



CodeX's Dynamic Marketing Strategy for India

By Ambika Singh



Agenda



- Introduction
- Task
- Insights&Recommendations
- Suggestions



INTRODUCTION

CodeX, a **German beverage company**, recently launched its energy drink in 10 cities in India. The Marketing team aims to increase brand awareness, market share, and product development. They conducted a survey with 10,000 respondents in these cities.

Task



Conduct an analysis on survey responses and provide actionable recommendations for CodeX's Chief Marketing Officer.



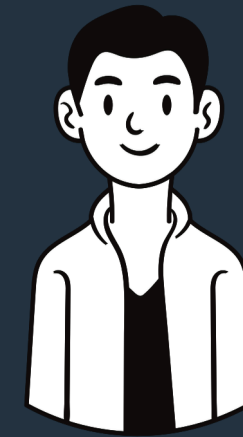
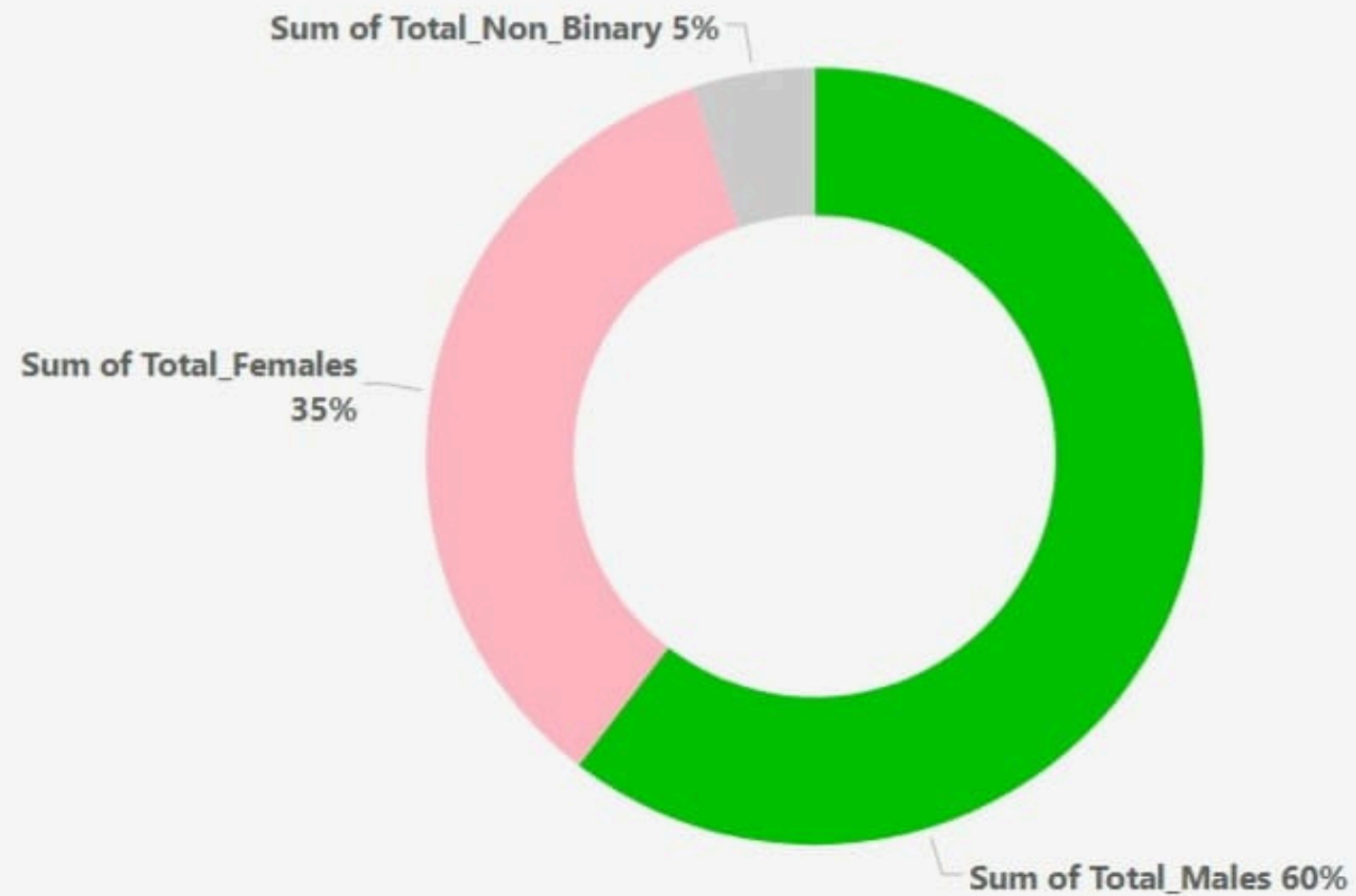
MAIN GOALS



- Increase Brand Awareness
- Increase Market Share
- Identify Target Consumers
- Product Development



