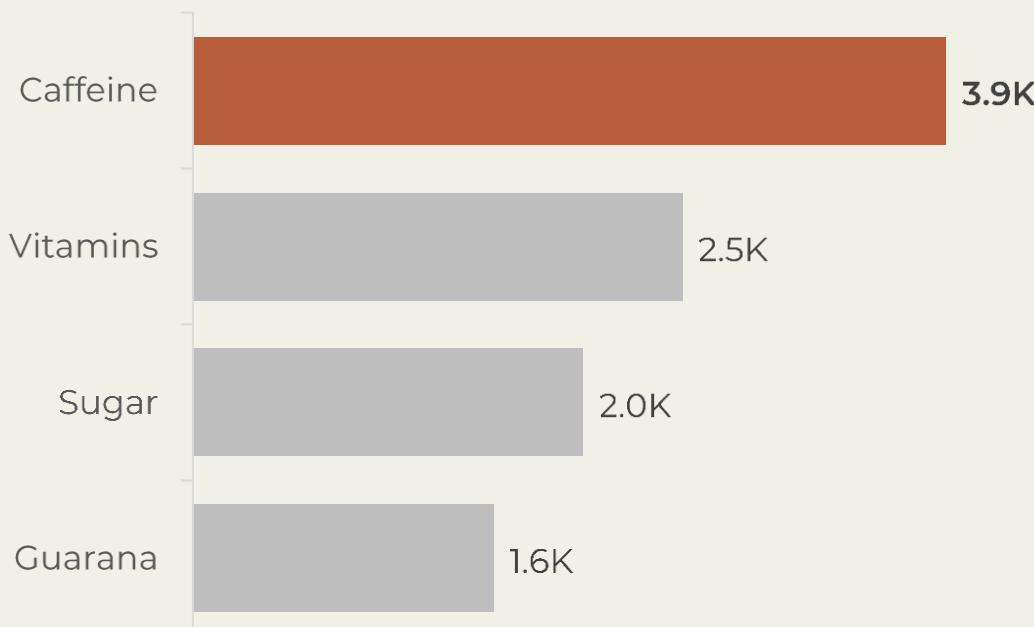
#### Insights:

**Online ads** effectively reach the youth aged 15-30, with TV commercials being the next effective marketing channel.

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

### Caffeine: Energy Drink's Key Ingredient

*Unique Respondents (in thousands)*



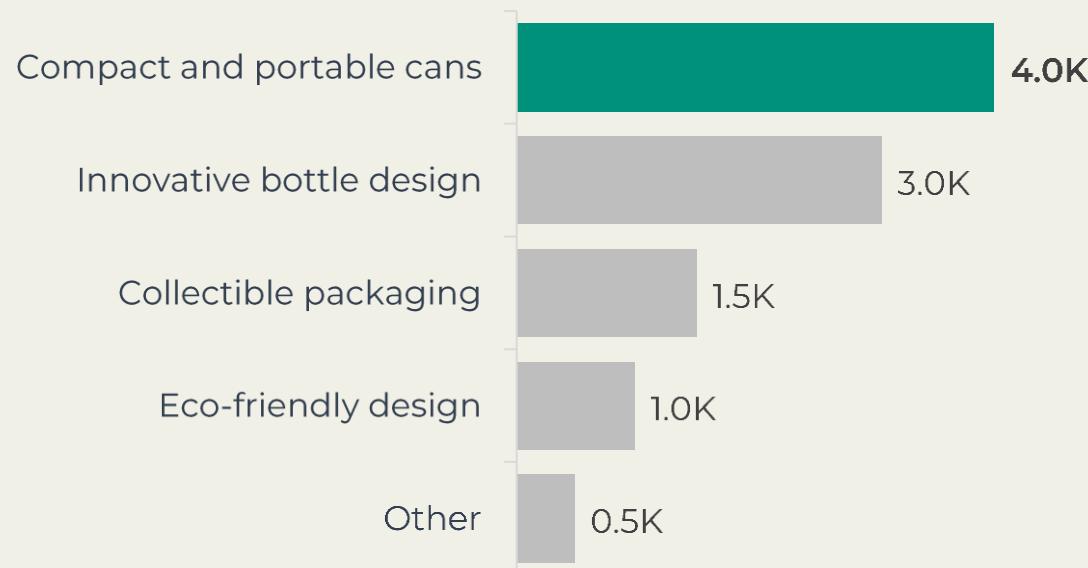
### Insights:

