

PROPER TWELVE-12

ENERGY DRINK

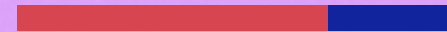


TOTAL RESPONDENTS

10K

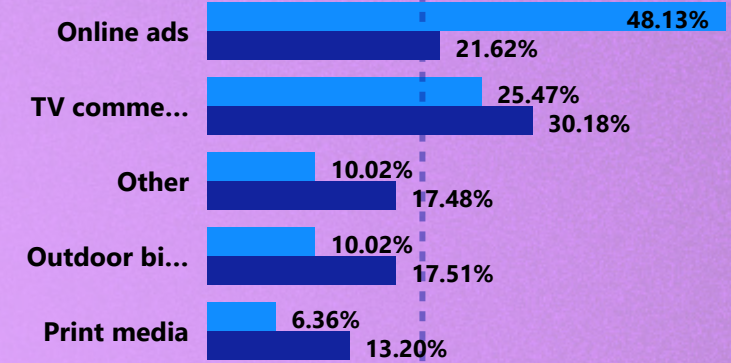
AGE GROUP

(15-30yrs) above 30yrs

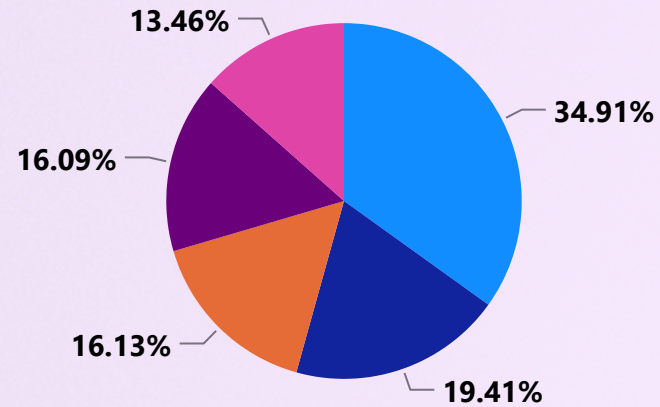


MARKETING CHANNELS

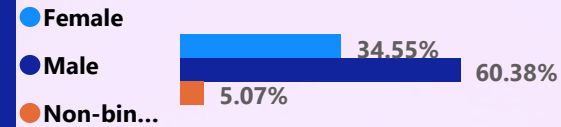
AGE(15-30) AGE above 30



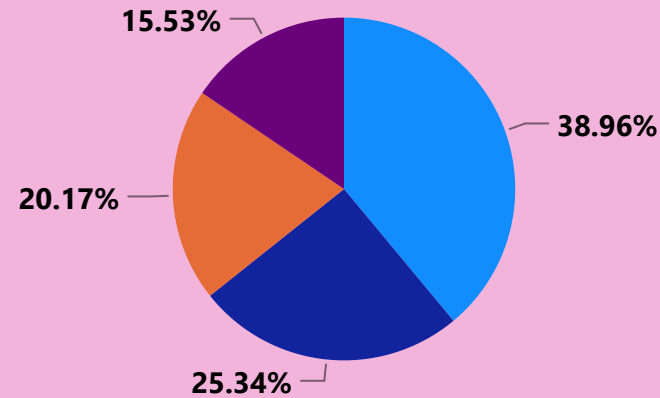
RESPONDENTS CONSUME FREQUENCY



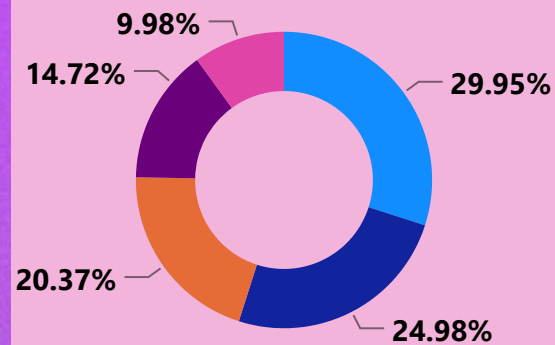
GENDER



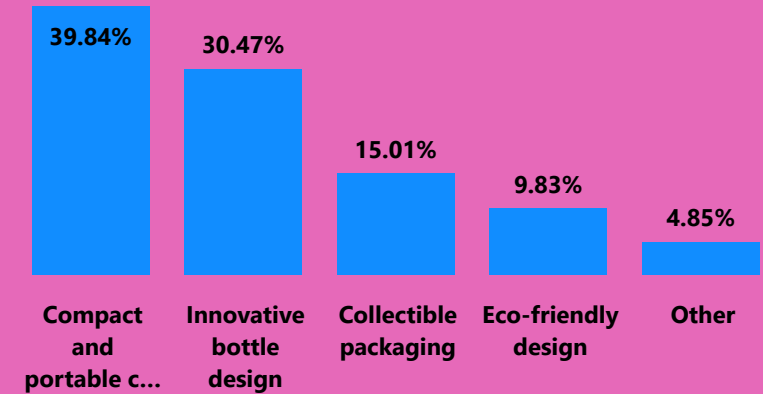