Energy Drink Consumption by Gender

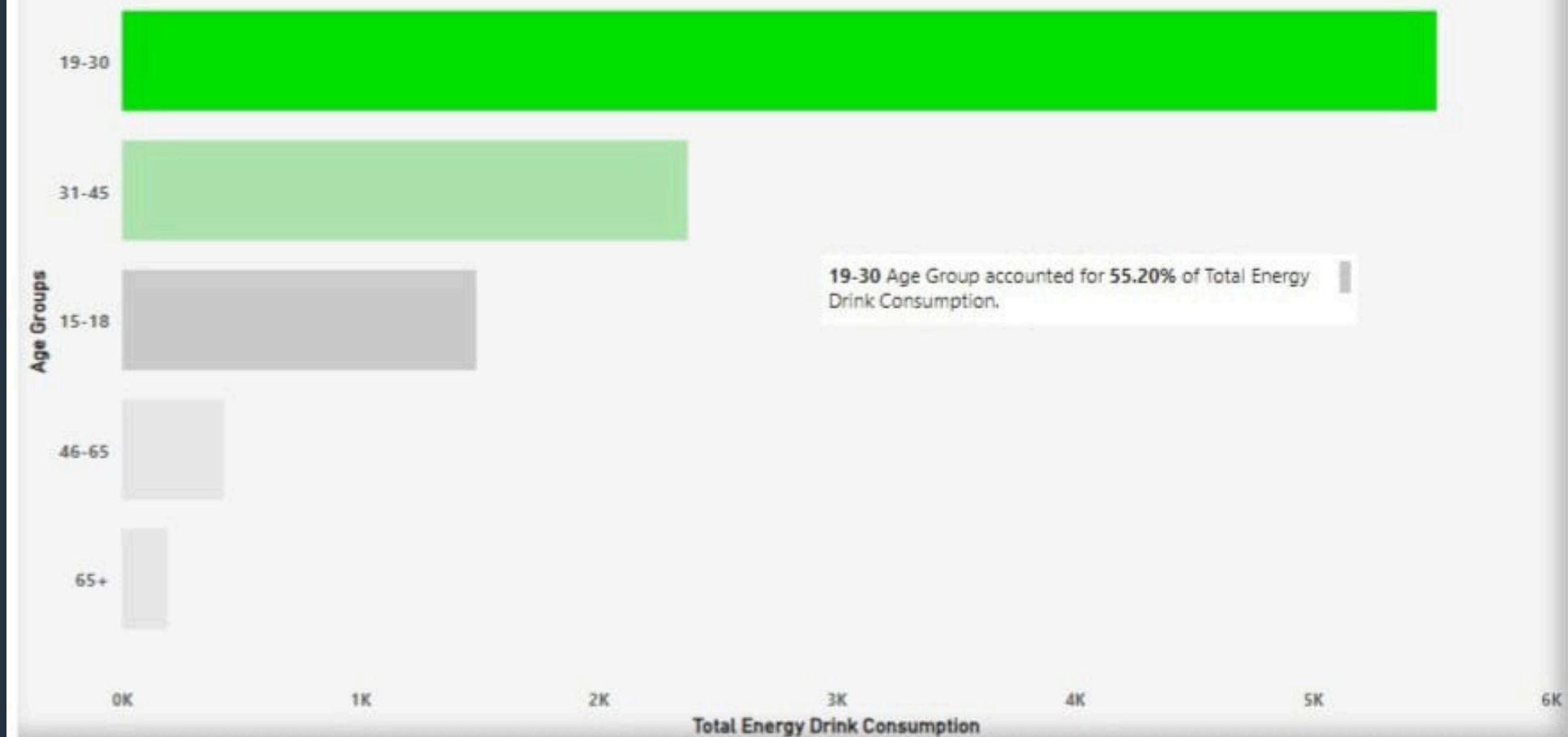


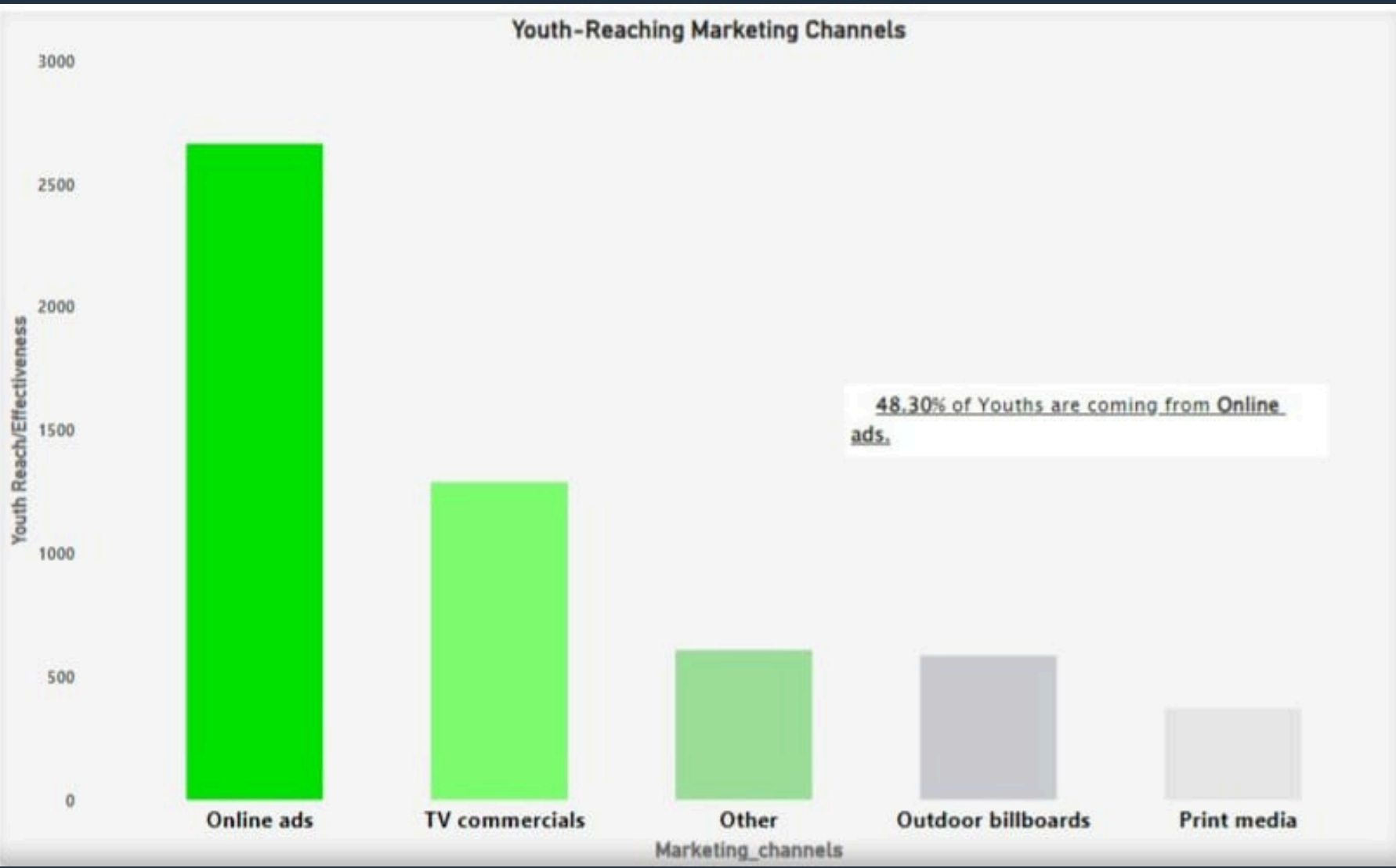
60% Consumers are Male



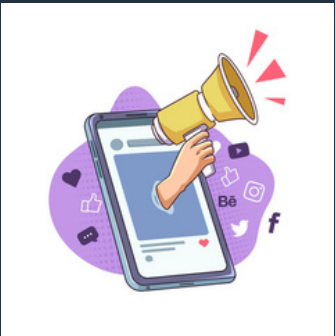
19-30 Age Group accounted for around **56%** of total energy drink consumption

