



SURVEY INSIGHTS FOR ENERGY DRINK - CODEX

AGENDA

- Objective
- Background
- Primary Insights
- Secondary Insights
- Recommendations
- Appendix:
 - Data source
 - Data methodology
 - Assumptions

OBJECTIVE

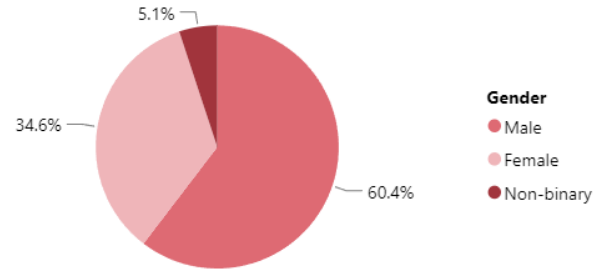
- To provide following insights:
 - Demographic insights
 - Insights on consumer preferences and competition analysis
 - Insights on marketing channel and brand awareness
 - Insights about brand penetration
 - Insights on purchase behavior of the consumers
 - Insights for development of product
 - Secondary insights from survey
- Recommendations for energy drink

BACKGROUND

- Codex is a German beverage company
- It is aiming to increase its presence in Indian market
- Few months back, it has launched energy drink in 10 cities in India
- Marketing team of the company has conducted a survey in these cities and received results from 10K respondents

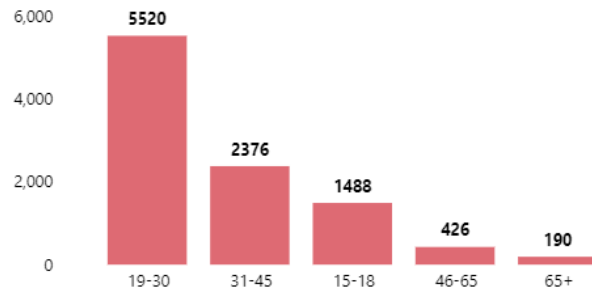
DEMOGRAPHIC INSIGHTS

Gender Distribution



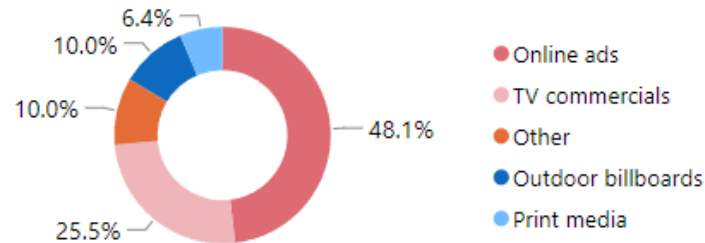
Males (contributes to 60.4 % of population) prefers energy drinks more as compared to females

Age Distribution



Population falling in the age group of (19-30) yrs prefers energy drinks more followed by population in the age group of (31-45) yrs

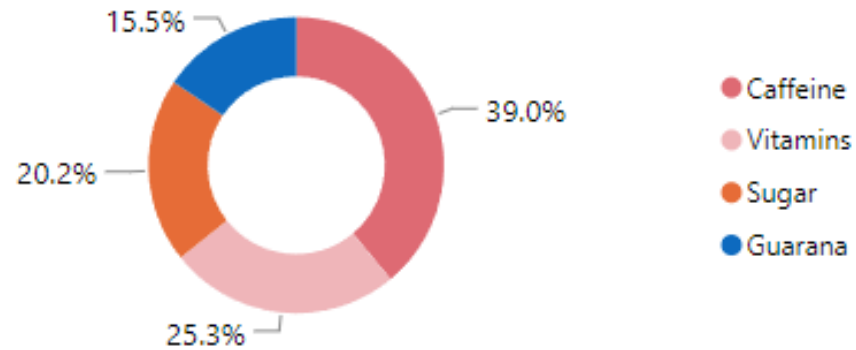
Marketing Channels (15 - 30 Years)



Marketing of energy drinks from Online ads (48%) and TV commercials (25%) reaches the youth (15 – 30 yrs)

