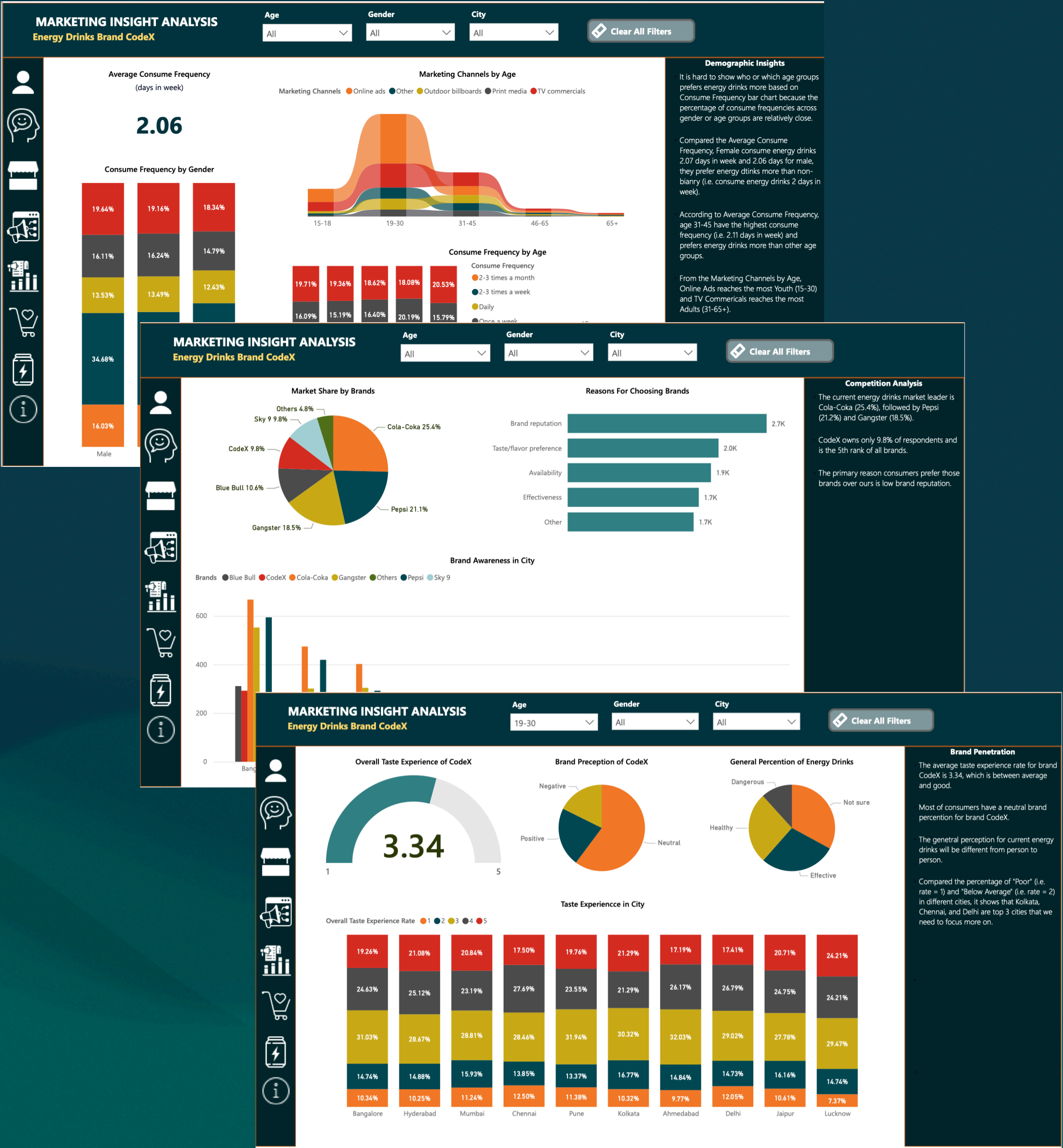


MARKET INSIGHTS FOR CODEX

CREATED BY : SANG LU (SANDRA)



MARKETING INSIGHT ANALYSIS

Energy Drinks Brand CodeX

Age

All

Gender

All

City

All



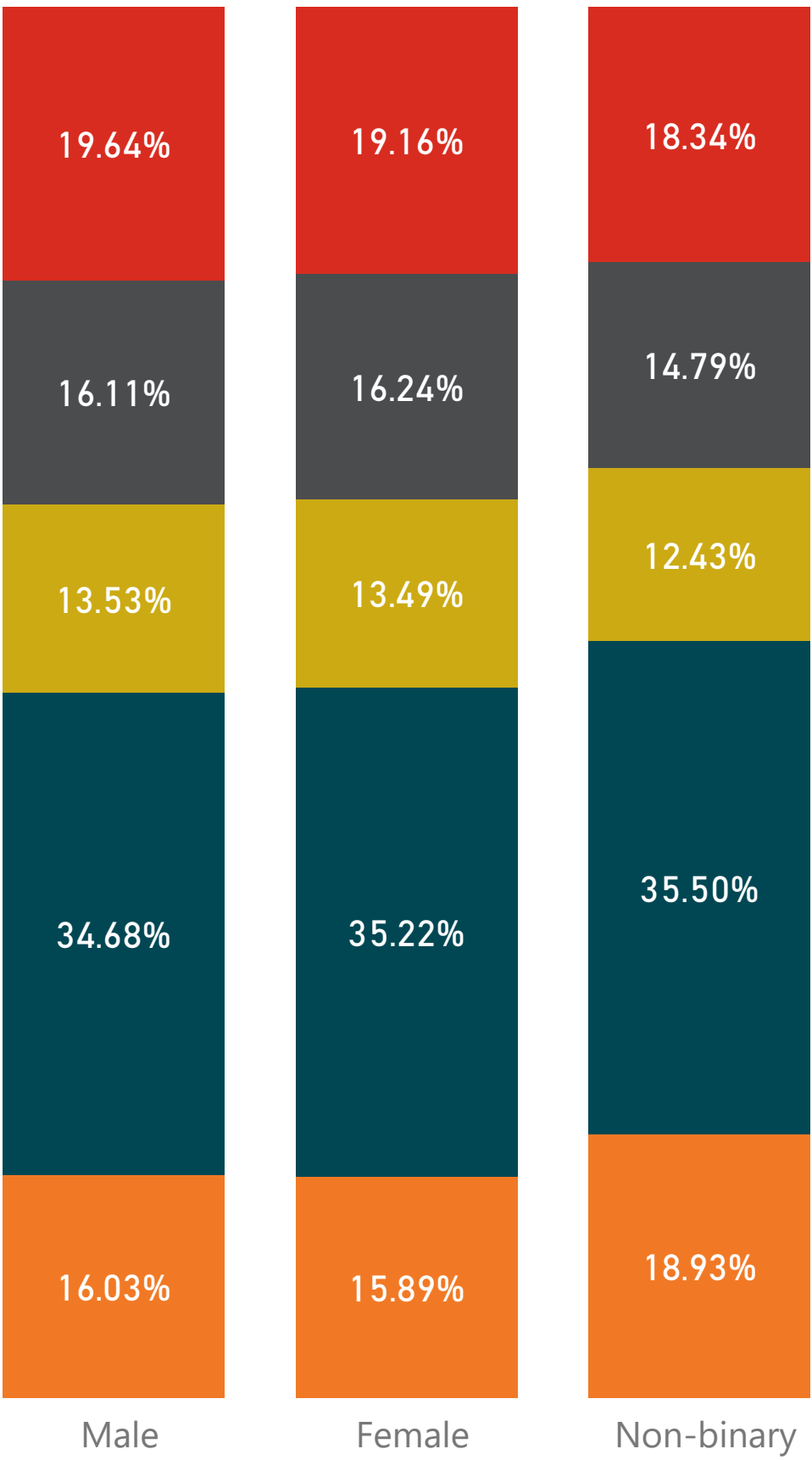
Clear All Filters

Average Consume Frequency

(days in week)