Age Preferences for Energy Drink Consumption

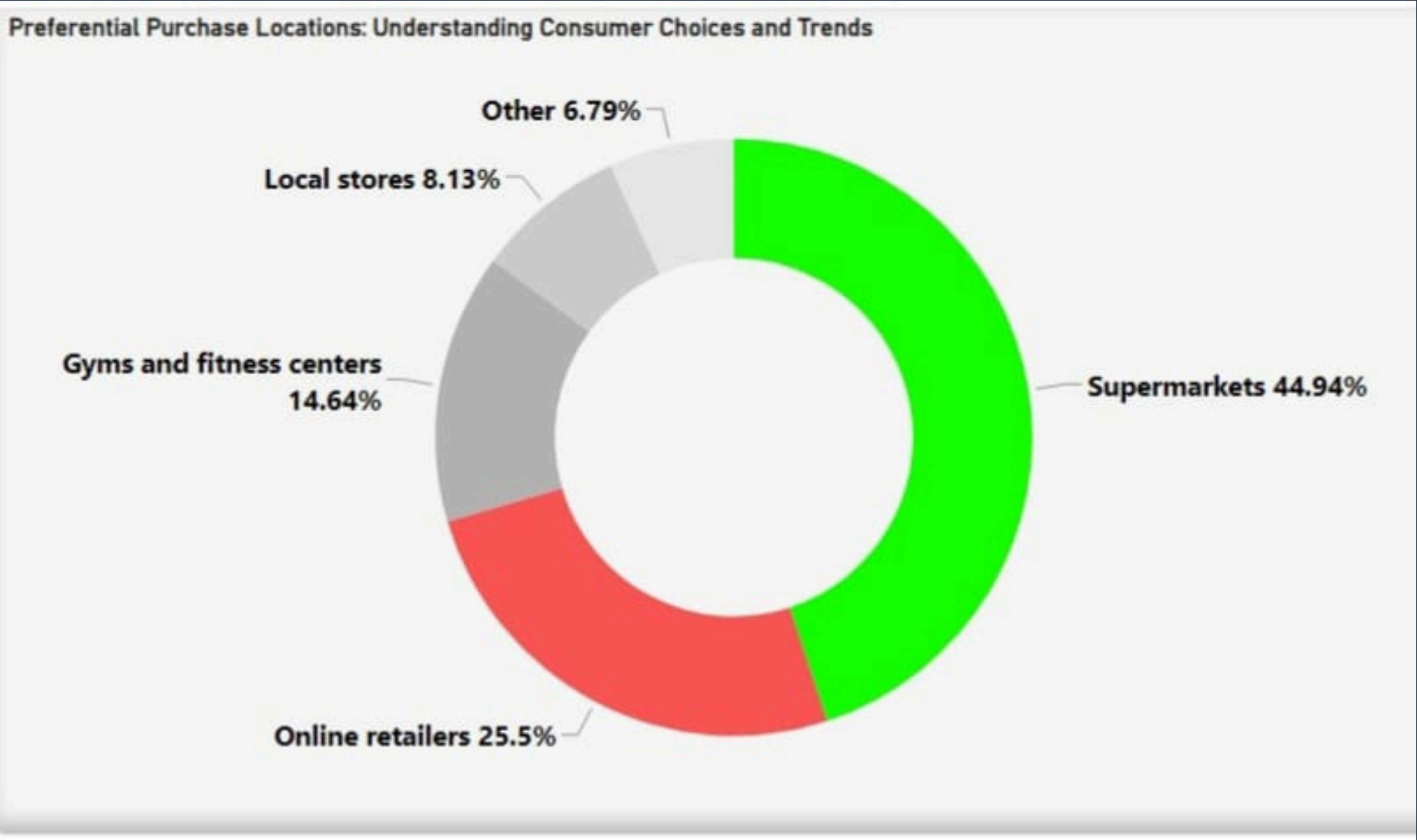




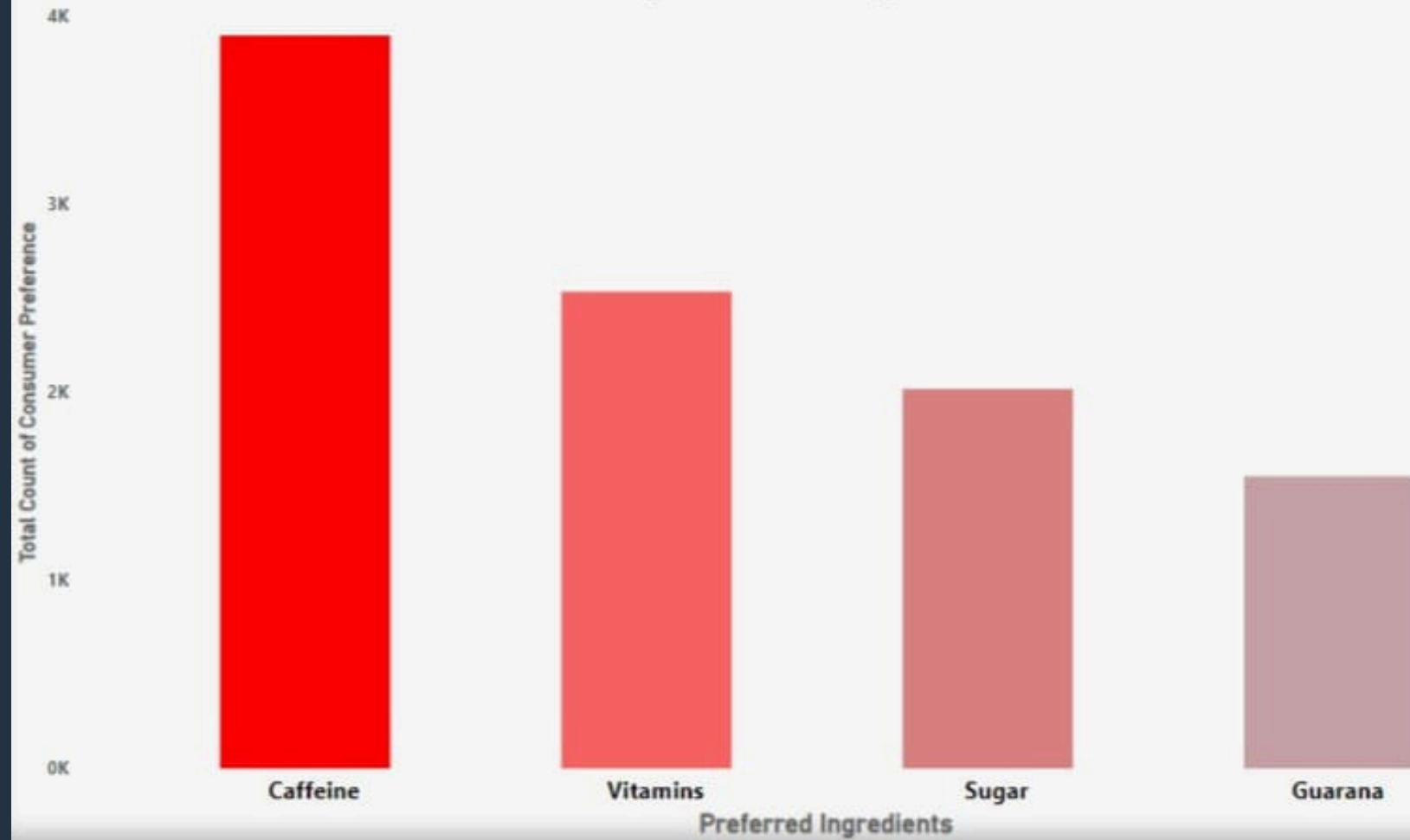
Around **49%** of Youth are coming from online ads.



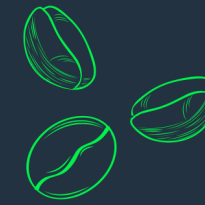
45% of consumers prefer purchasing drink from Supermarkets and **25%** from Online.



