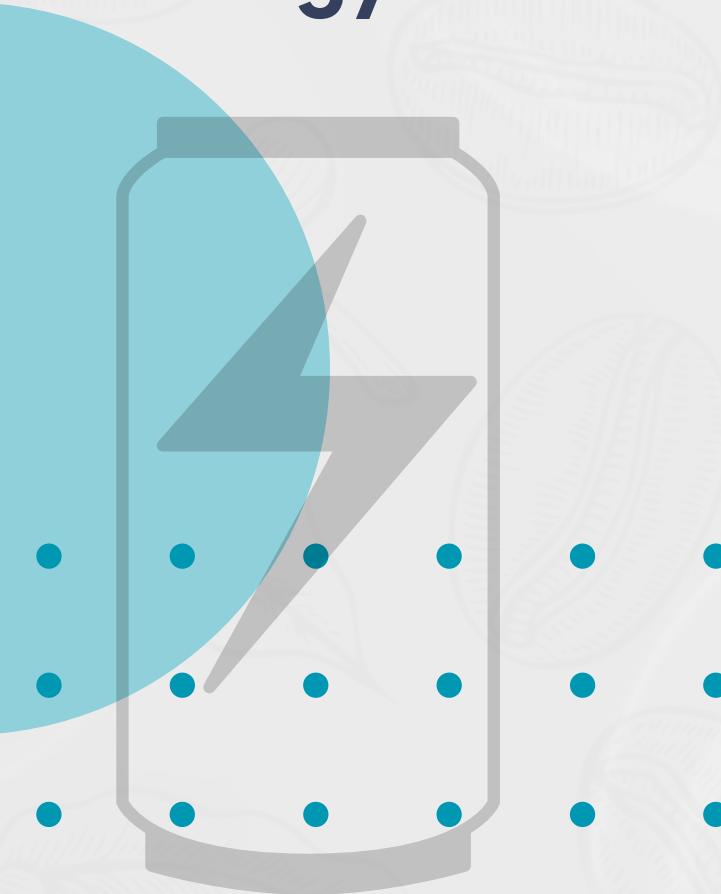


# Unleashing Potential

Key Insights from  
**CodeX**

Energy Drink Survey in India



...Sweta Sah

**RESULT**

**ACTION**

**TASK**

**SITUATION**



# SITUATION

- CodeX, a German beverage company, recently launched its energy drink in 10 cities in India and is aiming to make its mark in the Indian market.
- The Marketing team's objectives include increasing brand awareness, market share, and product development.
- To gather insights, a survey was conducted in the 10 cities, generating responses from 10,000 respondents.
- The aim is to provide meaningful insight's and recommendations that align with CodeX's goals and drive success in the Indian market.

# TASK

The task is to extract meaningful insights that can guide actionable strategies and decisions for the Marketing team and present it to the Chief Marketing Officer

**Secondary Insights (Sample Sections / Questions)**

Note: You need to do additional market research

**Recommendations for CodexX:**

Give 8 recommendations for CodexX (below are some samples)

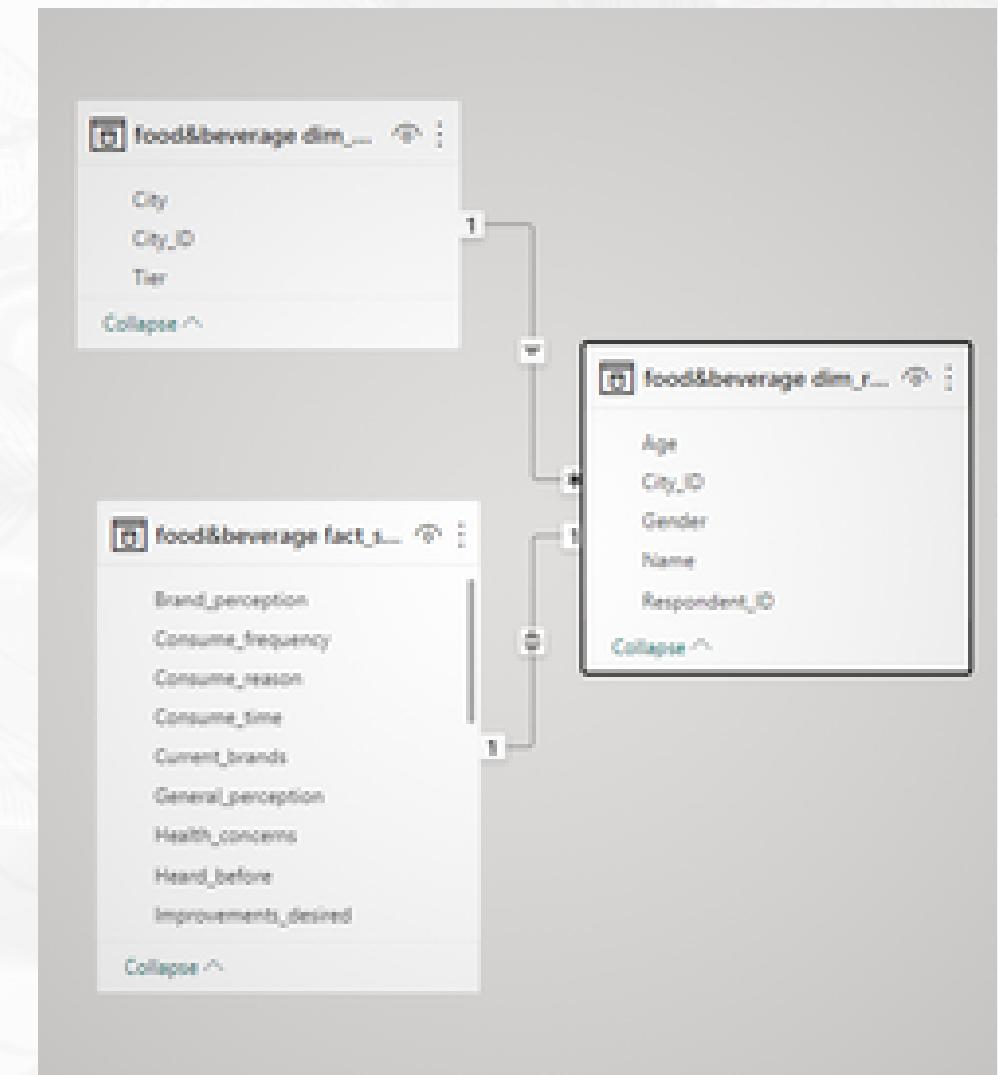
- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?

**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

1. 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 (18-30)?
2. Consumer Preferences:
  - a. What are the preferred ingredients of energy drinks among respondents?
  - b. What packaging preferences do respondents have for energy drinks?
3. Competition Analysis:
  - a. Who are the current market leaders?
  - b. What are the primary reasons consumers prefer those brands over ours?
4. 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?
5. Brand Perception:
  - a. What do people think about our brand? (overall rating)
  - b. Which cities do we need to focus more on?
6. 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?
7. Product Development:
  - a. Which area of business should we focus more on for product development? (Branding/taste/availability)

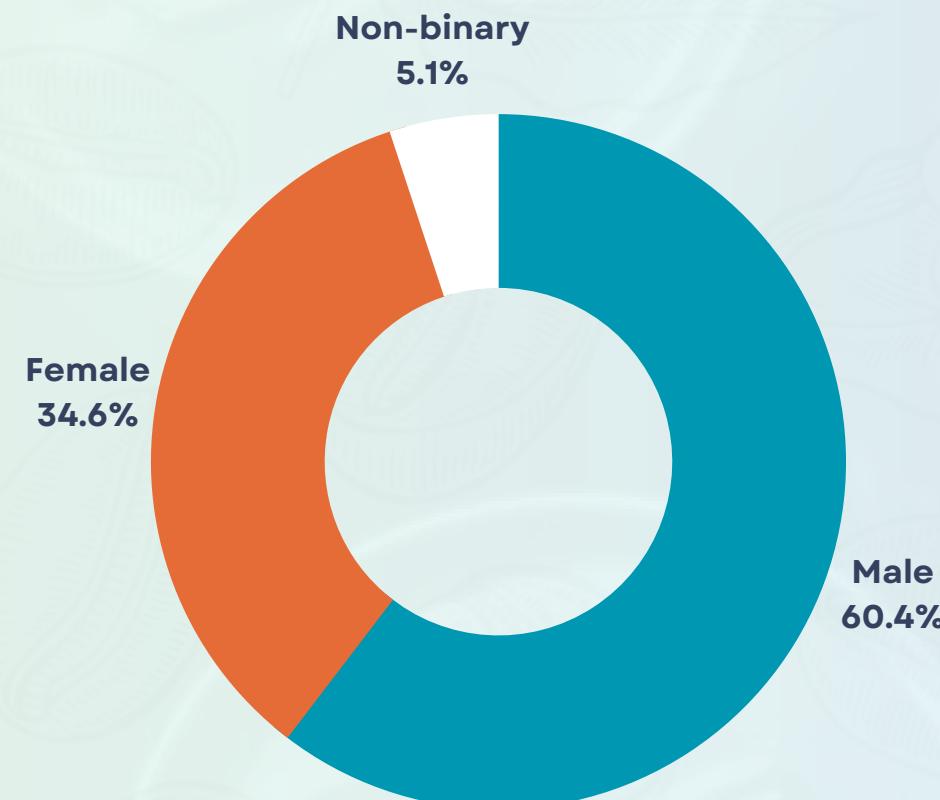


# ACTION

- Increase Awareness: Enhance advertising, social media, and PR efforts to boost Codex energy drink's visibility among the target audience.
- Expand Distribution: Forge partnerships with retailers and distributors for wider availability of Codex energy drink.
- Promotional Campaigns: Offer attractive discounts and promotions to entice consumers to try Codex.
- Product Innovation: Introduce new flavors and innovative packaging to cater to diverse consumer preferences.
- Market Research: Regularly conduct market research to track performance, gather feedback, and identify growth opportunities.