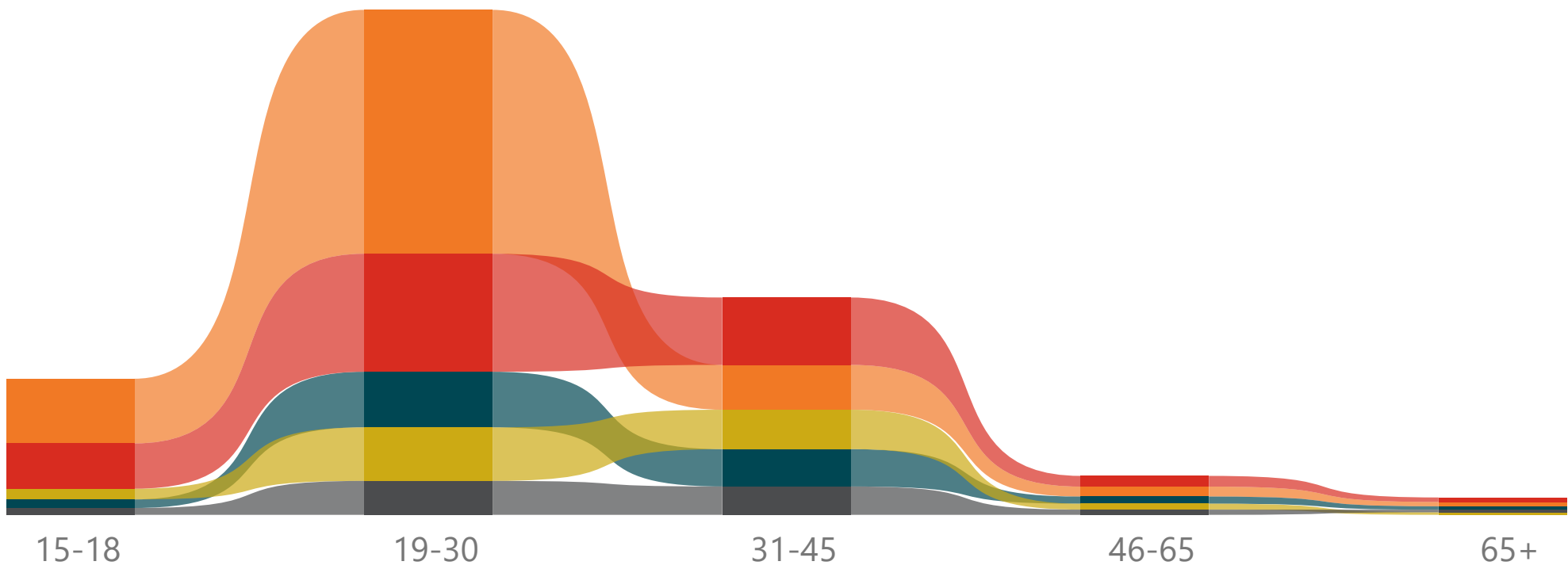
2.06

Consume Frequency by Gender

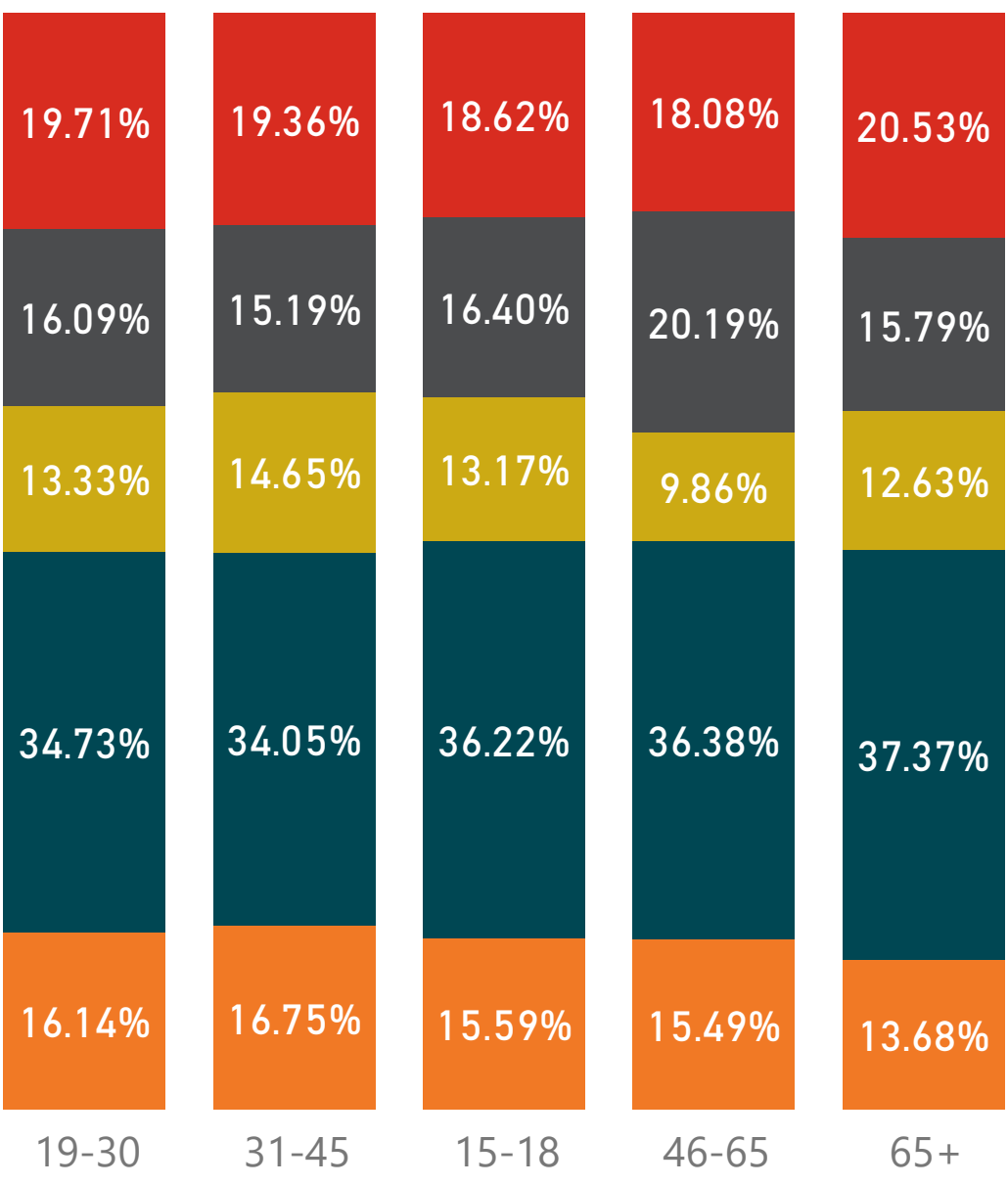


Marketing Channels by Age

Marketing Channels Online ads Other Outdoor billboards Print media TV commercials

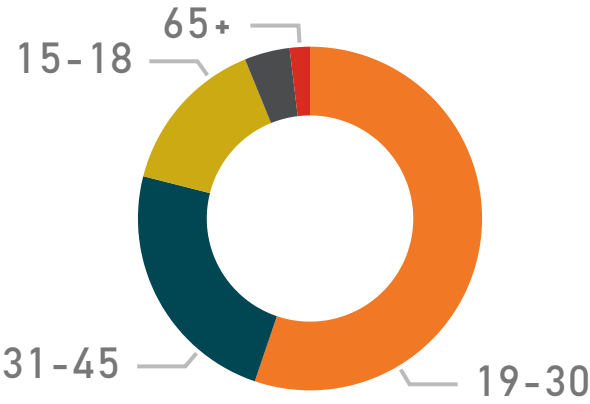


Consume Frequency by Age



Consume Frequency

- 2-3 times a month
- 2-3 times a week
- Daily
- Once a week
- Rarely



Demographic Insights

- It is hard to show who or which age groups prefers energy drinks more based on Consume Frequency bar chart because the percentage of consume frequencies across gender or age groups are relatively close.
- Compared the Average Consume Frequency, Female consume energy drinks 2.07 days in week and 2.06 days for male, they prefer energy dtinks more than non-bianry (i.e. consume energy drinks 2 days in week).
- According to Average Consume Frequency, age 31-45 have the highest consume frequency (i.e. 2.11 days in week) and prefers energy drinks more than other age groups.
- From the Marketing Channels by Age, Online Ads reaches the most Youth (15-30) and TV Commericals reaches the most Adults (31-65+).