Analysis of Preferred Ingredients

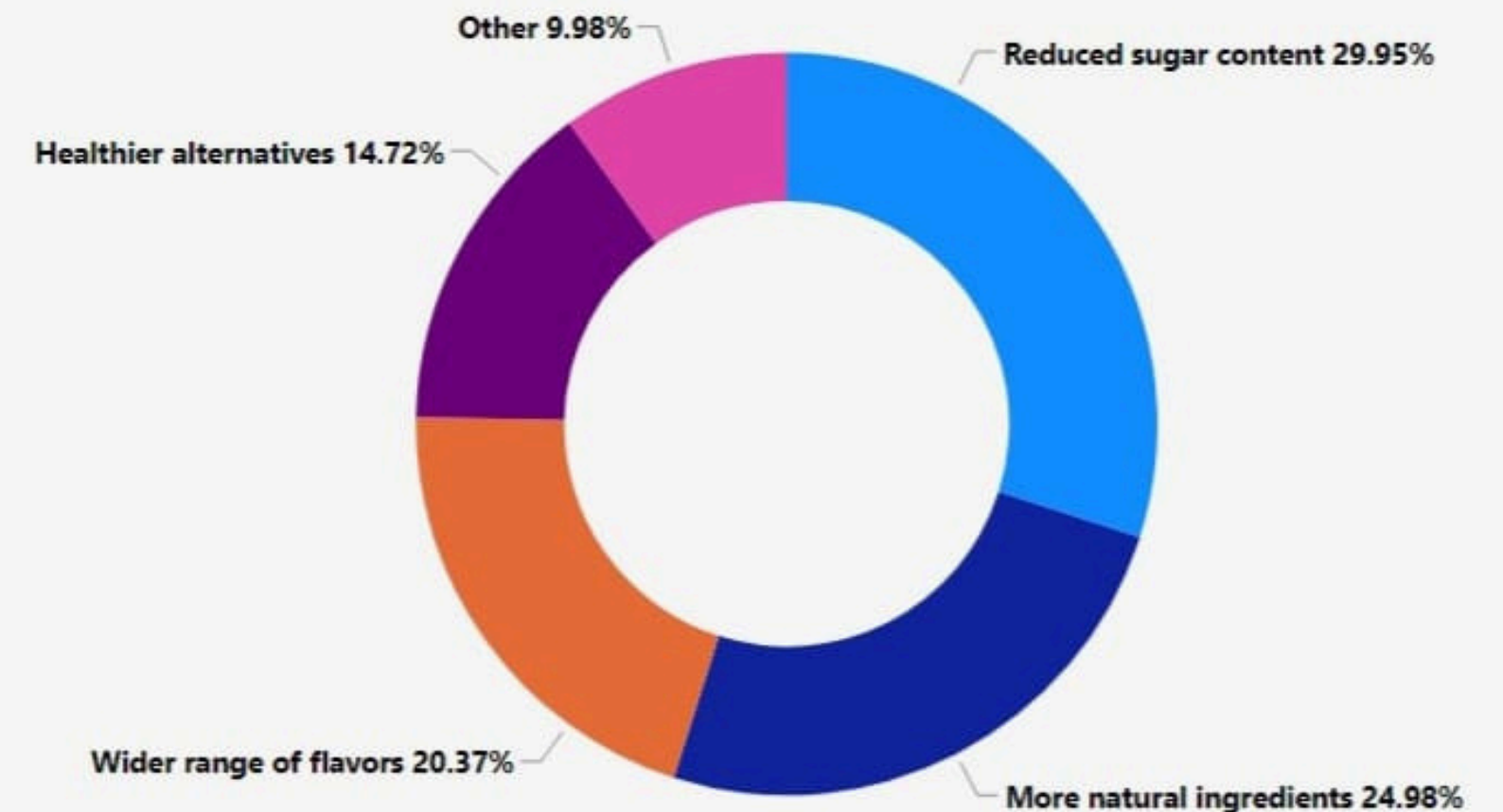


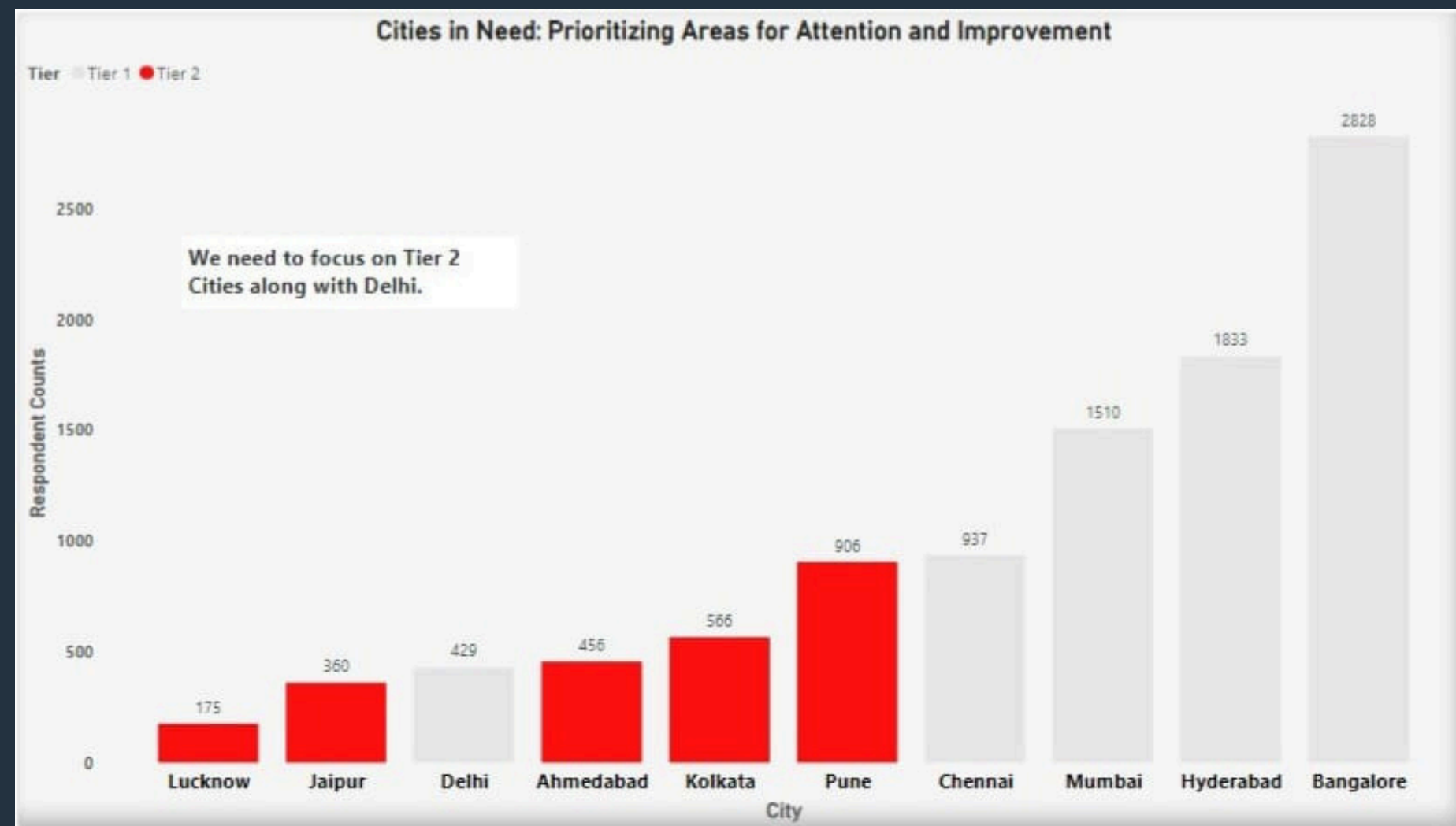
Caffeine & Vitamins are the most desired ingredients