Ingredients expected



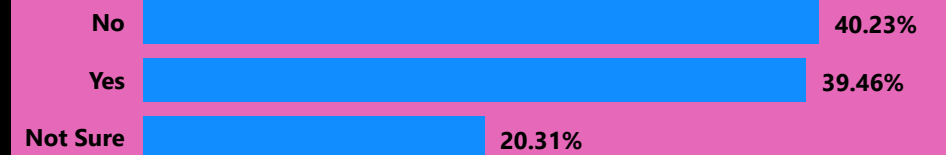
Improvements desired



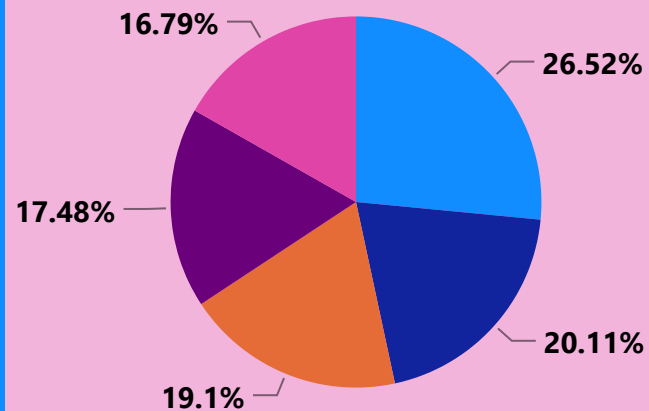
Packaging preference



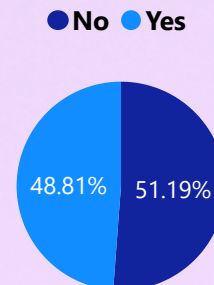
Limited edition packaging



Reasons_for_choosing_brands



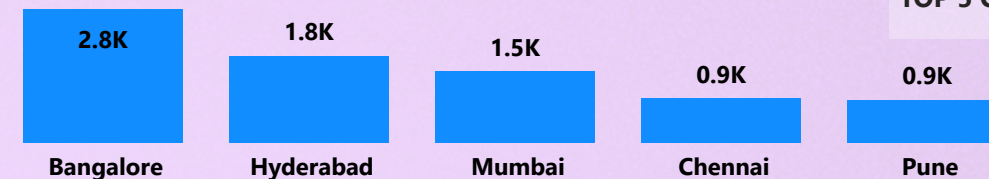
Tried before



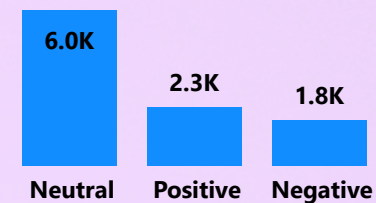
RATING/5

3.28

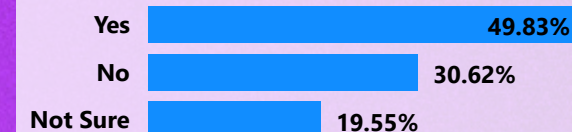
TOP 5 CITIES