## Who prefers energy drink more?

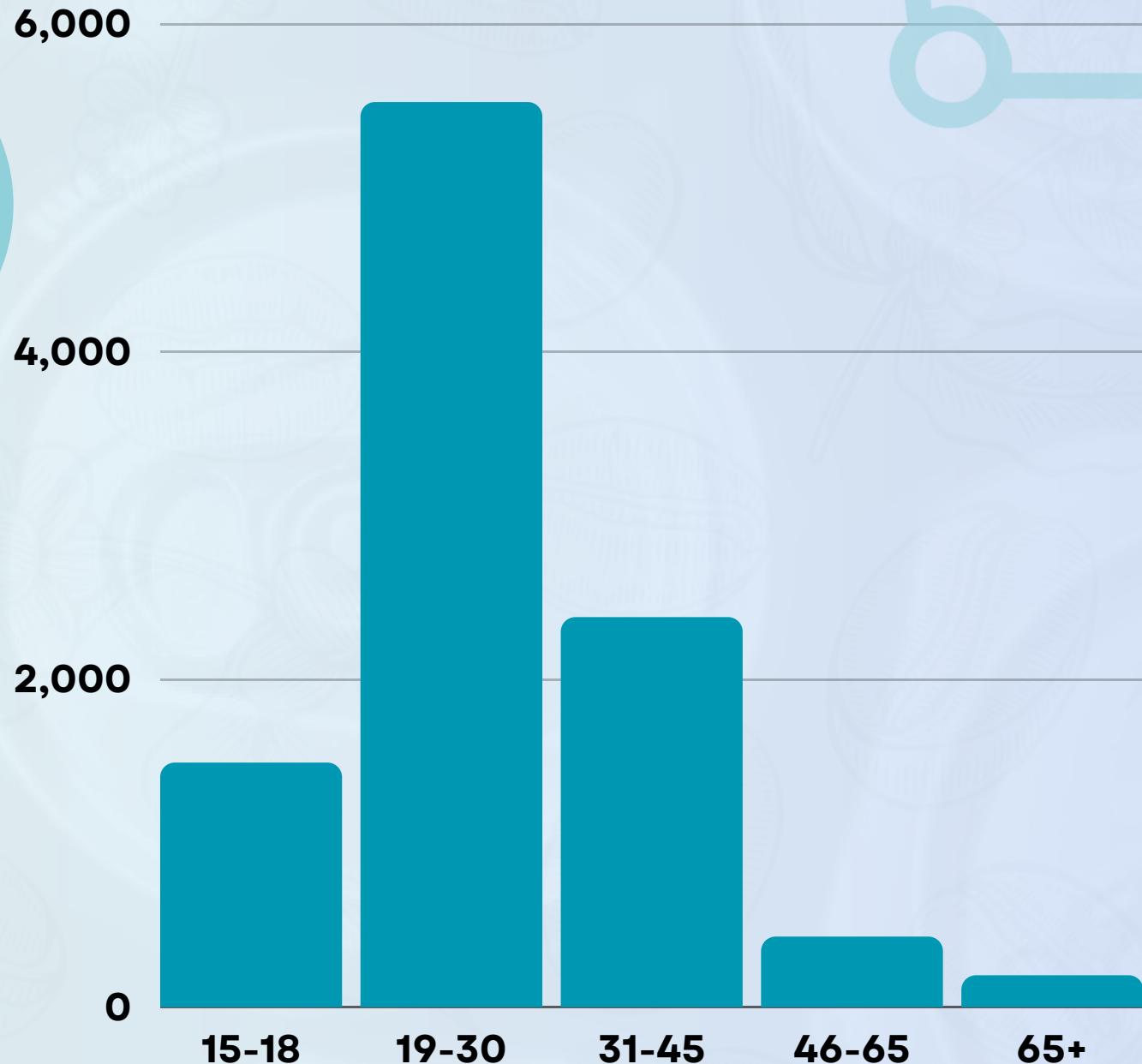
Gender	Count_of_pref
Male	6038
Female	3455
Non-binary	507



## Which age group prefers energy drinks more?

- The median age of India's population is **28.2** years, data from the World Population Prospects.
- India has more than **50%** of its population below the age of 25 and more than **65%** below the age of 35.

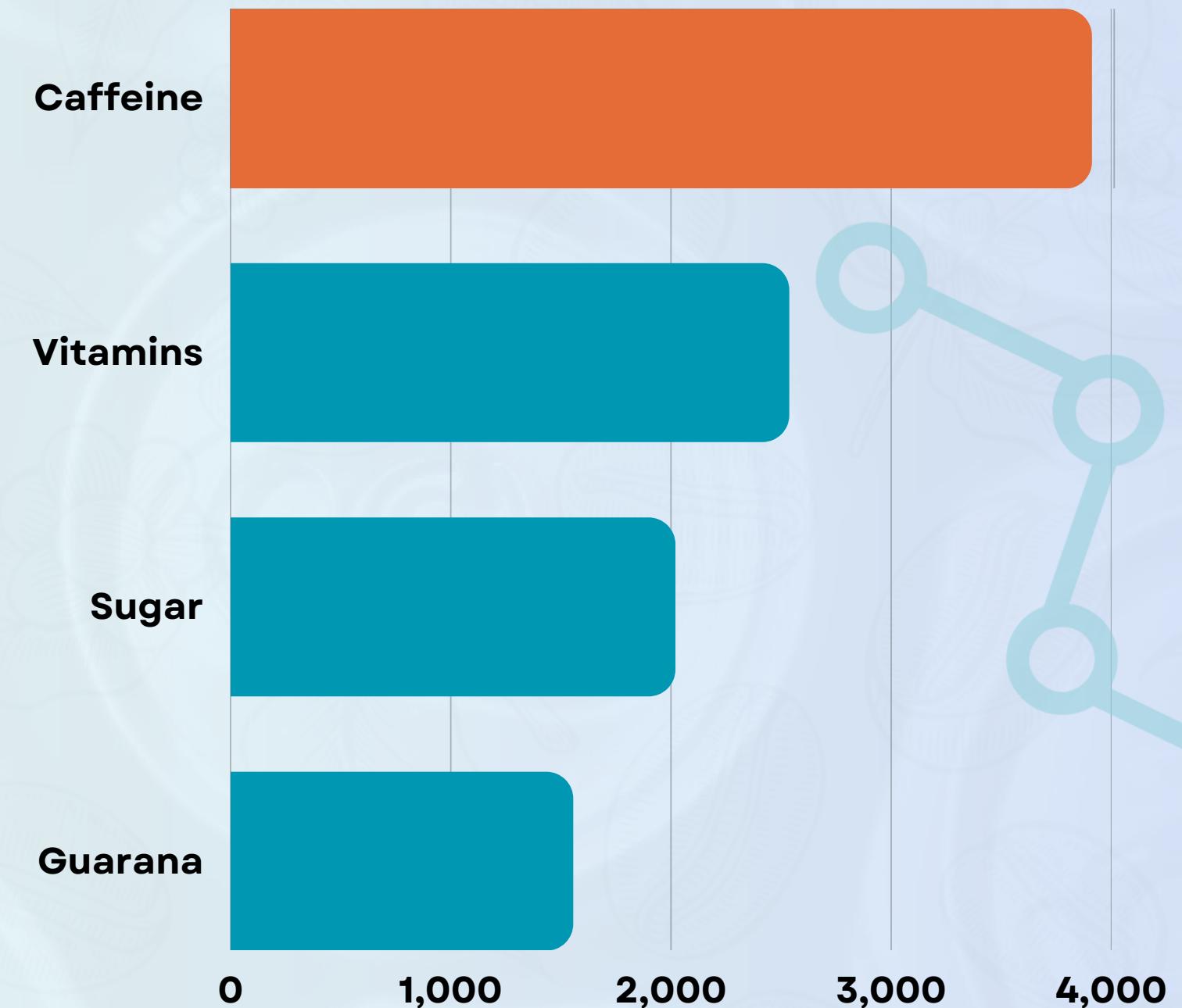
Age	Count_of_Pref
15-18	1488
19-30	5520
31-45	2376
46-65	426
65+	190



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

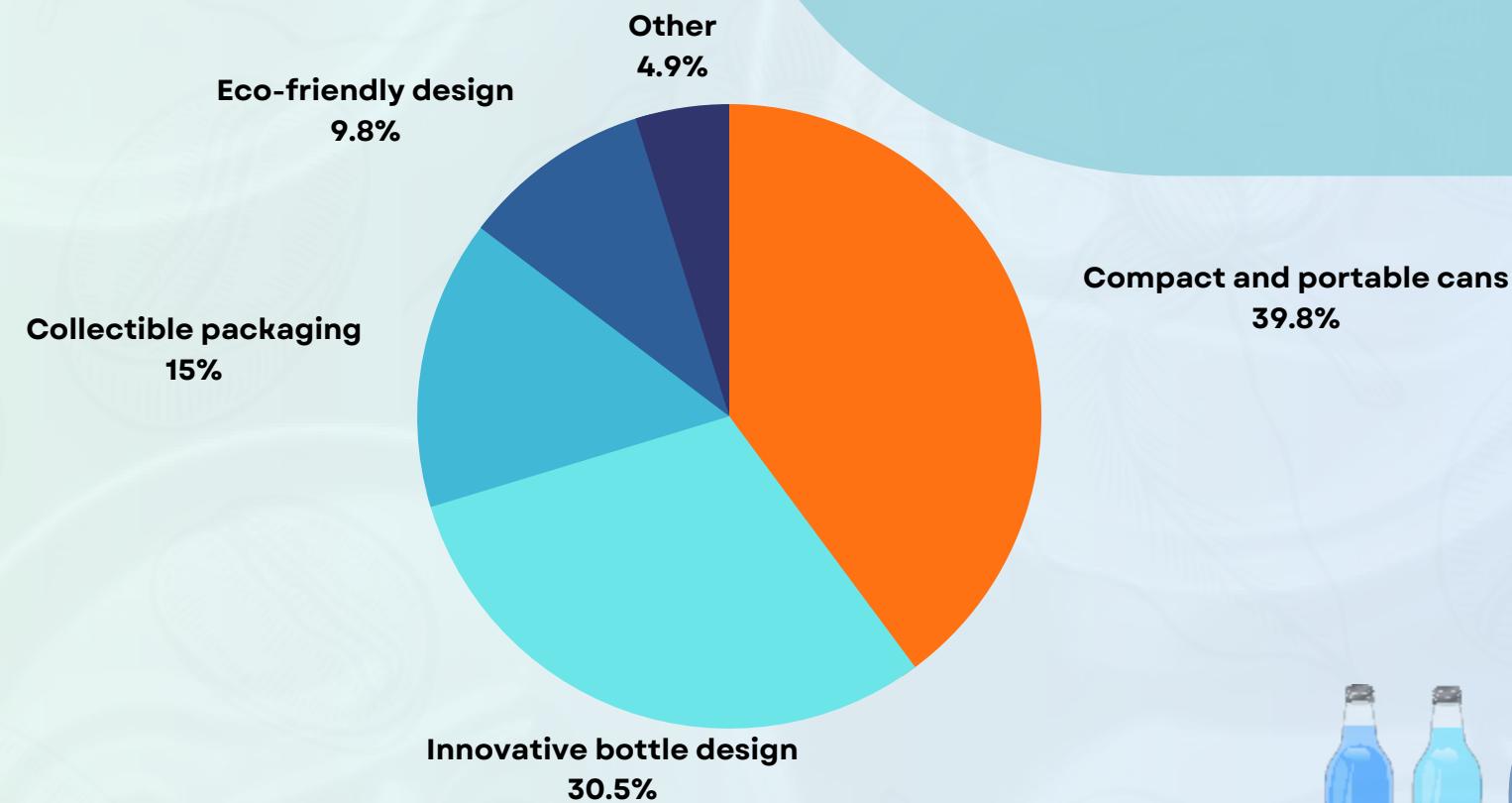
Ingredients_expected	Count_of_Response
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

- FSSAI mandates that the level of caffeine used in energy drinks should not be less than 145 mg/l and not more than 300mg/l.
- It is widely recognized, researched, and has a long history of use in beverages.
- The marketing team can leverage caffeine's popularity by highlighting its benefits.



