

Domain: Beverage Industry
Function: Marketing Strategy &
Product Development



Leveraging data-driven decision

Committed to capturing larger

making

market share



Codex, a rising Indian energy drink brand, seeks to increase its market share in the competitive beverage industry. The company lacks clear insights into consumer preferences, market trends, and effective marketing strategies needed to drive growth and brand awareness.



- Identify key consumer demographics and preferences.
- Determine optimal product formulation and packaging.
- 3. Identify competition and current brand perception.
- 4. Develop targeted marketing strategies to increase brand awareness.



## KEY FINDINGS

- 1. 60% of consumers believe energy drinks impact health, highlighting a need for healthier alternatives.
- 2. The 19-30 age group forms the core consumer base, with most drinking energy beverages 2-3 times weekly.
- 3. Consumers desire higher caffeine and vitamin content, alongside more natural, organic ingredients and reduced sugar.
- 4. Energy drinks are primarily consumed during exercise and study sessions, indicating key market opportunities.
- 5. Consumers seek increased energy, improved focus, fatigue reduction, and enhanced sports performance from these drinks.
- 6. Compact, portable cans with innovative designs are preferred, suggesting a focus on convenience and aesthetics.
- 7. Cola-coka, Bepsi, and Gangster dominate due to brand reputation, wide availability, and perceived effectiveness.
- 8. Online advertising proves most impactful, crucial given that 55% of survey participants are unaware of our brand.
- 9. 51% of survey takers haven't tried our drinks, citing unavailability, health concerns, and lack of interest as primary reasons.

## RECOMMENDATIONS

- 1. Product Enhancement: Boost caffeine, vitamin, and natural/organic content while reducing sugar. Redesign packaging for innovation and portability.
- 2. Pricing Strategy: Set price range at ₹50-150, balancing cost of goods sold and profitability while remaining competitive.
- 3. Promotional Offers: Implement combo discounts and "Buy 3, Get 1" offers to encourage increased consumption frequency.
- 4. Targeted marketing: Target neutral-perceived cities like Bangalore, Hyderabad, Mumbai, and Chennai for initial market penetration.
- 5. Channel and Distribution: Prioritize online ads, followed by TV commercials. Ensure product availability in gyms, online retailers, and superstores.
- 6. Target Audience: Focus on 15-30 age group, aligning with their busy lifestyles in sports, gym, and studies, emphasizing physical performance and focus benefits.
- 7. Brand ambassador should be-
  - ✓ Virat Kohli embodies performance, youth appeal, energetic, fitness, with a wide fan base
  - ✓ Tiger Shroff exemplifies athleticism, action star energy, youthful exuberance and dedicated to fitness appealing strongly to the youth demographic.







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