Consumers need more natural ingredients in the drink

Improvement Desired



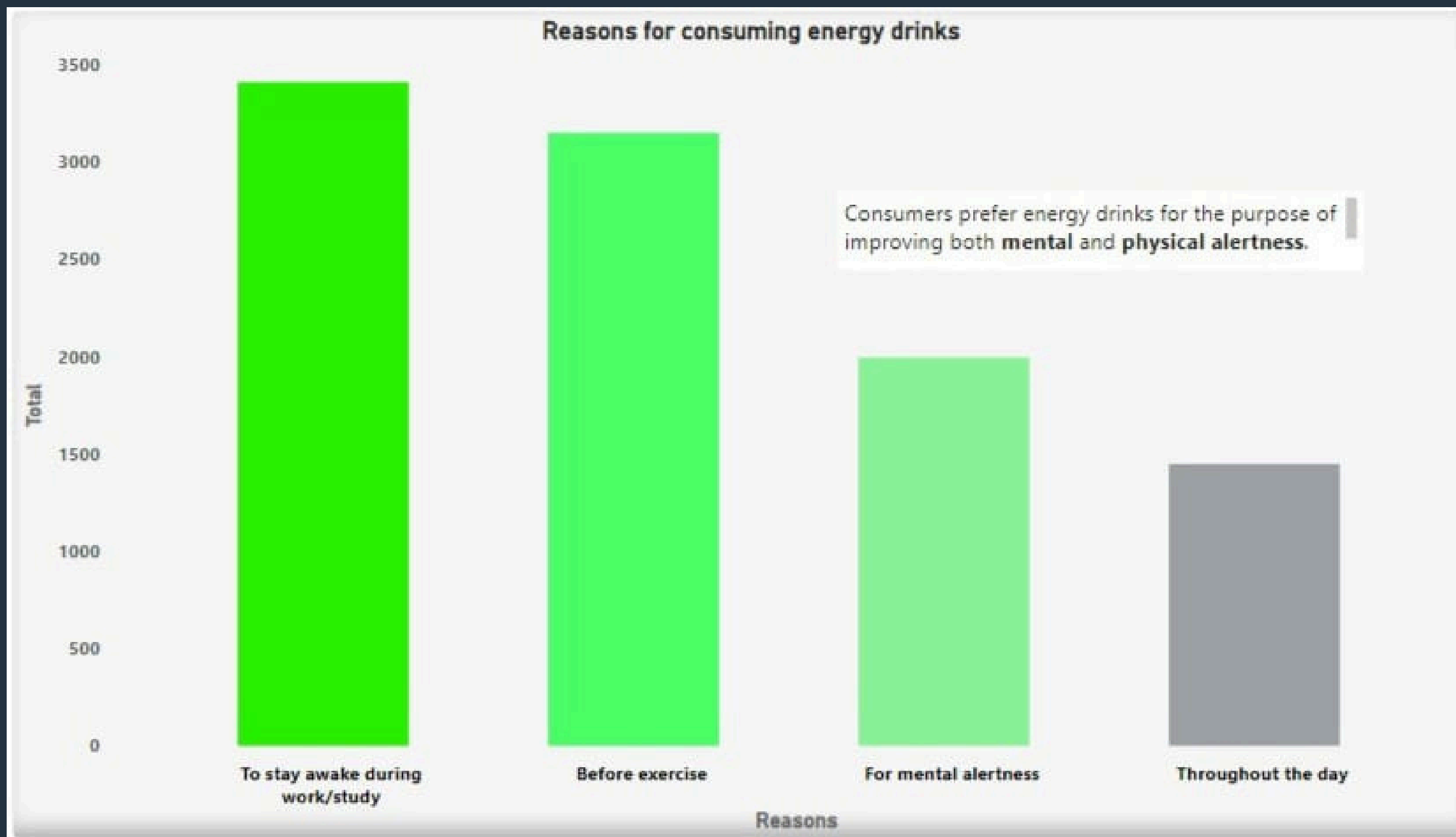


There are opportunities in **Tier2 Cities** for market expansion.

