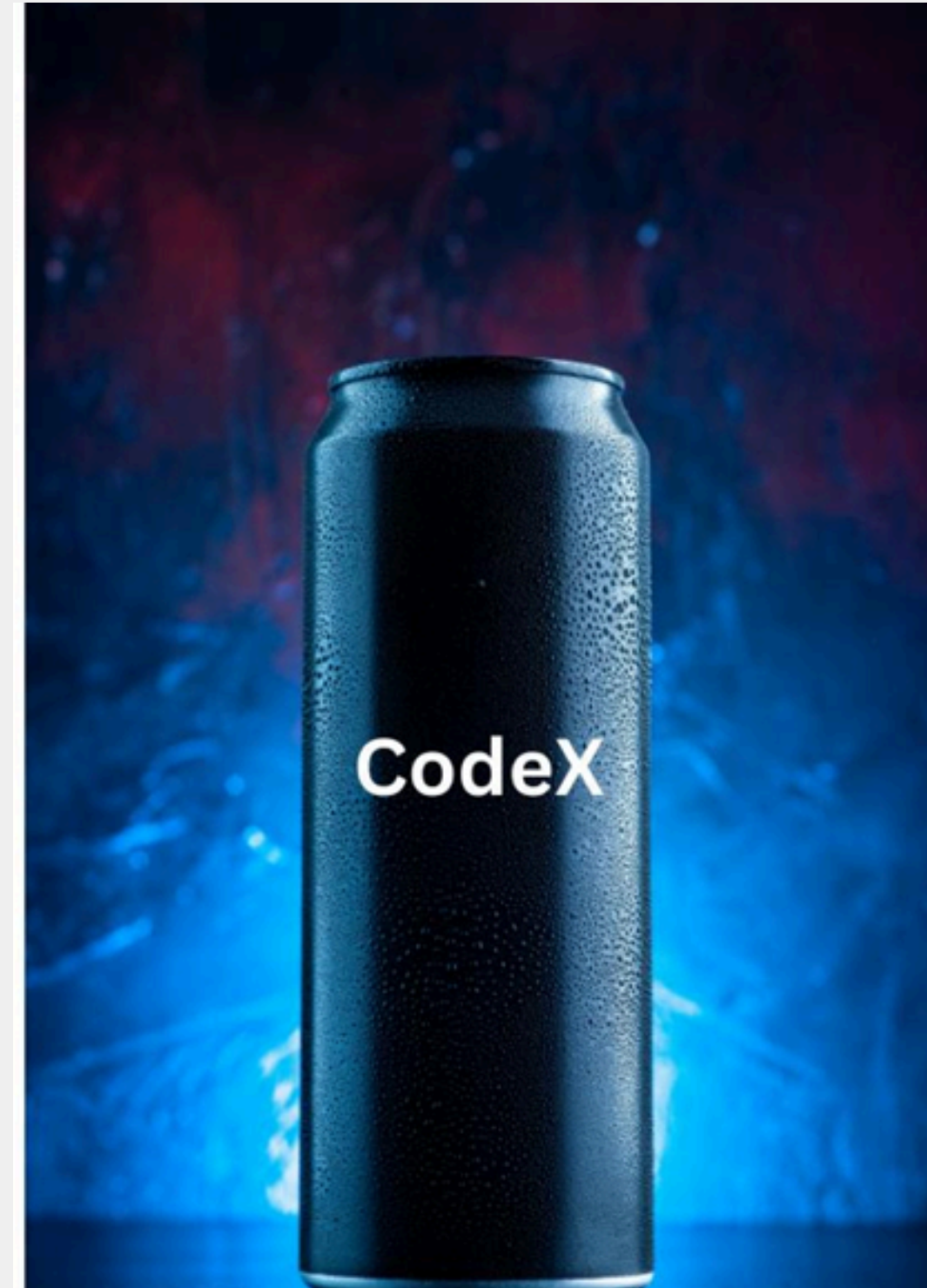


Providing Survey Insights to the
Marketing Team of CodeX
Food & Beverage Industry



Presented by - Kajal Salokhe

Introducation

- **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 of 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.



Task

- As a marketing data analyst my task is to collect the data from survey and convert these survey results to meaningful insights which the team can use to drive actions.



Energy Drink Market in India

The India energy drink market is projected to register a CAGR of 9.98% over the next five years (2023-2028).

