



ENERGY
DRINK

Unleashing Growth Potential:
Insights For **Codex's**
Marketing Success In India



Agenda

1

Company Overview

2

Overview of Indian Energy Drink Market

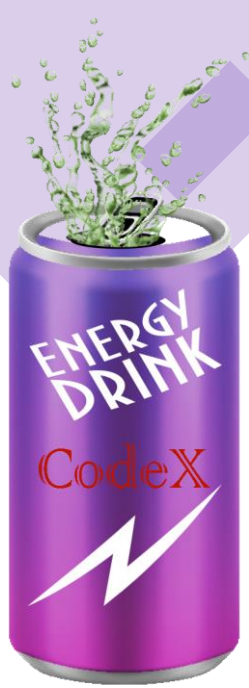
3

Primary Insights from the Survey

4

Recommendations for CodeX's Marketing Team

CodeX



01
Codex, a German beverage company

Survey received responses from 10,000 individuals.

03



02

Recently launched its energy drink in 10 cities of India and conducted a market survey in these 10 cities.

05

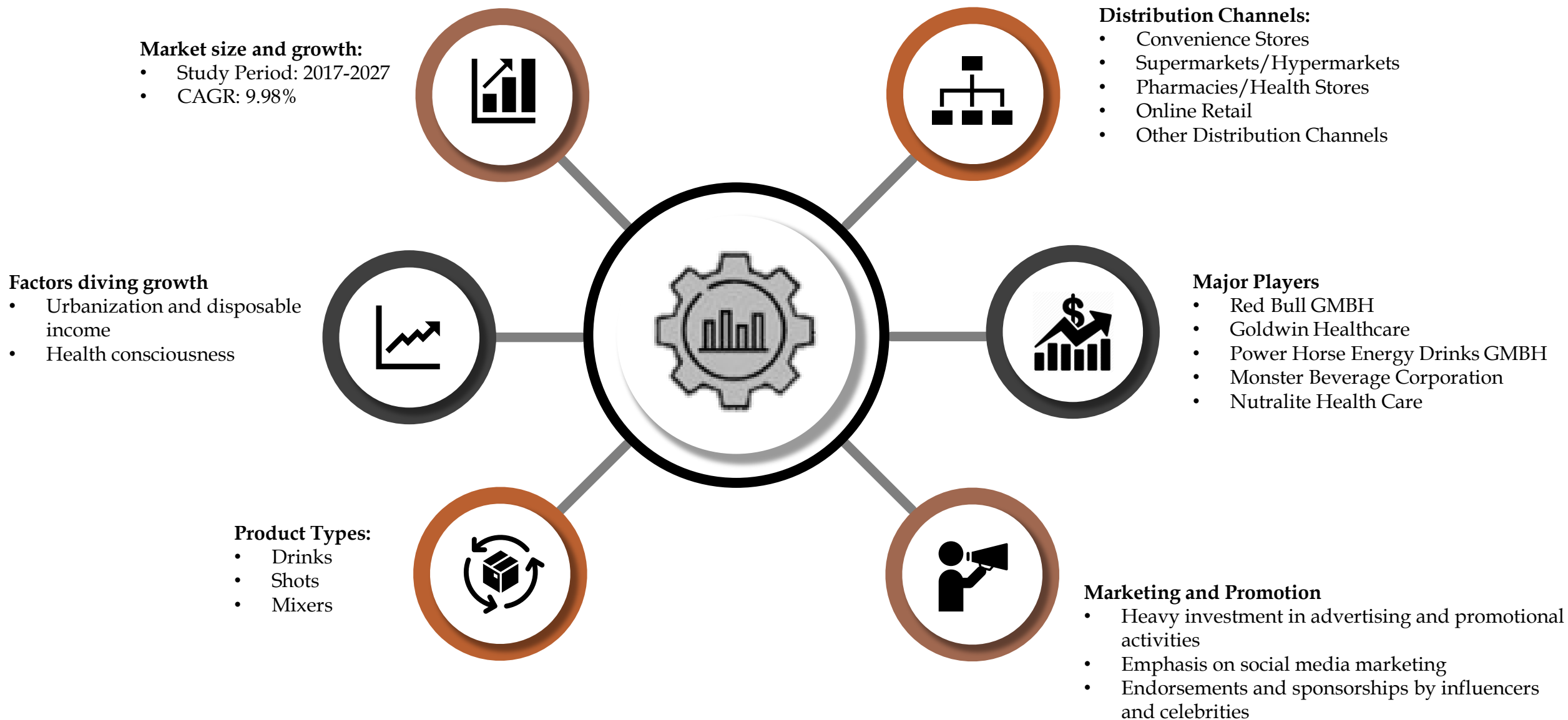
Objectives include increasing brand awareness, capturing market share, and driving product development.



04

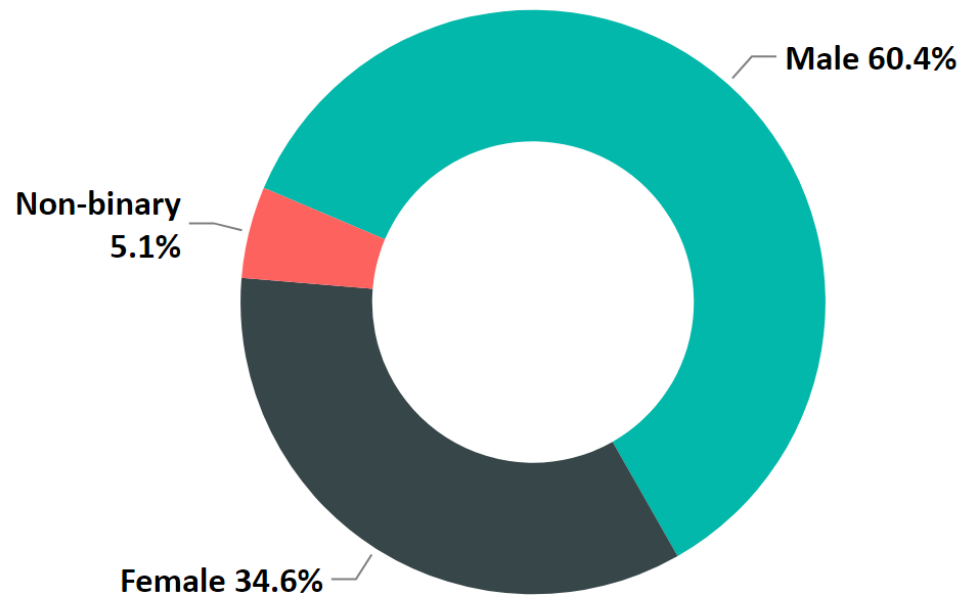
These insights will be used by the marketing team to drive actions and strategies.

Overview Of Indian Energy Drink Market



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

Gender distribution



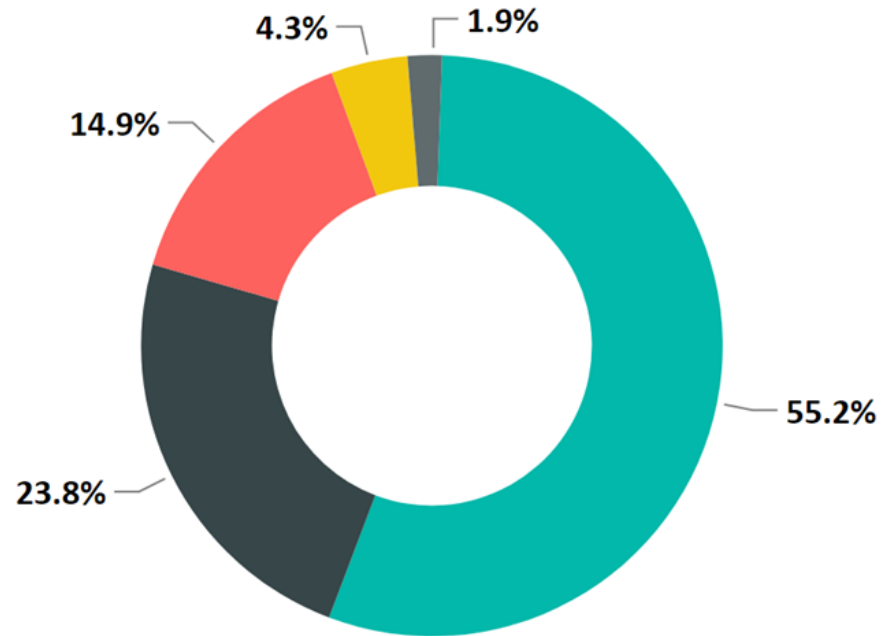
Consumption frequency by gender



Males showing a higher preference and frequency compared to females and non-binary individuals.

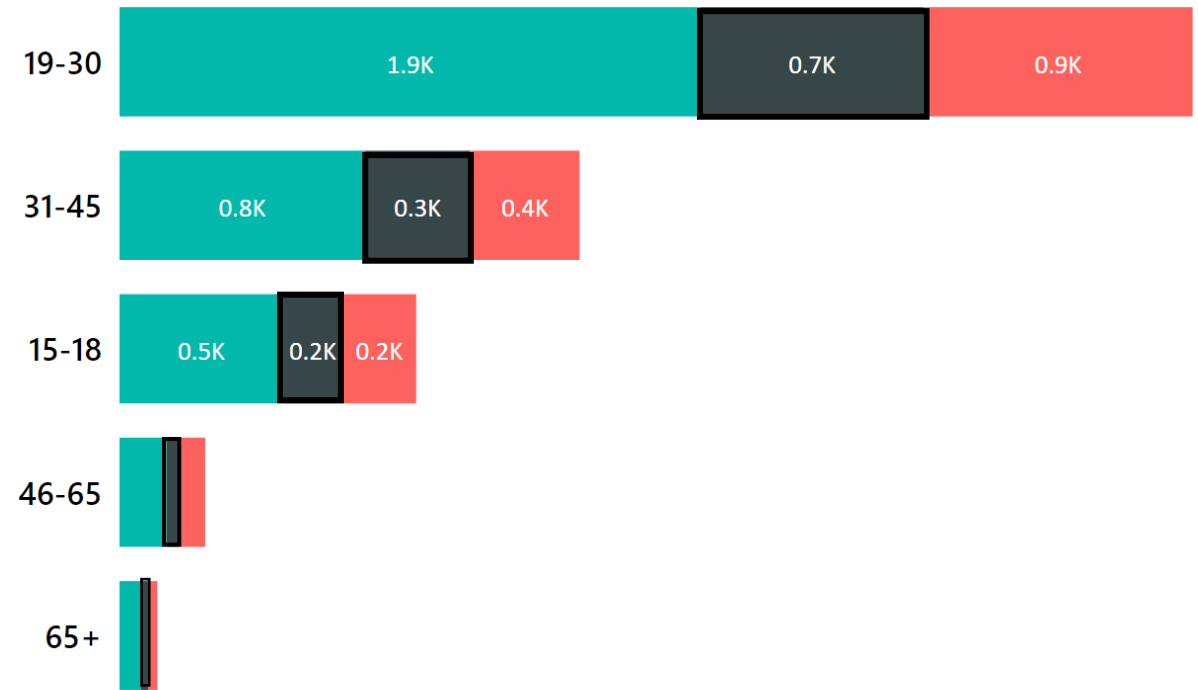
Which age group prefers energy drinks more?