MARKETING INSIGHT ANALYSIS

Energy Drinks Brand CodeX

Age

All

Gender

All

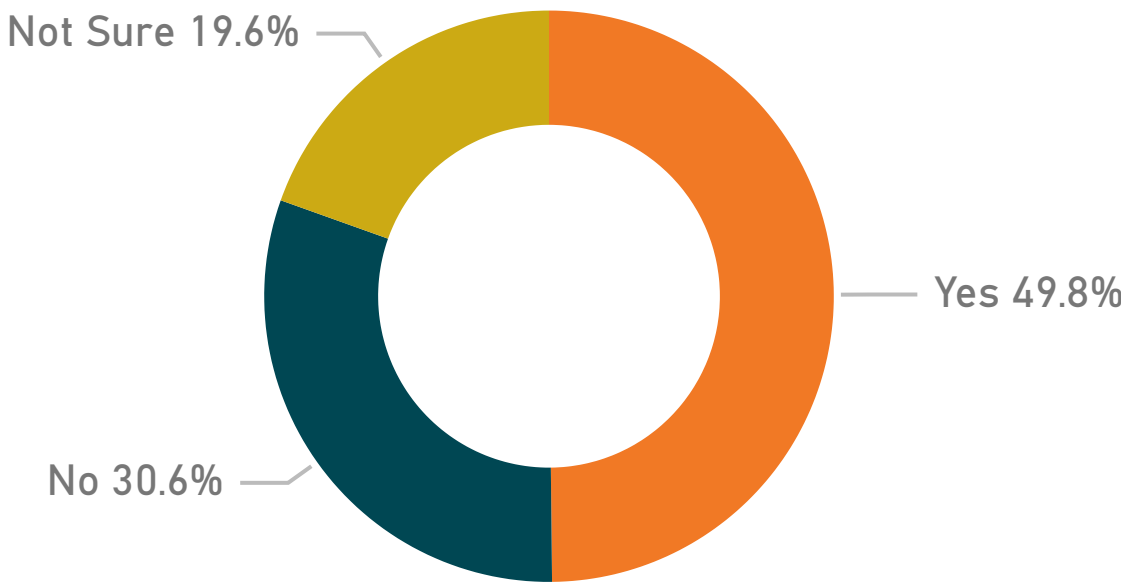
City

All



Clear All Filters

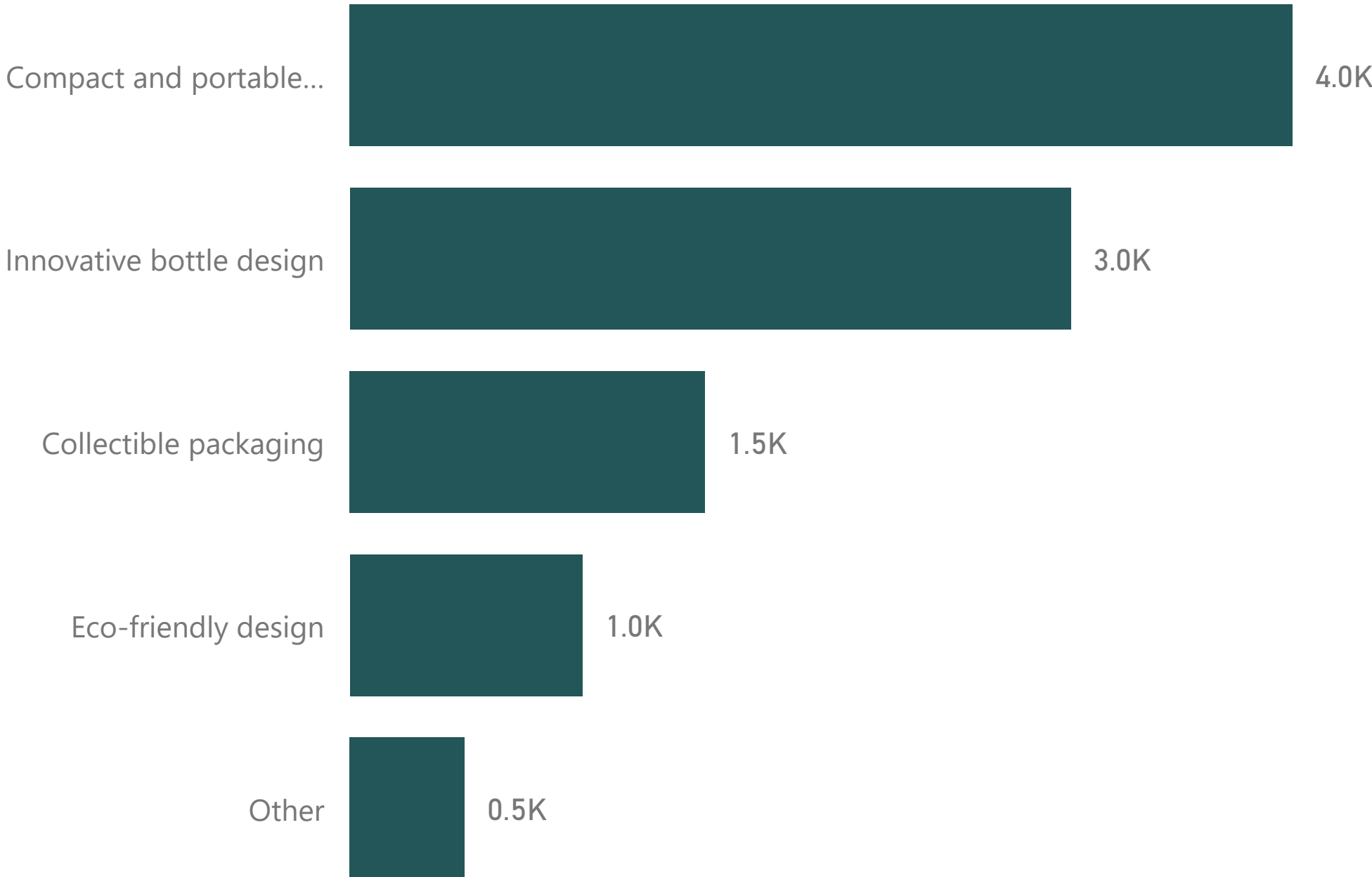
Interest in Energy Drinks With Natural or Orangic Ingredients



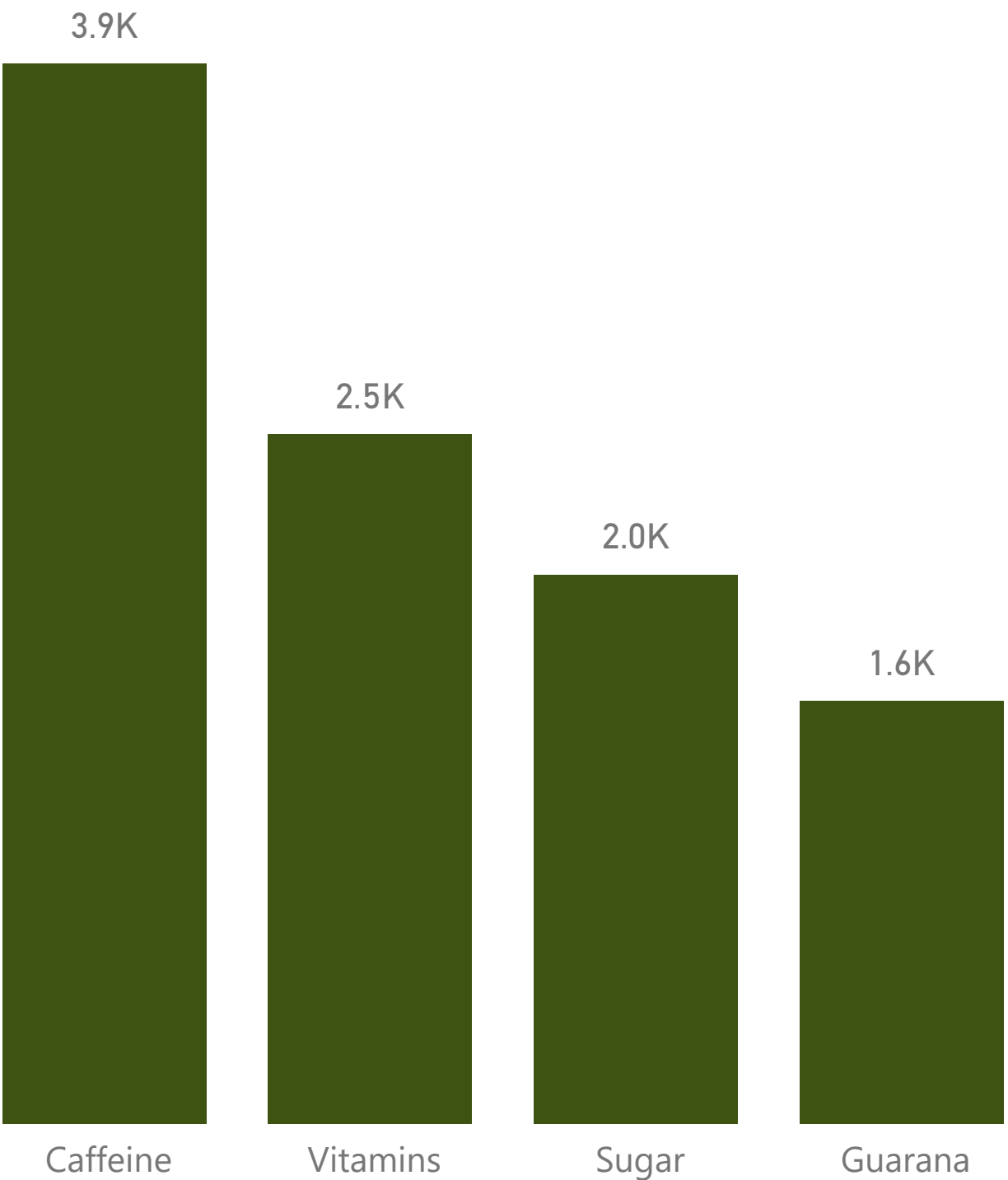
Have Concern About Health Impact of Energy Drinks



Packaging Preferences



Expected Ingredients



Consumer Preference

- Over 49.8% of consumers are interested in energy drinks with natural or organic ingredients.
- More than half of consumers have concern about the health impact of energy drinks.
- Compact and portable cans with innovative bottle design could be the favorite packaging style within consumers.
- The most expected ingredient in energy drinks is caffeine, followed by vitamins, sugar and guarana.