- Market Leaders- Goldwin Healthcare, Power Horse Energy Drinks GMBH, Monster Beverage Corporation, Nutra like Health Care, Red Bull GMBH

❖ key factors that are driving the growth of the energy drinks market in India:

- Increasing health consciousness among consumers: Indians are becoming more health conscious and are looking for ways to improve their energy levels and performance. Energy drinks are seen as a convenient and effective way to do this.
- Rising disposable incomes: As disposable incomes rise, Indians are spending more on discretionary items, such as energy drinks.
- Changing lifestyles: The Indian lifestyle is becoming more fast-paced and demanding, which is leading to increased demand for energy drinks.

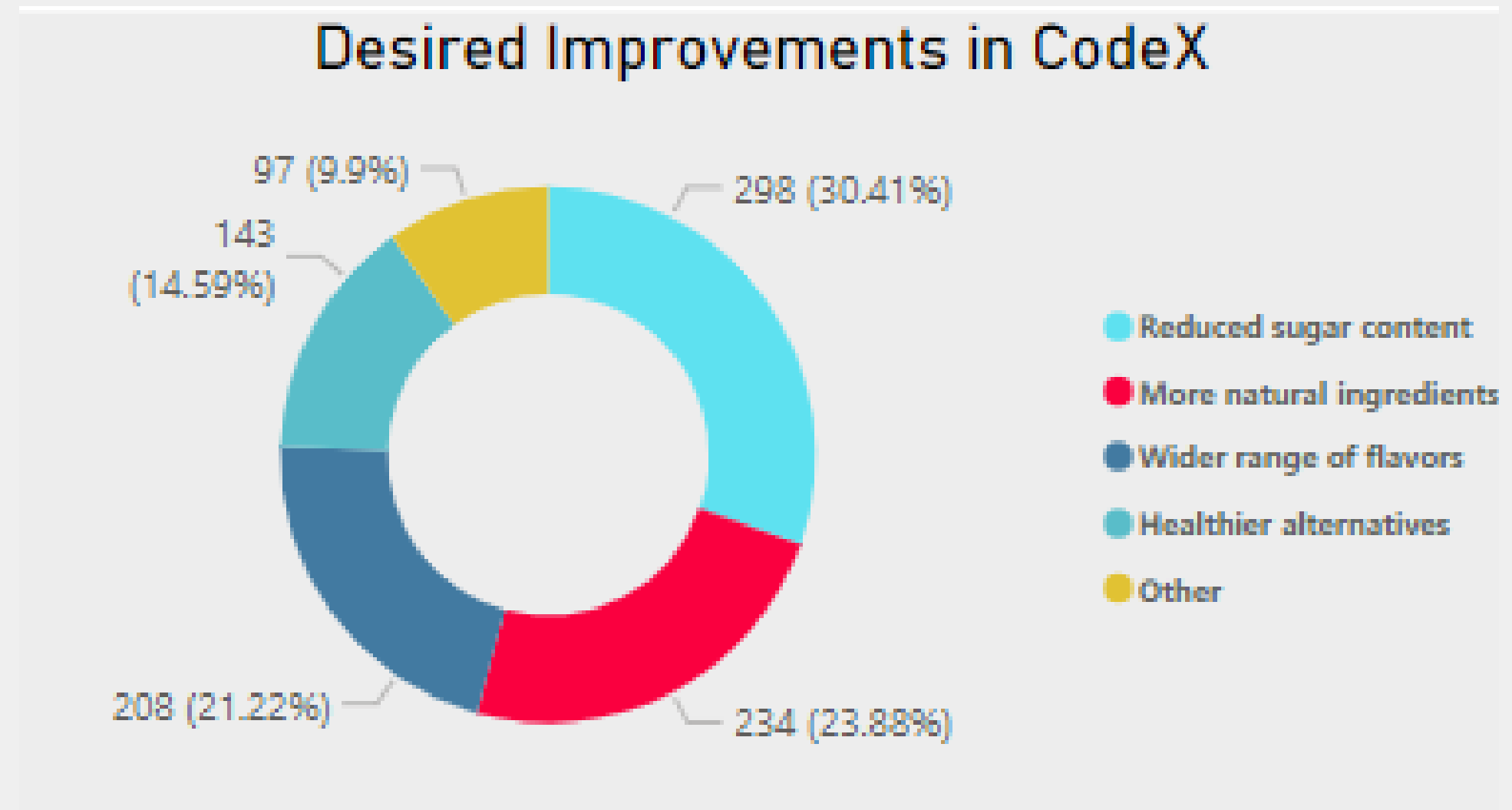


Recommendations



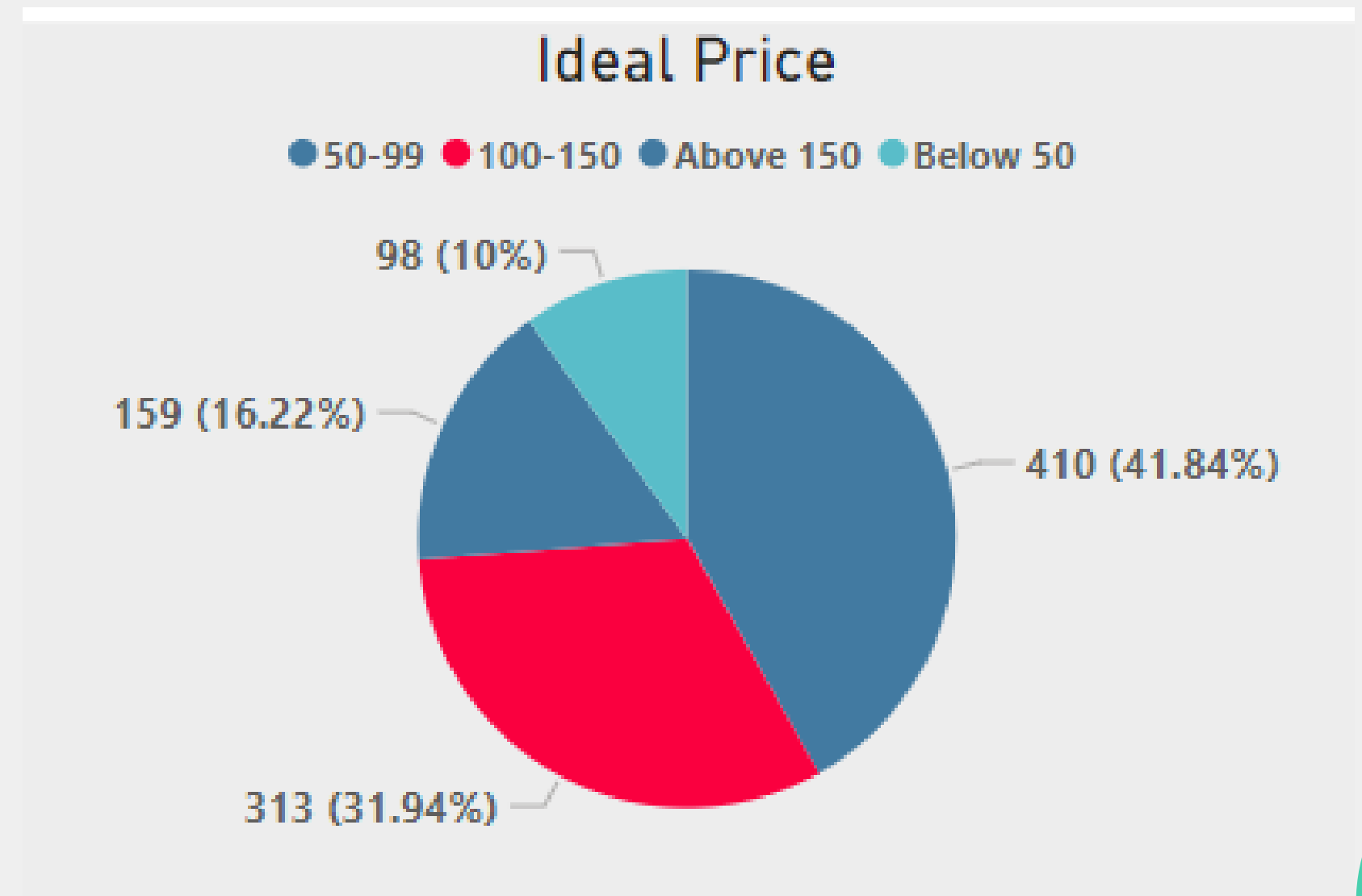
What immediate improvements can we bring to the product?

- Reduced sugar content can be beneficial for health-conscious customers.
- Add more natural ingredients like-caffeine, fruit extracts, herbs, vitamin B.
- Flavors that are added to energy drinks-citrus, berry, apple, mint, cola, grapes.