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

Packaging_preference	Count_of_Response
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

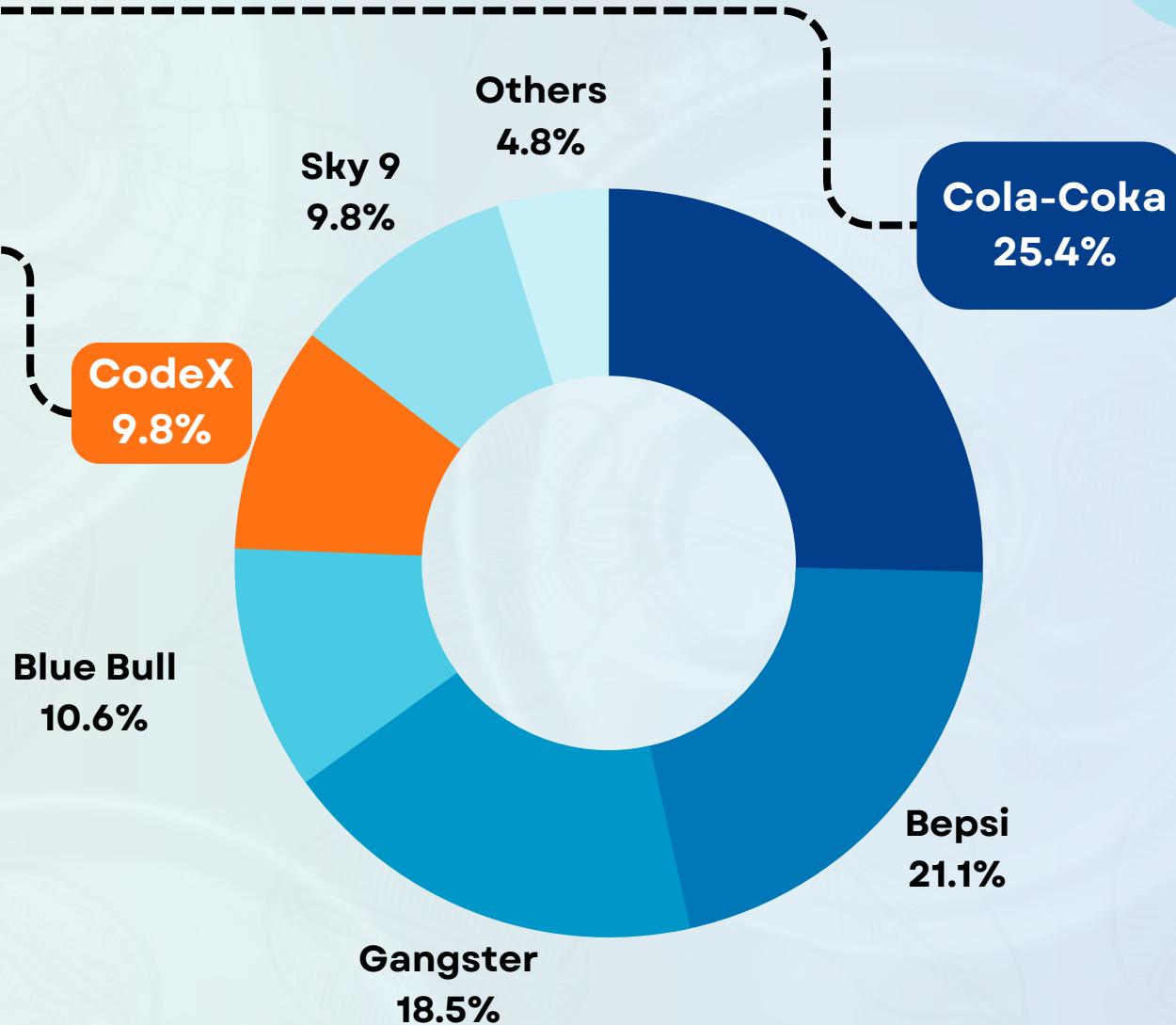


- A study by Nielsen in 2022 found that 62% of energy drink consumers in India prefer cans over other packaging formats.
- A survey by the Energy Drinks Association of India in 2021 found that the top reasons why consumers prefer cans for energy drinks are portability, durability, and resealability.



## Who are the current market leaders?

Current_brands	Count_of_Response
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479



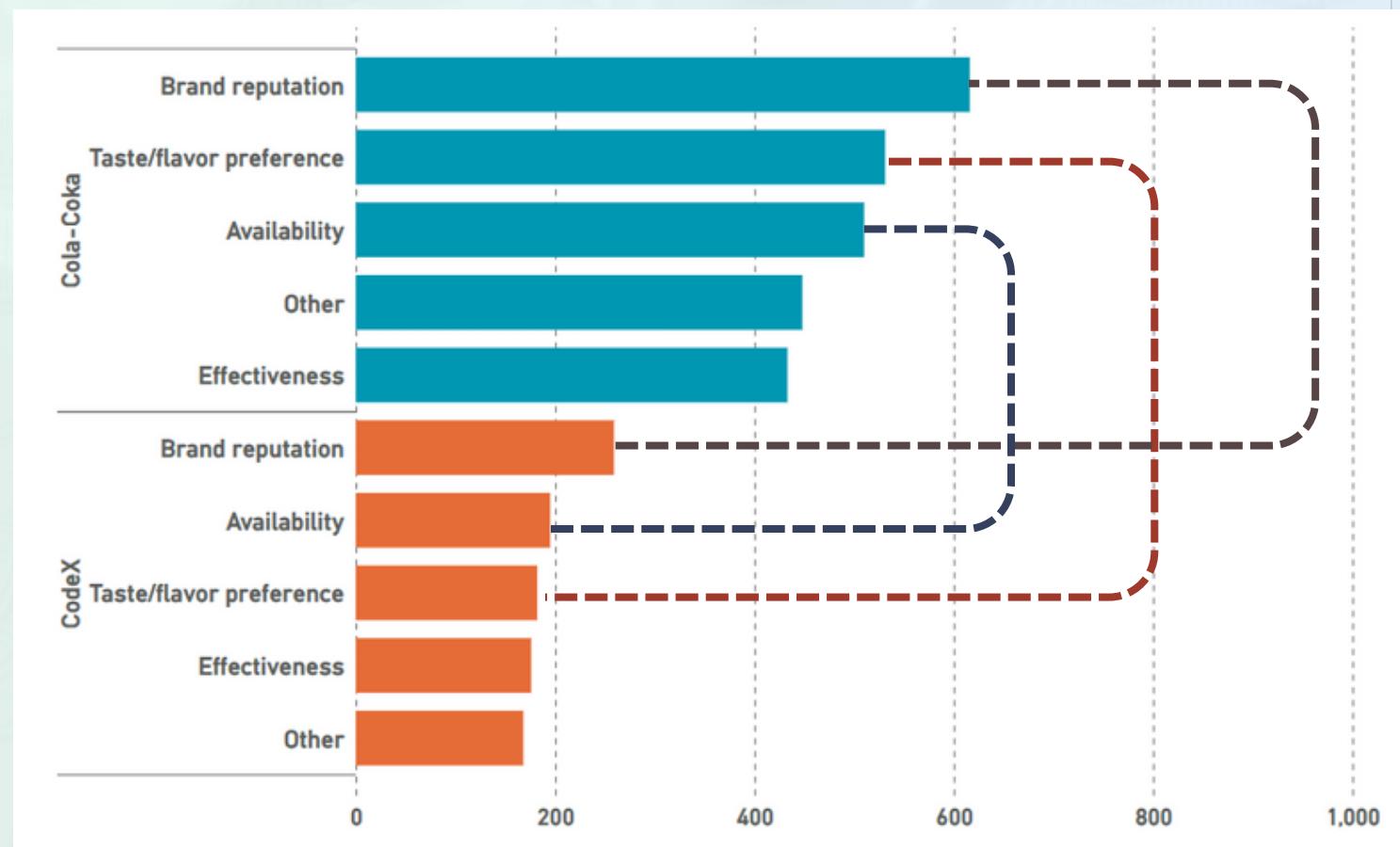
Cola-coka

Bepsi

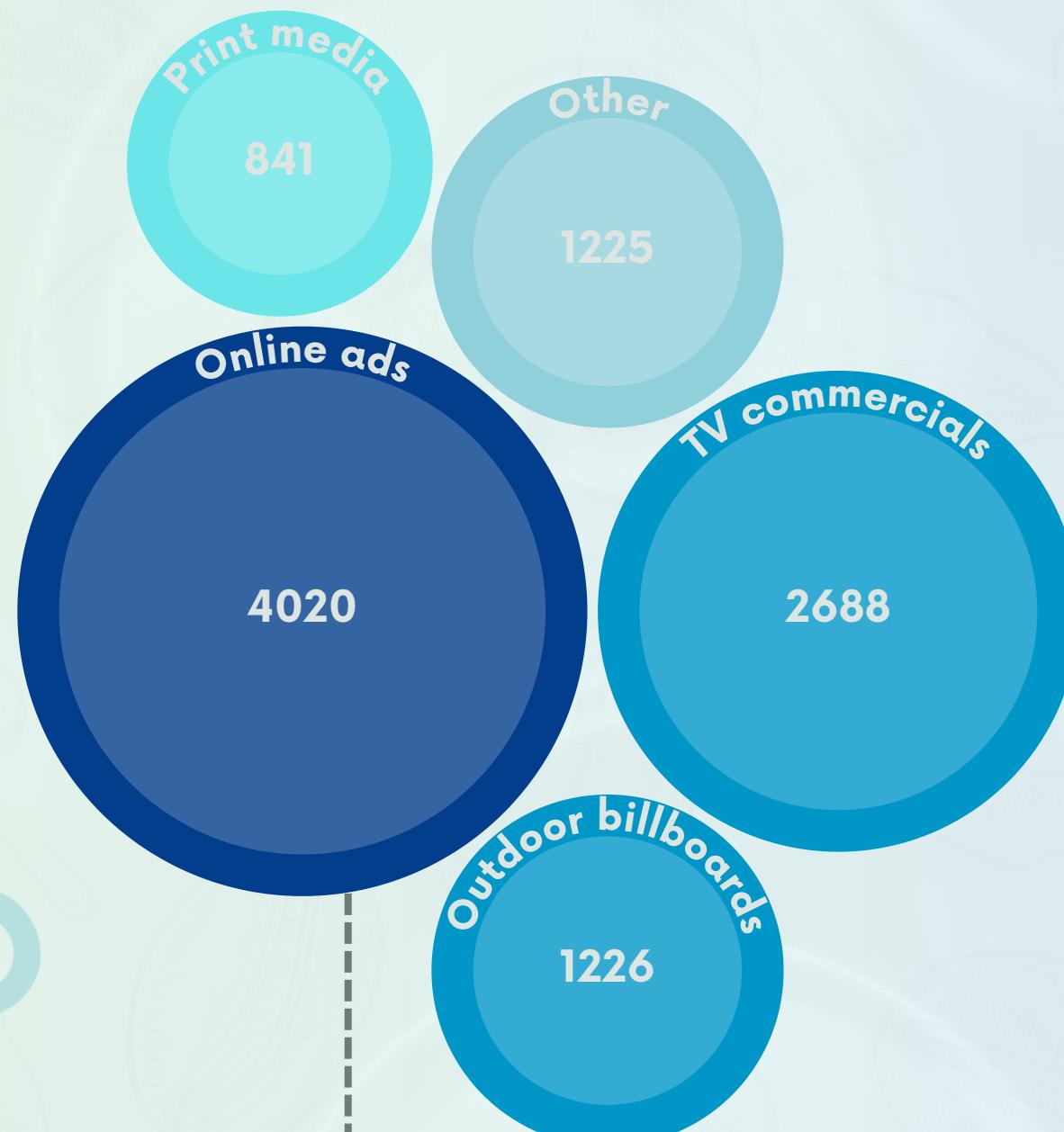
Gangster

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

Reasons_for_choosing_brands	Count_of_Response
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679