Age group distribution



● 19-30 ● 31-45 ● 15-18 ● 46-65 ● 65+

Consumption frequency by age group

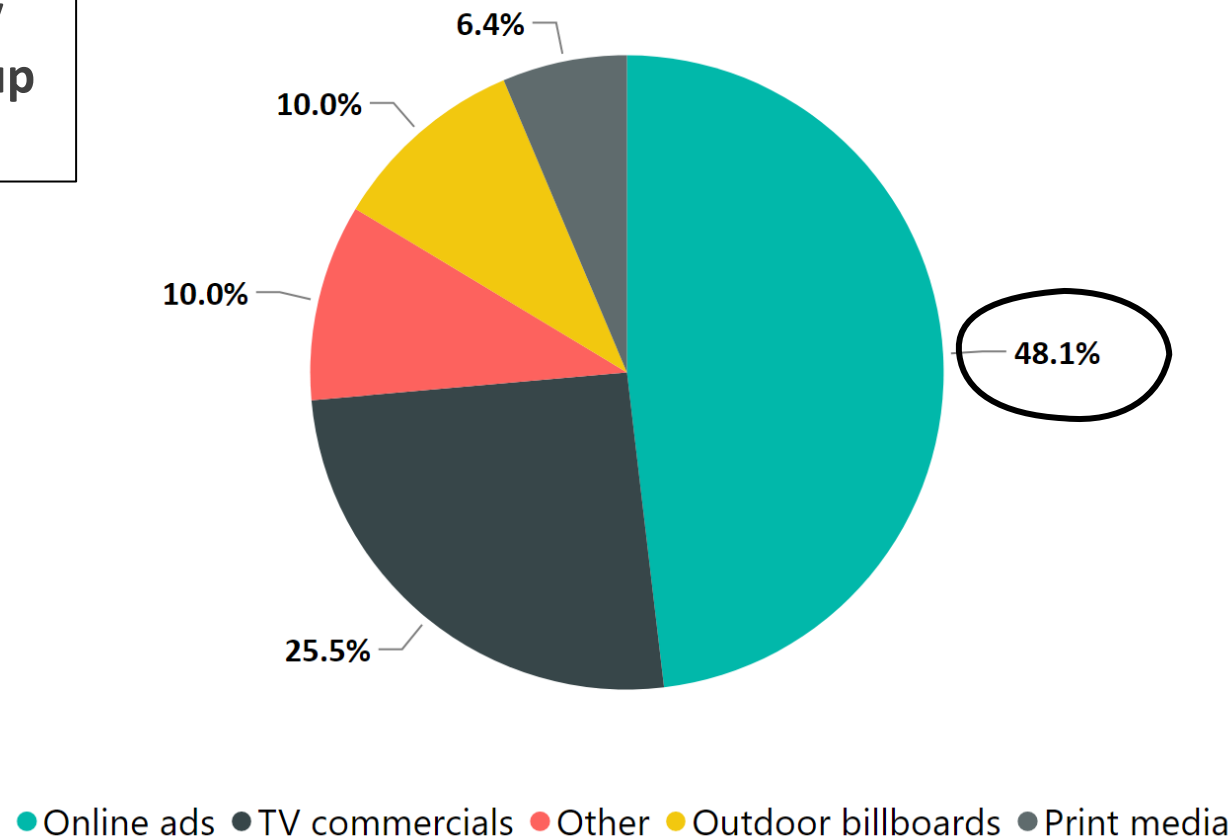


● 2-3 times a week ● Daily ● Once a week

The age group of 19-30 shows the highest preference and frequency of consuming energy drinks compared to other age groups.

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

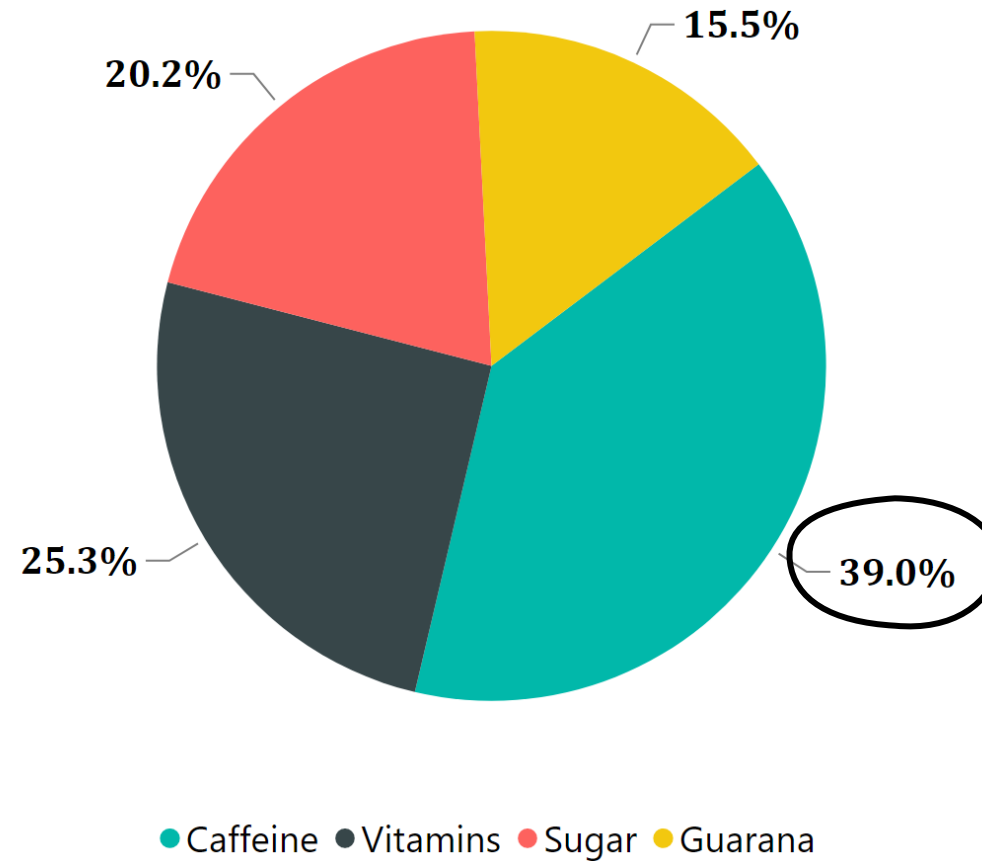
Marketing channels by
respondents of age group
(15-30)



The survey findings indicate that online ads and TV commercials are the most effective marketing channels for reaching the youth of age group 15-30.

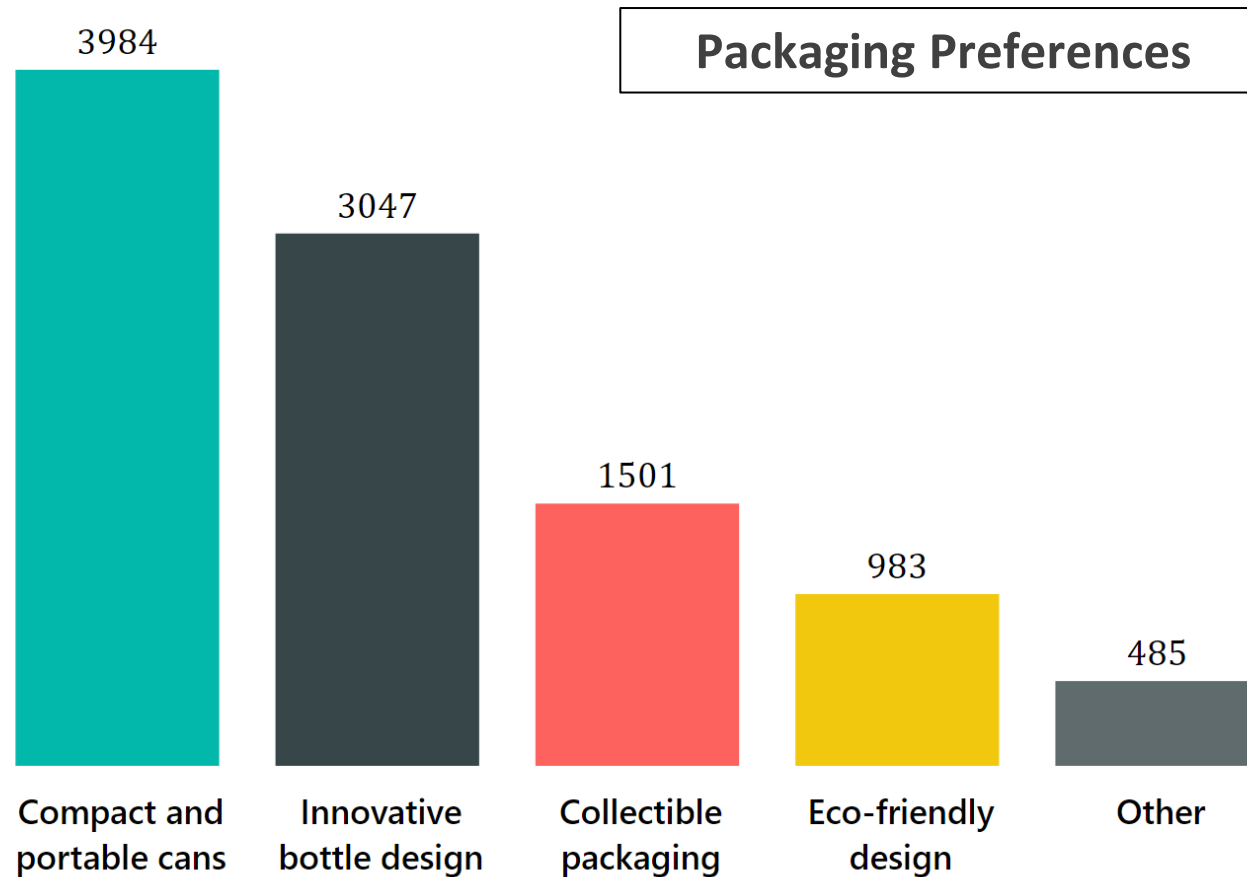
What are the preferred ingredients of energy drinks among respondents?