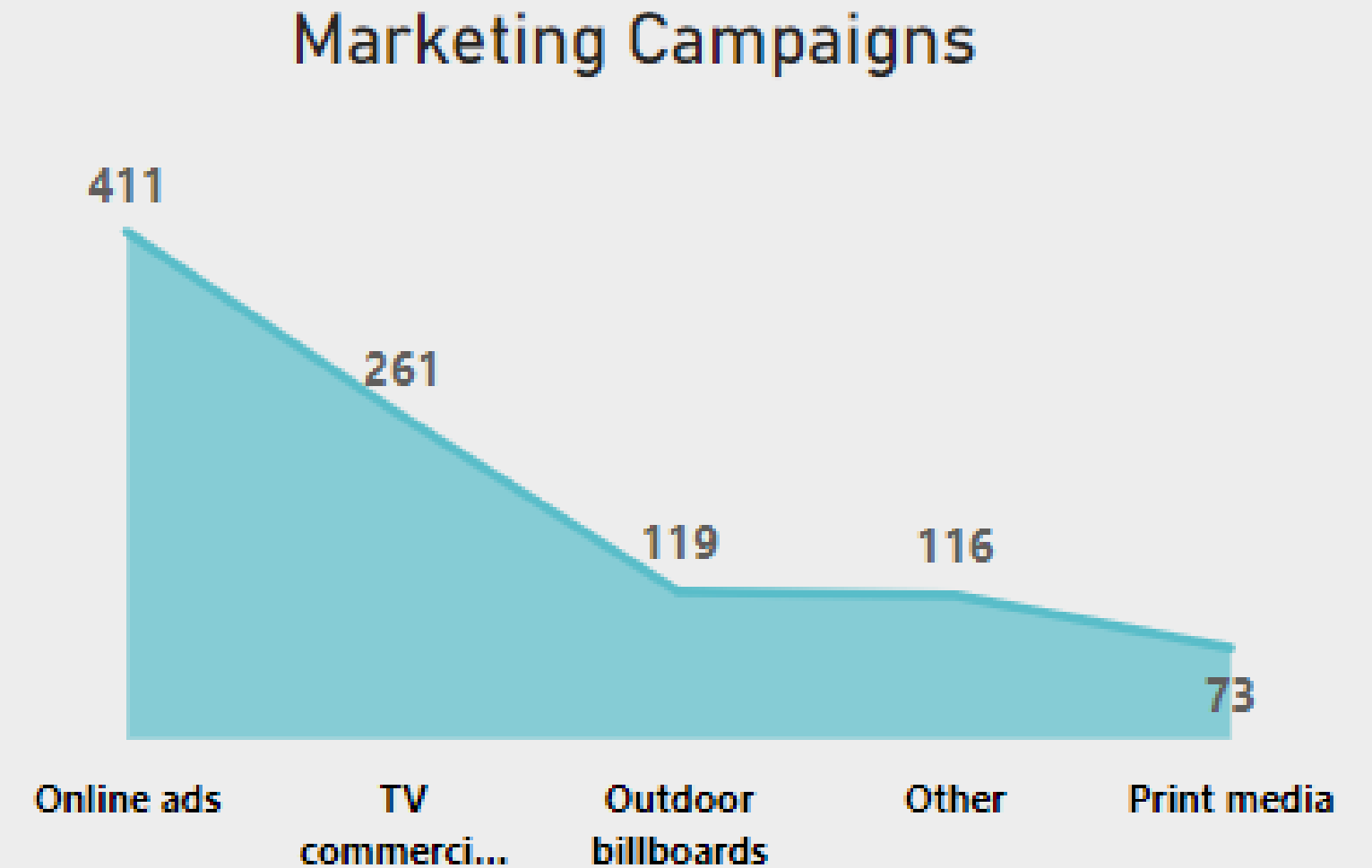
What should be the ideal price of our product?

- The price range within the range of 50-150 is the ideal choice for our product without compromising quality, affordability, brand reputation.
- Average price range = $(41.84\% * 75) + (31.94\% * 125) + (10\% * 25) + (16.22\% * 175) = 31.38 + 39.93 + 2.50 + 28.45 = 102.26$. As per the given calculation, the ideal price for product is approx 102.



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

- Marketing Campaigns-online advertising in platforms like: facebook , instagram, youtube can engage more with customers.
- Offers and discounts-It can provide buy one get one (BOGO) offers, free sampling, festive discounts, loyalty programs etc to attract more customers



Who can be a brand ambassador and why?

PV Sindhu, the Olympic silver medalist in badminton, embodies the spirit of energy, determination, and resilience. Her remarkable success on the global stage has garnered immense admiration, particularly among the youth. Associating our energy drink with Sindhu's athletic prowess and indomitable spirit would inspire consumers to embrace the product as a source of energy and motivation.