**Caffeine** and vitamins are the preferred ingredients in energy drinks among the respondents.

## 5. What packaging preferences do respondents have for energy drinks?

### Go-To Packaging: Compact Containers for Energy Drinks

*Unique Respondents (in thousands)*



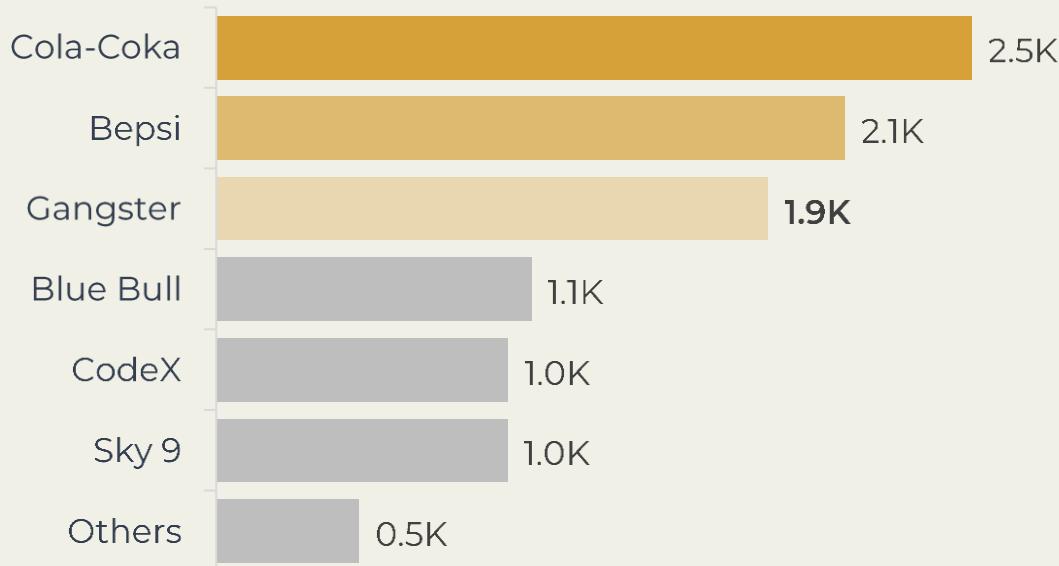
### Insights:

**Compact and portable cans** are the top preferred packaging, followed by innovative bottle designs.

## 6. Who are the current market leaders?

### Leading the Way: Cola-Coka, Bepsi, Gangster at the Top

*Unique Respondents (in thousands)*



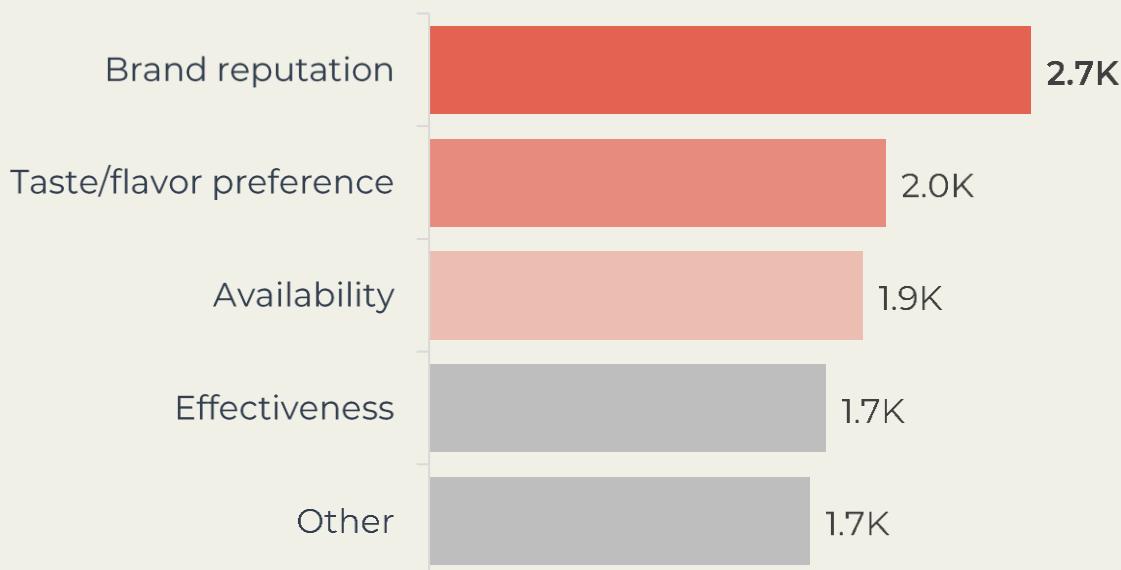
### Insights:

**Cola-Coka, Bepsi, and Gangster** rank as the top three energy drink brands, while **CodeX** holds a position within the top five, showcasing its competitiveness in the market.

