



Key Insights from Codex Energy Drink Survey in India

By **Abhishek Sharma**

➤ Situation

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. Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from 10k respondents. Peter Pandey, a marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.



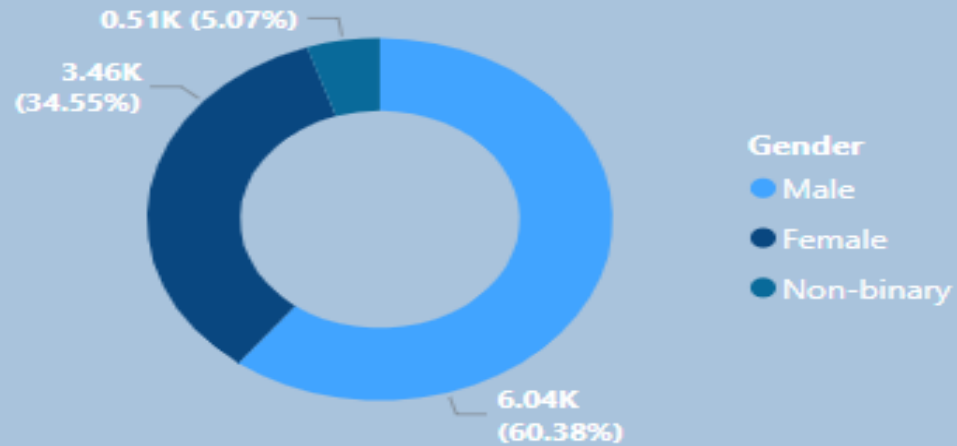
➤ Task

The Task is to extract the Meaningful insight
from the Survey
That can guide Actionable strategies and decision
to the **Their Marketing team** and **Chief
Marketing Officer**

Goals

- Increase Brand Awareness
- Increase Market Share
- Identify Target Audience
- Product Development
- What Location to focus on

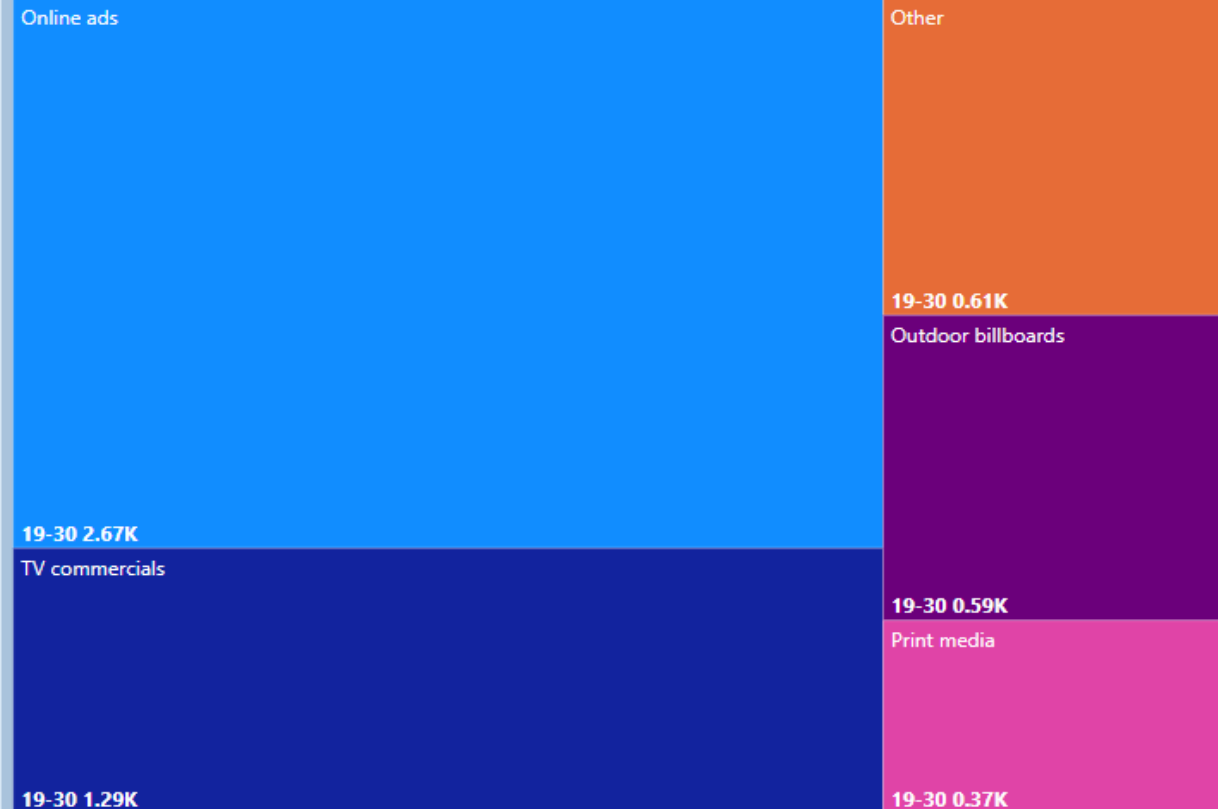
Total Response By Gender



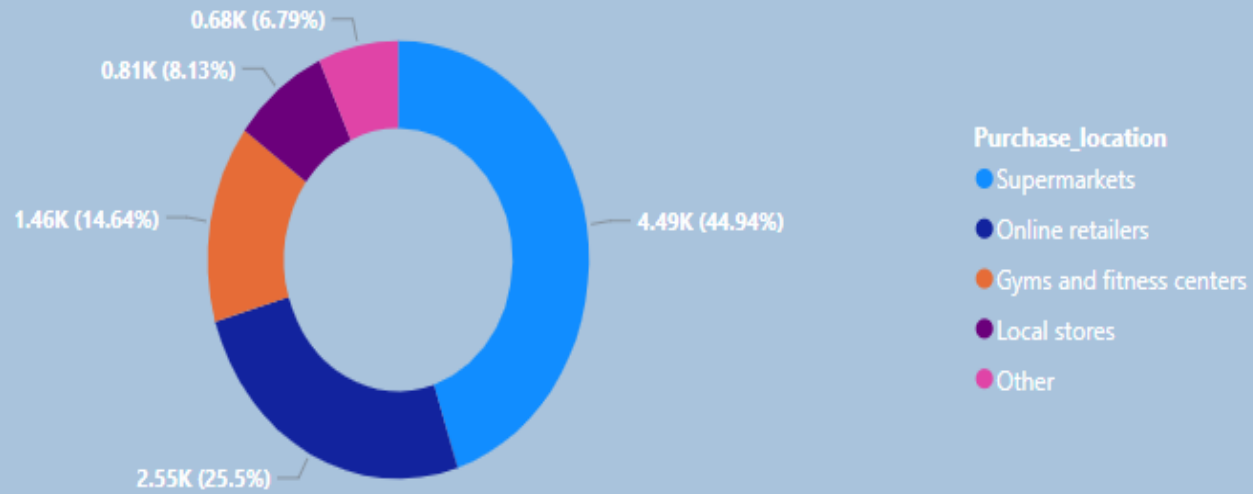
➤ Around 60% consumers are Male

Most of the consumers are coming from the Age Group **19-30** and they are coming by Marketing channel **Online Add**