Marketing channels by
respondents of age group
(15-30)



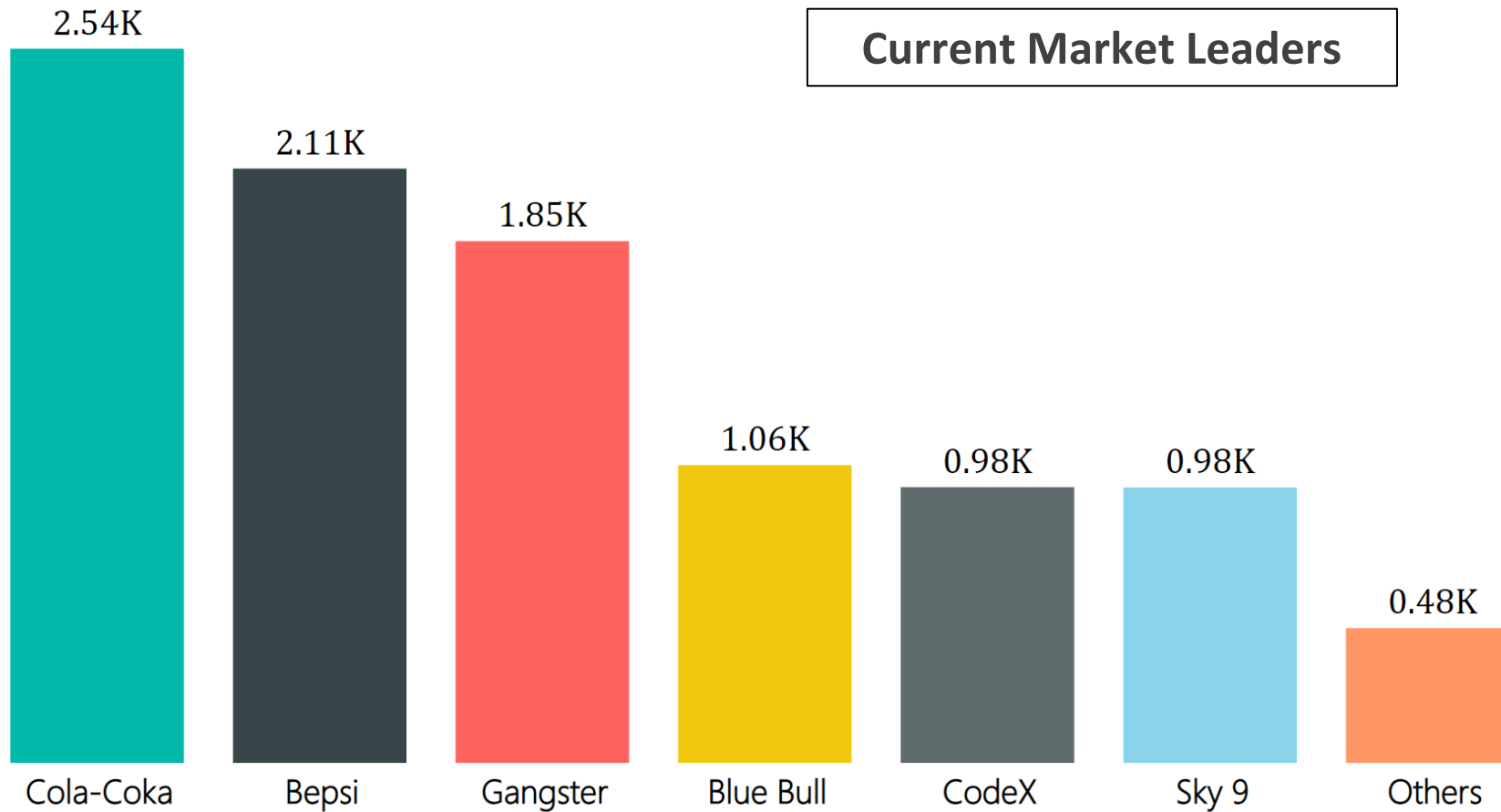
survey data reveals that caffeine is the most commonly expected ingredient followed by vitamins, sugar, and guarana

What packaging preferences do respondents have for energy drinks?



Data analysis reveals that the majority prefers energy drinks packaged in compact and portable cans, followed by innovative bottle design, collectible packaging and eco-friendly design.

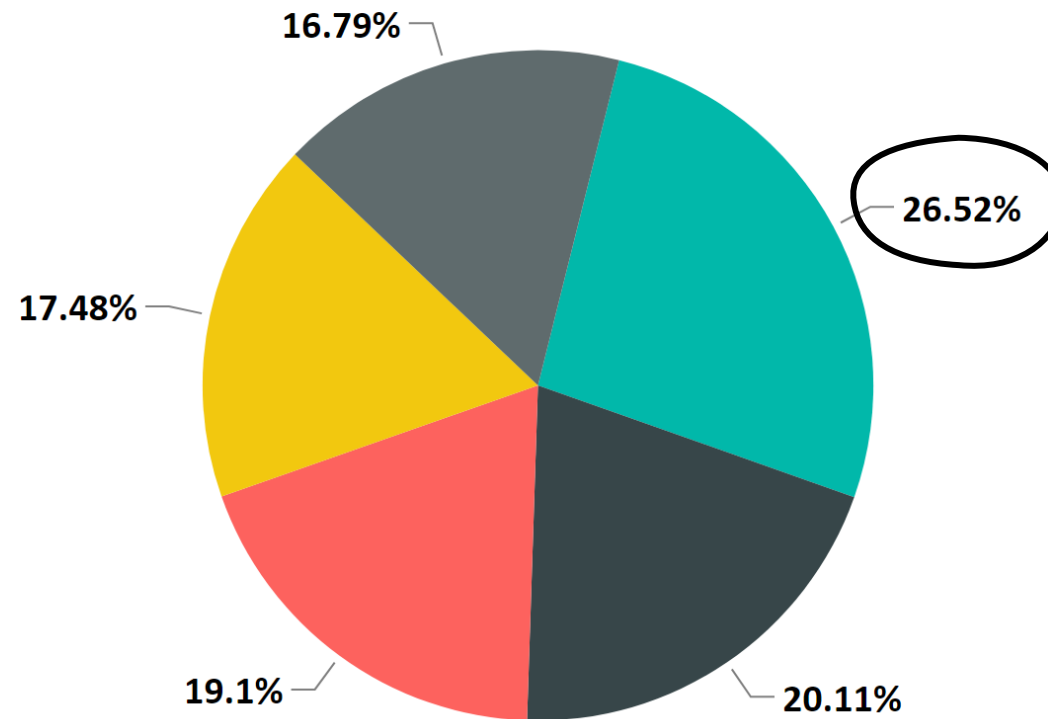
Who are the current market leaders?



Cola-Coka came out as the most preferred brand, Bepsi and Gangster follow closely in terms of preference, CodeX and Sky 9 show comparable levels of preference

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

Preference reasons for
brands over CodeX

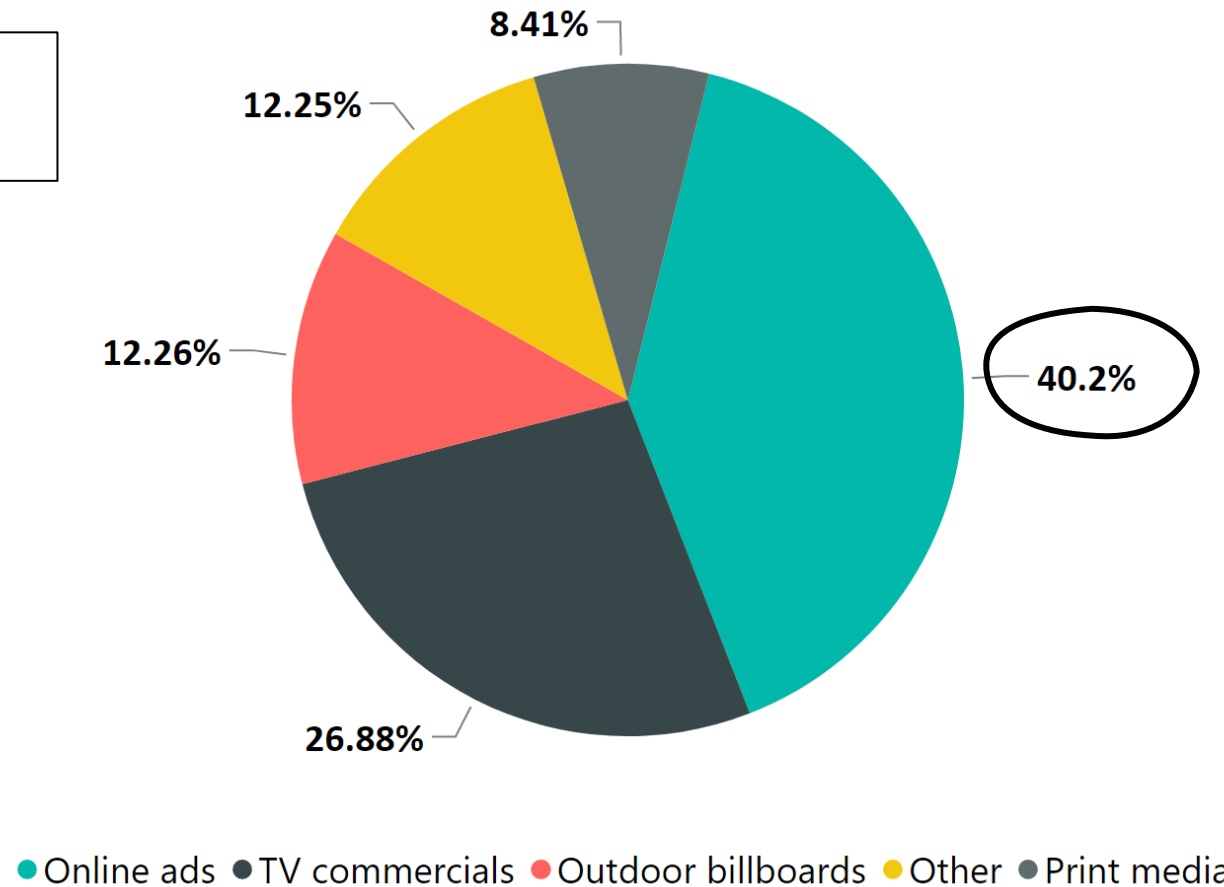


● Brand reputation ● Taste/flavor preference ● Availability ● Effectiveness ● Other

Brand reputation, taste, and availability, are the primary reasons consumers prefer the current energy drink brands over CodeX.