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

### Preferred Brands: Reputation, Taste, and Accessibility Win Consumers

*Unique Respondents (in thousands)*



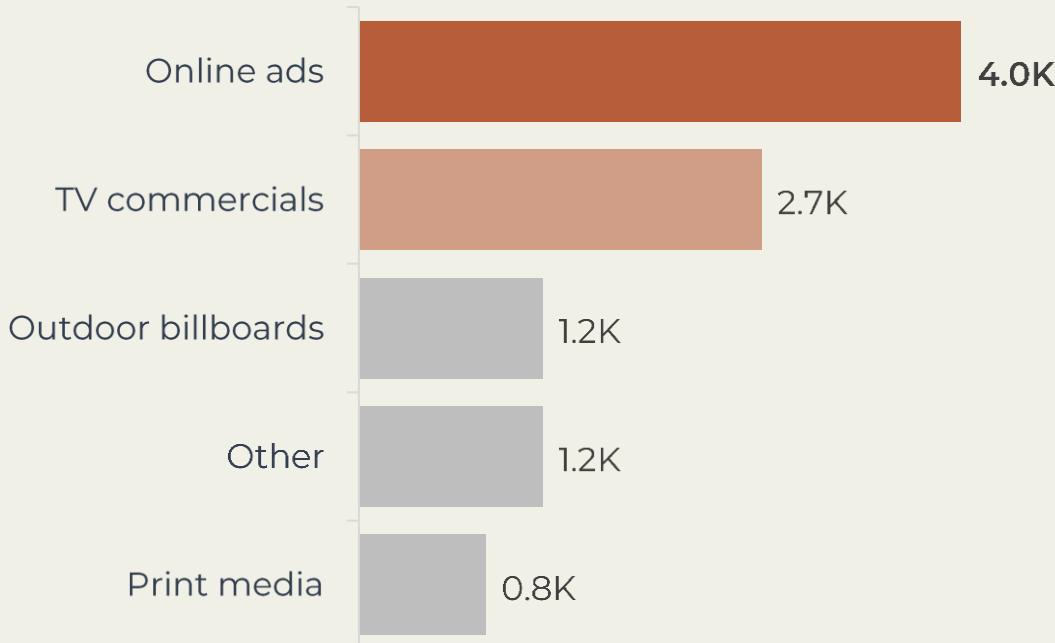
### Insights:

Consumer preferences for energy drinks are influenced by brand reputation, a wide variety of flavors, and product availability.

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

### Online Ads: Maximizing Customer Reach

*Unique Respondents (in thousands)*



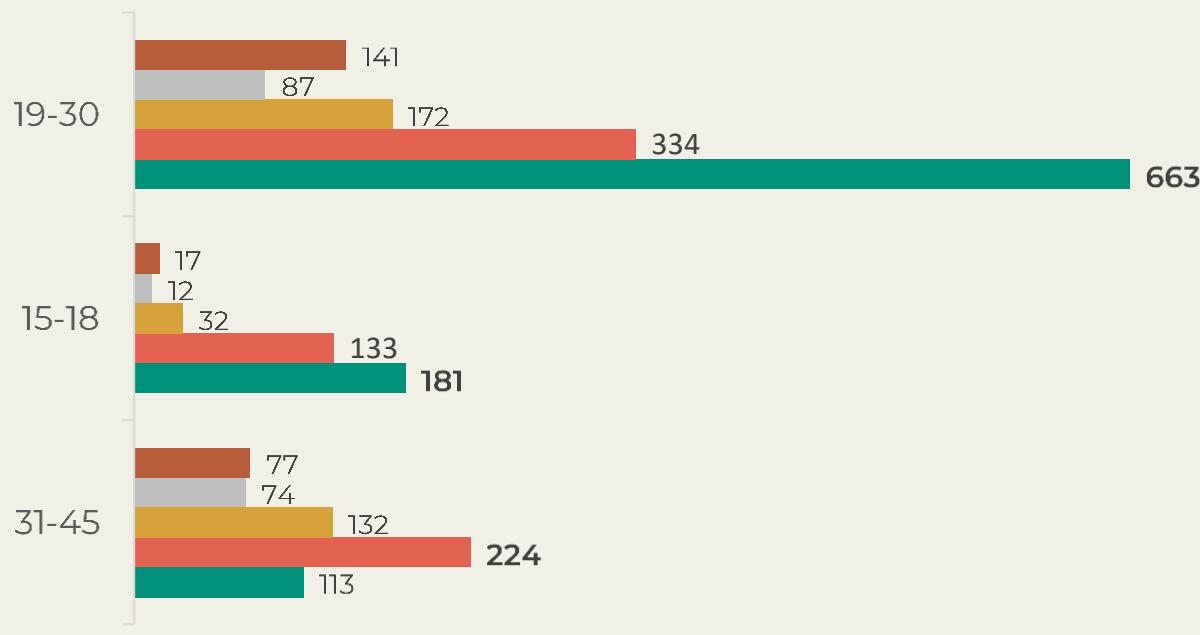
### Insights:

Both **online ads** and **TV commercials** have extensive reach, making them effective marketing channels for promoting energy drinks.