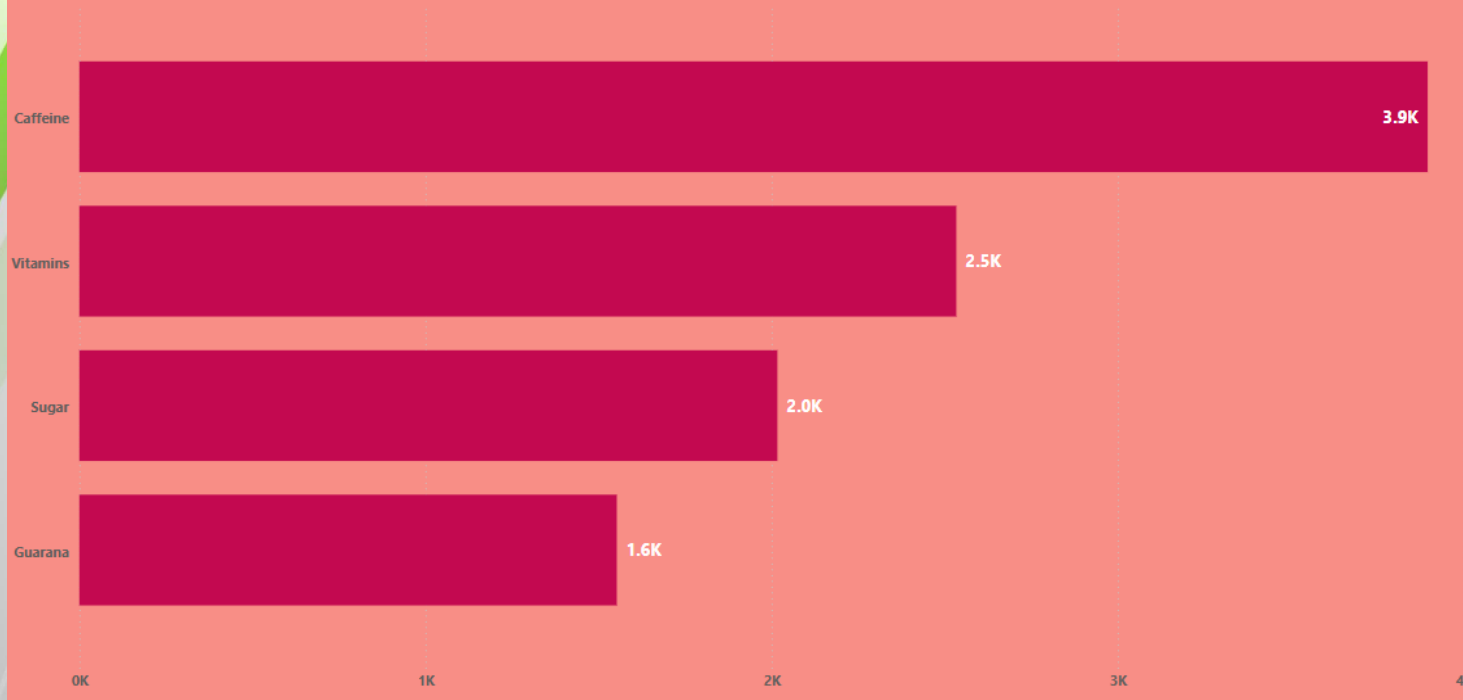
Marketing Channel by Age



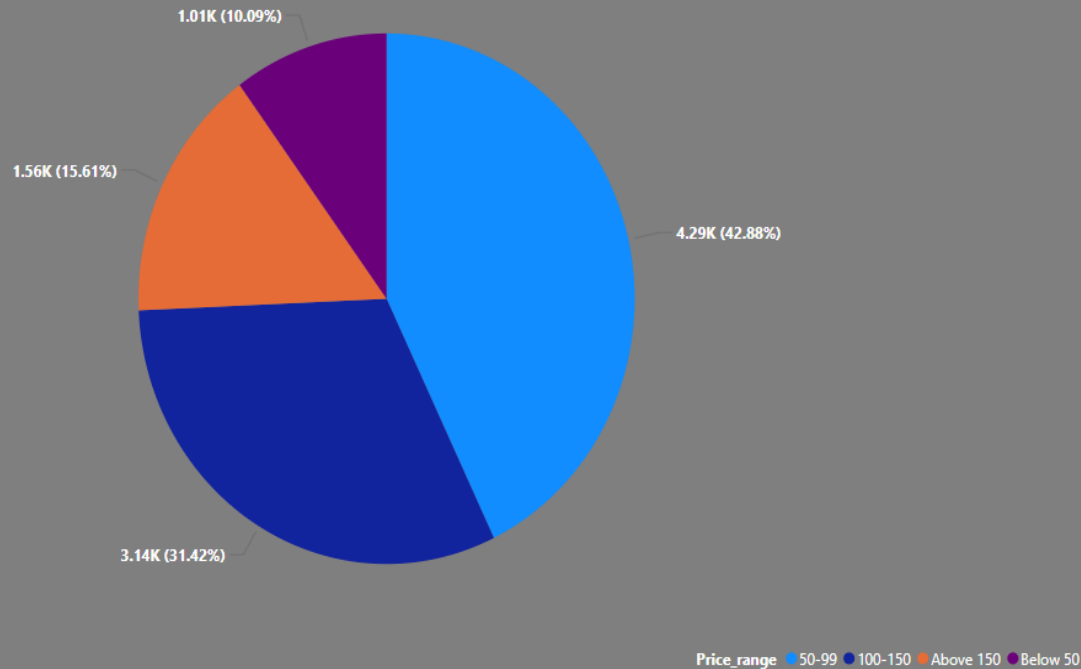
Count of Respondent_ID by Purchase_location