MARKETING INSIGHT ANALYSIS

Energy Drinks Brand CodeX

Age

All

Gender

All

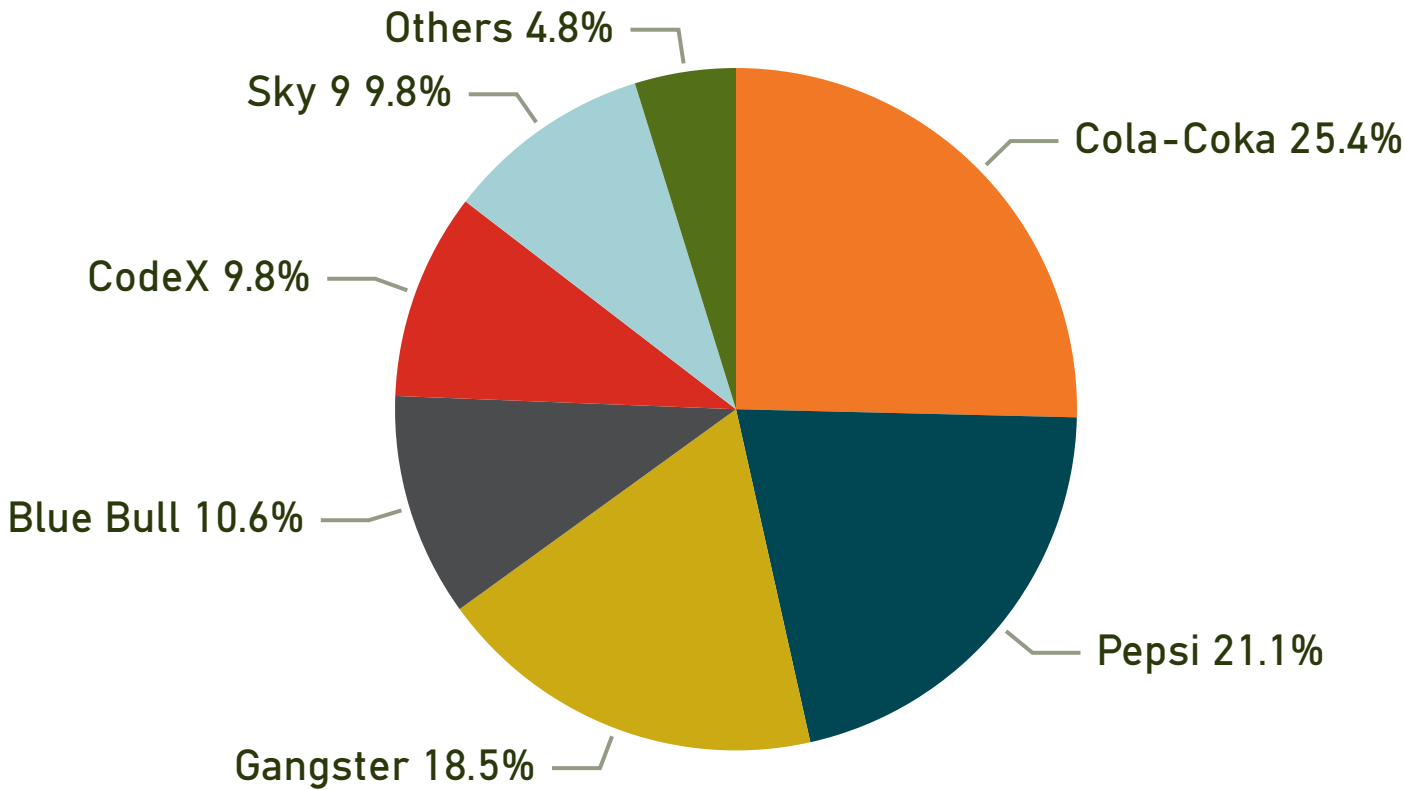
City

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Clear All Filters

Market Share by Brands

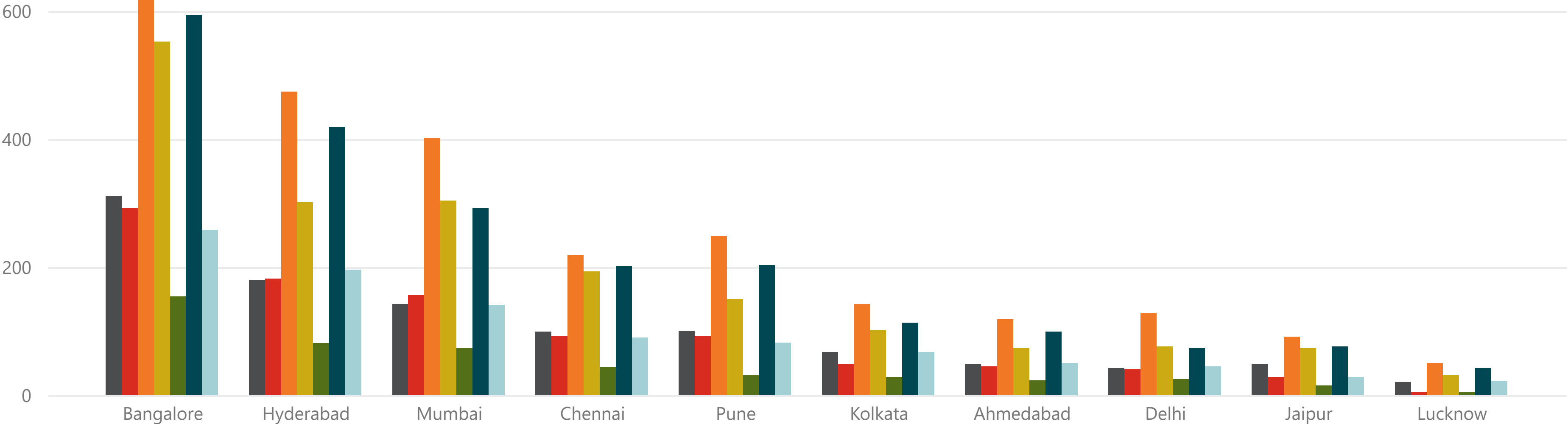


Reasons For Choosing Brands



Brand Awareness in City

Brands Blue Bull CodeX Cola-Coka Gangster Others Pepsi Sky 9



Competition Analysis

- The current energy drinks market leader is Cola-Coka (25.4%), followed by Pepsi (21.2%) and Gangster (18.5%).
- CodeX owns only 9.8% of respondents and is the 5th rank of all brands.
- The primary reason consumers prefer those brands over ours is low brand reputation.