## 9. How effective are different marketing strategies and channels in reaching our customers?(CodeX)

### Effective Marketing: Online Ads and TV Commercials Take the Lead

Unique Male Respondents in Age Group 15-45 (in hundreds)



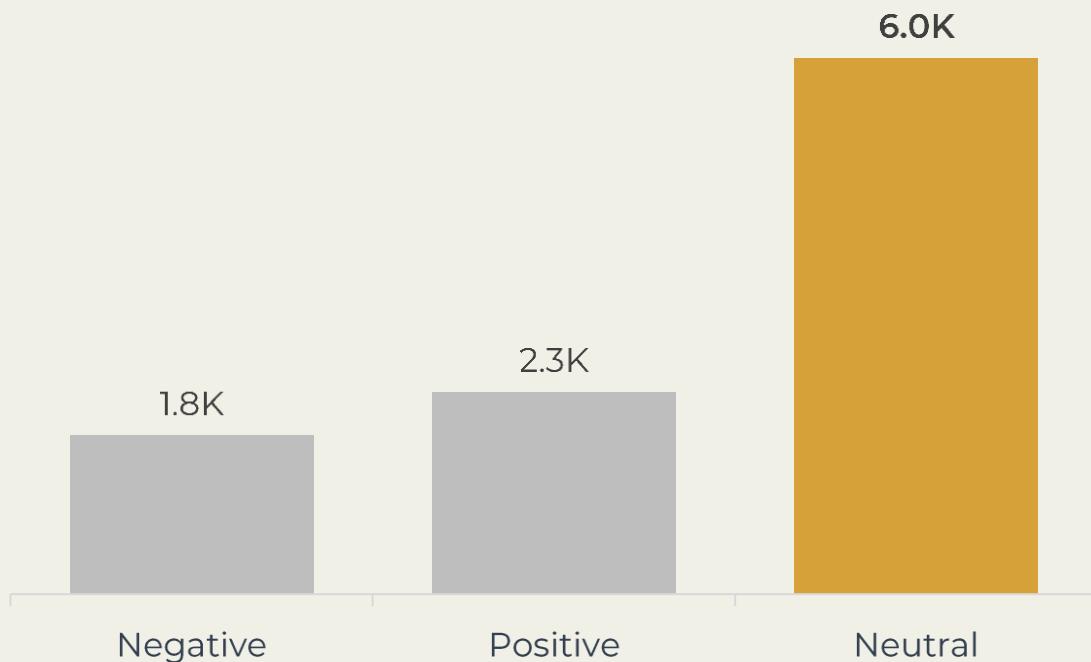
### Insights:

Online ads resonate well with the 15-30 age group, while TV commercials prove to be more impactful for the 31-45 age group.

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

### Brand Perception: Neutral Rating, Mixed Opinions

*Unique Respondents (in thousands)*



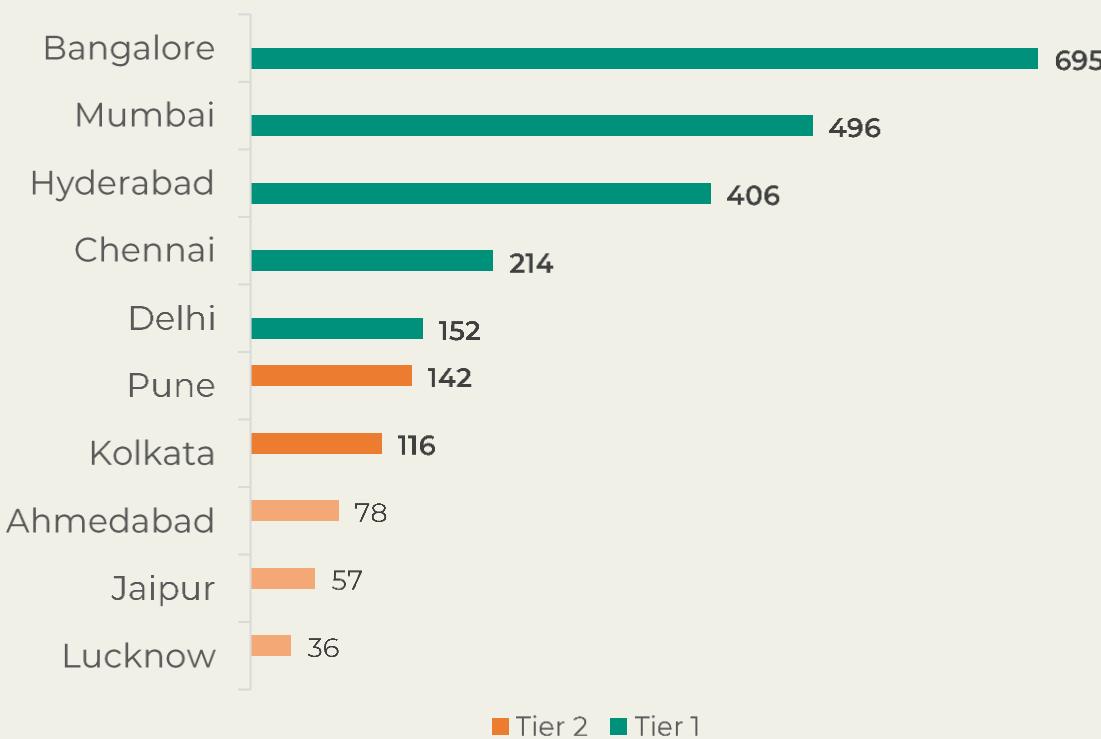
### Insights:

Around **60%** of respondents gave mixed reviews, resulting in an overall '**Neutral**' brand rating. This indicates the need for improvement in various areas to shift the rating towards a more positive sentiment.