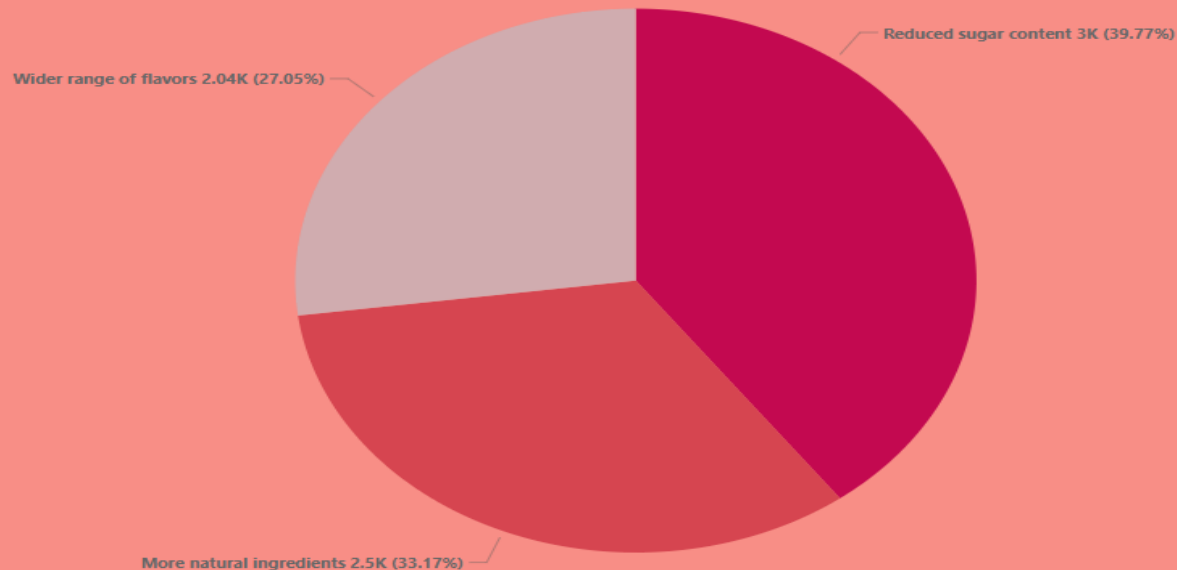
➤ Around 45% consumers preferred purchasing location is **Supermarket** and second option is **Online**



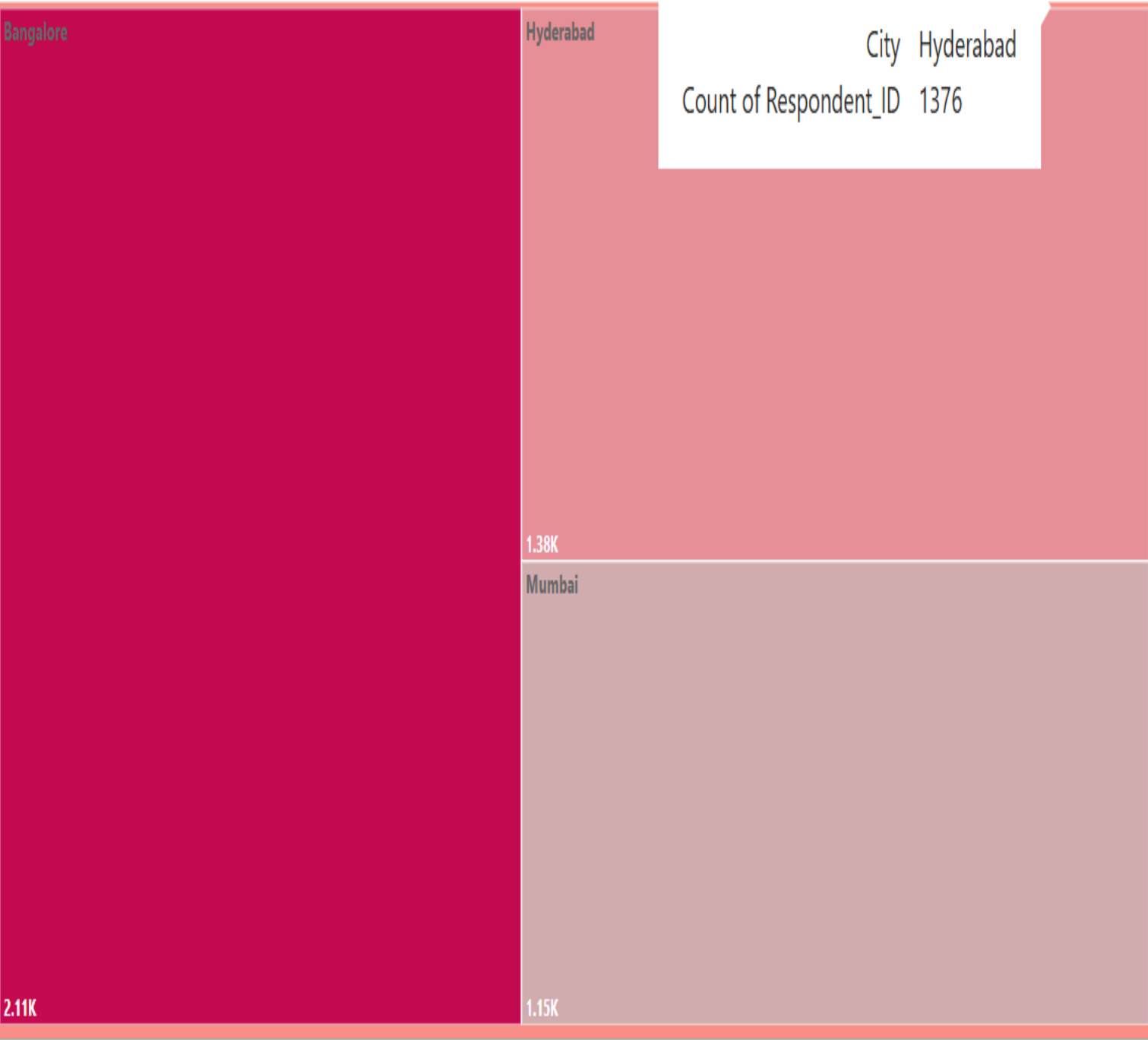
➤ Most liked Ingredient in energy drinks is **Caffeine** and **Vitamins**