Which marketing channel can be used to reach more customers?

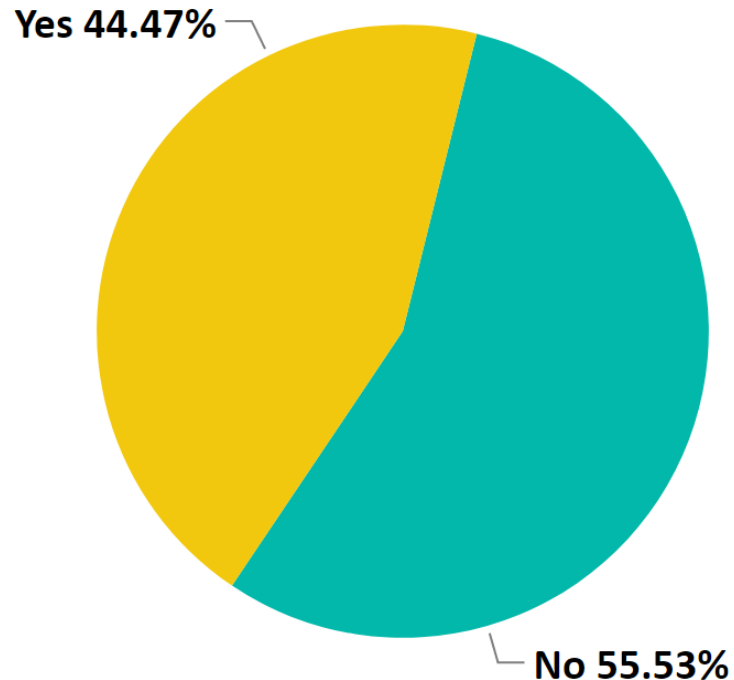
Preferred Marketing Channels



online ads are the preferred marketing channel, with 40.2% of respondents choosing it followed by tv commercials with 26.9% preference

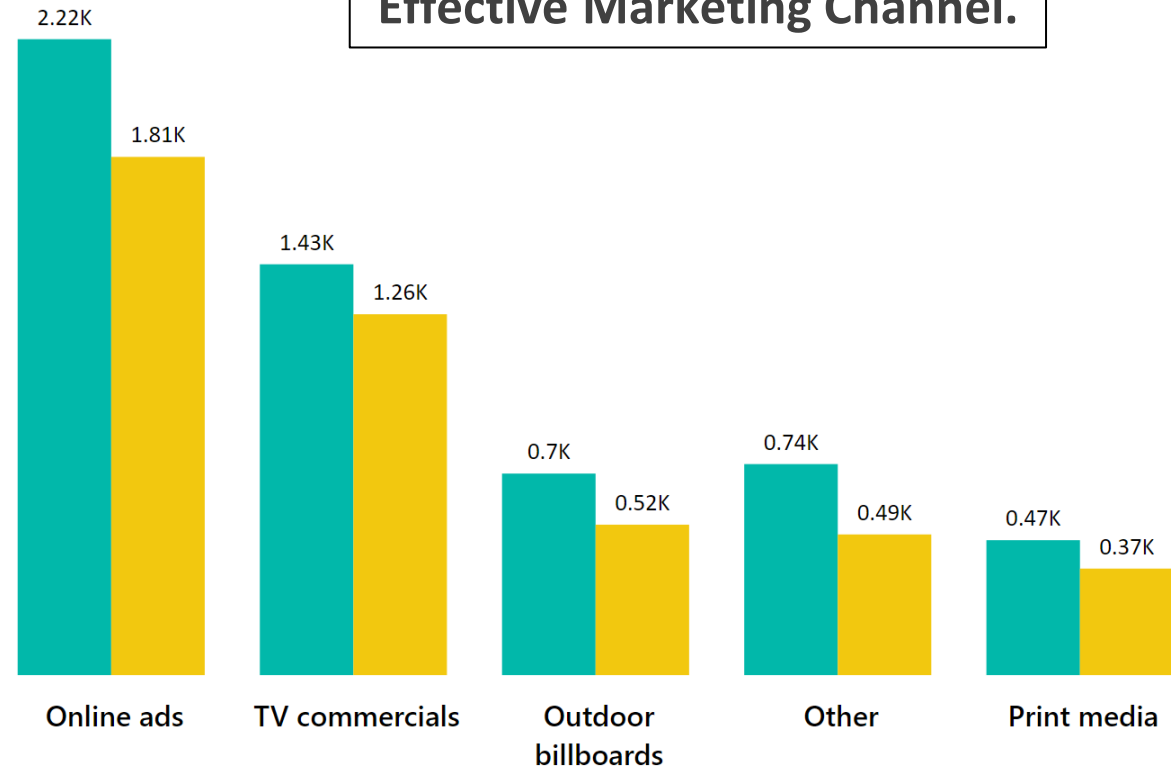
How effective are different marketing strategies and channels in reaching our customers?

Heard about CodeX?



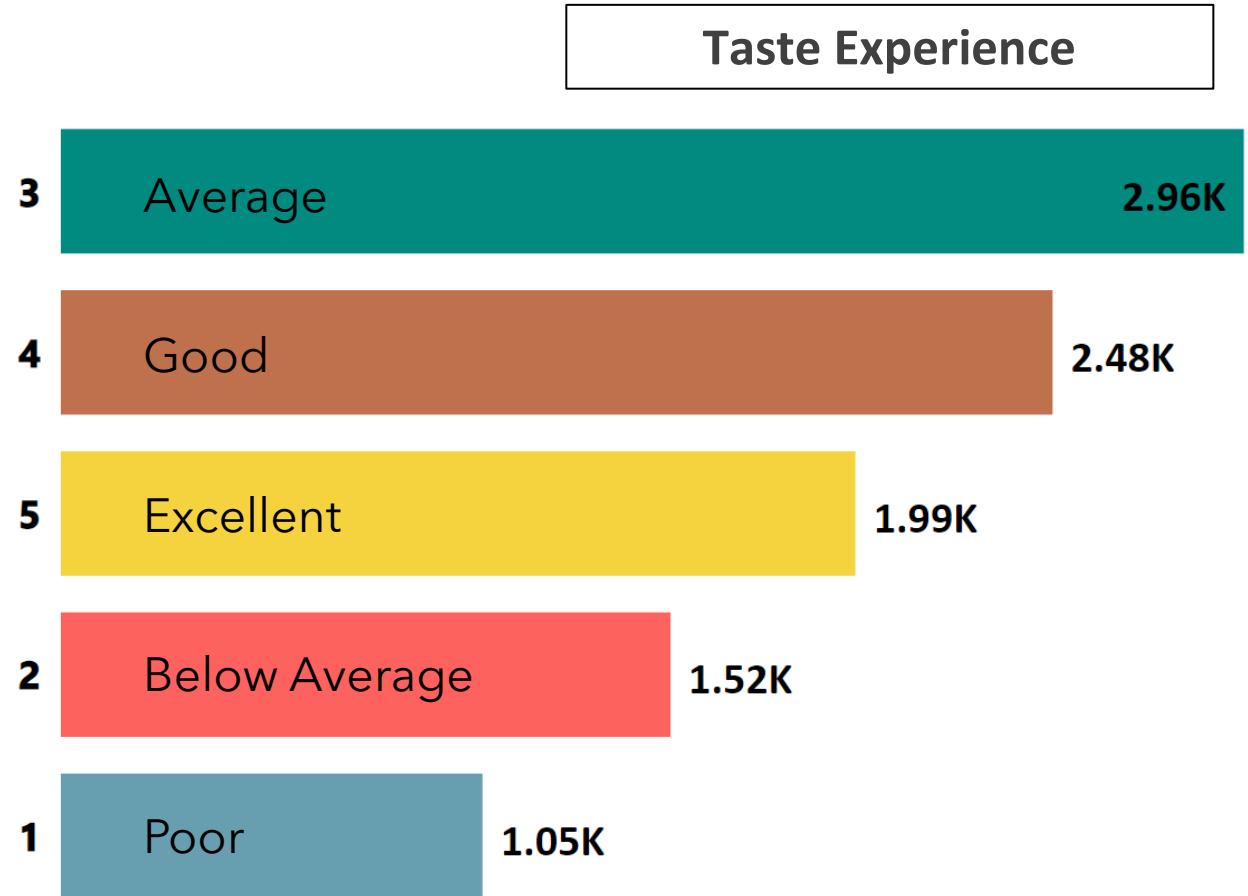
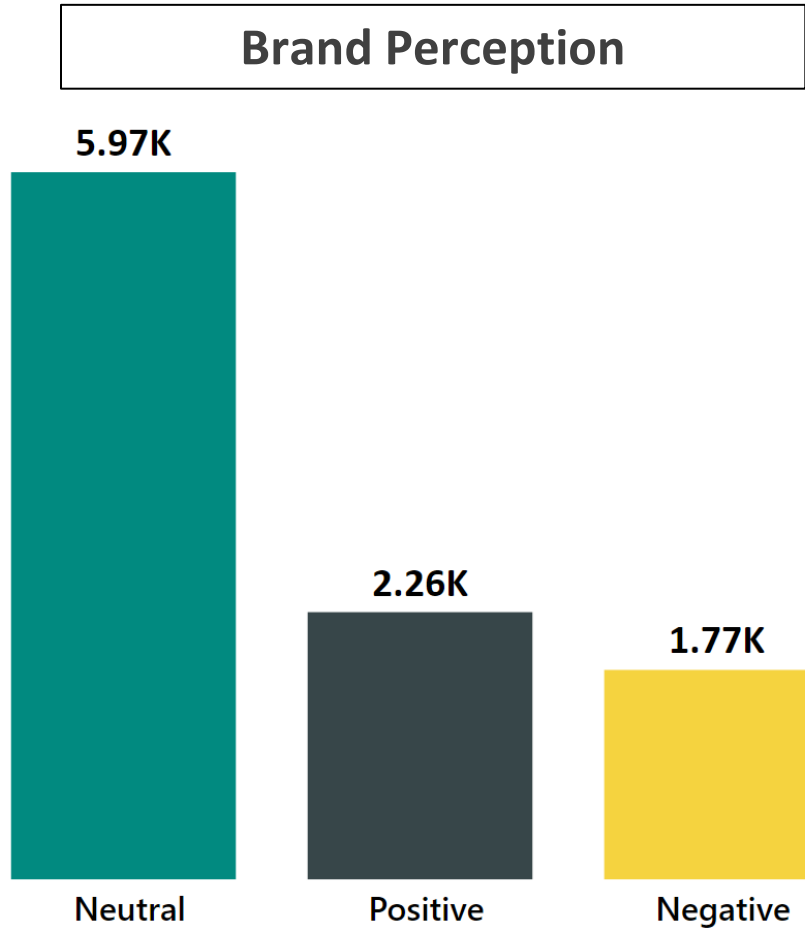
Effective Marketing Channel.