## 11. Which cities do we need to focus more on?

### Targeting Cities: Tier 1 and 2 Hotspots for Brand Focus

Unique Male Respondents of Age Group 15-45 (in hundreds)



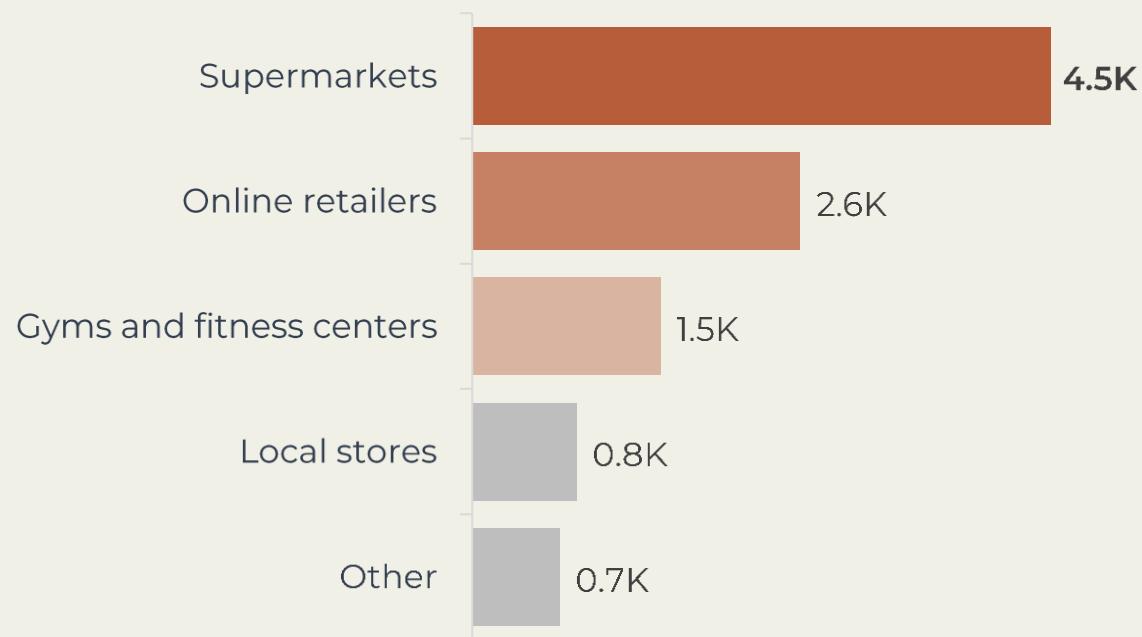
### Insights:

It is advisable to focus on **Bangalore, Mumbai, Hyderabad, Chennai, Delhi** from tier 1 cities, along with **Pune and Kolkata** from tier-2 cities, as these locations demonstrate a higher concentration of target customers.

## 12. Where do respondents prefer to purchase energy drinks?

### Retail Preference: Supermarkets as Preferred Energy Drink Outlets

*Unique Respondents (in thousands)*



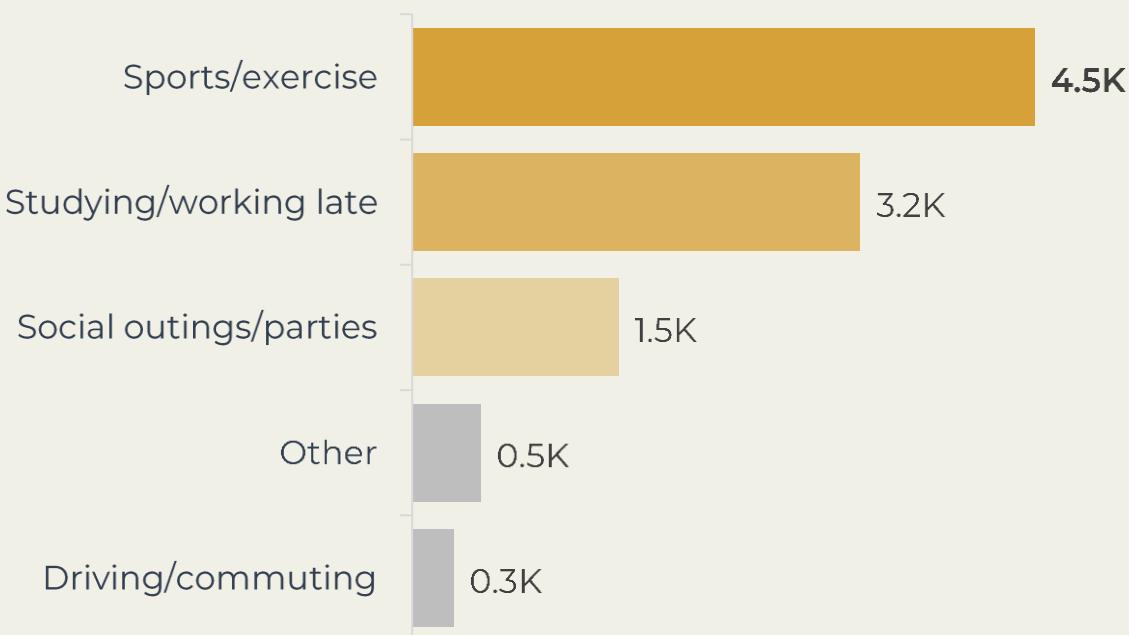
### Insights:

**Supermarkets** are the preferred location for purchasing energy drinks, followed by **online retailers** and **gyms**, indicating the importance of ensuring availability in these key retail channels.

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

### Energize and Excel: Typical Energy Drink Scenarios

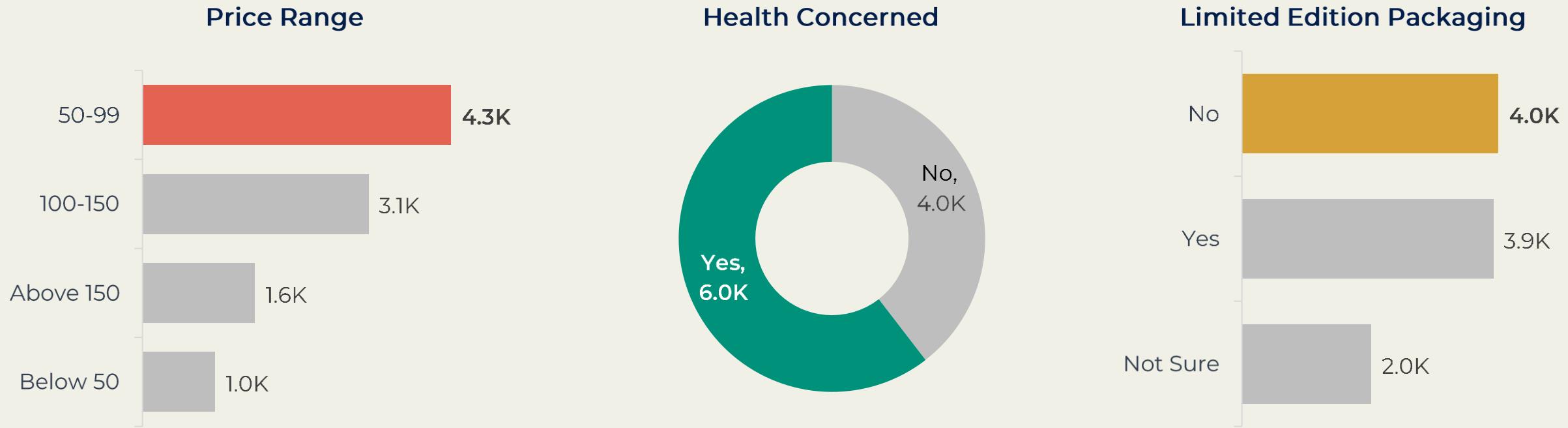
*Unique Respondents (in thousands)*



### Insights:

The top consumption situations for energy drinks include **sports and exercise, studying or working late**, and **social outings**, highlighting the diverse scenarios in which consumers seek an energy boost.

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



### Insights:

Most consumers prefer to purchase energy drinks within the price range of **50-99rs**. Additionally, **60%** respondents prioritize their health, while about **40%** also show a preference for limited edition packaging.

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

### Product Development Focus: Improving Taste and Accessibility, Addressing Health Concerns

Unique Respondents (in thousands)