MARKETING INSIGHT ANALYSIS

Energy Drinks Brand CodeX

Age

All

Gender

All

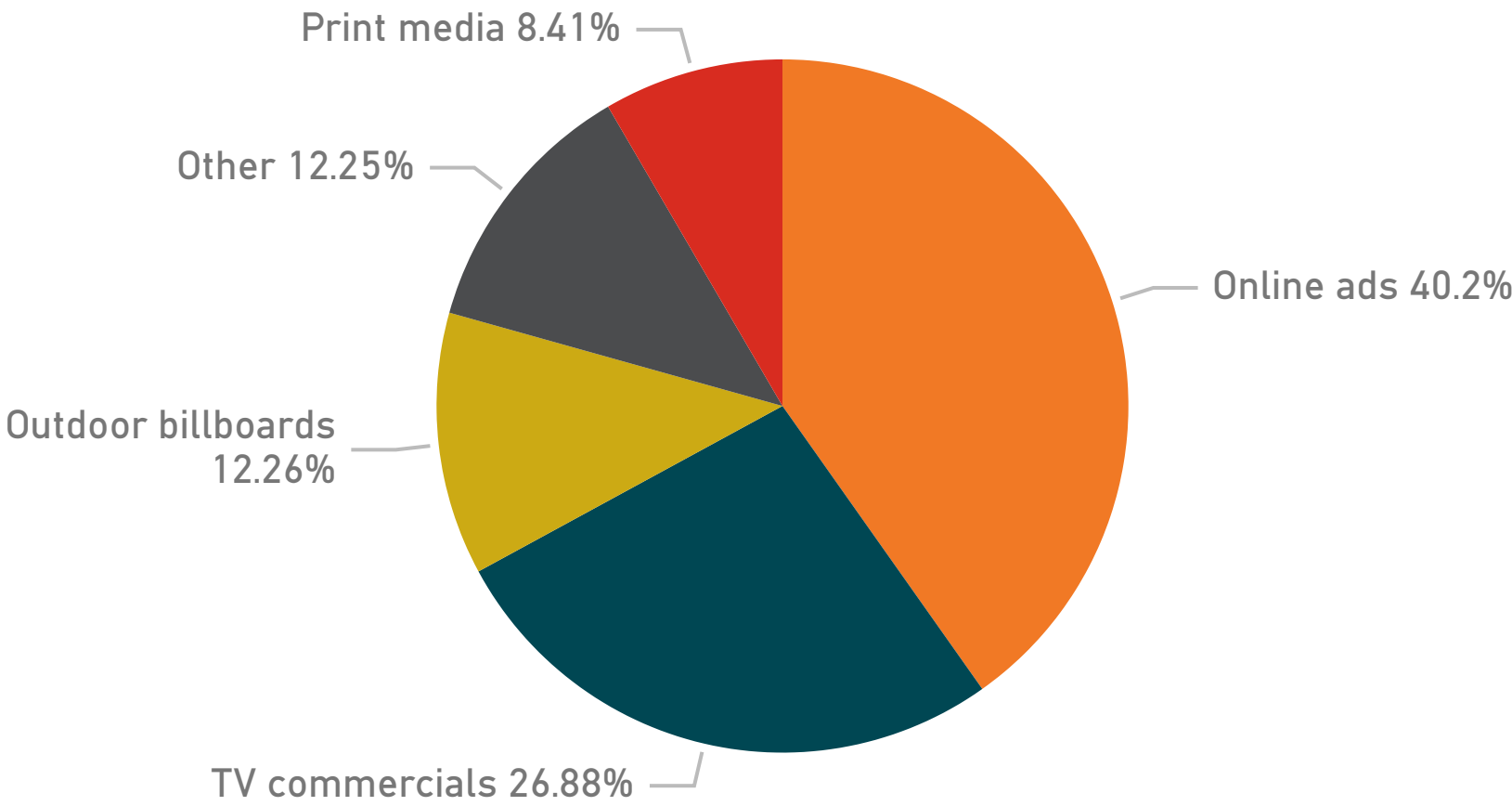
City

All

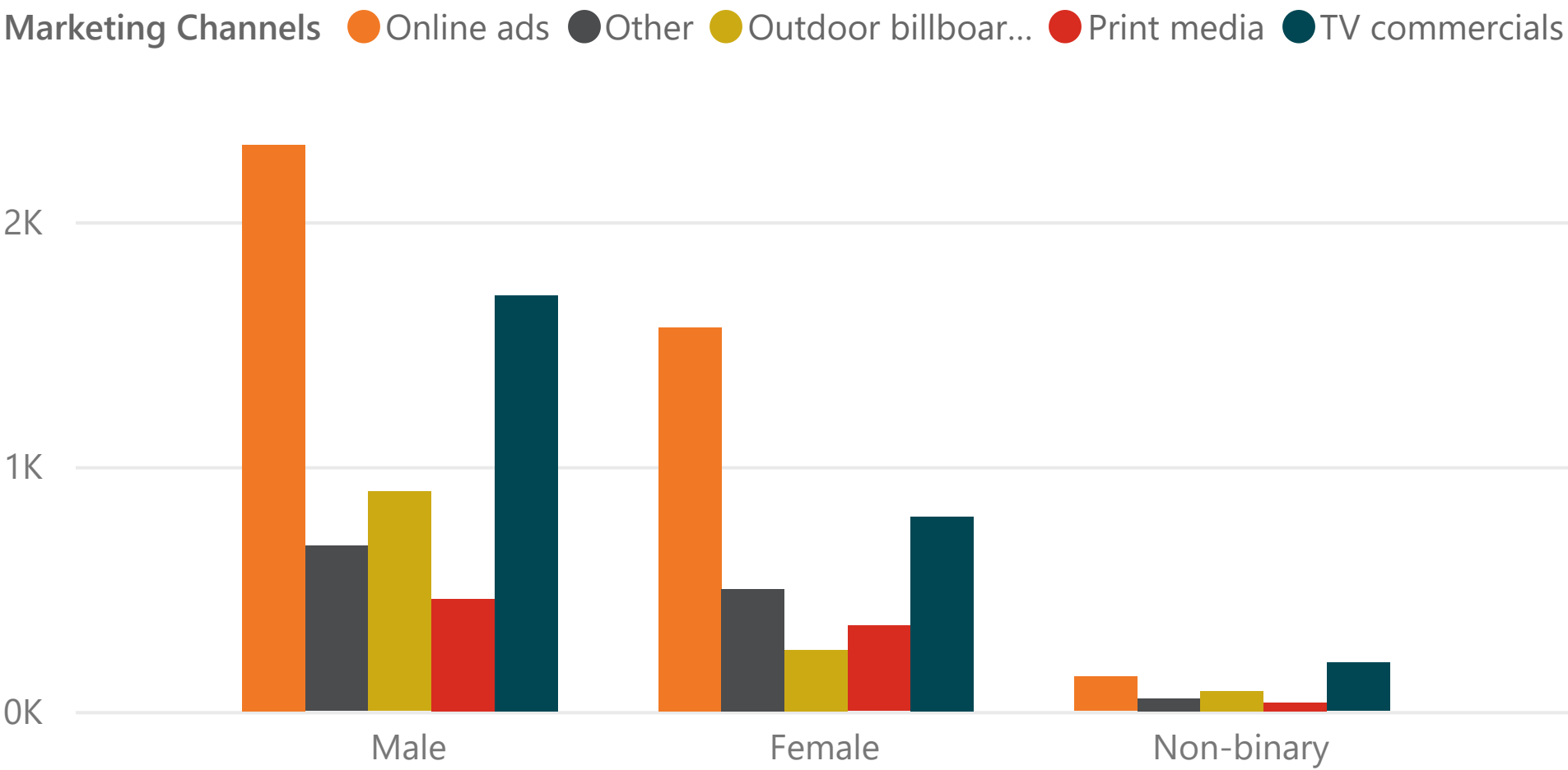


Clear All Filters

Marketing Channels

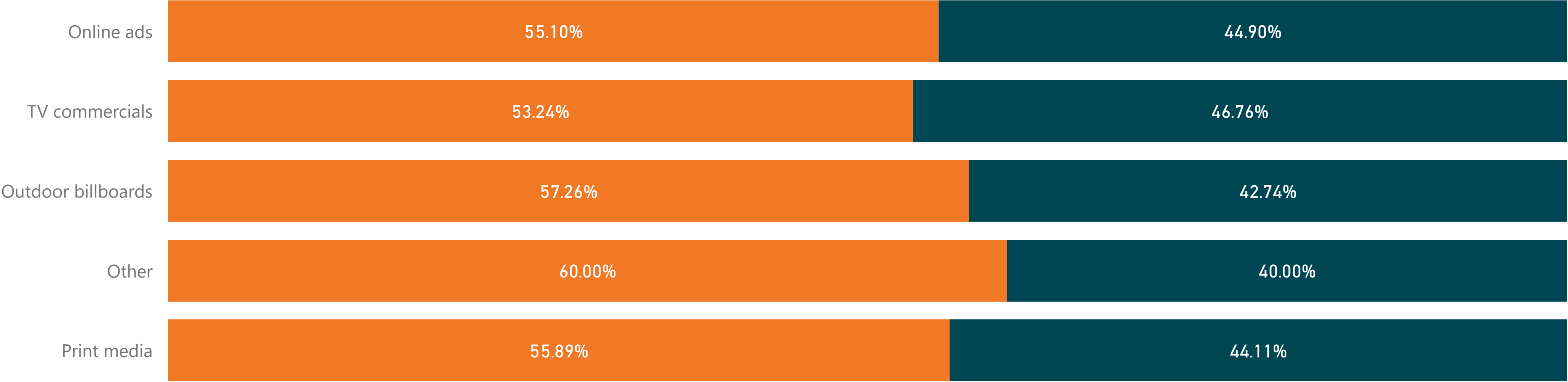


Marketing Channels by Gender



Marketing Channels Conversion Rate

Heard Before No Yes



Marketing Channels

From the Marketing Channels pie chart, we can conclude that Online Ads can be used to reach more consumers. About 40.2% of respondents usually come across energy drinks advertisements through online ads, followed by TV commercials (26.88%).

Based on the Marketing Channels by Gender, we can also know there's no difference between male and female on most common marketing channels for energy drinks.

Conversion Rate = Number of respondents who have ever heard our brand / Total number of respondents who use this marketing channels

TV commercials have the highest conversion rate (46.76%), followed by Online Ads (44.90%) and Print Media (44.11%).

A higher conversion rate represents the marketing channels have a strong capability in reaching customers.

MARKETING INSIGHT ANALYSIS

Energy Drinks Brand CodeX

Age

19-30

Gender

All

City

All

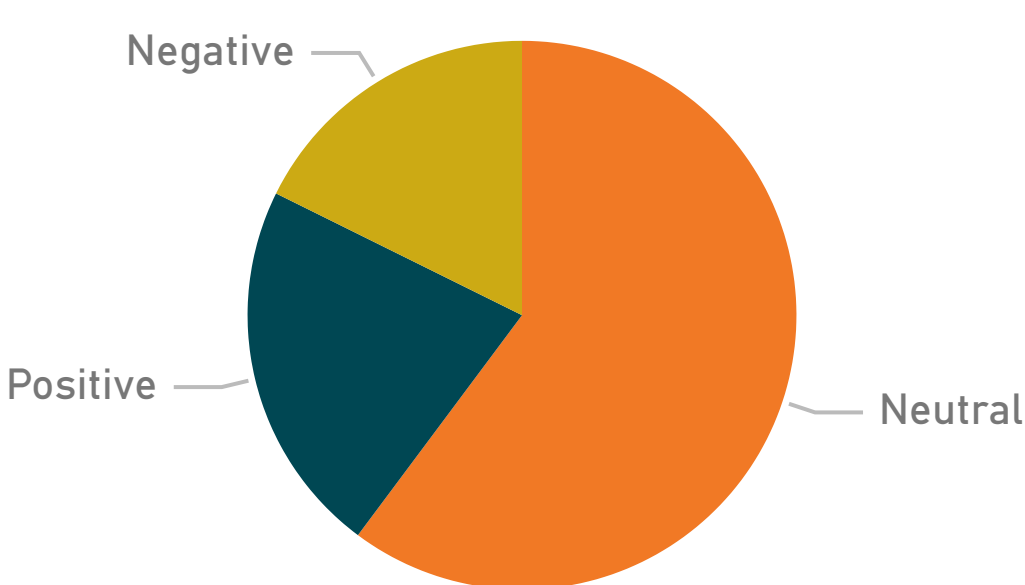


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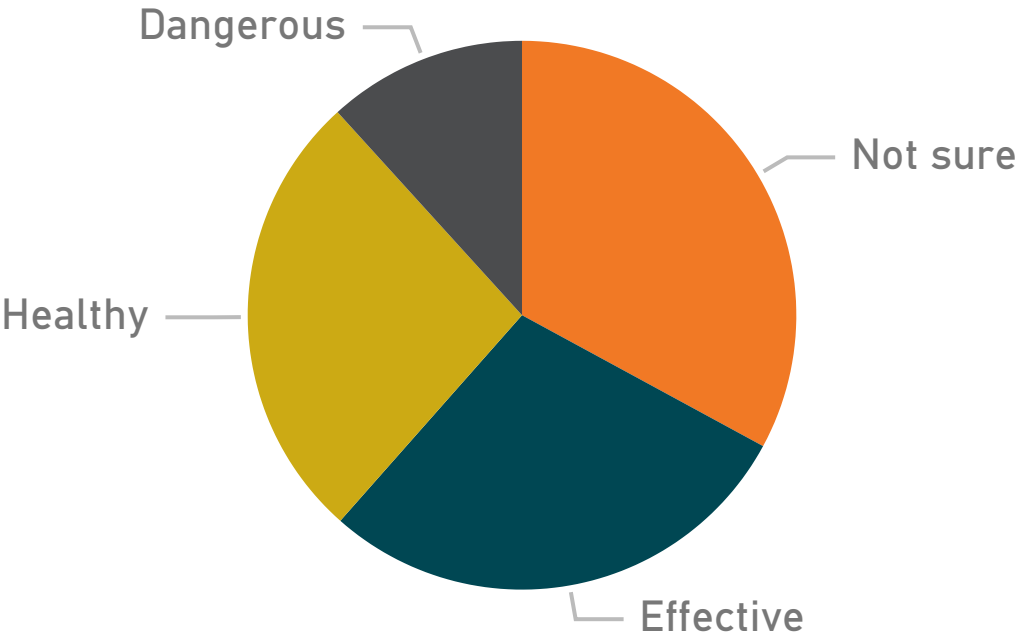
Overall Taste Experience of CodeX