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



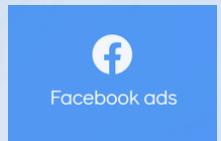
Marketing_channels	Count_of_Response	Percentage_of_Response
Online ads	4020	40.2
TV commercials	2688	26.9
Outdoor billboards	1226	12.3
Other	1225	12.3
Print media	841	8.4

*Online Ads*

40%



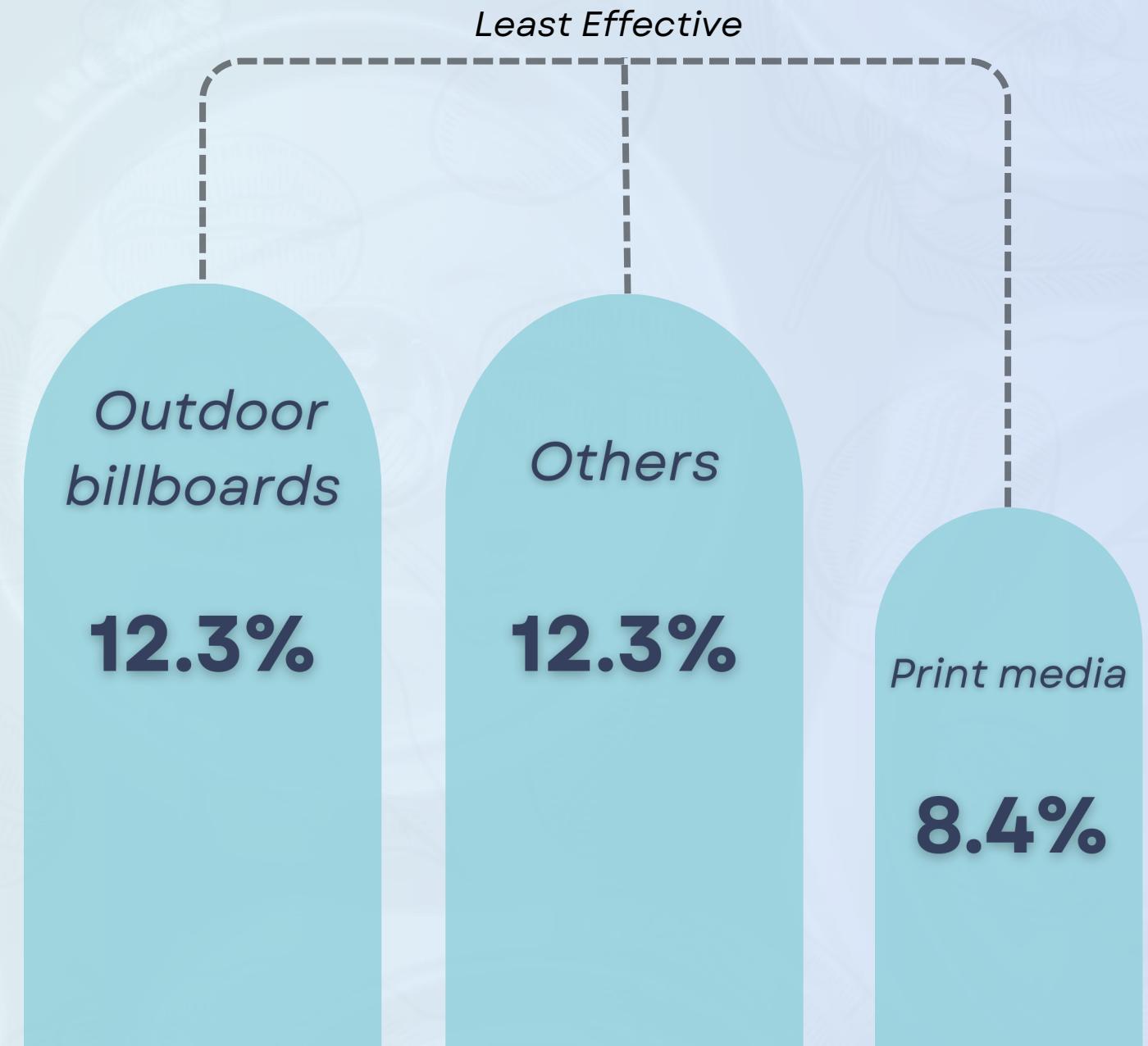
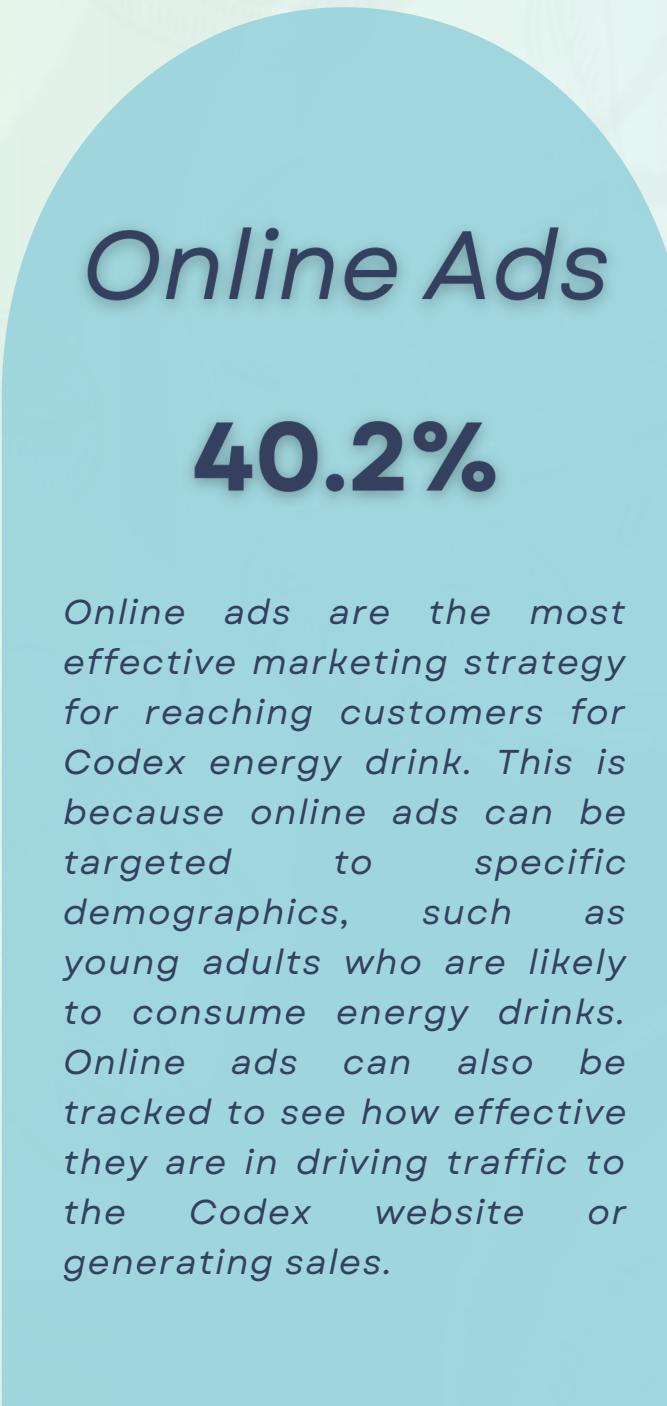
**LinkedIn**  
Ads



