



**ENERGY
DRINK**

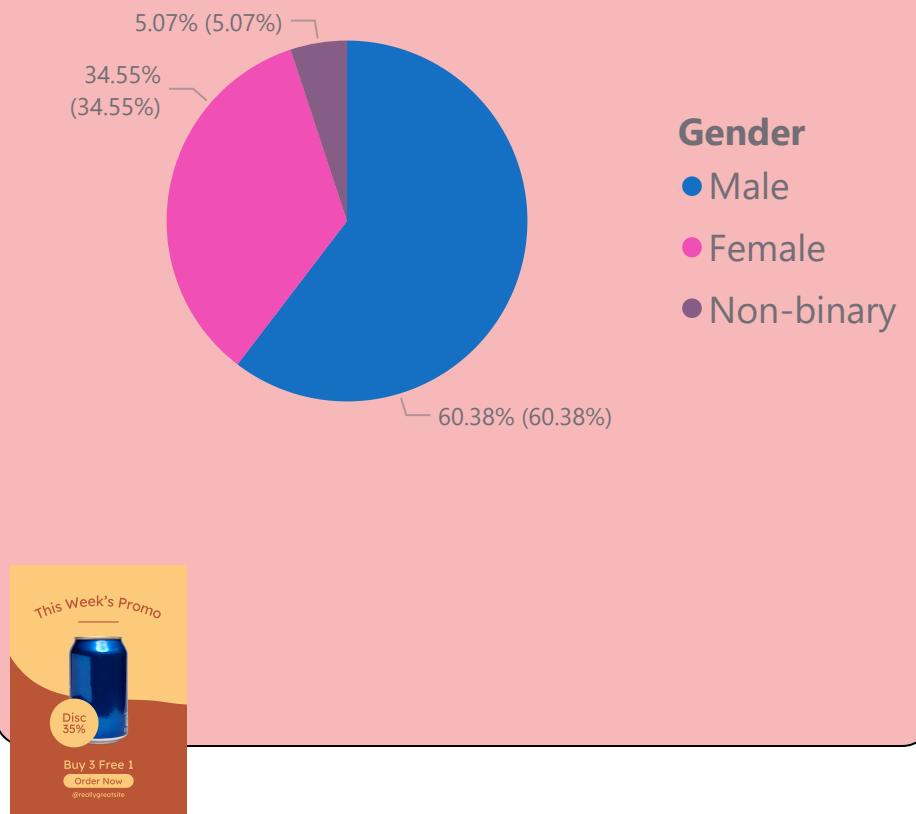
STAMINA
BOOSTER
DRINK

**DISCOUNT
40% OFF**

ORDER NOW

A promotional advertisement for Codex Energy Drink. The central focus is a can of Codex energy drink, which has a gradient design transitioning from red at the top to blue at the bottom. The word "CODEX" is printed in large, bold, white capital letters across the middle of the can. A barcode is visible on the left side, and a small logo with the text "Pfanddose" is on the right. The background is a dark red and black gradient with a subtle geometric pattern. To the right of the can, the words "ENERGY DRINK" are written in large, bold, white capital letters, followed by "STAMINA BOOSTER DRINK" in a smaller font. Below that, a large "DISCOUNT 40% OFF" is displayed in white. At the bottom right, there is a white rectangular button with the text "ORDER NOW" in black capital letters.

Who prefers energy drink more? (male/female/non-binary?)



Which age group prefers energy drinks more?