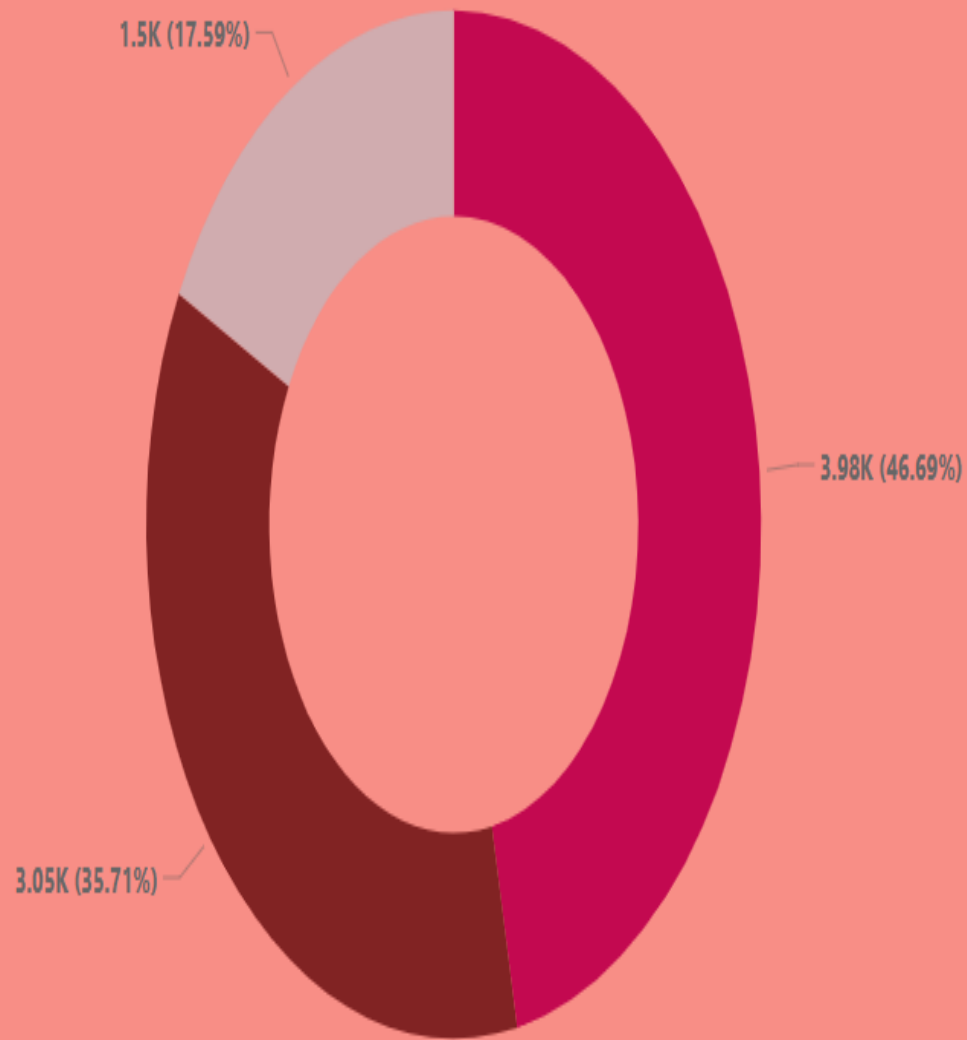
- The most preferred price range for consumers were 50-99(42%) and second 100-150(31%)



- Most consumers prefer More natural ingredients and want less sugar because of health Reasons

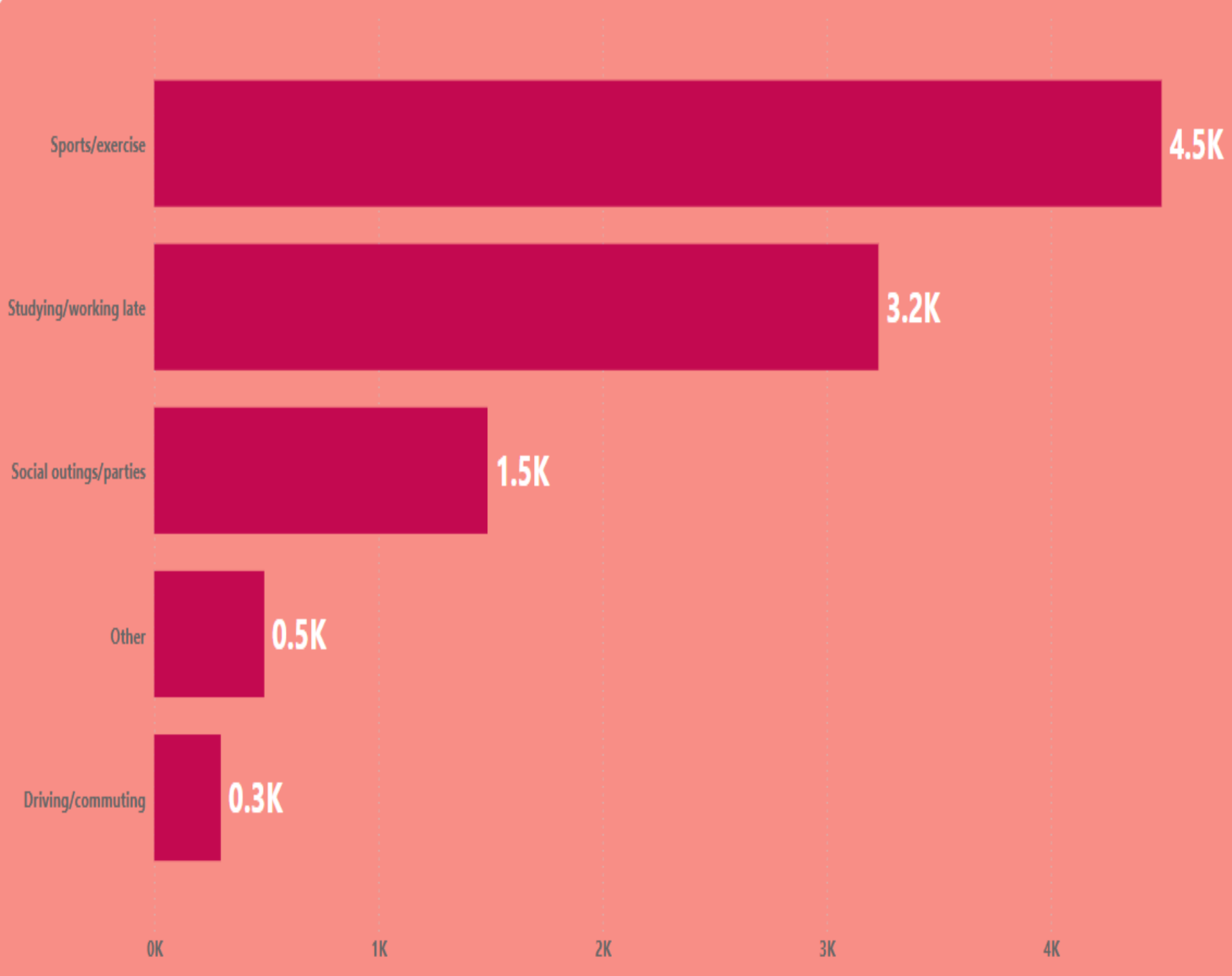


➤ Bangalore, Hyderabad and Mumbai are top 3 cities we can focus on these city more and we can also try to expand in Tier 2 cities like Pune and Kolkata