Brand Preception of CodeX

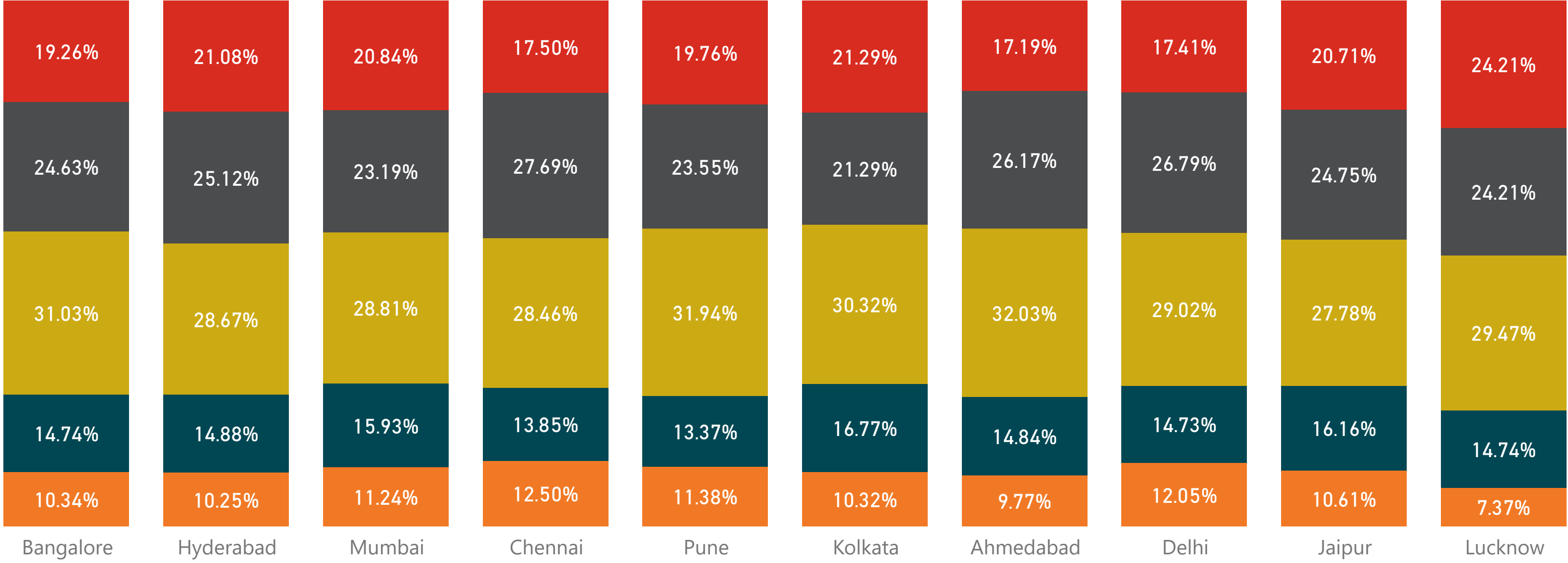


General Percention of Energy Drinks



Taste Experiecnce in City

Overall Taste Experience Rate 1 2 3 4 5



Brand Penetration

- The average taste experience rate for brand CodeX is 3.34, which is between average and good.
- Most of consumers have a neutral brand percention for brand CodeX.
- The genetral perception for current energy drinks will be different from person to person.
- Compared the percentage of "Poor" (i.e. rate = 1) and "Below Average" (i.e. rate = 2) in different cities, it shows that Kolkata, Chennai, and Delhi are top 3 cities that we need to focus more on.