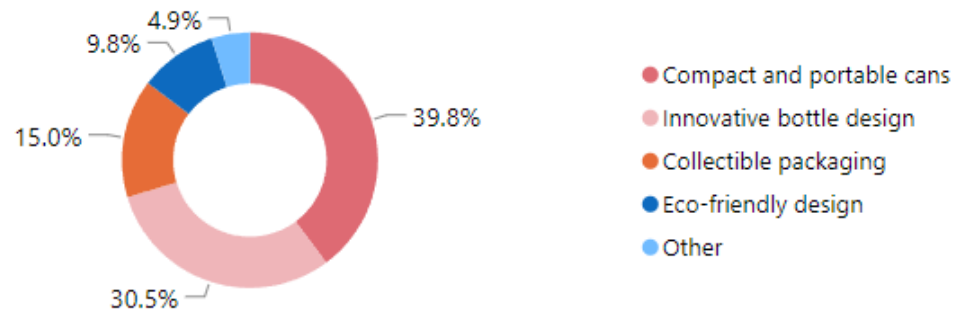
CONSUMER PREFERENCES

Ingredients Expected



Caffeine (39.0 %) is the most preferred ingredient by the consumers followed by vitamins (25.3 %)

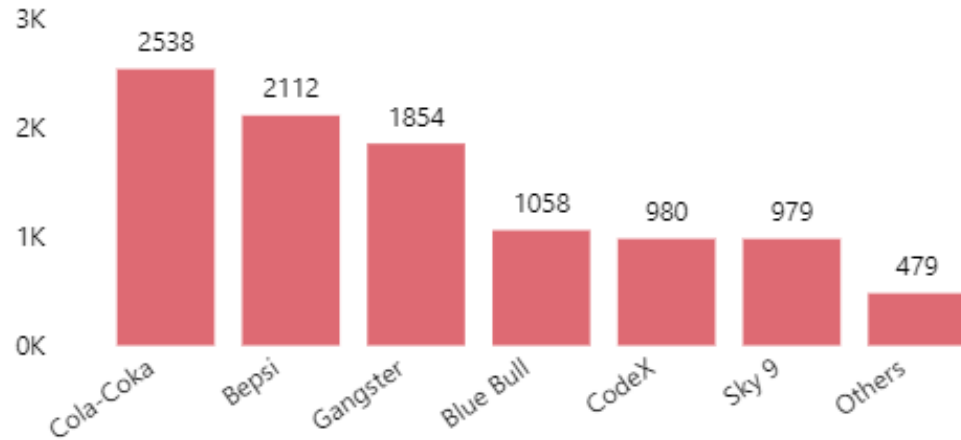
Packaging Preference



Compact and portable cans (39.8 %) is the most preferred packaging for the energy drinks followed by innovative bottle designs

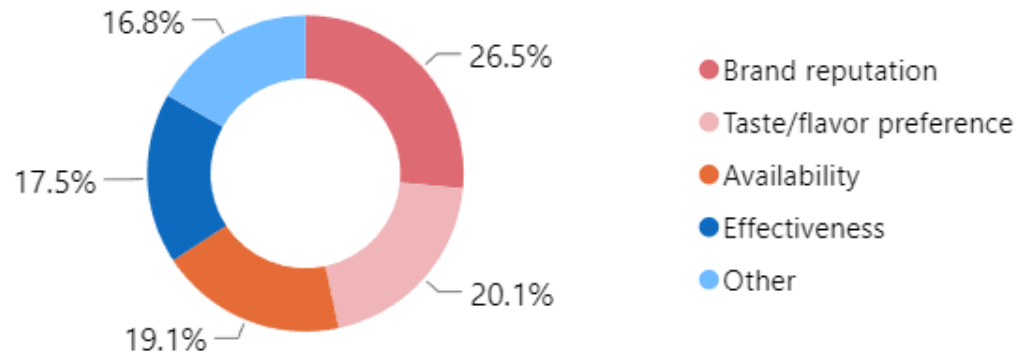
COMPETITION ANALYSIS

Current Brands in Market



Cola – Coka is the market leader among the current brands followed by Bepsi and Gangster