Packaging_preference ● Compact and portable cans ● Innovative bottle design ● Collectible packaging

➤ These are Top 3 preferred Packaging compact and portable can, Innovative bottle Design, Collectible Packaging



Typical situations
when consumers
like to Drink
Energy drinks

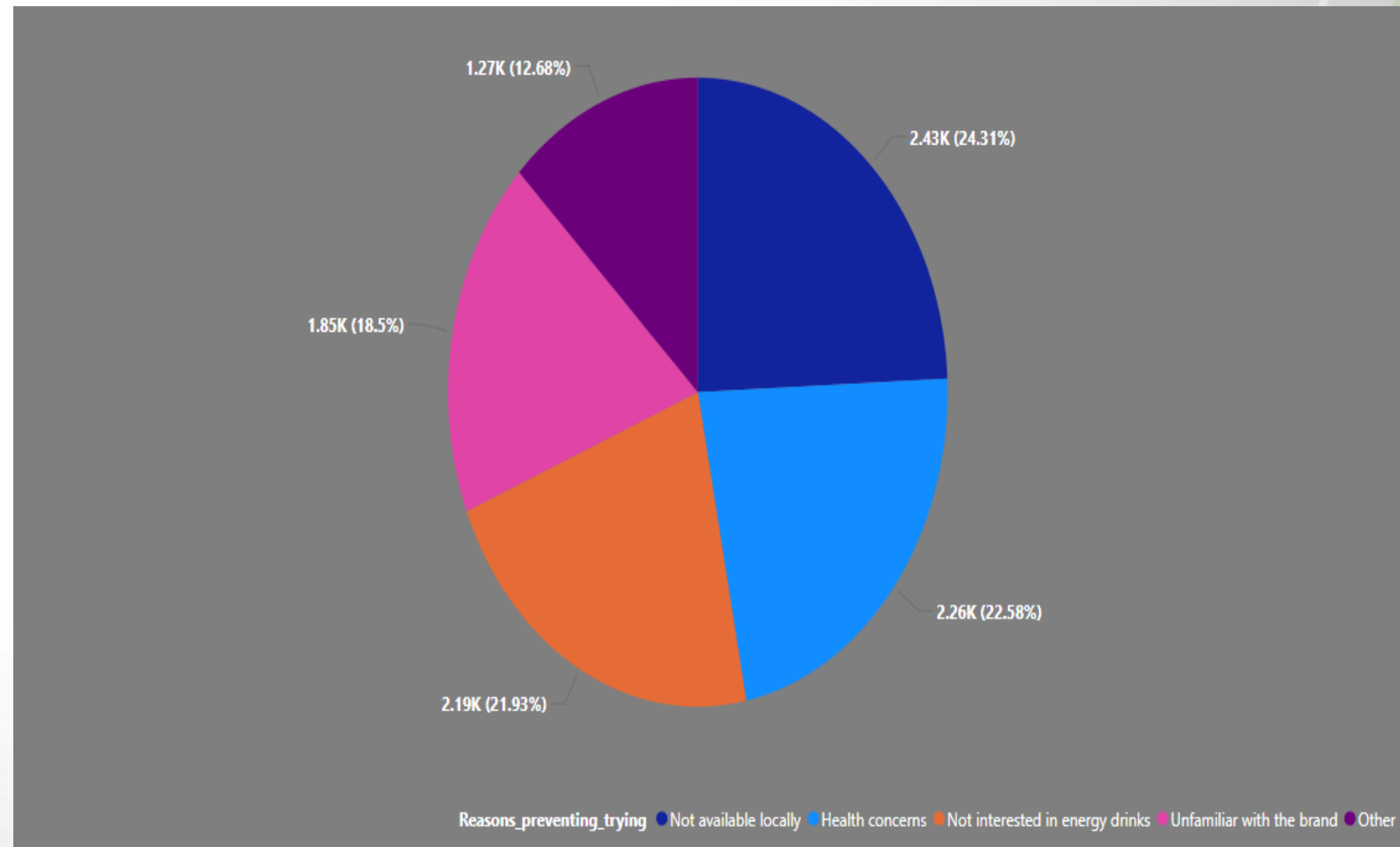
- 1- Sport/exercise
(4.5k)
- 2-Study/working
late(3.2k)
- 3-social
outing/Parties(1.
5k)

Result/Recommendations

What immediate improvements can we bring to the product?

➤ 1- Availability

21% consumers are not able to get the product so there we can do something to fullfill the availability of the product Codex by Reaching the local shops and we can increase the production and improve the distribution to suppliers