MARKETING INSIGHT ANALYSIS

Energy Drinks Brand CodeX

Age

All

Gender

All

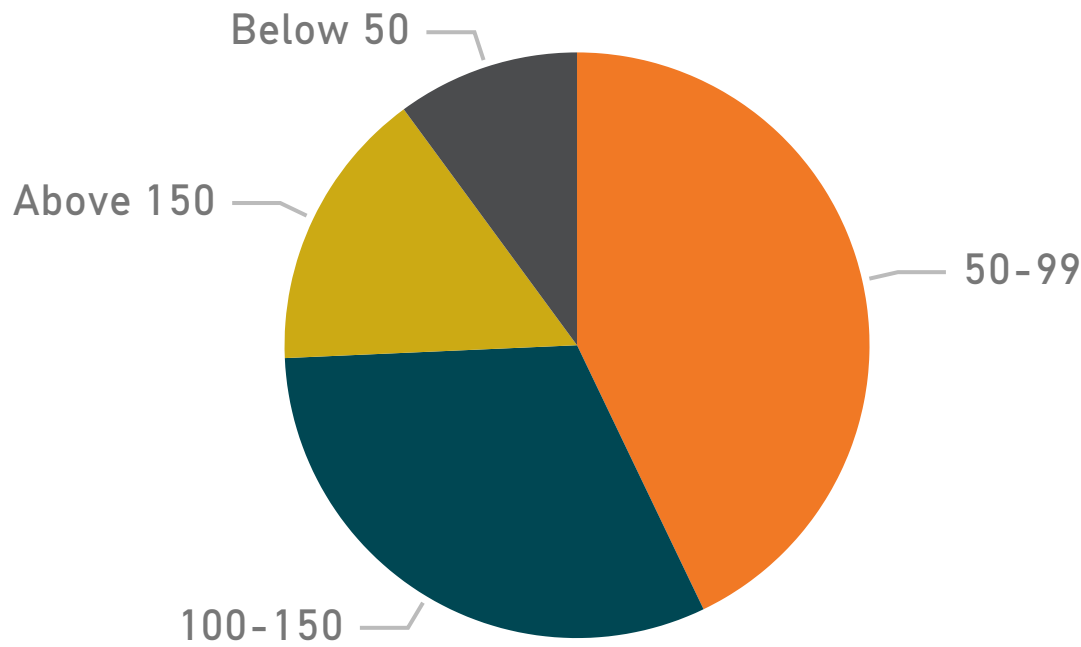
City

All

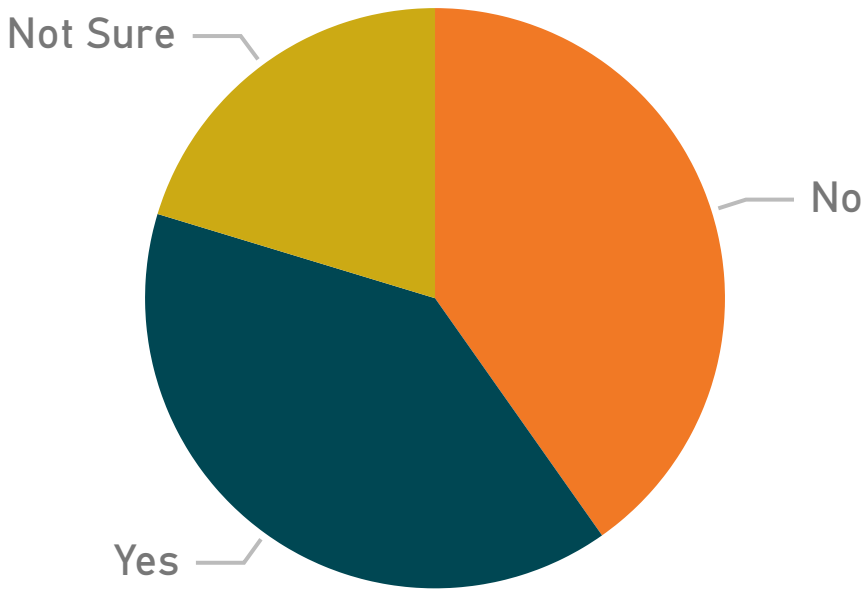


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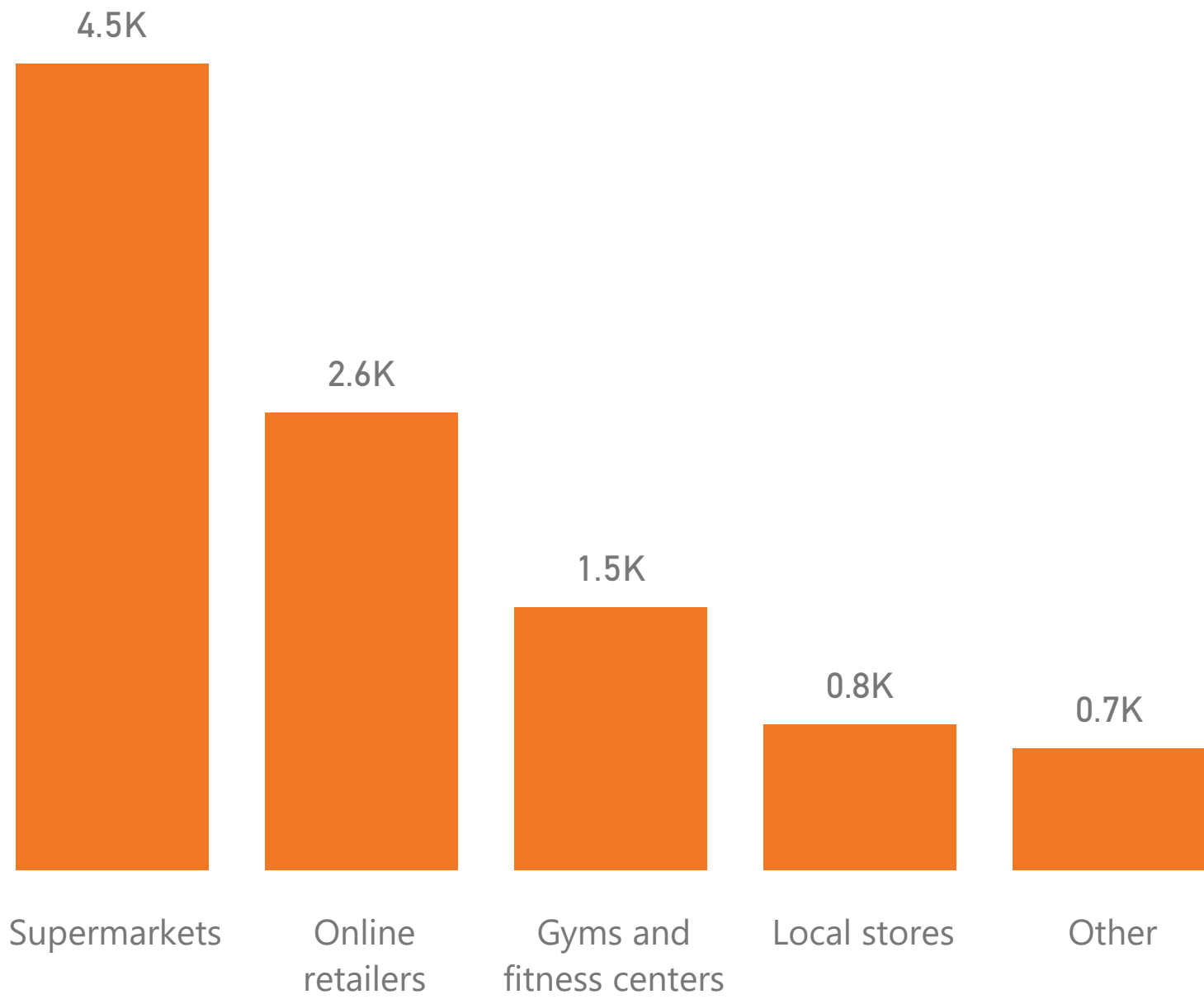
Number of Respondents by Price Range



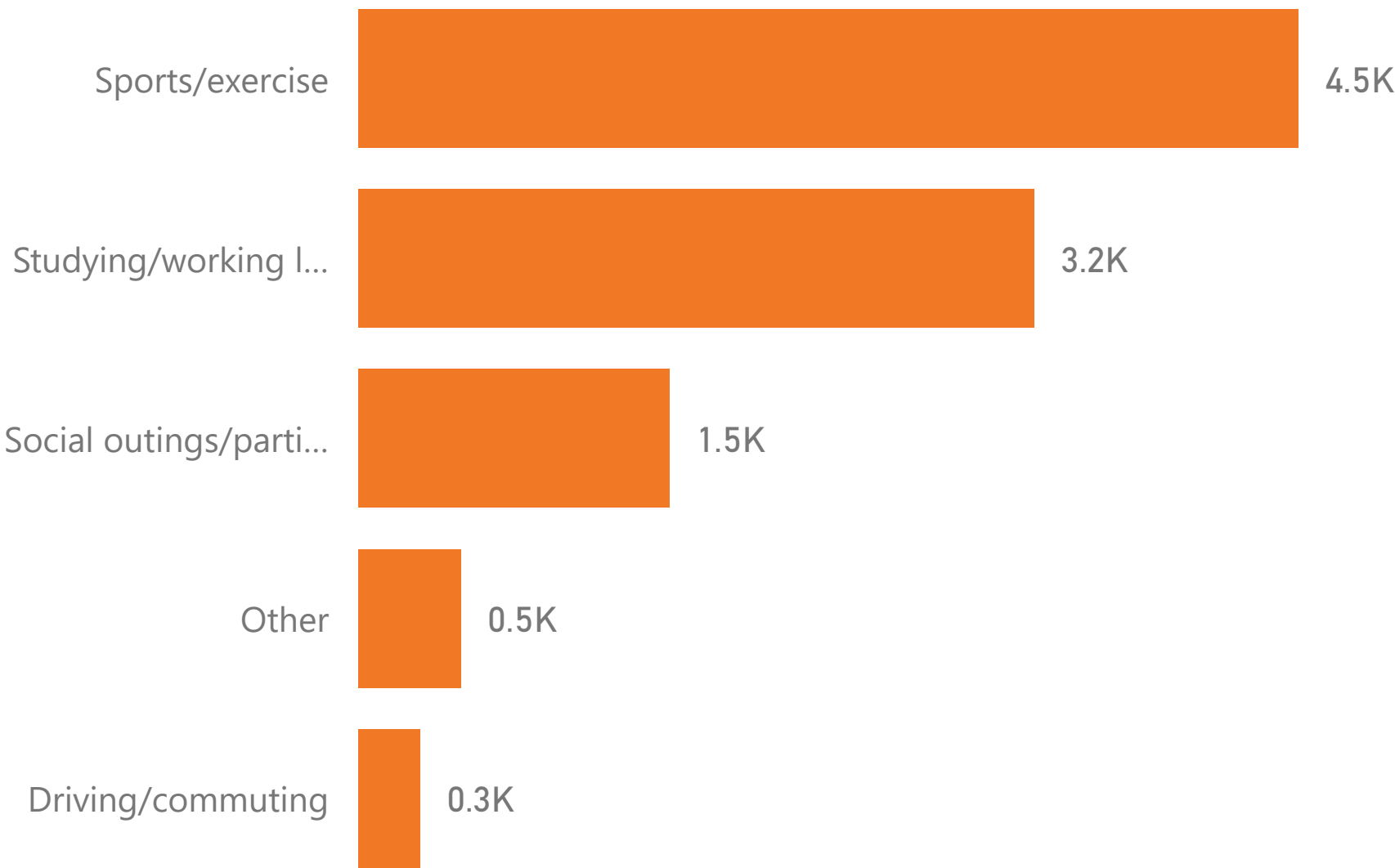
Interest in Limited Edition Packaging



Purchase Location



Typical Consumption Situation



Purchase Behavior

- Price range will influence consumers' purchase behavior. Consumers are sensitive to the price of energy drinks and the most reasonable price range is 50-99. If we set a price lower than this range, we could attract more customers, however, if the price is higher than it, we may lost some price sensitive consumers.
- The limited edition packaging may not have a big influence on consumers' purchase behavior. Because the percentage of not interested respondents is quite close to those interested respondents. Therefore, the Impact of limited edition packaging may depends on person.
- The most common purchase location of energy drinks is supermarkets, followed by online retailers, gyms and fitness centers.
- The most typical consumption situation for energy drinks is during sports or exercises, followed by sutdying or working late, and social outings and parties. Usually, energy drinks are being used when there's activities.
- The least typical consumption situation is during driving and commuting. Most of time, drivers may not take energy drinks since they rarely move.