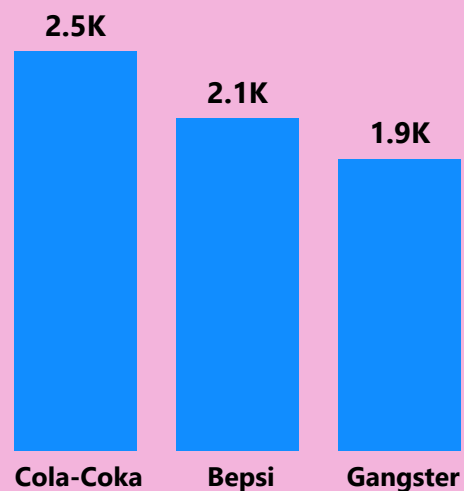
Brand_perception



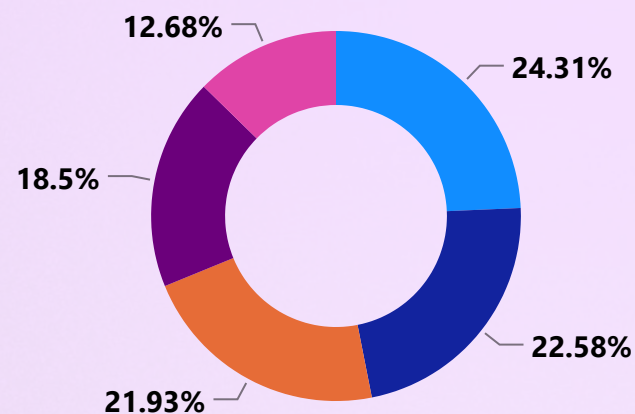
INTERSETED IN NATURAL INGREDIENTS



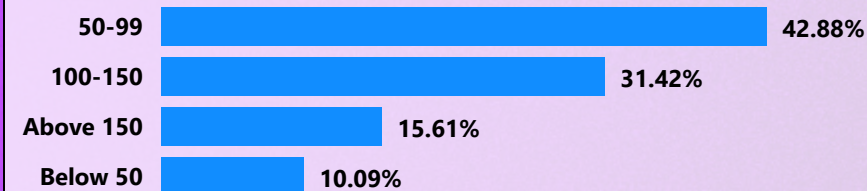
top 3 current brands



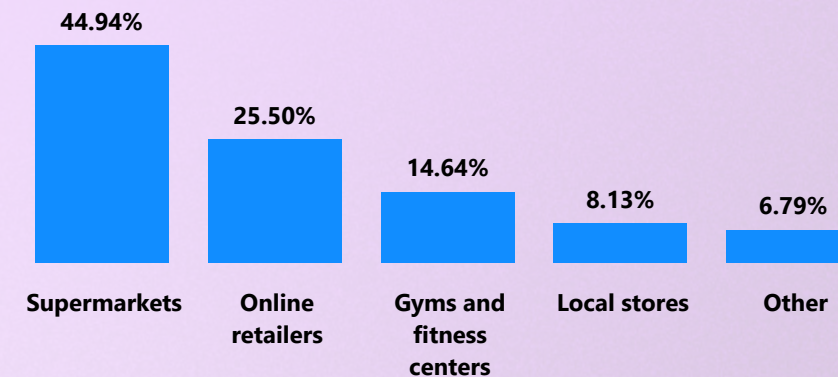
REASONS PREVENTING TRYING



PREFFERED PRICE RANGE



Purchase location



- 1.INCREASE AVAILABILTY(PURCHASE LOCATION)
- 2.IMPROVE TASTE(CAFF,VITAMINS,NATURAL ING,LOW SUGAR)
- 3.BRAND REPUTATION AND FAMILIARITY(CONSIDER CITIES)