19-30

15-18

5.52K

31-45

2.38K

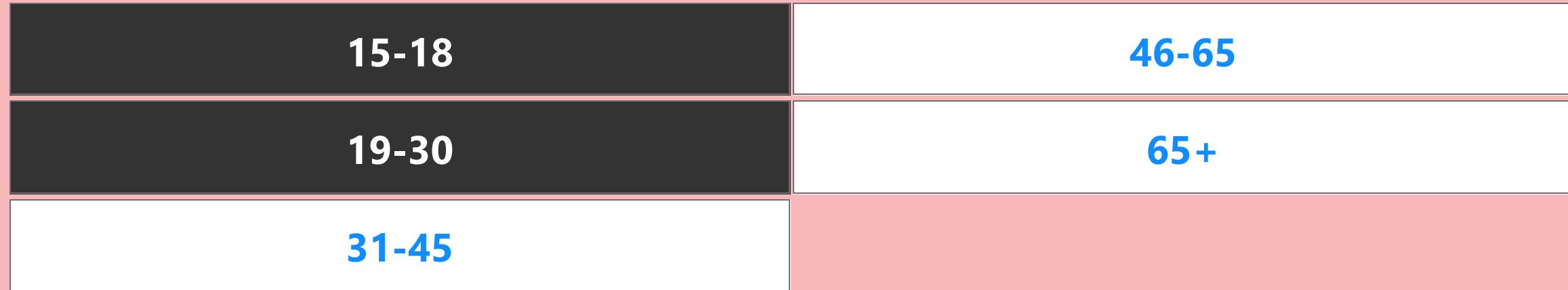
1.49K

46-65

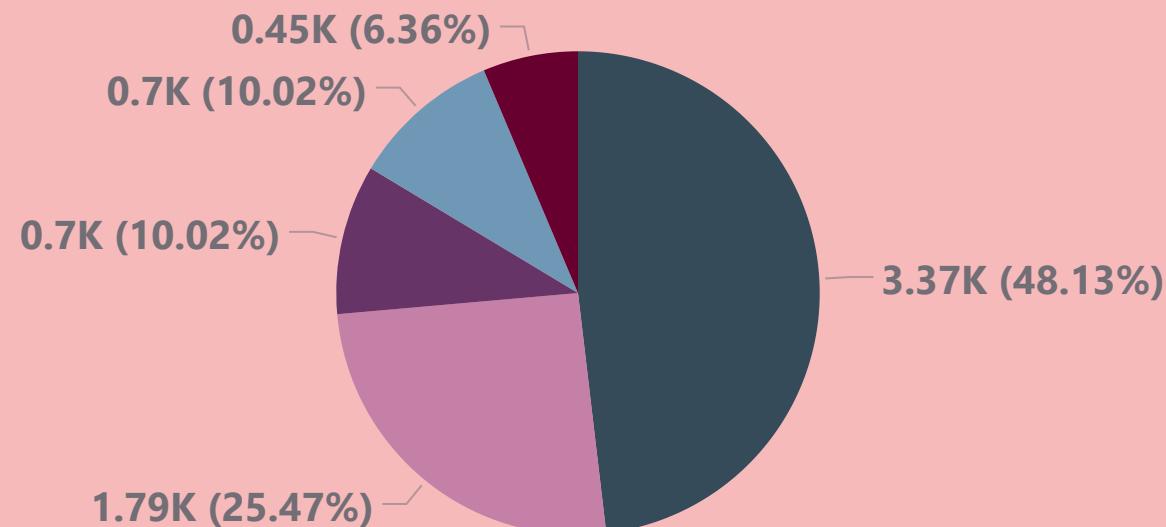
0.43K

65+

Age



Which type of marketing reaches the most Youth (15-30)?