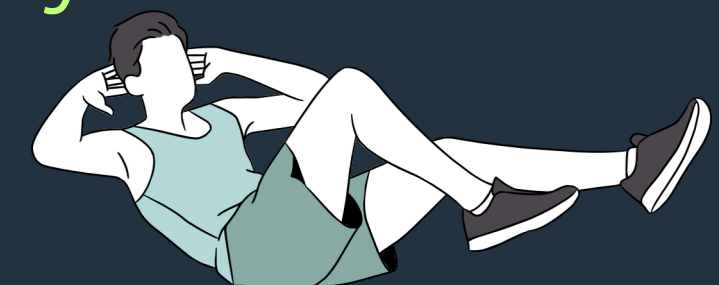


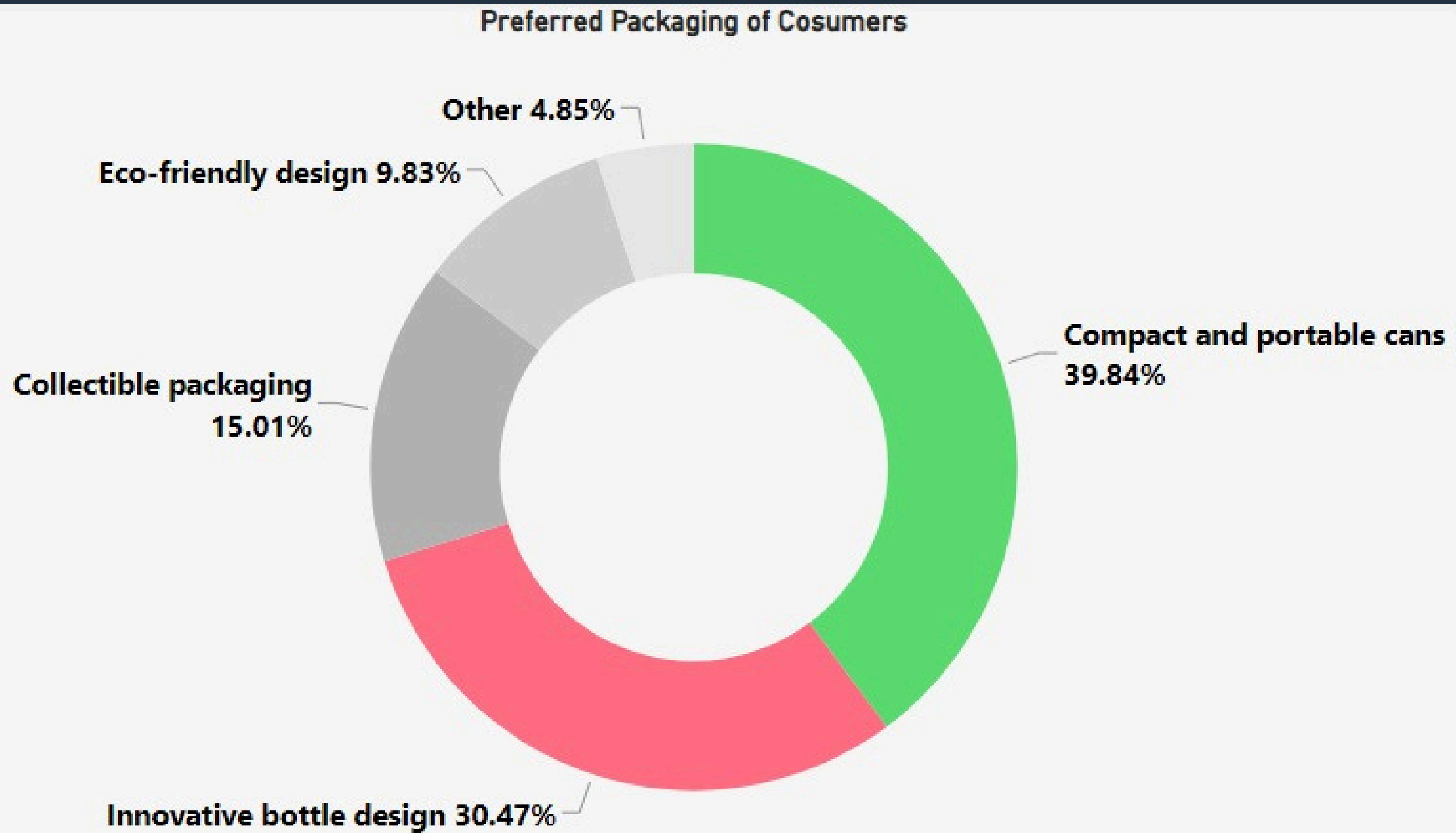
The most preferred price range for consumers were **50-99** and **100-150**.





Mental and physical alertness are the primary reasons for consuming Energy drinks.





Approximately **40%** of consumers prefer **compact and portable cans**, while **31%** express a preference for **innovative bottle designs**.

Suggestion for Ingredients



Green Tea Extract: Rich in antioxidants and moderate **caffeine**, it offers a **natural energy boost** without Discomfort.