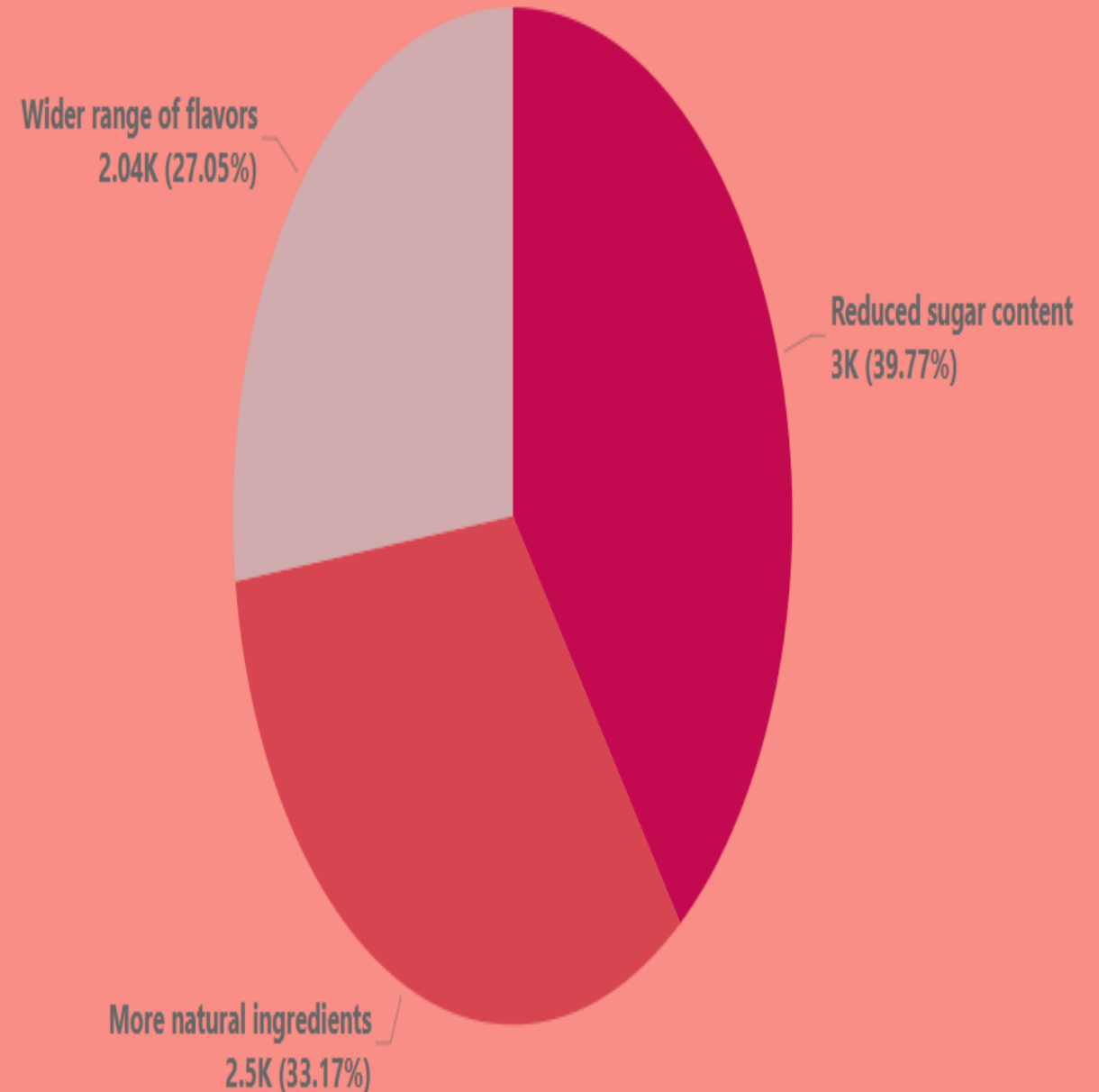
➤ 2- Health Benefits

Reducing sugar is the first improvement we can do in terms of health benefits

We can replace sugar by natural ingredients like honey and stevia

Using more natural ingredients to enhance the health benefits of codex by using natural colors like spirulina for blues, red potatoes or purple sweet potatoes for pinks and purples, and black or purple carrots for a range of colors

We can incorporate wide Range of flavors like tropical, berry, citrus, and even nostalgic combinations like Orange Creamsicle and Jolly Rancher



➤ 3-Brand Reputation

1. Define Your Brand Voice and Identity

Energy drinks are often associated with high energy, performance, and excitement. Your communication should reflect that—whether through bold, dynamic messaging or targeting specific niches like athletes, gamers, or fitness enthusiasts.

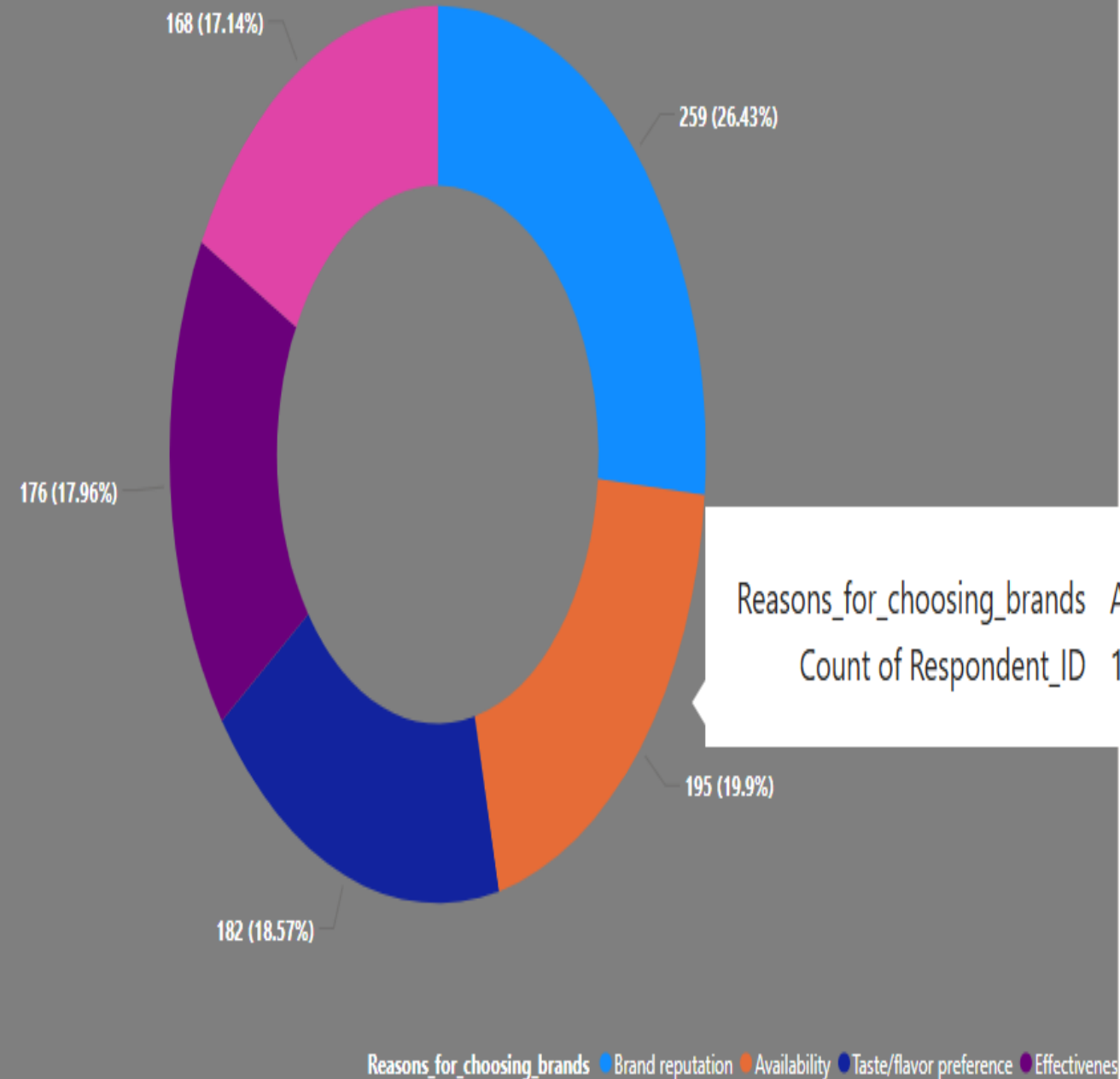
2. Leverage Social Media Platforms

Collaborations with Influencers: Partner with social media influencers, athletes, or fitness trainers who align with your brand. Their endorsement can expand your reach.