**Instagram**  
Ads

**YouTube** | Advertising

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



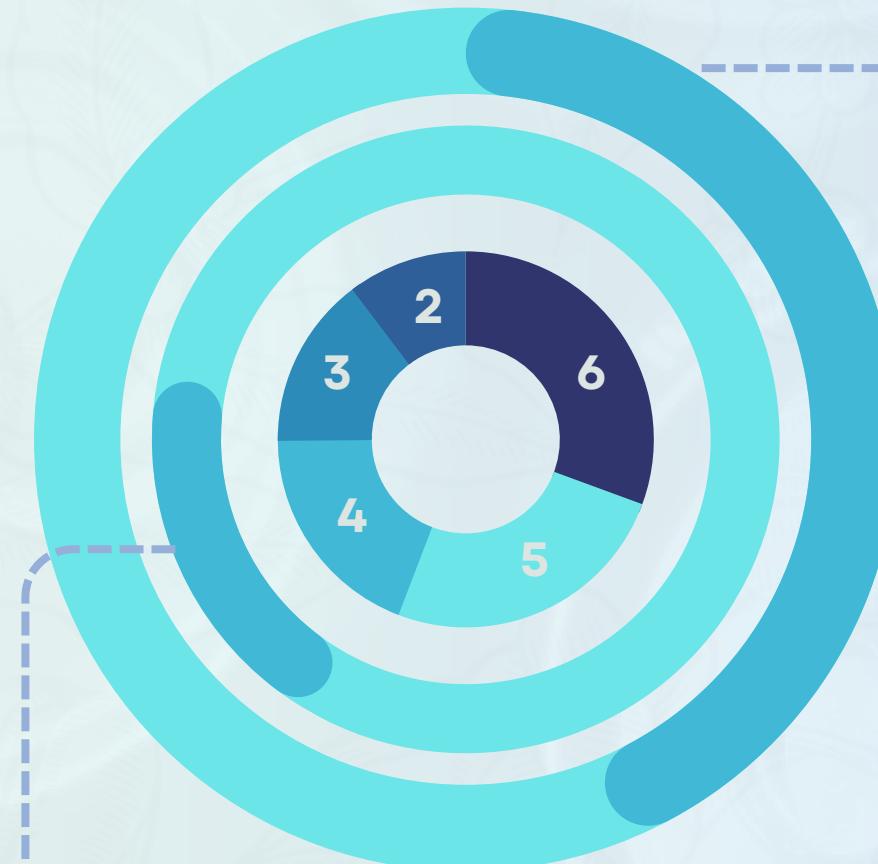
## AVERAGE RATING



# CodeX



## What do people think about our brand?



44%

20%

Tried CodeX Drink

Heard about CodeX

10000

4447

2026

386

511

620

300

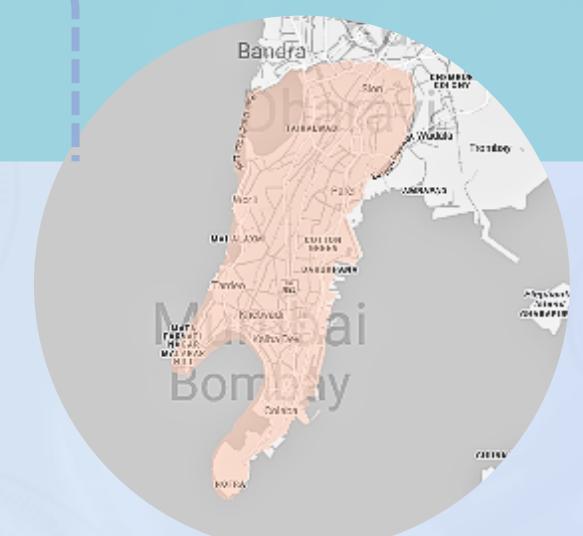
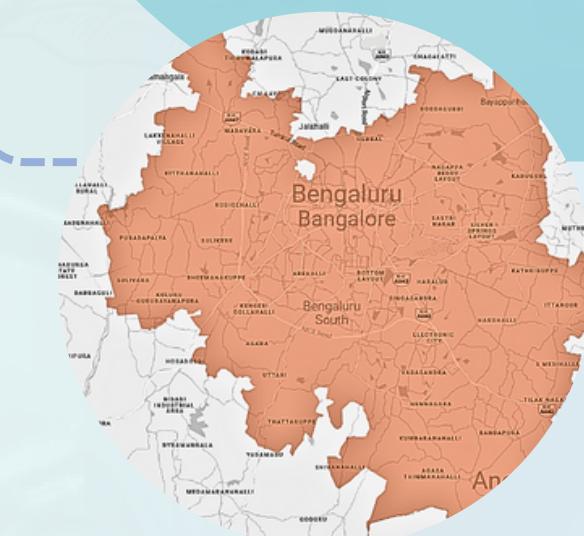
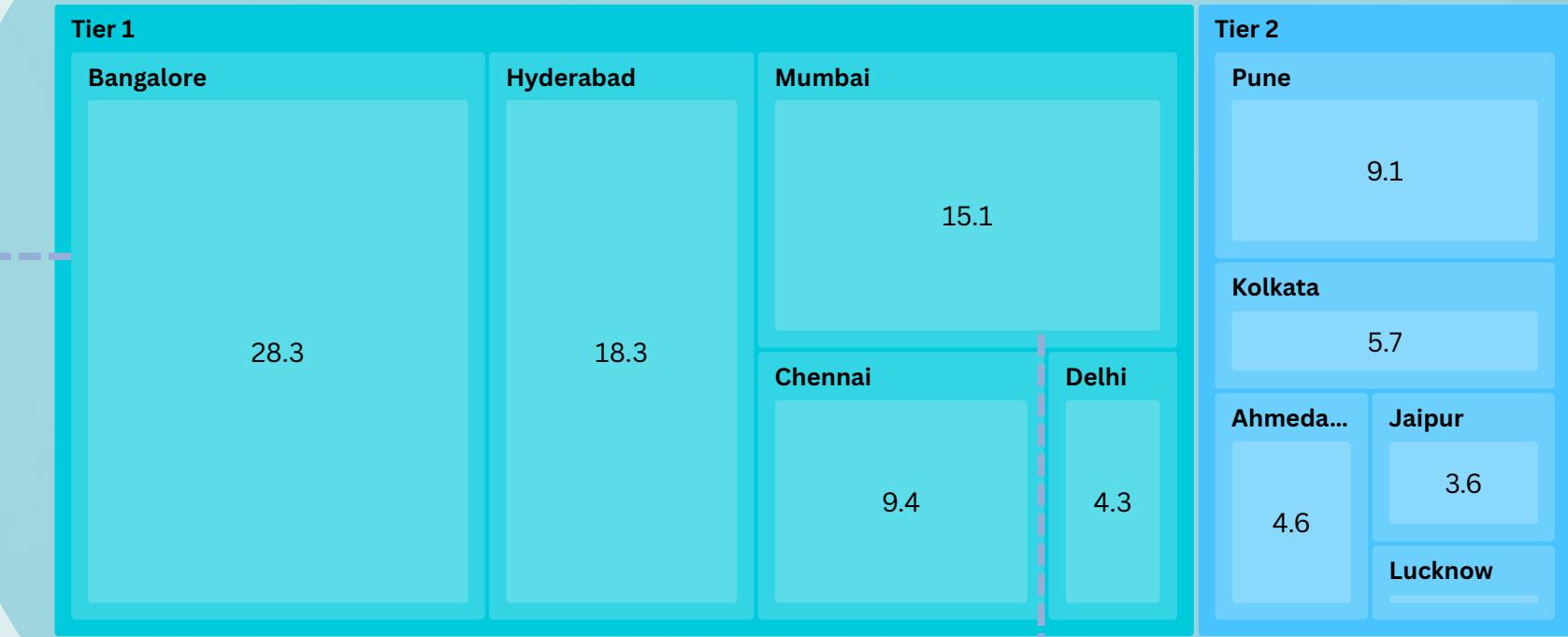
209



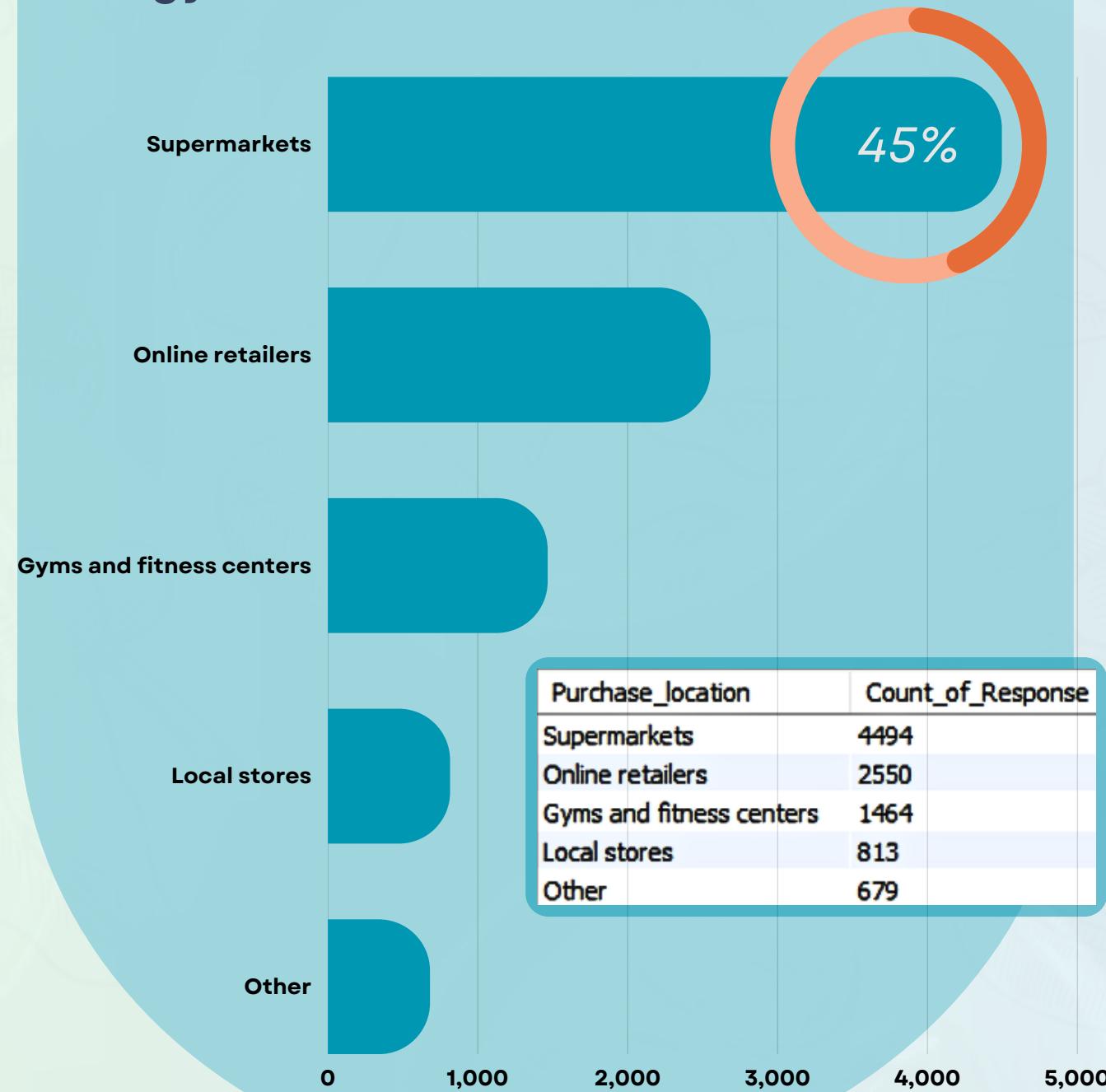
## Which cities do we need to focus more on?

- Bangalore, Hyderabad, and Mumbai exhibit the highest response rates, indicating a larger potential market for CodeX.
- Chennai and Pune also show significant response numbers, making them valuable market regions to target.
- Marketing efforts should prioritize these cities to maximize brand exposure and tap into their potential customer base.

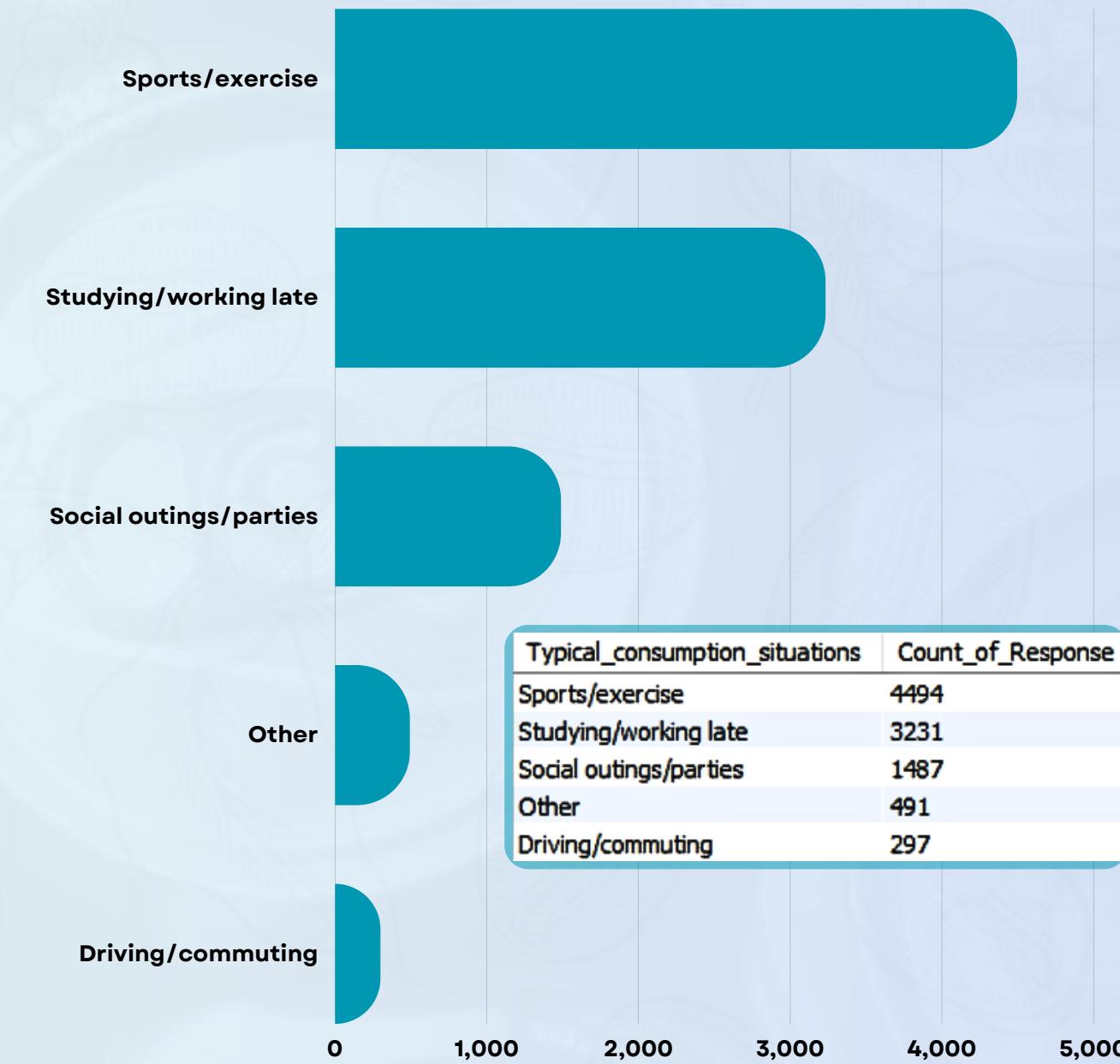
City	Count_of_Response
Bangalore	2828
Hyderabad	1833
Mumbai	1510
Chennai	937
Pune	906
Kolkata	566
Ahmedabad	456
Delhi	429
Jaipur	360
Lucknow	175