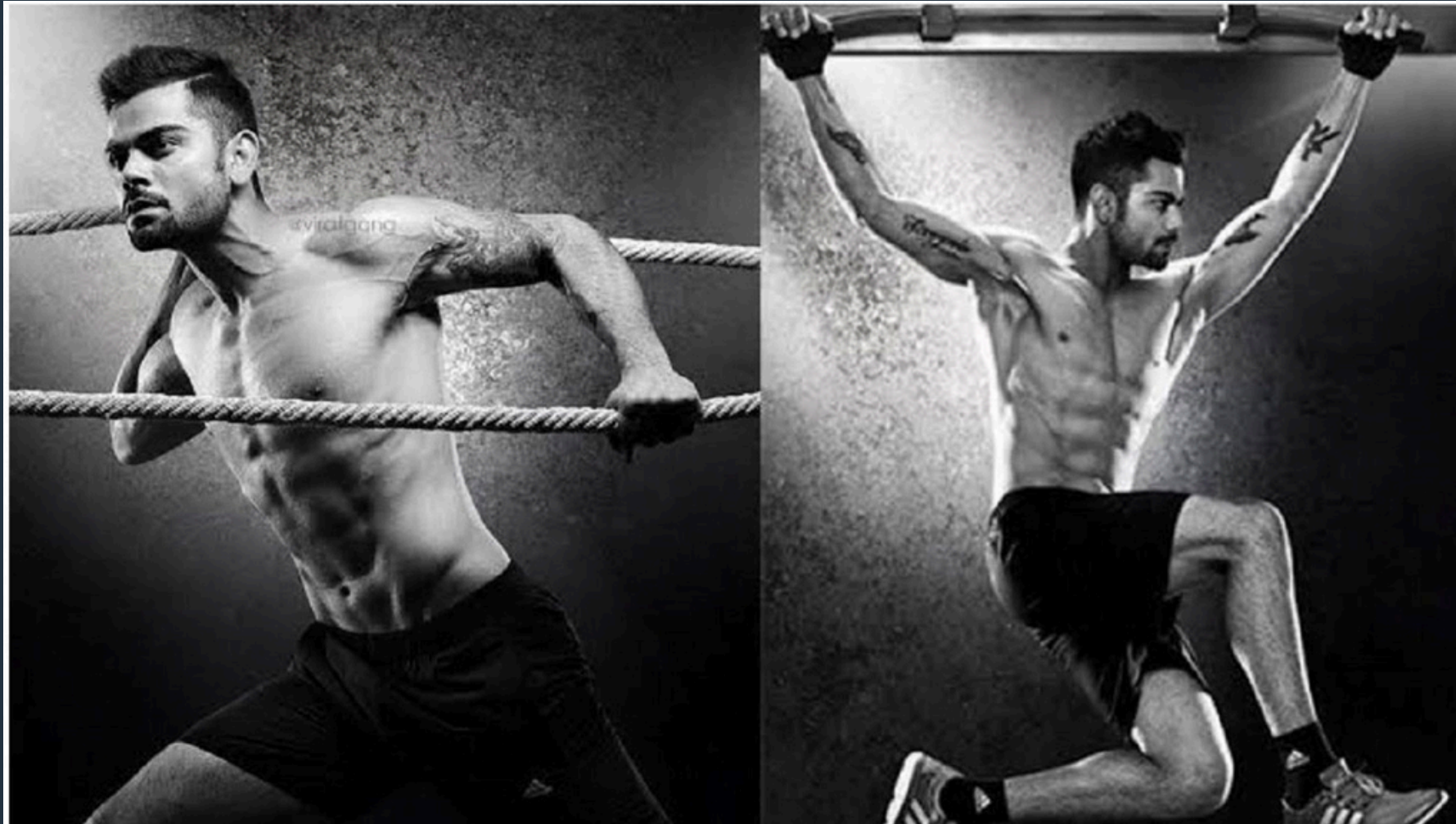


Guarana: **Natural caffeine** source for sustained **energy** and **mental alertness**.

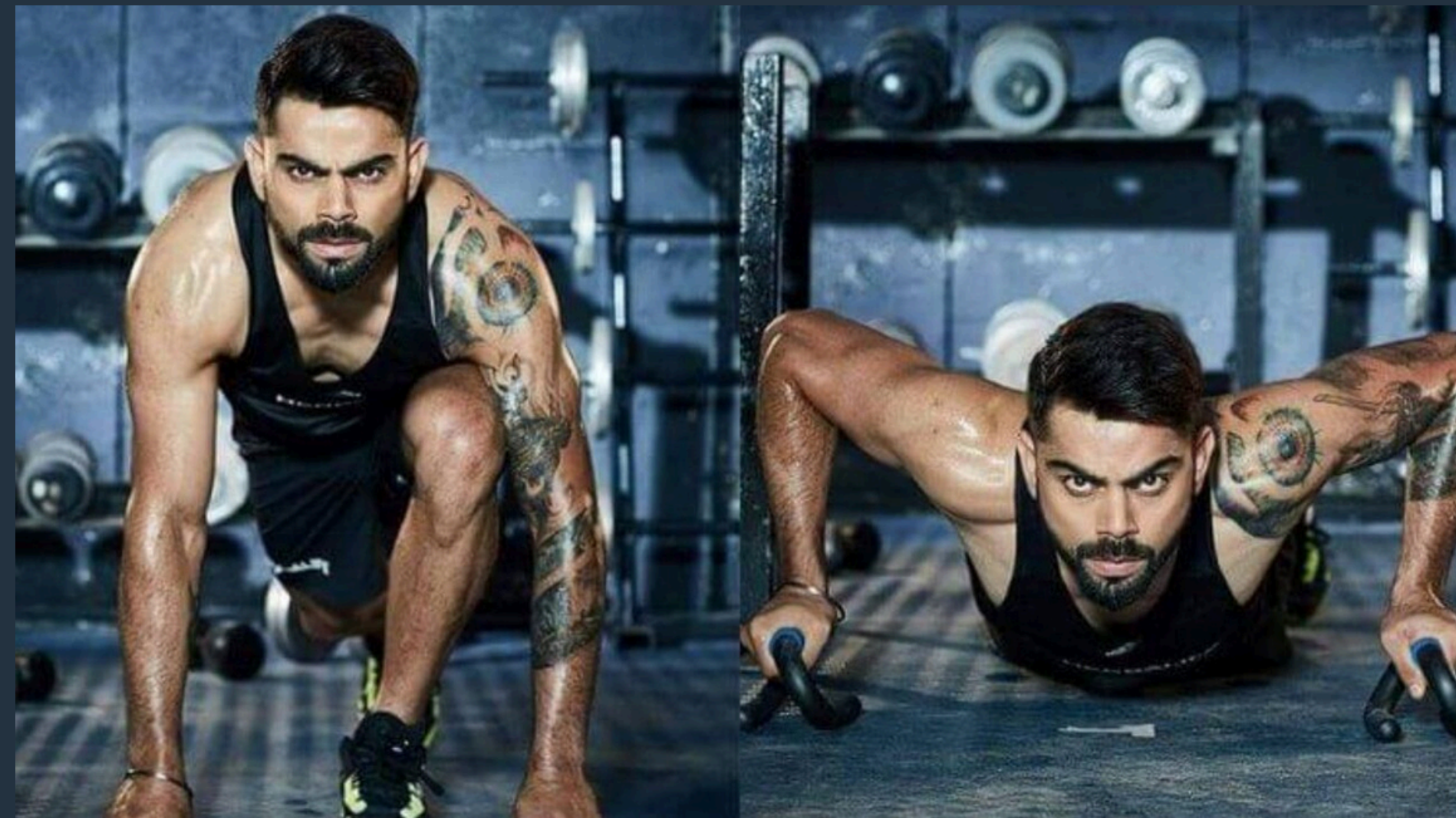
Suggestion for Brand Ambasdor



Virat Kohli is widely recognized for his exceptional **mental and physical strength**, which sets him apart as a remarkable role model for the **youth**.



With **253+ million Instagram followers**, Virat Kohli has immense influence over the youth, making him an ideal ambassador for our product.



ThankYou

Ambika Singh