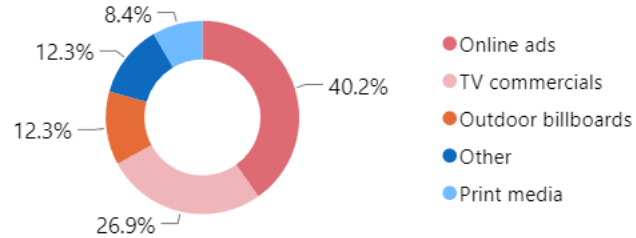
Reasons for Choosing Brands



Consumers choose brands on the basis of brand reputation (26.5 %) followed by taste/flavor preference and availability

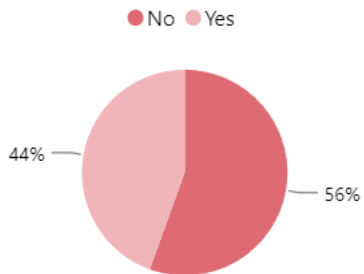
MARKETING CHANNELS AND BRAND AWARENESS

Marketing Channels

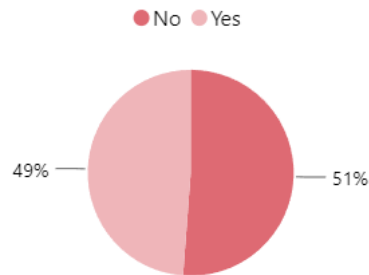


Online ads and TV commercials are the main marketing channels through which consumers become aware about the energy drinks

Heard about Codex

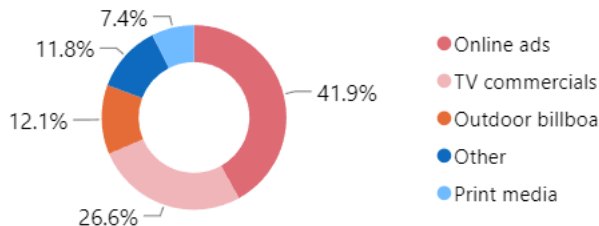


Tried Codex Before

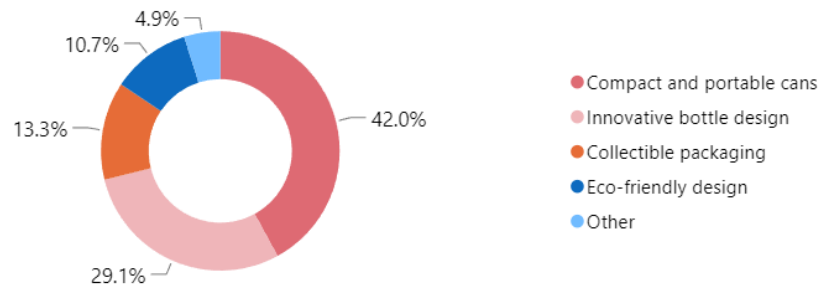


Only 44 % respondents have heard about our brand Codex and 49 % of respondents have tried Codex

Marketing Channels (Codex)



Packaging Preference (Codex)

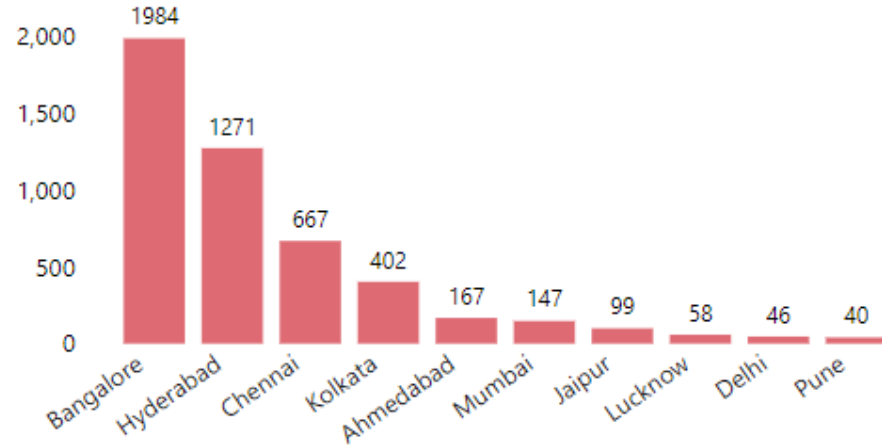


Consumers heard about the brand Codex mainly through the Online ads followed by TV commercials