## Where do respondents prefer to purchase energy drinks?



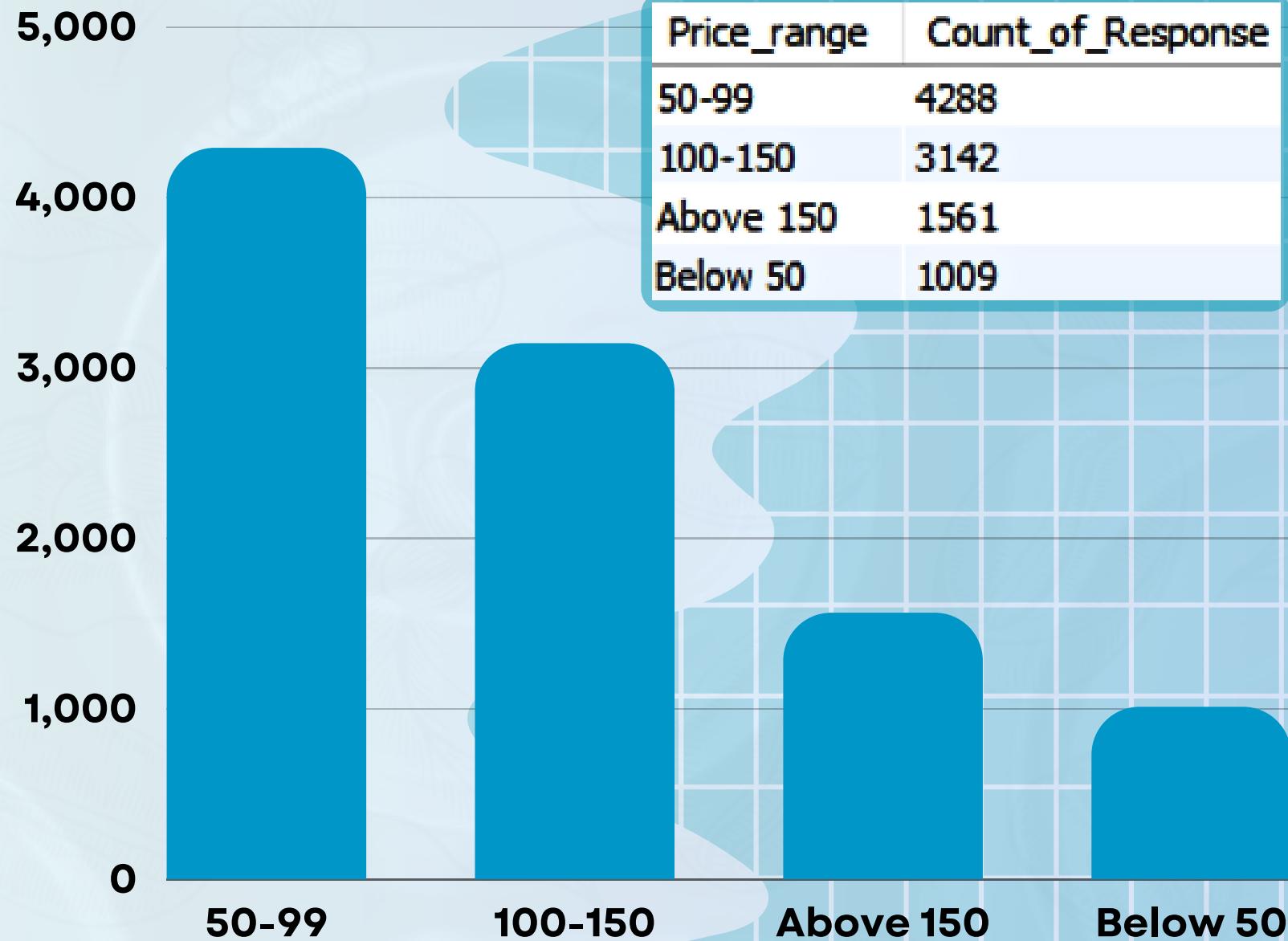
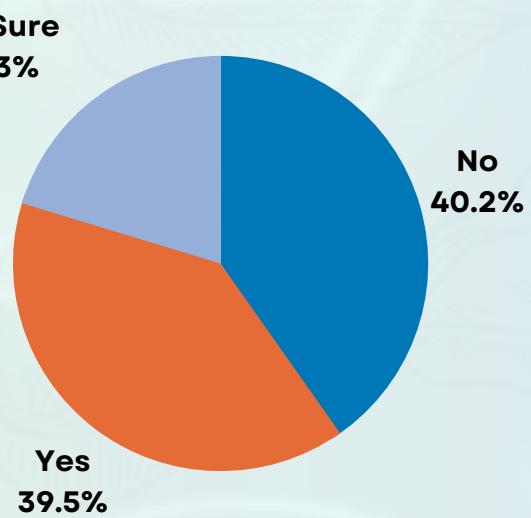
## What are the typical consumption situations for energy drinks among respondents?



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

Limited_edition_packaging	Count_of_Response
No	4023
Yes	3946
Not Sure	2031

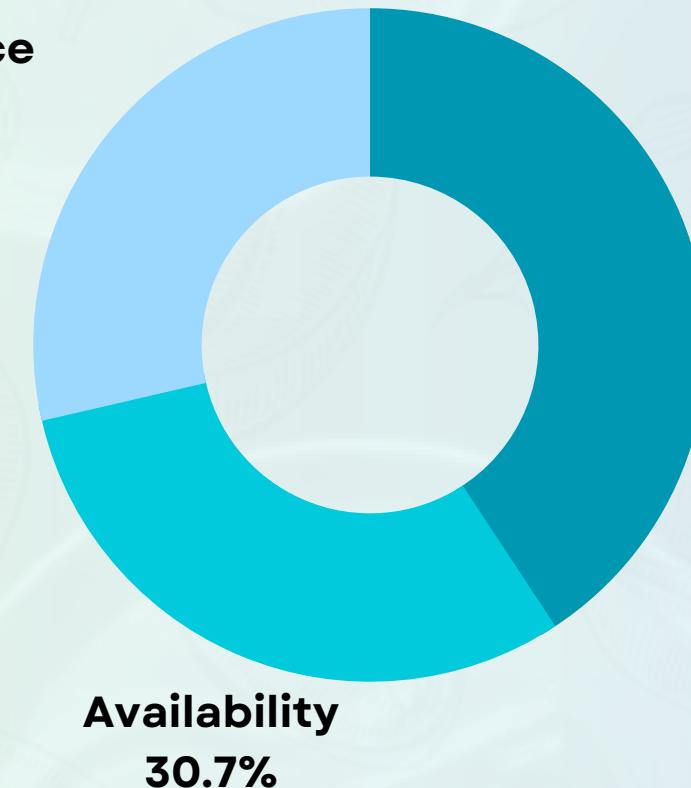
According to Euromonitor and Nielsen, the average price range of energy drinks in India is ₹50 - ₹150 for a 250ml can.



## Which area of business should we focus more on our product development?

Reasons_for_choosing_brands	Count_of_Response
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168

**Taste/flavor preference**  
**28.6%**



**980**

**Brand reputation**  
**40.7%**

**Brand reputation**  
With 259 responses choosing brand reputation as a reason for choosing CodeX, it indicates that building and enhancing the reputation of the brand should be a key focus area for product development.