● No ● Yes



The majority credited their awareness to online ads, which made the largest contribution which is closely followed by TV commercials and outdoor billboards as effective marketing channels for creating brand awareness.

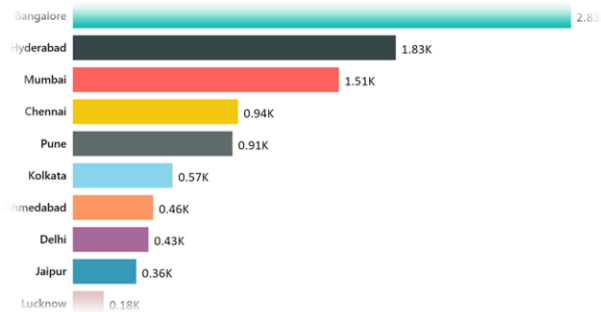
What do people think about our brand? (overall rating)



Positive perception of brand is relatively lower compared to the neutral perception, majority rated their taste experience with codex brand as 3 (Average), ratings 4 (Good) and 5 (Excellent) representing higher levels of satisfaction.

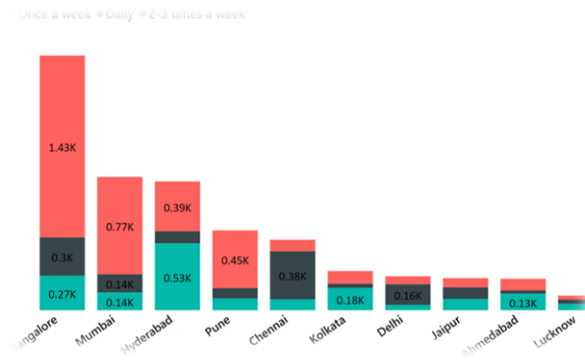
Which cities do we need to focus more on?

Frequency of respondents from each city.



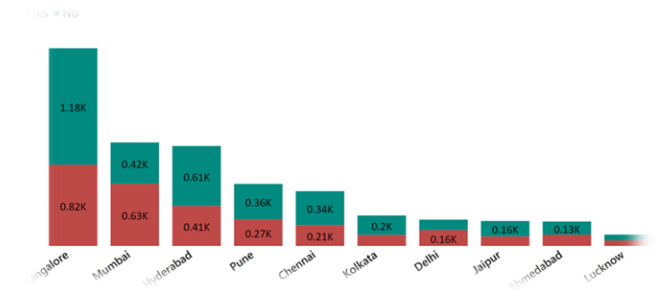
Helps to identify the cities where our survey has received the most responses, indicating higher engagement or awareness in those cities.

Consumption frequency of people by city



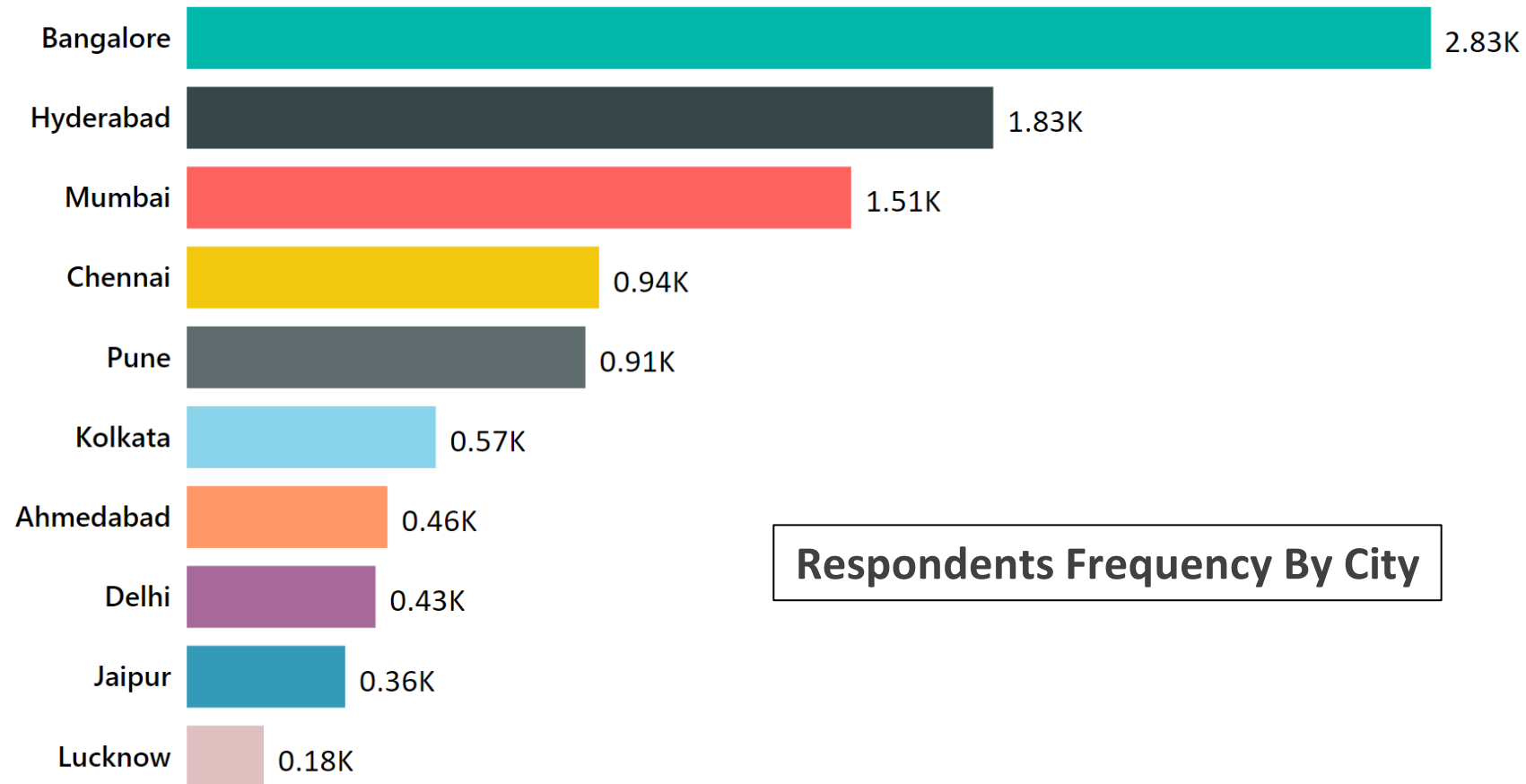
Helps to understand the consumption patterns and preferences of respondents in different cities, allowing us to tailor our marketing strategies and product offerings accordingly.

Awareness about the energy drink in different cities



Helps to identify the cities where our brand awareness is relatively low, indicating a need to focus on marketing and promotional activities in those areas.

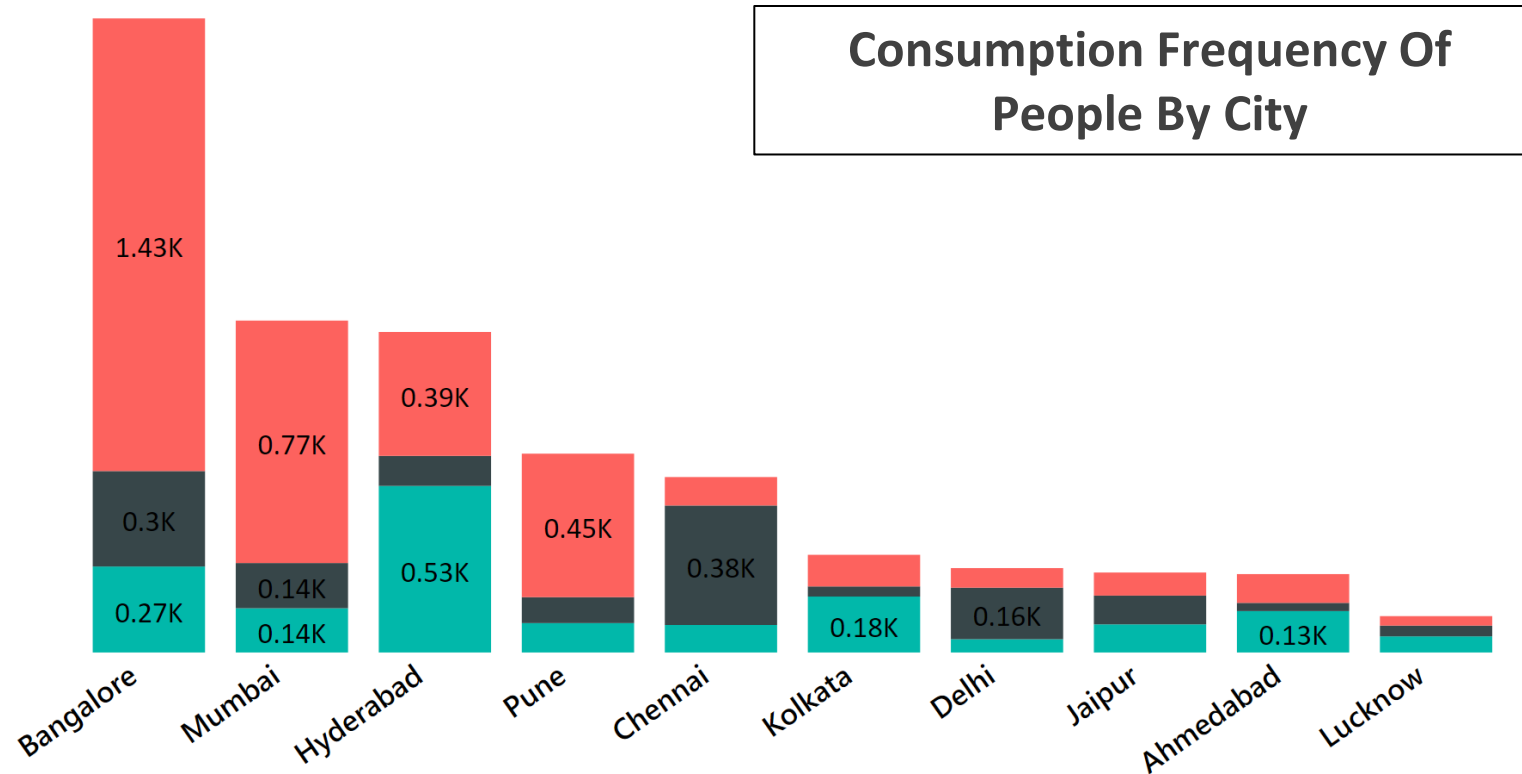
Which cities do we need to focus more on?