3- Unique Selling Proposition (USP): Focus on what makes your brand stand out. Is it the ingredients, the taste, the performance benefits, or your brand ethos (e.g., sustainability, local sourcing)?

4. Create Engaging Content

•Brand Storytelling: Use storytelling to connect with consumers on an emotional level. Tell the story of your brand—why it was created, what drives it, and how it's making a difference in the lives of its consumers.

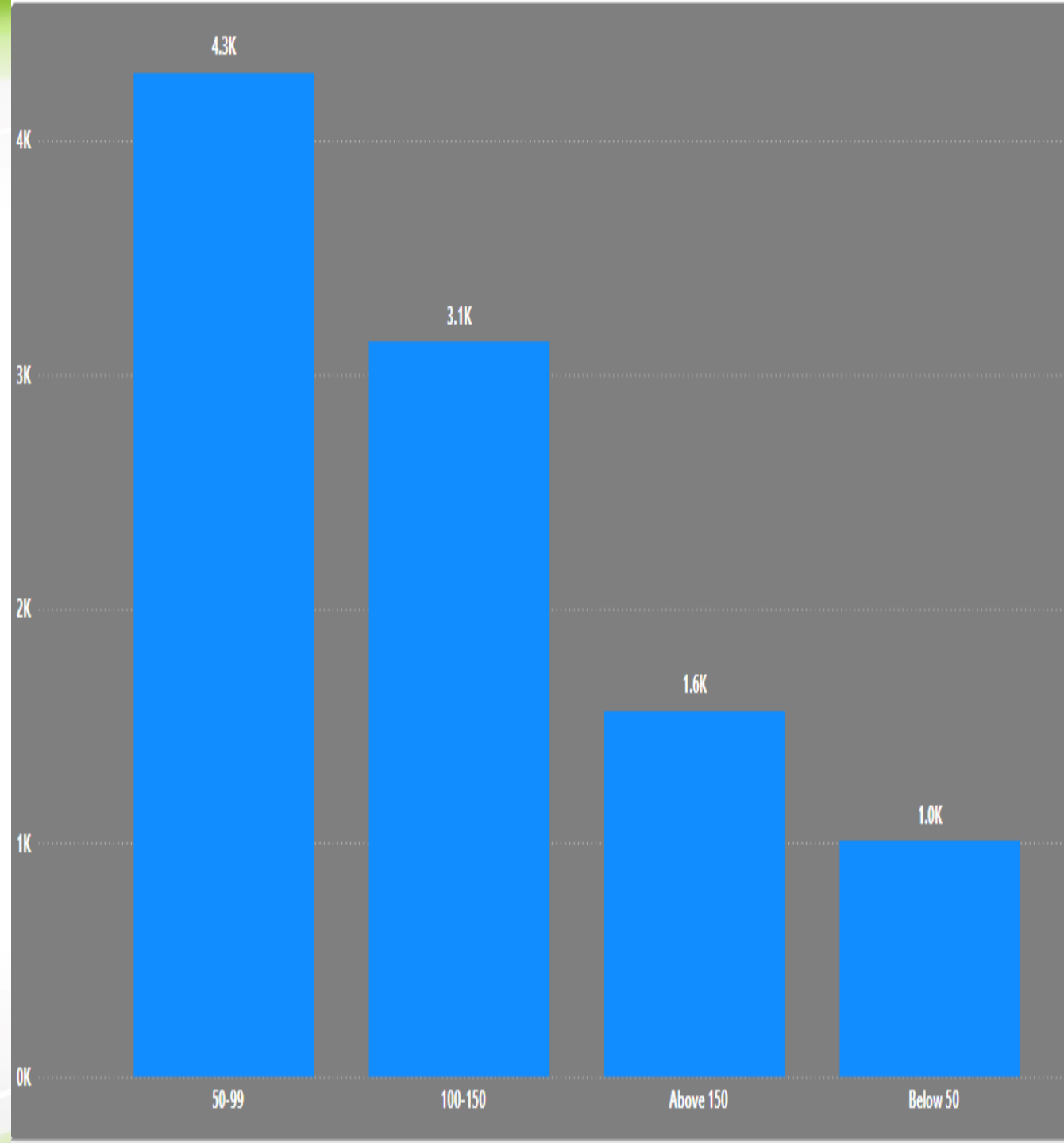


➤ 2- What should be the ideal price of our product?

As we see 4.3k consumers out of 10k are in the range of 55-99 price range and 3.1k out of 10k are in the 100-150 price range so more than 70 % consumer are in this range so the ideal range for our energy drink should be 120 Rs

Most of mid level energy drink fall into this category like *Red Bull*, *Monster*, and *PepsiCo's Sting*

In this range we keep the quality and branding on these brand's level



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

Seasonal or Event-Specific Campaigns

- **Objective:** Leverage key times of the year or specific events to run campaigns that resonate with seasonal needs.
- **Execution:**
 - **Festivals & Holidays:** Run promotions or discounts during major holidays like New Year, Diwali, or summer, focusing on energy for celebrations or travel.
 - **Sports Seasons:** Run campaigns during major sports events (e.g., IPL, FIFA World Cup) by creating limited-edition packaging, sponsoring teams, or running fan-based competitions.
 - **Summer Focus:** Energy drinks are often consumed more during the summer. You can run "Stay Energized All Summer" campaigns promoting hydration and energy during the hot months.
- **Example:** A Diwali campaign where people share their festive energy stories with your drink, showcasing how it helps them stay energized during long celebrations.

Interactive and Engaging Social Media Campaigns

•**Objective:** Create engagement by allowing users to participate in fun, interactive content on social media platforms.