MARKETING INSIGHT ANALYSIS

Energy Drinks Brand CodeX

Age

All

▼

Gender

All

▼

City

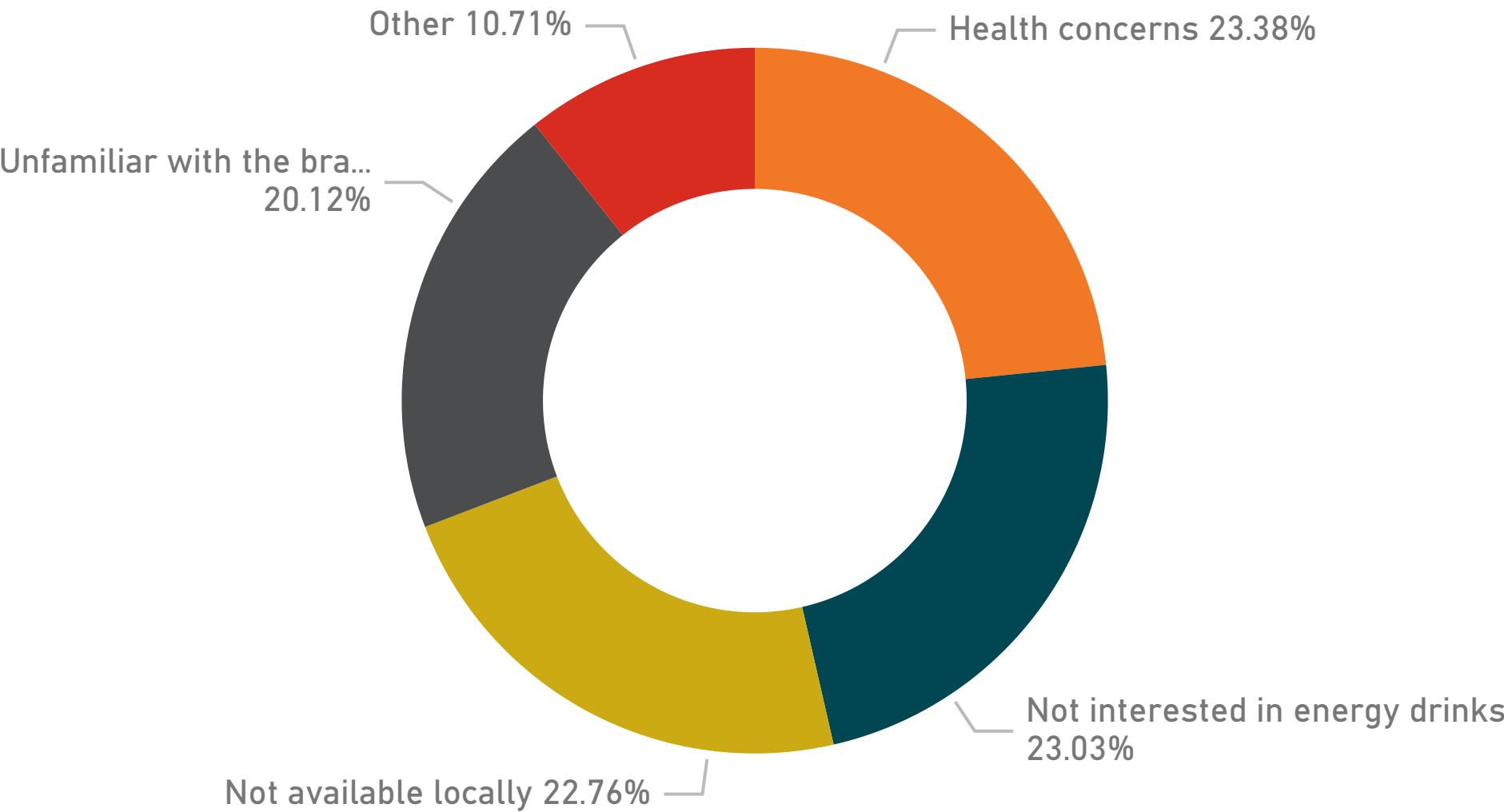
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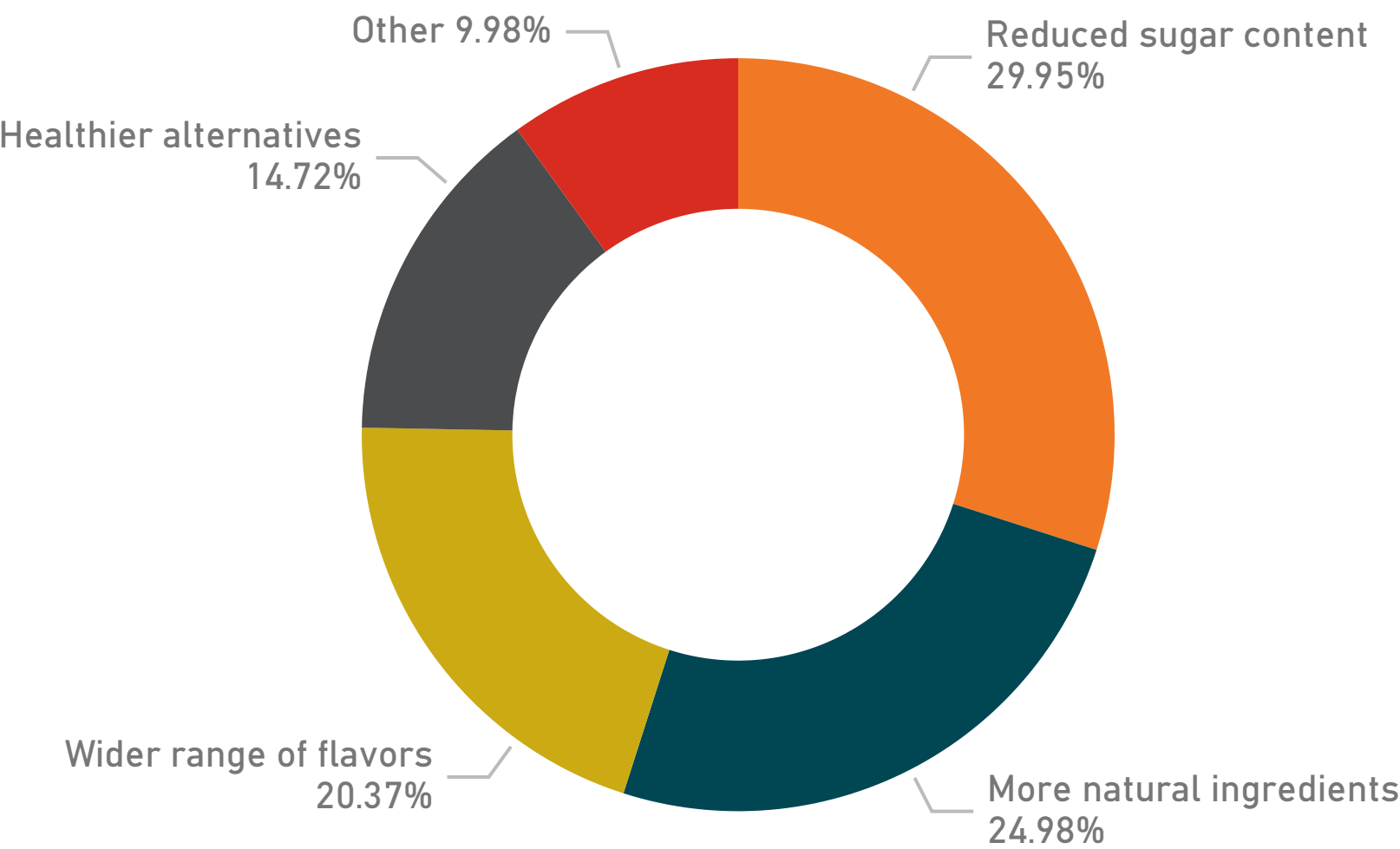


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Preventing Trying Reasons

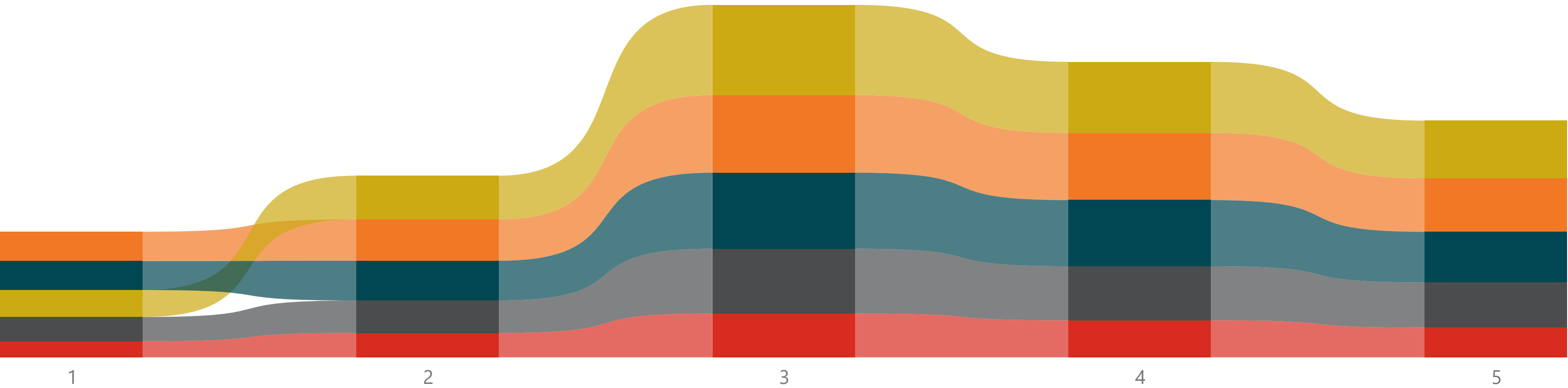


Desired Improvements in Current Market



Number of Respondents by Taste Experience Rate

Reasons Preventing Trying ● Health concerns ● Not available locally ● Not interested in energy drinks ● Other ● Unfamiliar with the brand



Product Development

- For product development, we should focus more on the product taste and local availability.
- Instead of developing multiple flavored drinks, we should focus more on reduced the sugar content in energy drinks and showcase positive health impact of our products.
- In order to spread our products, I recommend to make more collaboration with local vendors or retailers and build a good supply chain system for transportation.

Recommendations

● What immediate improvements can we bring to the product?

- 1. Change current product packaging to compact and portable cans and design an innovative bottle to attract more consumers.
- 2. Put more advertisements on TV commercials and online to increase brand awareness and build a good brand reputation.

● What should be the ideal price of our product?

The most reasonable price range for Youth (15-30) is between 50 and 99, however, for adults (31-65+) it is between 100 and 150. To optimize the profit, we should take price segmentation strategy to differentiate the product price towards our consumers. For instances, we could develop a similar product called "CodeX Pro" with price between 100 and 150 targeting to adults. And the price of CodeX products could be between 50-99.

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

- 1. Seasonal Sales: Offering discounts during holidays, festive seasons, or special occasions to attract customers and boost sales.
- 2. Flash Sales: Limited-time sales events with significant discounts to create a sense of urgency and encourage immediate purchases.
- 3. Loyalty Programs: Rewarding loyal customers with exclusive offers, discounts, or points-based systems to encourage repeat business.
- 4. Referral Programs: Providing incentives to existing customers who refer new customers to the business.
- 5. Bundled Offers: Combining multiple products or services into a package deal, offering savings compared to purchasing items individually.
- 6. Email Marketing Promotions: Sending exclusive discounts or offers to subscribers as part of an email marketing campaign.

● Who can be a brand ambassador, and why?

- Sports Personalities: Virat Kohli (cricketer), PV Sindhu (badminton player), or Mary Kom (boxer), who are well-regarded athletes and fitness icons.
- Fitness Influencers: Shilpa Shetty Kundra, Milind Soman, or Sushmita Sen, who are known for their focus on health and fitness.

A good ambassador should be either a sports personalities or a fitness influencers. Because consumers are concerned about the health impact of energy drinks and the most common consumption situation is after sports/exercises.

● Who should be our target audience, and why?

Our target audience should be age between 19 and 45 who prefers fitness. The general perception of Youth (19-30) for energy drinks is healthy and effective. Youth prefers to try new things. Adults (30-45) prefers energy drinks more than other age groups, they are also not price sensitive audiences.