**RESULT**

**What immediate improvements can we bring to the product?**

*Availability*

*Health Benefits*

*Flavour Enhancement*

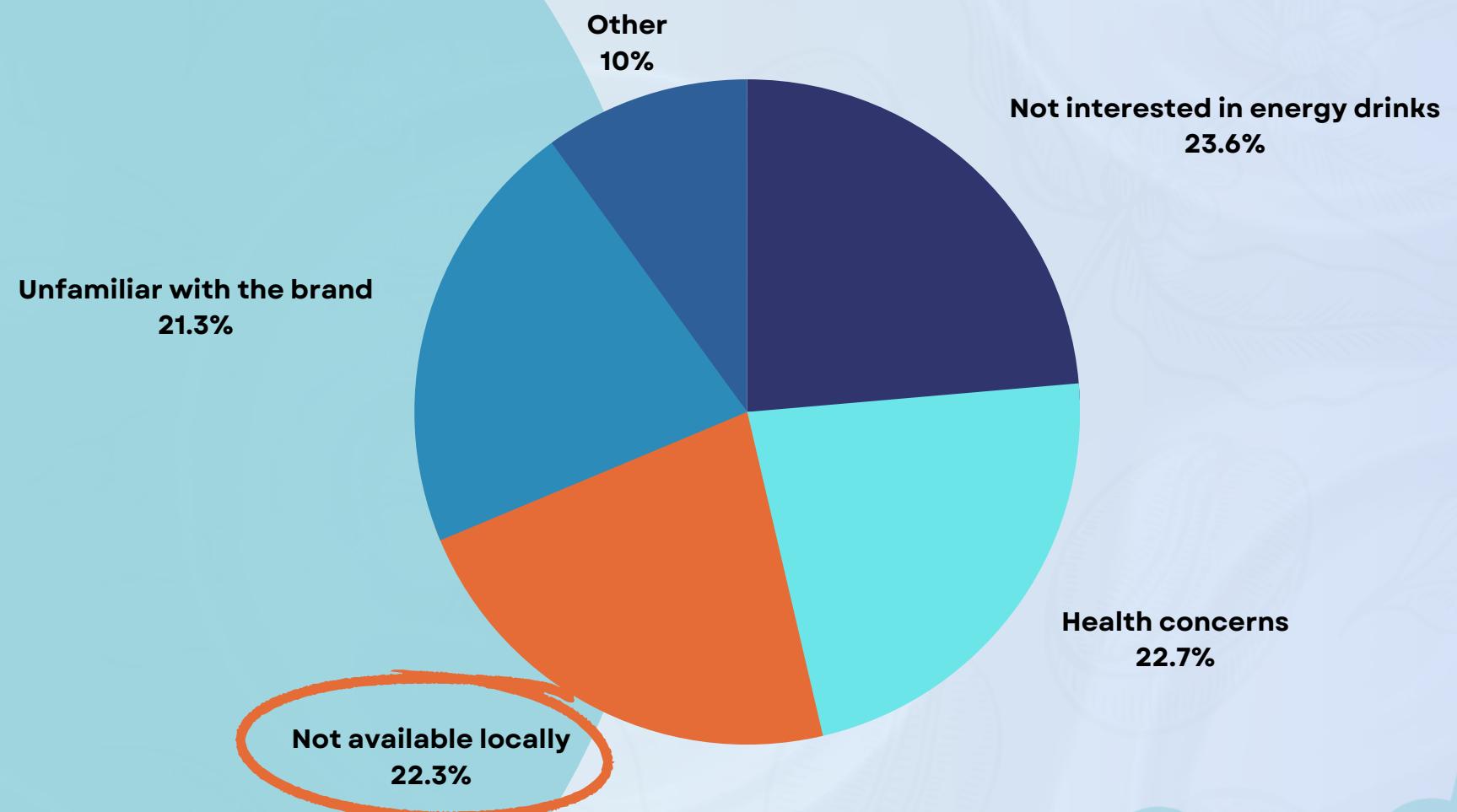
*Brand Communication*



## What immediate improvements can we bring to the product?

### Availability

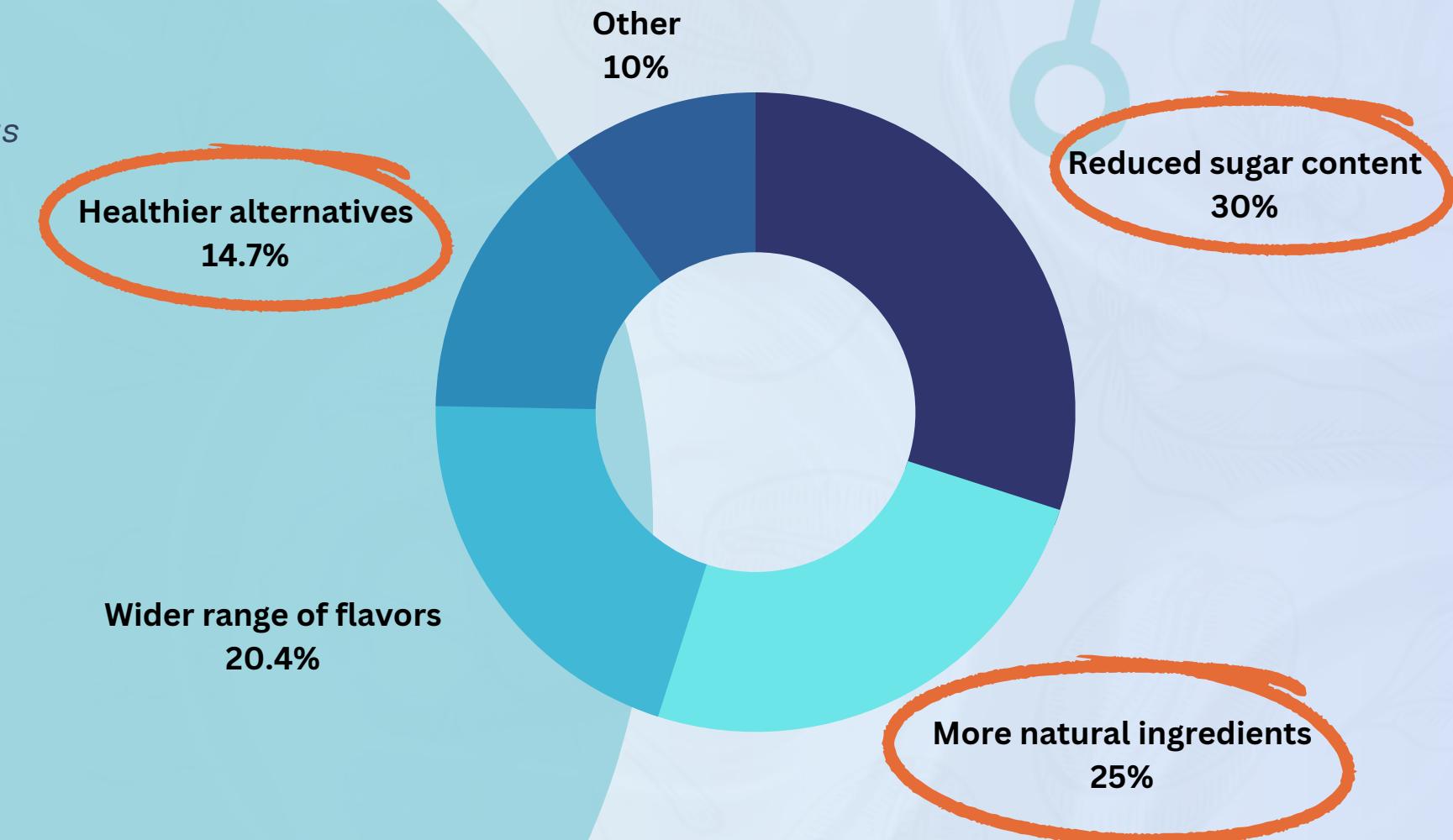
- Among the 4,447 people who heard about CodeX, a significant portion of **2,421** individuals (54.4%) didn't try the product.
- Notably, **22.3%** of respondents mentioned that the product's unavailability locally was a key factor in their decision not to try CodeX.
- Availability emerged as one of the top three reasons influencing people's choice of a particular brand among market competitors.
- To address this, we should prioritize assessing the product's **distribution and supply chain**. Ensuring that CodeX is easily accessible in key markets and popular retail outlets is essential to meet customer demand and drive adoption.



What immediate improvements can we bring to the product?

## Health Benefits

- **Lower sugar** content or utilizing natural sweeteners like stevia or honey.
- Using **natural ingredients**, to avoid artificial additives, sweeteners, and preservatives.
- Enhancing **nutritional value** by incorporating vitamins, minerals, and antioxidants.
- **Controlling caffeine** levels for a boost without excessive stimulation.
- Choosing **natural coloring** from fruit or vegetable extracts, to avoid artificial colors.
- **Clearly labelling** ingredients and nutritional information for informed choices.
- Developing **low-calorie** variants to cater to health-conscious consumers.
- Combining energy benefits with **hydration** to promote overall wellness.



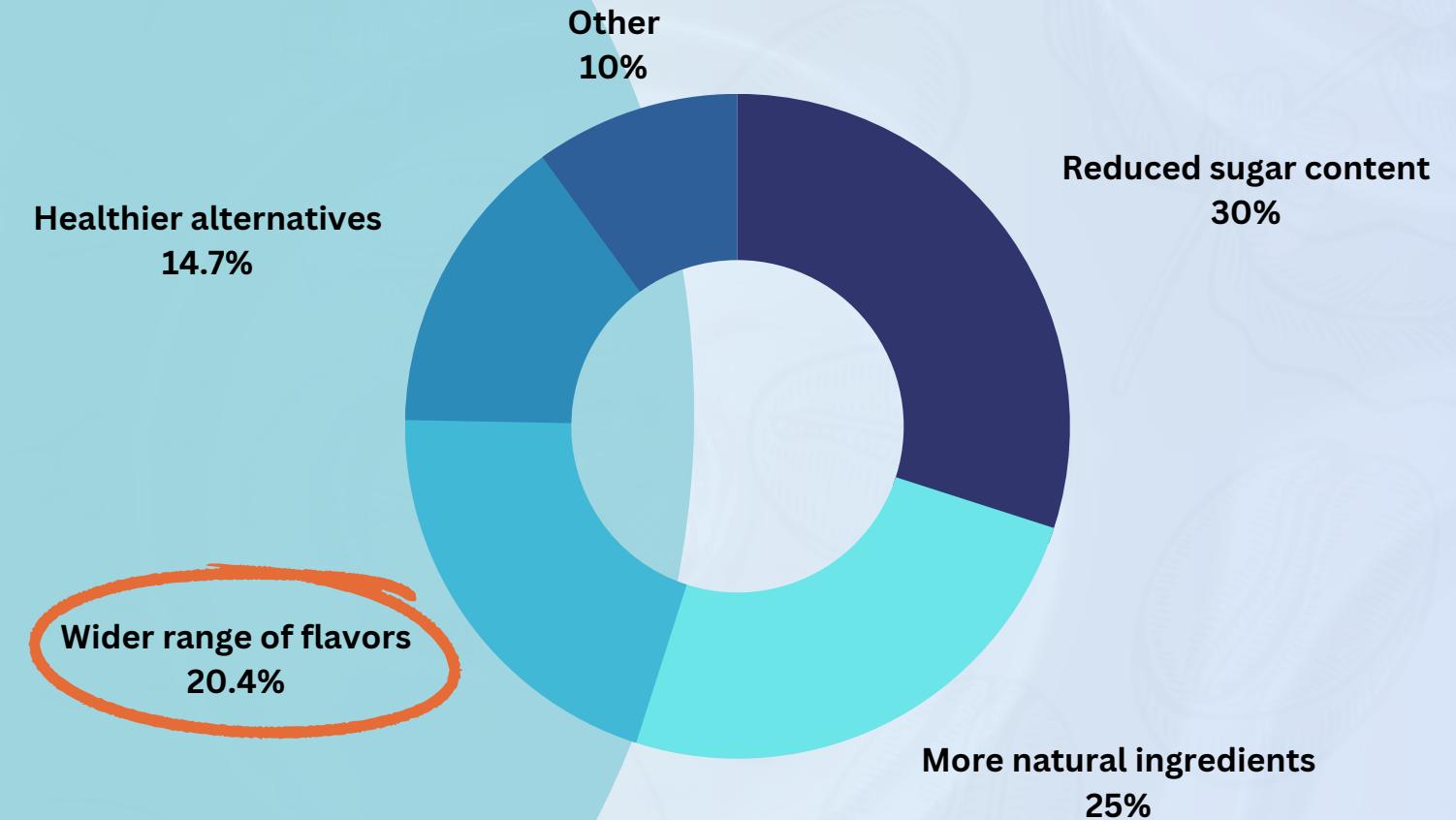
According to Euromonitor and Nielsen reports, about 60% of consumers in India have health concerns about energy drinks.

**6045** Have Health Concerns  
**4983** Preferred Natural Energy Drink

What immediate improvements can we bring to the product?

## Flavour Enhancement

- Let's use **natural flavors** to appeal to consumers seeking natural ingredients.
- Create **unique flavors** to stand out in the competitive market.
- Offer **low-sugar options** with sweeteners like stevia or monk fruit.
- **Adjust acidity** for a more balanced and enjoyable taste.
- **Use carbonation** in moderation for a refreshing flavor experience.



## What immediate improvements can we bring to the product?

### Brand Communication

- Let's clarify our **brand identity** and values, communicating what sets us apart and what we want to stand for.
- Craft a strong and concise **brand message** that resonates with our target audience and leaves a lasting impression.
- Consistency is vital; maintain the **same message** across all marketing channels, including our website, social media, advertising, and packaging, to build recognition and trust.
- Embrace authenticity and **transparency** in our communications to build trust with customers and showcase our genuine brand values.
- **Engage actively** with our audience on social media, online forums, and in-person interactions to forge meaningful relationships and gain valuable insights into their needs and preferences. This will help us better serve and connect with our customers.