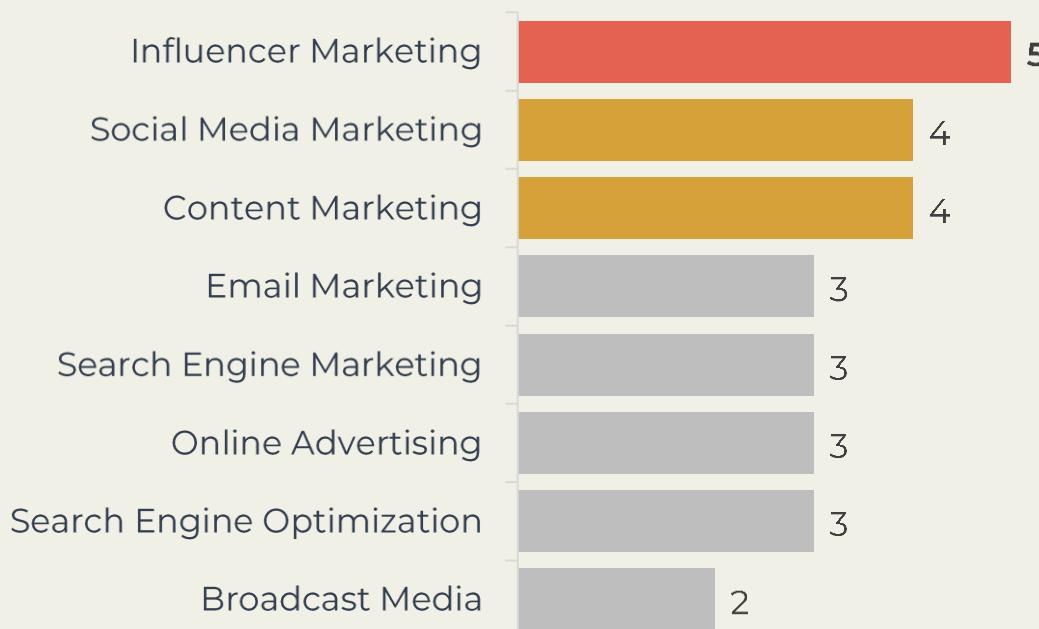
### Insights:

The key areas of focus for product development should be **taste** improvement, ensuring widespread **availability**, and incorporating **health-conscious features** to cater to customer preferences and enhance the overall product experience.

## 16. What are the top marketing ways we can market our CodeX energy drink?

### Marketing Power Trio: Influencers, Social Media, Engaging Content

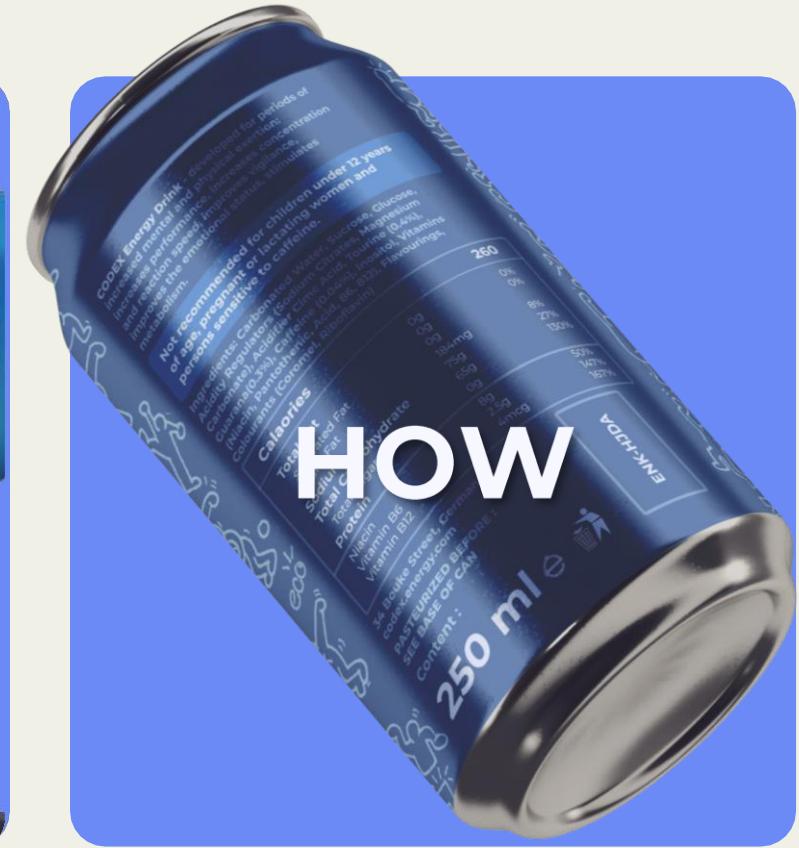
*Online Marketing Ways Rating*



### Insights:

Influencer marketing, social media marketing, and content marketing are the top three online marketing strategies

# RECOMMENDATIONS



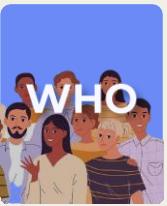


We should target males, aged 15-45 years. Our aim is to reach our audience in major cities in tier 1 and 2 like Bangalore, Mumbai, Hyderabad, Chennai, Delhi, Pune, Kolkata.

Our target customers consist of two distinct groups: individuals who engage in sports and exercise activities, and those who are dedicated to studying or working late hours. They are seeking a refreshing energy drink to support their active and demanding lifestyles.

To successfully market our drink, we need to target health-conscious individuals who prioritize their well-being. By effectively engaging this audience, we can build brand loyalty and capture a significant share of the market.