Bangalore has the highest percentage of respondents of about 28.3%, Hyderabad (18.3%) and Mumbai (15.1%) follows closely indicating a potential customer presence.

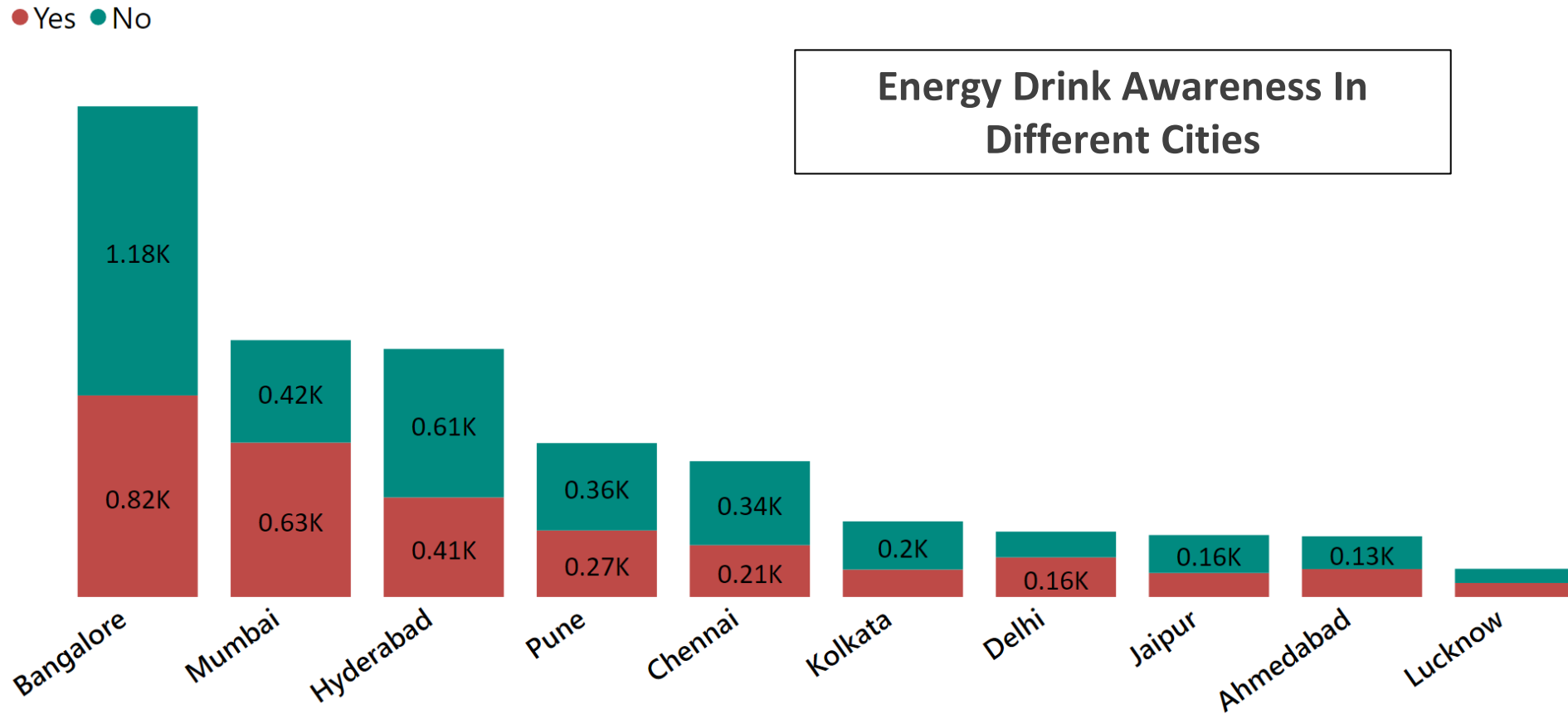
Which cities do we need to focus more on?

● Once a week ● Daily ● 2-3 times a week



Bangalore, Chennai, Mumbai, Pune and Hyderabad can be considered as top 5 cities with a substantial number of daily and frequent energy drink consumers.

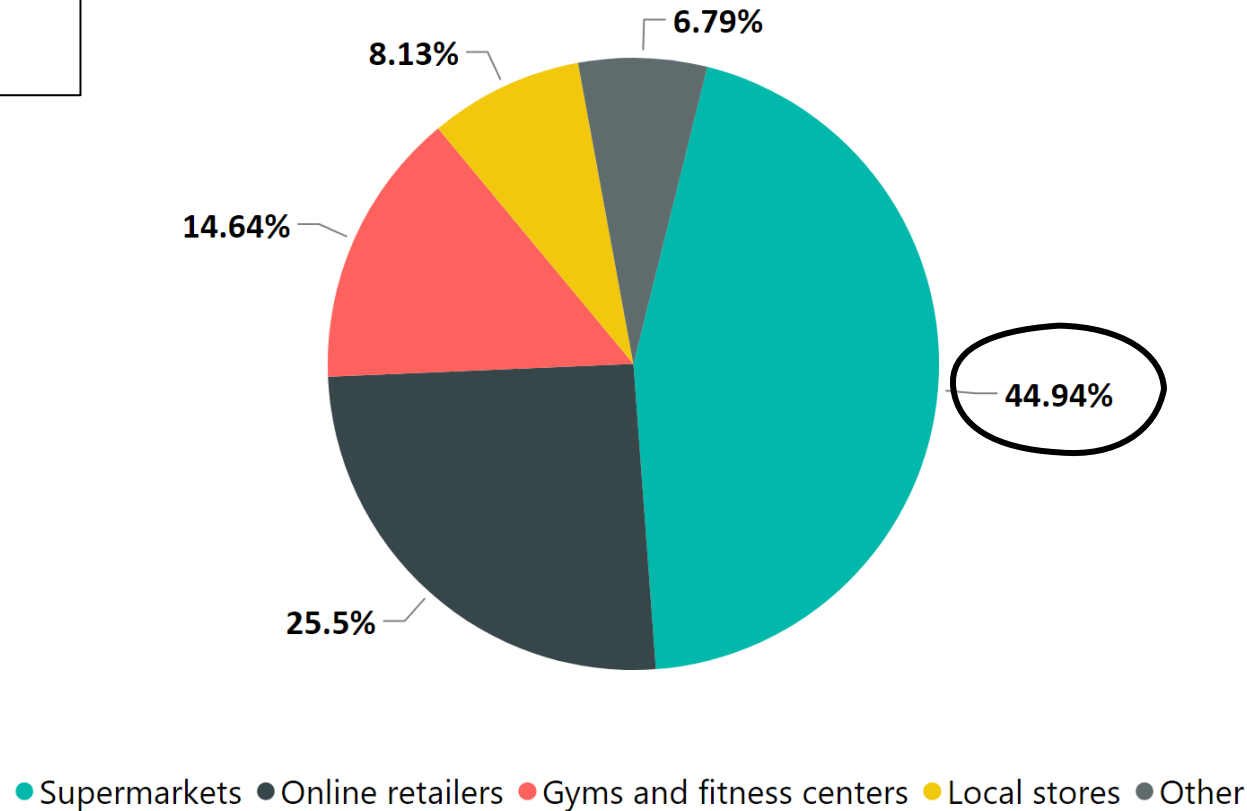
Which cities do we need to focus more on?



Bangalore, Mumbai, and Hyderabad have the highest number of respondents who have heard about our brand. These cities have a relatively higher level of brand awareness compared to others.

Where do respondents prefer to purchase energy drinks?