•**Execution:**

- Use Instagram Stories, TikTok challenges, or Twitter polls to ask questions like “What’s your ultimate energy boost?” or “What’s your go-to workout routine?”
- Run polls and quizzes related to fitness or energy consumption to generate engagement.
- Launch contests for the best creative posts or videos with your product.
- Collaborate with micro-influencers and content creators for challenges or duets on TikTok.

•**Example:** A poll asking followers to vote on their favorite workout music and offering a chance to win a month’s supply of your energy drink for participating

➤ 4- Who can be a brand ambassador, and why?

Mary kom

Gender: Female

Age: 27 years

Sport: Boxing

Olympics:

- **Bronze Medal:** 2012 London Olympics (Flyweight category)
 - Mary Kom became the first Indian female boxer to win an Olympic medal, a **bronze** in the 2012 London Olympics.

She is a great role model for young adults who are looking for inspiration and motivation.

Mary Kom has a large following on social media, with over **524K Followers**

She is a very good established female athlete in india she has done so many sponsorships before like for Nike and adidas that's mean she has market value

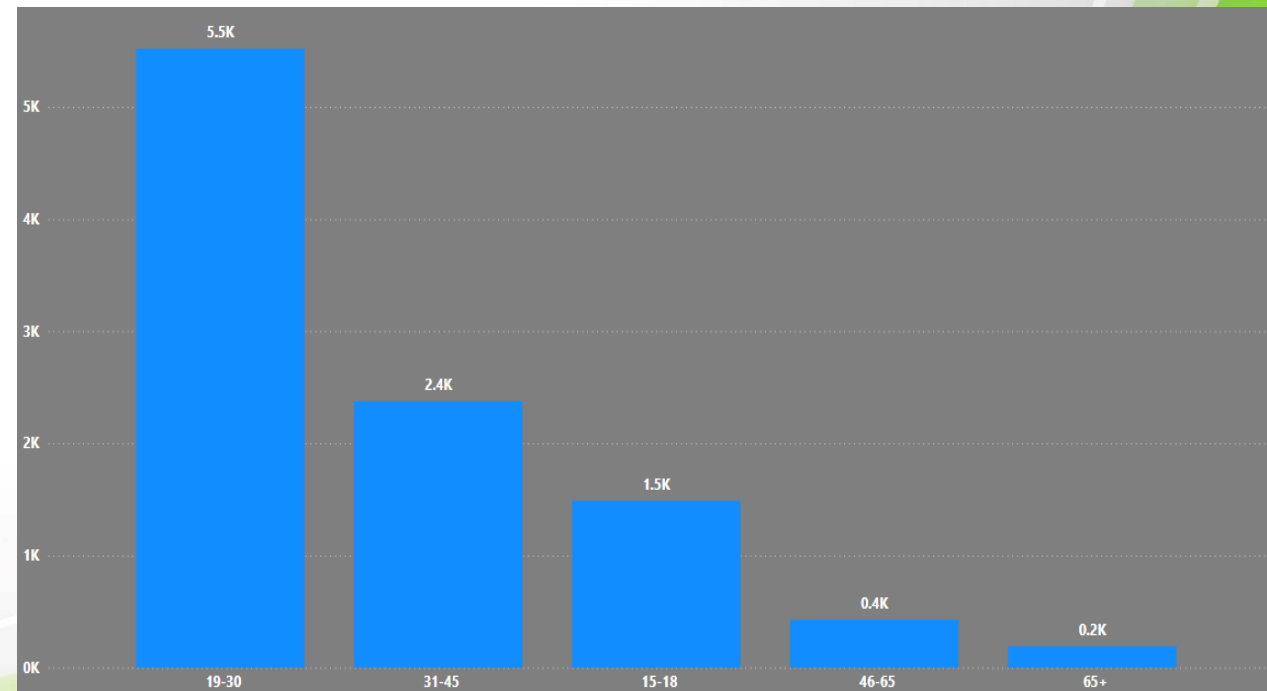
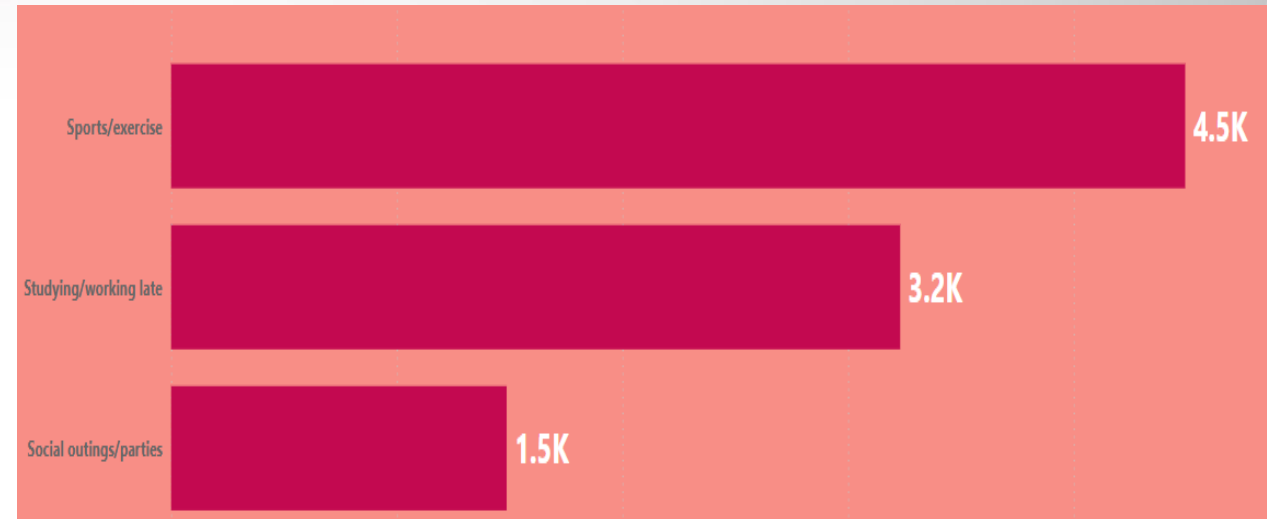


➤ Who should be our target audience, and why?

More than (5.3k) 50% of consumers come from age 19-30

Reason no 1 they use energy drink for sports and exercise that's mean they like to active while doing these exercise

Reason no 2 studying and working late that's mean they need focus to perform well in these type of activities



ThankYou



Dhaval Patel



Hemanand Vadivel