# WHERE

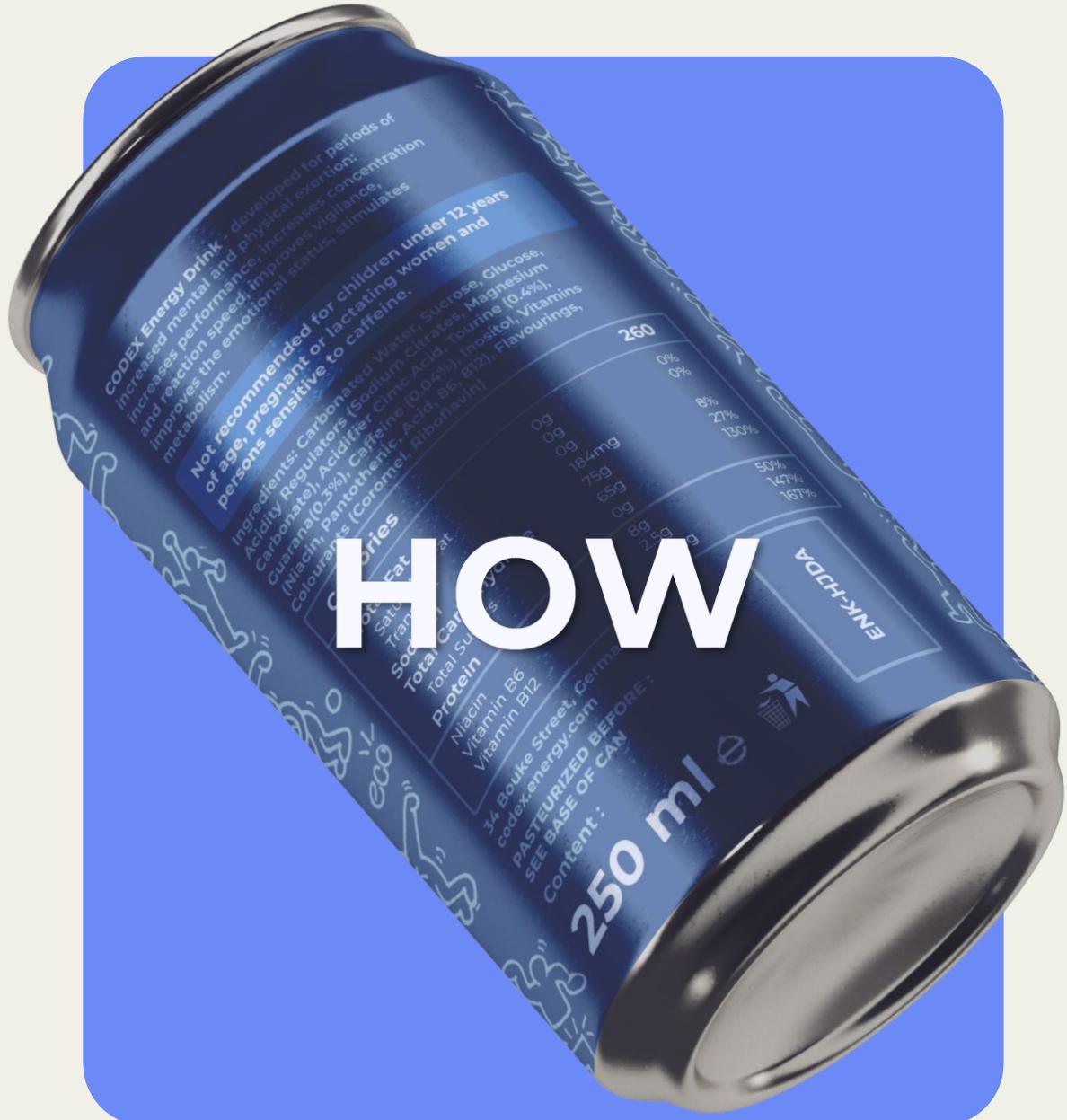


Target customers prefer online ads and lead active lifestyles, making influencer marketing on social media a key strategy to reach them.

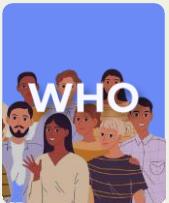
We'll build a vibrant brand community through social media, online ads, and TV commercials, while also organizing sports events to engage customers during physical activities.

To amplify our marketing, a prominent sport or athlete with a strong social media presence will serve as a brand ambassador, connecting with our target audience of age 15-45.





# HOW

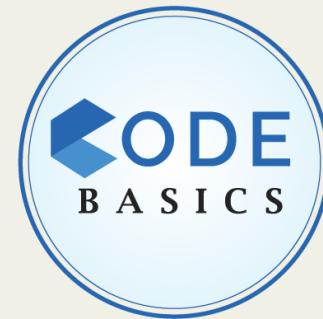


To market our drink effectively, we need to make it affordable within the preferred price range of 50-99rs, establishing it as a go-to option for customers.

To market our drink effectively, prioritize eco-friendly packaging, offer diverse flavors, highlight caffeine for an instant energy boost, and provide organic/healthy options.

To enhance marketing efforts, we can create limited edition drinks tied to trends, enticing customers to collect and try our energy drinks.





**THANK YOU**