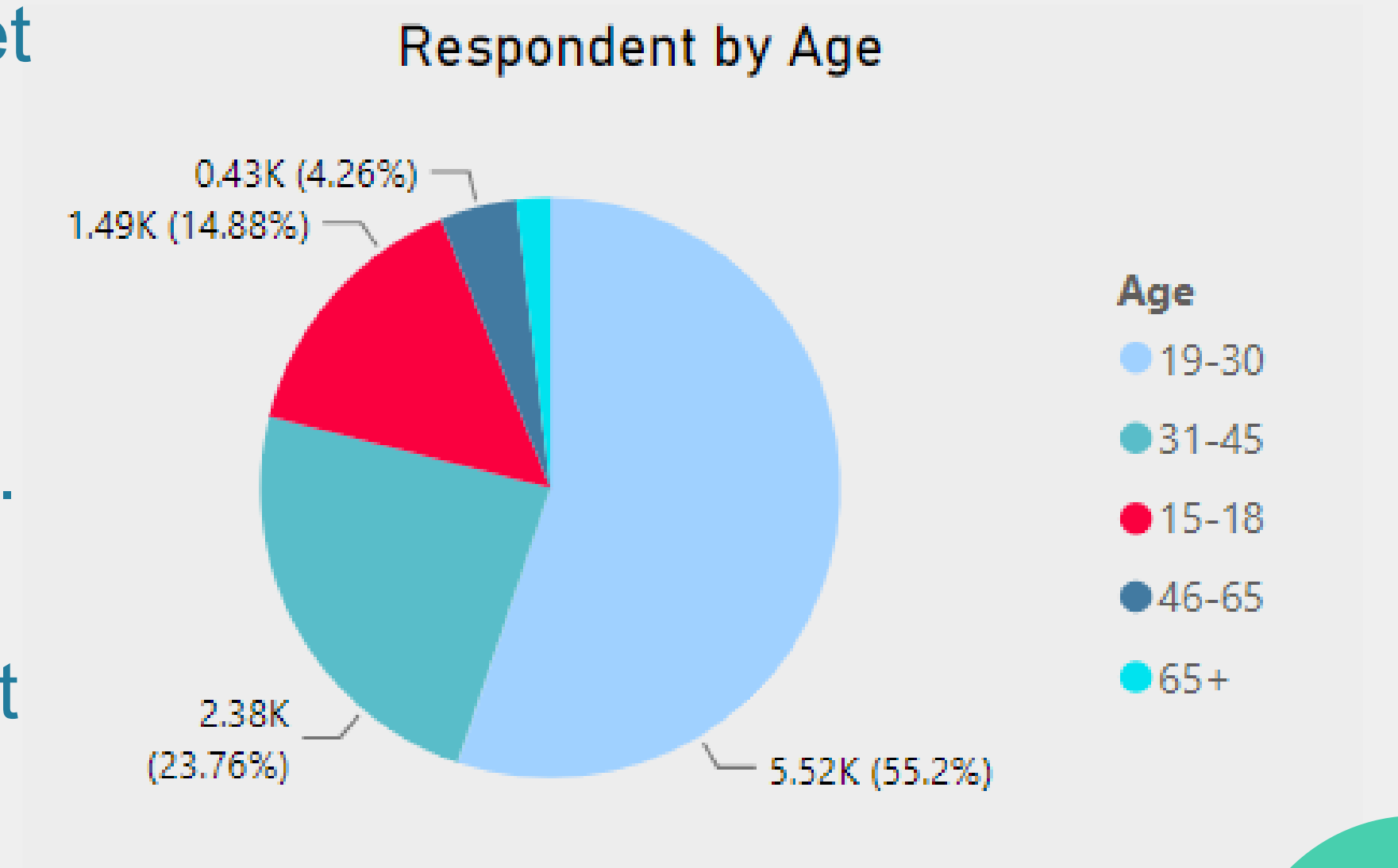
Who can be a brand ambassador and why?

Virat Kohli, the renowned cricketer and former captain of the Indian cricket team, is a true icon in the world of sports. Known for his aggressive playing style and unmatched dedication, Kohli has captured the hearts of millions of cricket enthusiasts. His influence extends beyond the field, Making him a powerful influencer for our CodeX energy drink. By aligning our brand with Kohli's image of strength, endurance, and success, we can establish a strong connection with consumers who aspire to perform at their best



Who should be our target audience and why?

- From the insights we can say that our target audience are youth (19-30).
- Many young people are indulge in multiple activities like-studies, work, social activities. They need energy drinks to boost their energy level and to combat fatigue. So, that they can do their work more effectively.
- Youth also involved in sports and fitness activities where energy drinks enhance performance and endurance.





CodeX Complied Recommendation :

- Targeted Age Group : (19-30) Years
- Drinks Preference: Male>Female>Non-Binary.
- Preferred Ingredients :Caffeine.
- Marketing channels : Online ads & TV commercials.
- Packaging Preference : Comapct And Portable cans.
- Consumption Reason : Increase energy and focus ,to combat fatigue.
- Ideal Price : Between 50 – 100.
- Brand Ambassador : virat kolhi and PV sindhu.

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