Consumers having tried the brand 'Codex' prefer to have it in compact and portable cans followed by innovative bottle designs

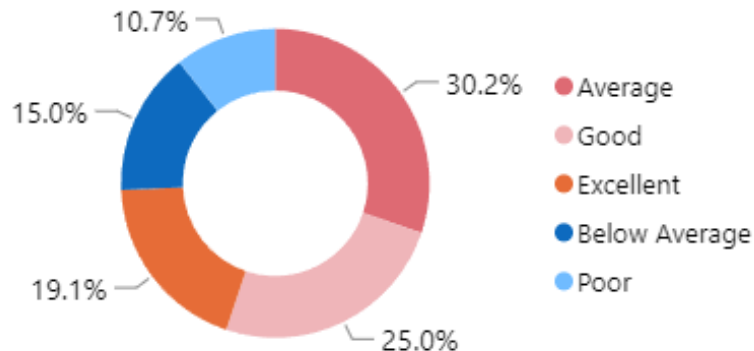
BRAND PENETRATION

Geographic Distribution



Consumers having tried the brand 'Codex' – mostly are from southern part of country whereas few consumers in northern part of country have tried

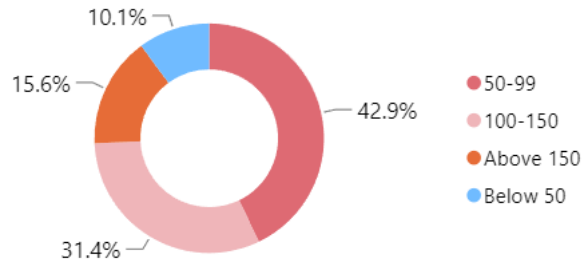
Taste Experience



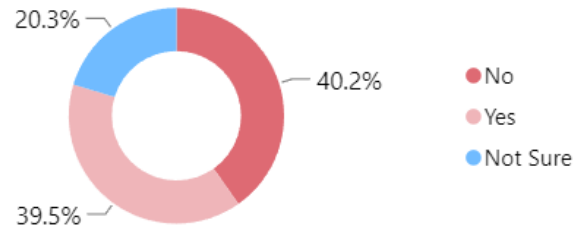
Consumers having tried the brand 'Codex' – 30 % rates it as average, 25 % as good and 19 % as excellent on the basis of taste

PURCHASE BEHAVIOUR

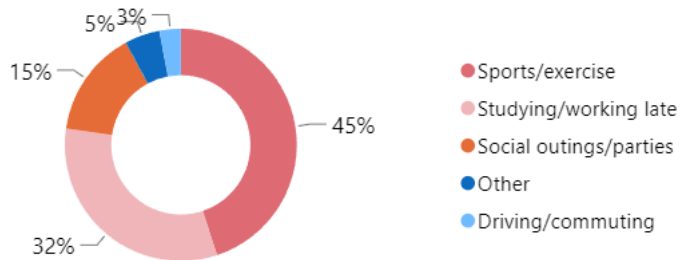
Price Range



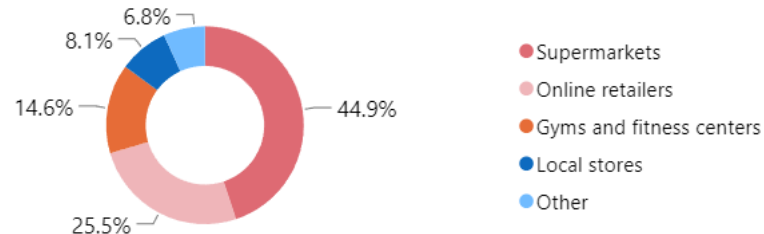
Preference for Limited Edition Packaging