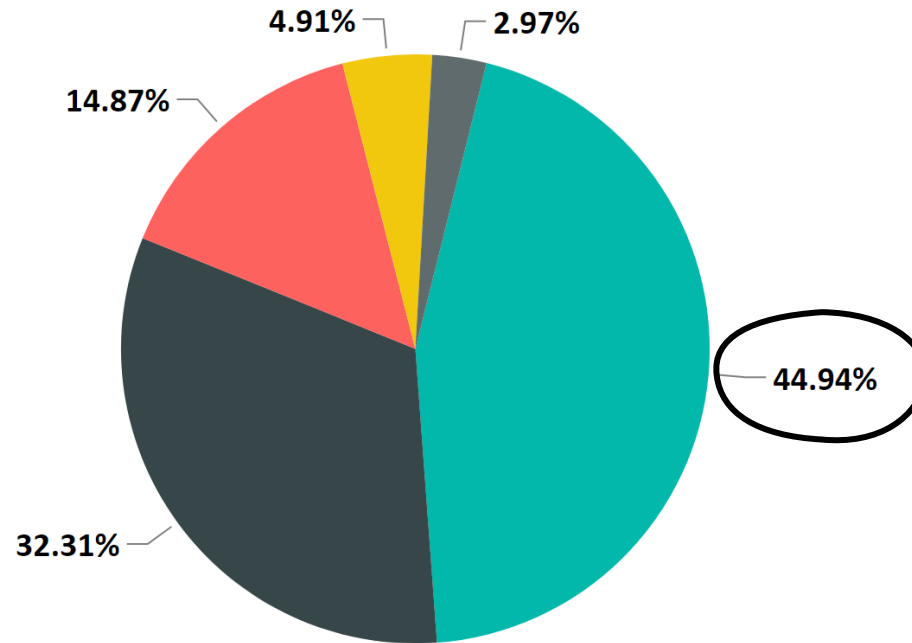
Preferred Purchase Location



Supermarkets are the most popular choice for purchasing energy drinks. Online retailers are the second most preferred option for purchasing energy drinks

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

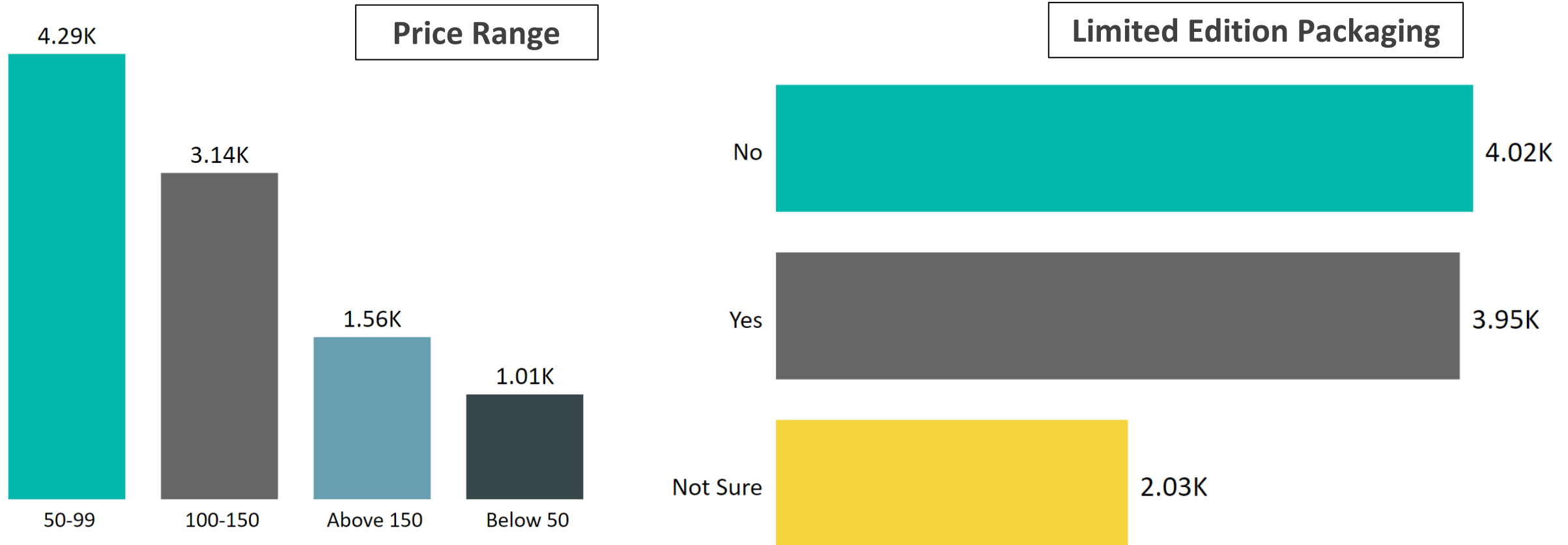
Typical Consumption Situation



● Sports/exercise ● Studying/working late ● Social outings/parties ● Other ● Driving/commuting

Sports or exercise is the most common situation followed by Studying or working late, social outings or parties

What factors influence respondents' purchase decisions, such as Price Range and Limited Edition Packaging?

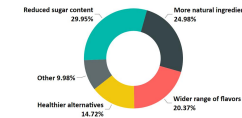


42.9% of respondents consider a price range between 50-90 as reasonable, limited edition packaging doesn't impact purchase decision of about 40.2%, 39.5% of respondents expressed a preference for limited edition packaging

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

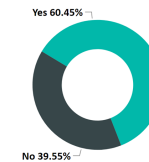


Improvements desired



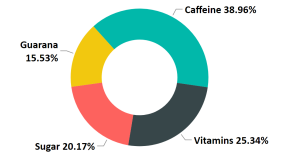
Represents the responses received for the question "what improvements people would like to see in energy drinks currently available in the market?"

Health concerns



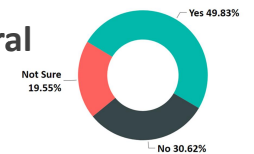
This question aimed to determine whether respondents were concerned about the health impacts of energy drinks.

Preferred Ingredients



This question asked respondents about their expectations regarding the ingredients in an energy drink.

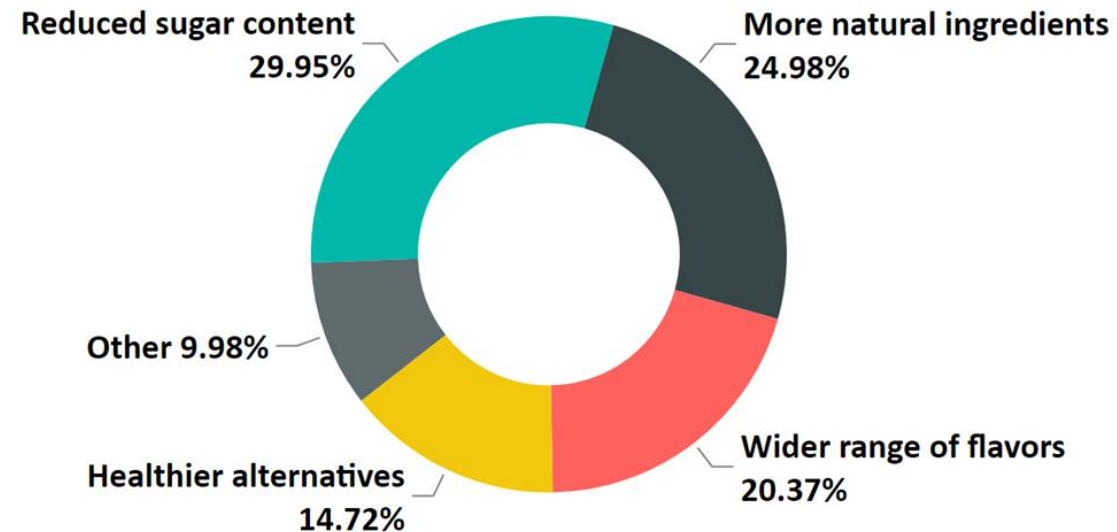
Interest in natural or organic ingredients



This question assessed respondents' interest in an energy drink with natural or organic ingredients.

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

Improvements desired

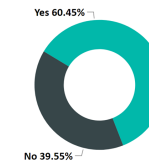


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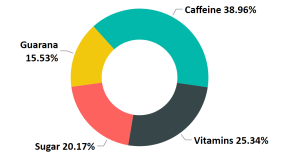
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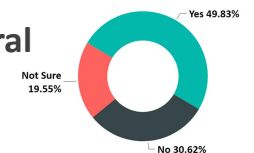


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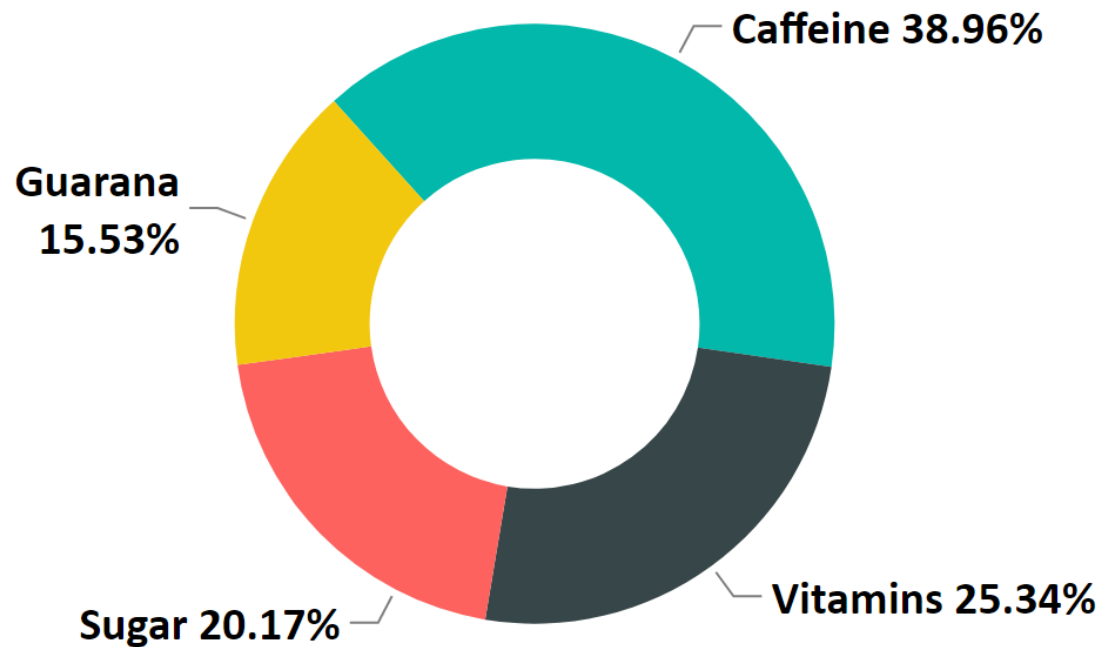
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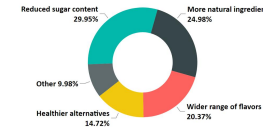
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Improvements desired