Total	
Reasons_for_choosing_brands	Count_of_Response
Brand reputation	2652

CodeX	
Reasons_for_choosing_brands	Count_of_Response
Brand reputation	259



9.8%

## What should be the ideal price of our product?

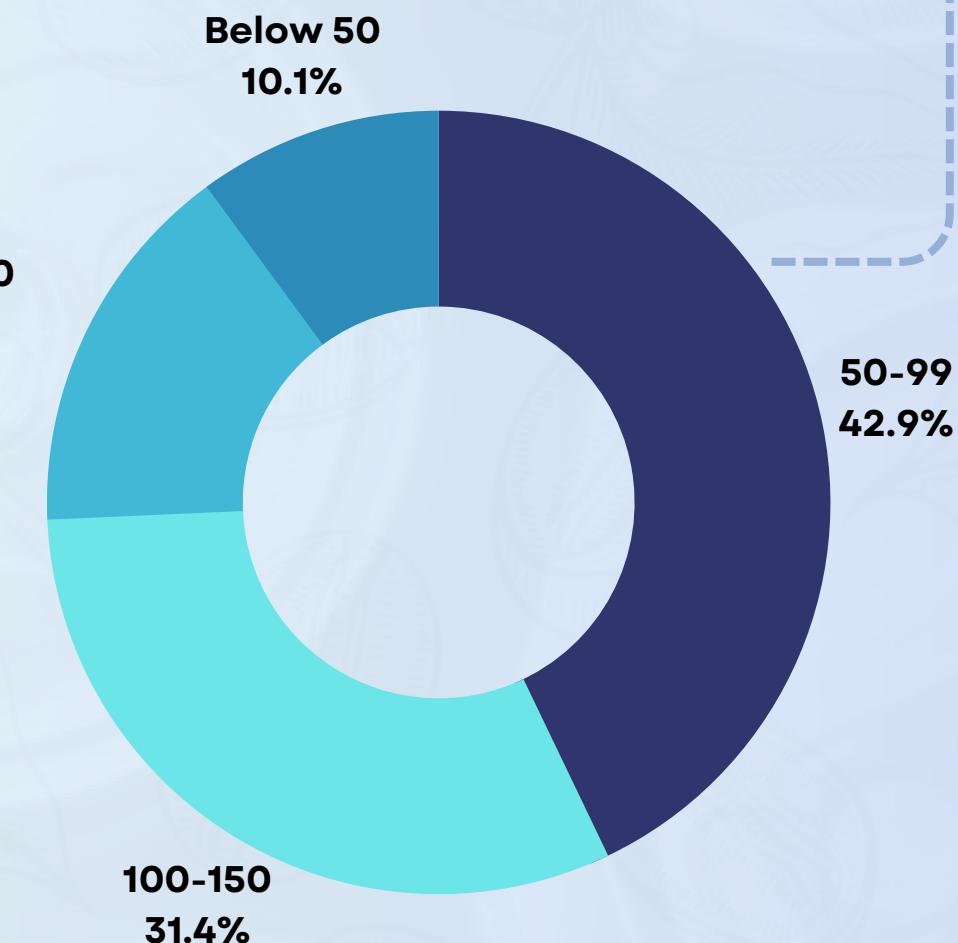
**₹119** for a 250 ml compact and portable can.

Considering-

- **Price sensitivity:** Indian consumers are generally price-sensitive, so they are more likely to purchase energy drinks that are priced affordably.
- **Product quality:** Indian consumers are increasingly demanding high-quality products, so energy drinks that are made with high-quality ingredients and offer a good value for money are more likely to be successful.

**According to Euromonitor and Nielsen reports, the ideal price of an energy drink in the Indian market is ₹50-150**

Price_range	Count_of_Response
50-99	4288



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

Free samples

Partnerships

Discounts

Referral programs

Promotional codes

Sweepstakes and contests

### **CodeX Feast**

**Opportunity:** Organizing a Codex Feast would be a great opportunity to gather a large crowd of people and introduce them to the variety of flavors and tastes of Codex energy drink. This would help to grow brand communication and create a one-on-one relationship with consumers.

**Target audience:** The target audience for the Codex Feast would be young adults between the ages of 16 and 35. This is the demographic that is most likely to consume energy drinks.

**Location:** The Codex Feast could be held in Bangalore, which is a major city in India with a large population of young adults.

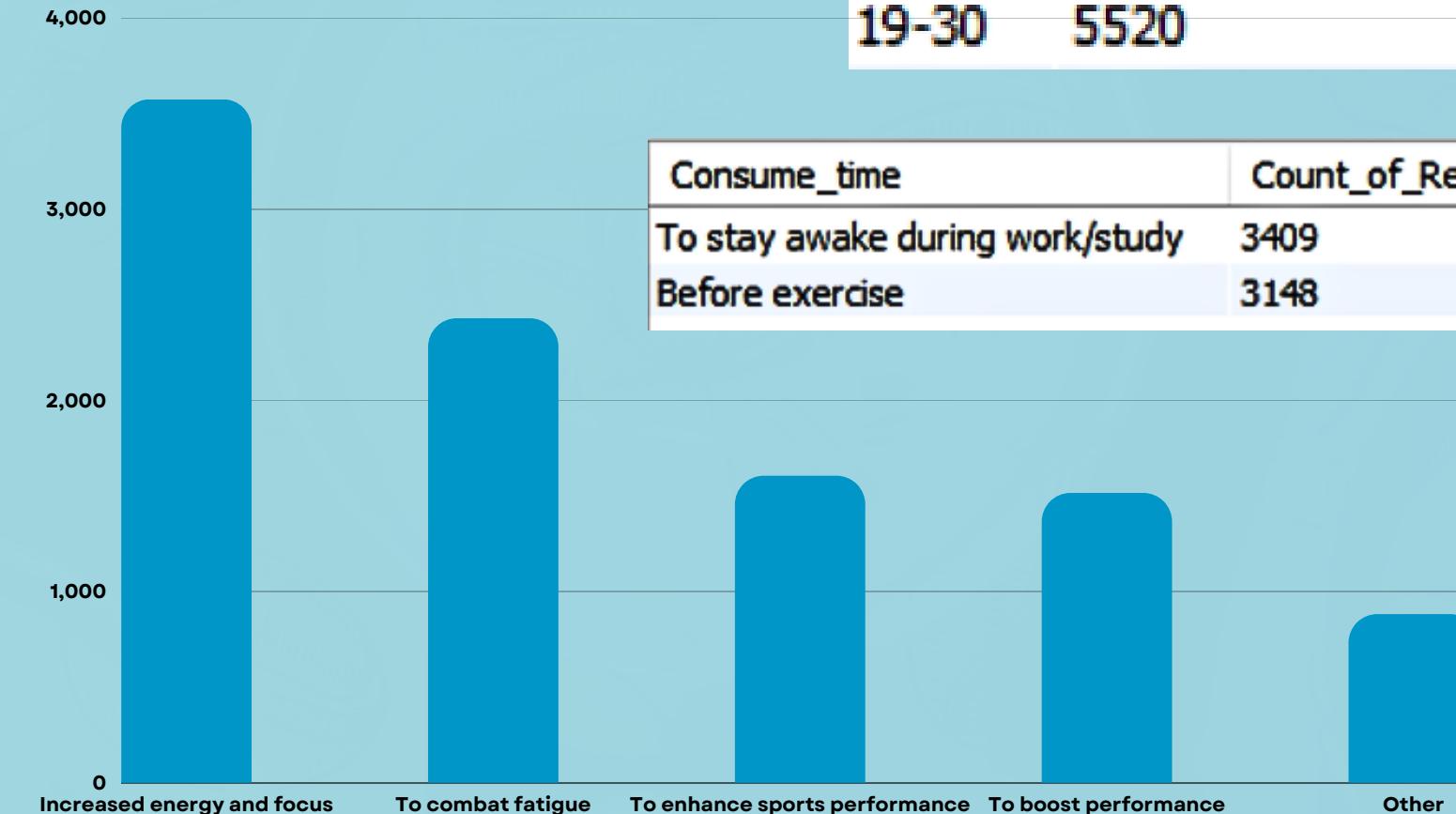
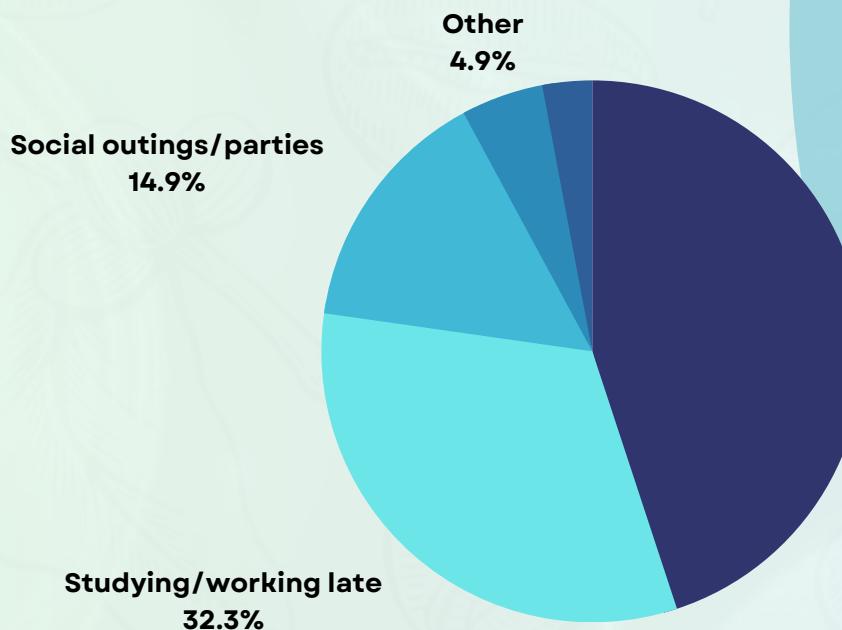
**Benefits:** The Codex Feast would offer a number of benefits for the brand, including:

- Increased brand awareness
- Increased sales
- Enhanced customer loyalty
- Positive word-of-mouth

The event could feature live music, games, and other activities to entertain guests. Codex could partner with other brands to offer discounts or promotions at the event. The Codex Feast could be live-streamed on social media to reach a wider audience.

# Who should be our target audience, and why?

- Target audience: Young adults **aged 19-30** (5520), with significant representation from males (6038) and females (3455).
- Focus: Those seeking energy for work/study (3409) and before exercise (3148), as well as **sports/exercise enthusiasts (4494)** and those studying/working late (3231).
- Benefits: Emphasize increased **energy and focus** (3574) as the primary product benefits.
- Strategy: Direct marketing efforts towards these key segments to boost brand awareness and drive product adoption in the market.



Gender	Count_of_pref
Male	6038
Female	3455
Non-binary	507

age	Count_of_Response
19-30	5520

## Who can be a brand ambassador, and why?

### NIKHAT ZAREEN

Gender: Female

Age: 27 years

Sport: Boxing

- Nikhat Zareen is a **five-time national champion** and the current World Boxing Championship gold medalist.
- She is the first Indian woman to win a gold medal in boxing at the World Championships.
- She is also the first Indian boxer to qualify for the 2020 Summer Olympics.
- Nikhat Zareen is a strong and determined woman who is not afraid to challenge herself.
- She is also a very humble and down-to-earth person.
- She is a great role model for young adults who are looking for inspiration and motivation.
- Nikhat Zareen has a large following on social media, with over **2 million followers** on Instagram, which means that she would be able to reach a large audience with her marketing campaigns.
- She is an active and engaging social media user, which means that she would be able to build relationships with her followers.



# Tools and Resources



Power BI

## References

[EUROMONITOR- Energy Drinks in India](#)

[STATISTA- Energy & Sports Drinks- India](#)

[ENERGY DRINK MARKET IN INDIA SIZE & SHARE ANALYSIS - GROWTH TRENDS & FORECASTS \(2023 - 2028\)](#)

[THE HINDU BUSINESS LINE- All charged up. The energy drinks category is fizzing.](#)

[ICMR- Monster: Reinventing the Energy Drink Market](#)

# Thank You