Typical Consumption Situations

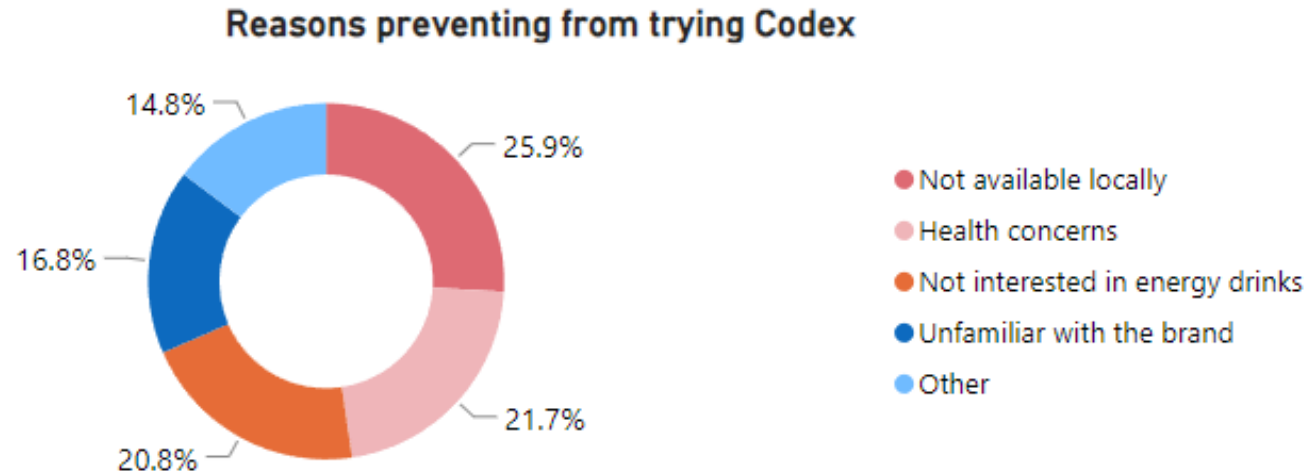


Purchase Location Preference



- 43 % of consumers prefer to purchase energy drinks in the range of Rs 50-99
- Limited edition packaging doesn't have much impact on the purchasing behaviour of the consumers
- Consumers prefer to have energy drinks before sports/ exercise followed by studying/ working late
- Most of the consumers purchase energy drinks from supermarkets (45 %) followed by online retailers (26%)

PRODUCT DEVELOPMENT



For development of product, it is necessary to know the factors preventing consumers from trying our brand 'Codex' and following are the factors:

- Locally not available
- Consumers consider its ingredients as unhealthy
- Unfamiliarity with brand

SECONDARY INSIGHTS

- 35 % of consumers prefer to have energy drinks 2-3 times a week
- Most of the consumers prefer to have energy drinks to stay awake during work/ study and before exercise
- Main reason for consumption of energy drinks by most of the consumers is to increase energy and focus and also to combat fatigue
- 60% of consumers are concerned about the health impact of energy drinks
- Most of the consumers prefer less sugar content and more natural ingredients in the energy drinks

RECOMMENDATIONS

- Company can increase its presence in Northern and Eastern India and also market it as both for male and females
- Company can target consumers in the age group of (19 – 45) yrs as they prefer to stay fit, are college students/ employed
- Company can add caffeine and vitamins or other healthy ingredients in the energy drink
- Product can be priced upto Rs 150
- Company can run online ads and TV commercials to increase its market presence
- Initially it can provide discounts in the form of coupon codes or offers on UPI payments
- Company can make its product locally available in the supermarkets and gyms
- Company can also innovate on design of the bottle so that it can be re-used by consumers and hence free marketing
- Company can reach influencers for endorsement of the product

APPENDIX – DATA SOURCE

Dataset consists of:

- City details such as order id, order status, order purchased timestamp etc
- Respondent details
- Fact survey responses

APPENDIX – DATA METHODOLOGY

A complete analysis of Dataset was conducted using Power BI and the process included:

- Data transformation
- New measures creation
- Visualizations and dashboard creation

APPENDIX – ASSUMPTIONS

- Respondents who have not heard about the brand might have also tried it once
- Currently we are concentrating only on these 10 cities

THANK

YOU