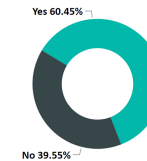


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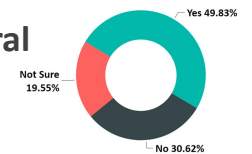
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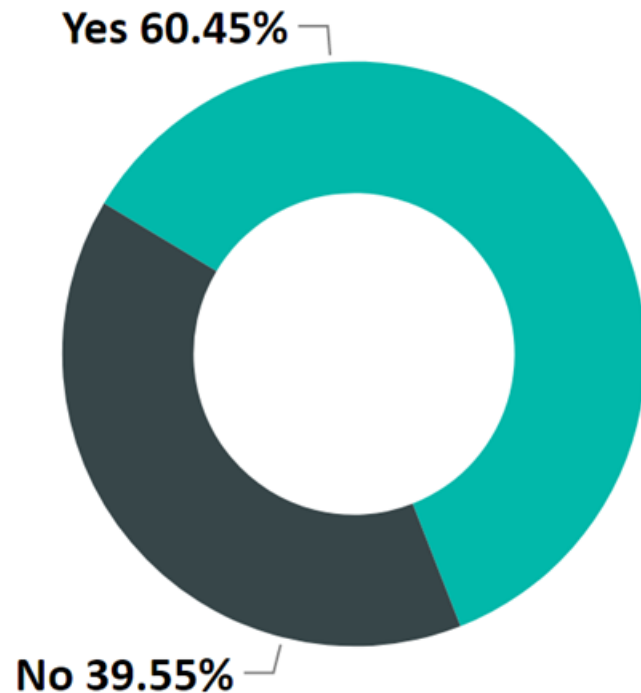
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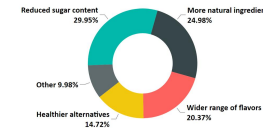
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Improvements desired

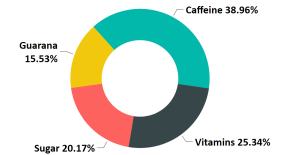


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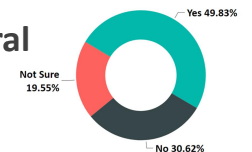
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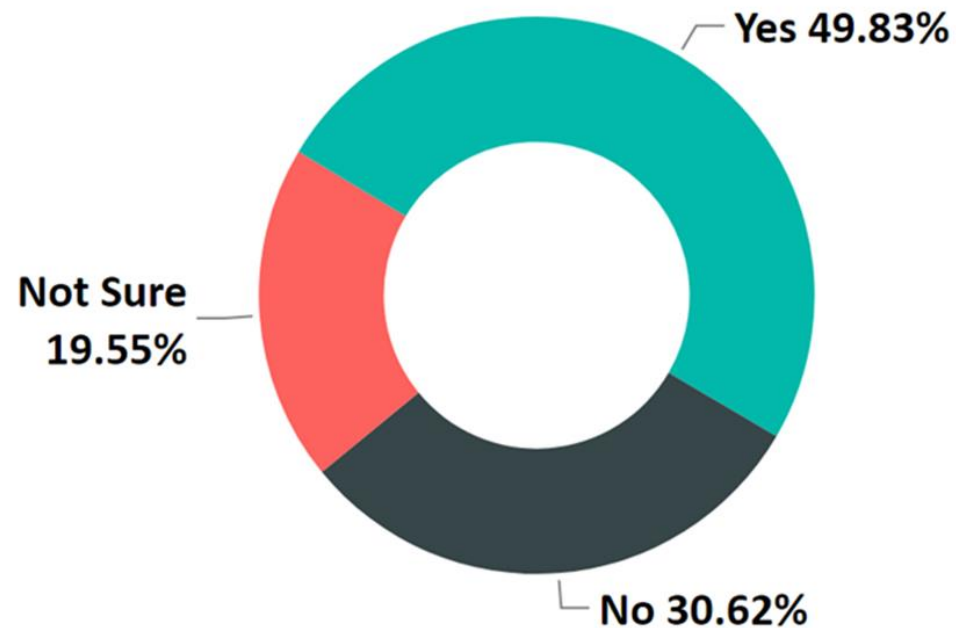
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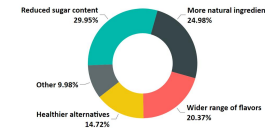
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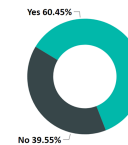


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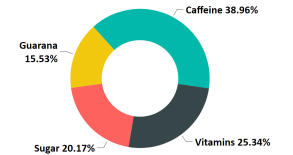
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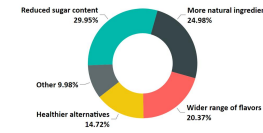
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Which area of business should we focus more on our product development (Branding/taste/availability)

Based on these insights, recommendation for product development would be:

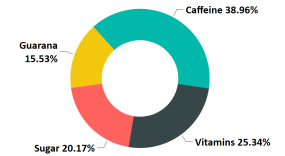
- Reducing sugar content and offering healthier alternatives
- Incorporating natural or organic ingredients
- Expanding the range of flavors available in energy drinks

Improvements desired



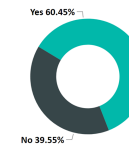
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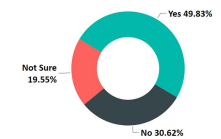
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What immediate improvements can we bring to the product?



What should be the ideal price of our product?



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



Who should be our target audience and why?

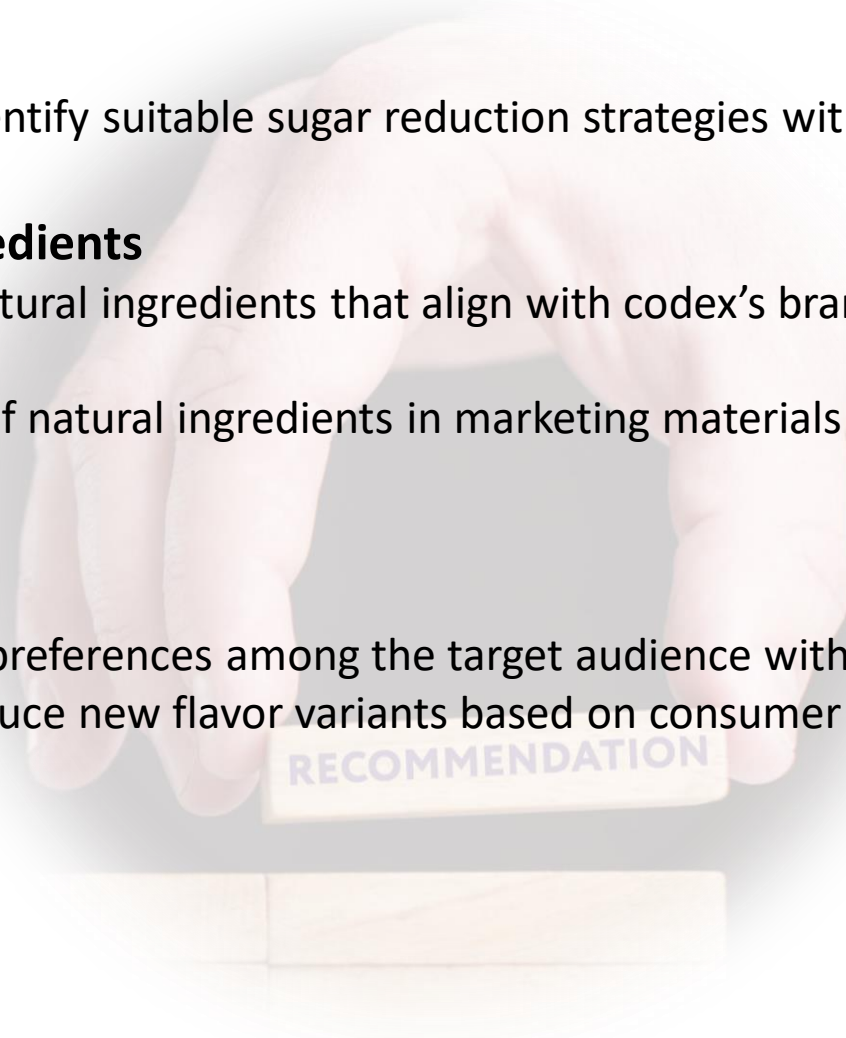


Who can be a brand ambassador and why?



What immediate improvements can we bring to the product?

- **Reduce sugar content**
 - Conduct research to identify suitable sugar reduction strategies without compromising taste.
- **Incorporate natural ingredients**
 - Research and source natural ingredients that align with codex's brand positioning and meet consumer expectations.
 - Communicate the use of natural ingredients in marketing materials to highlight the products health benefits.
- **Expand flavor options**
 - Identify popular flavor preferences among the target audience with market research.
 - And develop and introduce new flavor variants based on consumer demand and market trends.





What should be the ideal price of our product?

- Majority considered a price range between 50-99 as reasonable for an energy drink which is the sweet spot for attracting a significant portion of the target audience.
- By combining limited edition packaging with slightly higher price range can launch a product that can create a sense of value and desirability among consumers.
- This approach can cater to the segment of respondents who value exclusivity and are willing to pay a premium for unique and special edition.
- By implementing this strategy, the company can potentially attract a larger customer base and increase revenue through the sale of limited edition with higher price point.



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

- **Unique selling points**
 - Develop marketing campaigns that showcase codex's reduced sugar content, natural ingredients and appealing flavor options.
 - Communicate the benefits of consuming codex's, such as increased energy, focus and overall well-being.
- **Promote health benefits:**
 - Emphasize the health benefits of codex, such as improved performance during physical activity and mental clarity.
 - And leverage scientific research and testimonials to support the products health claims.
- **Collaborate with influencers**
 - Identify and collaborate with health and fitness influencers who align with codex's brand values.
 - Engage influencers in content creation, product reviews, and social media campaigns to expand brand reach.
- **Offers and discounts**
 - Develop attractive promotional offers and discounts for codex to incentivize trial and repeat purchases.
 - Design loyalty programs to reward loyal customers and encourage brand advocacy.



Who should be our target audience and why?

- **Young adults and professionals**

- Tailor marketing efforts towards the age group of 15-30 as they showed higher engagement with energy drinks and various marketing channels

- **Health conscious individuals**

- Position codex as a healthier alternative to traditional energy drinks by emphasizing its reduced sugar content and natural ingredients.
- Share educational content and engage in conversations around the health impacts of energy drinks to resonate with health conscious consumers.

- **Sports and fitness enthusiasts**

- Partner with sports clubs, gyms and fitness events to promote codex as an energy drink that enhances sports performance and aids in physical activities.
- Sponsor local sports events and collaborate with fitness influencers to increase brand visibility within the sports community.



Who can be a brand ambassador and why?



Akshay kumar

Who have a large number of followers on social media platforms, akshay kumar is a popular and influential figure known for his high energy levels and active lifestyle. His energetic persona resonates with the target audience, making him an ideal choice to promote codex.



Virat kohli

He is one of india's most prominent and successful cricketers, virat kohli has a massive fan following and a positive image both on and off the field. His dedication, energy, and passion for fitness align with the values of codex. Kohli's association with the brand can help establish credibility and attract sports enthusiasts to try codex

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**THANK
YOU**