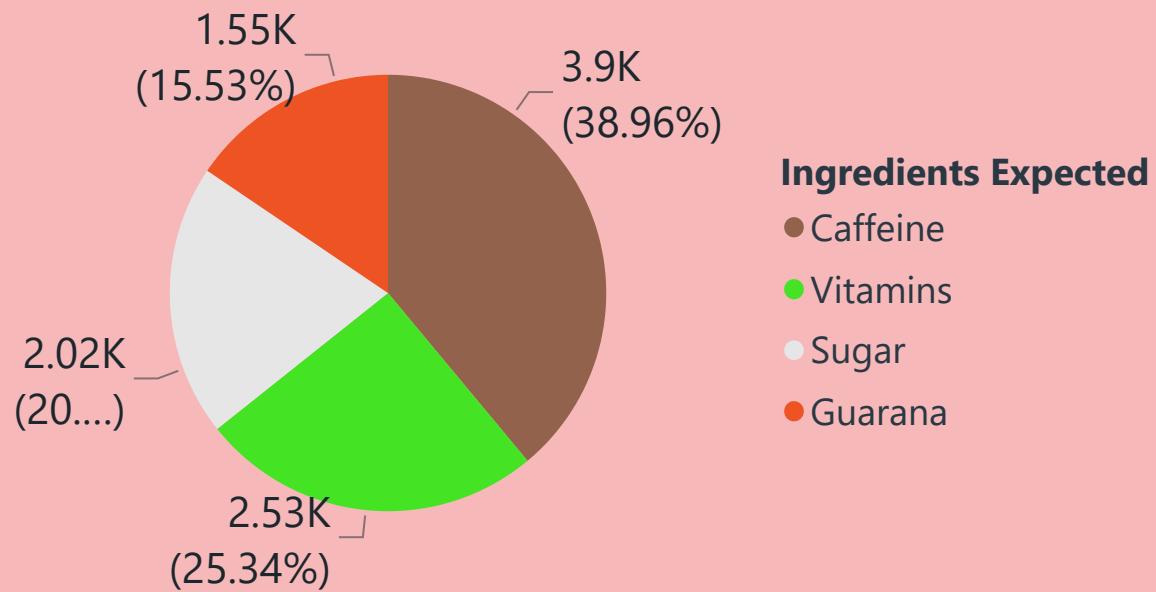


Marketing channels

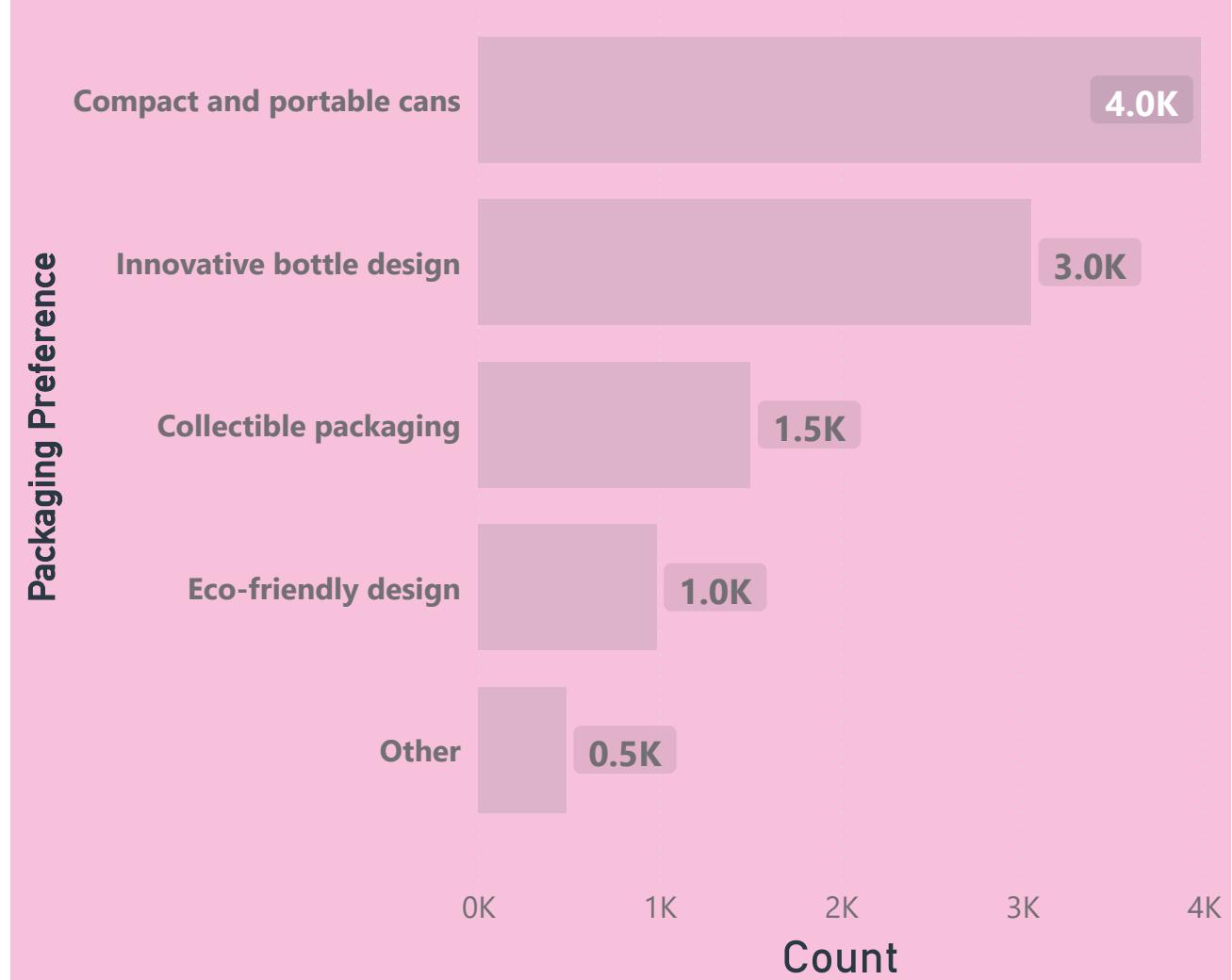
- Online ads
- TV commercials
- Other
- Outdoor billboards
- Print media

Consumer Preferences:

What are the preferred ingredients of energy drinks among respondents?



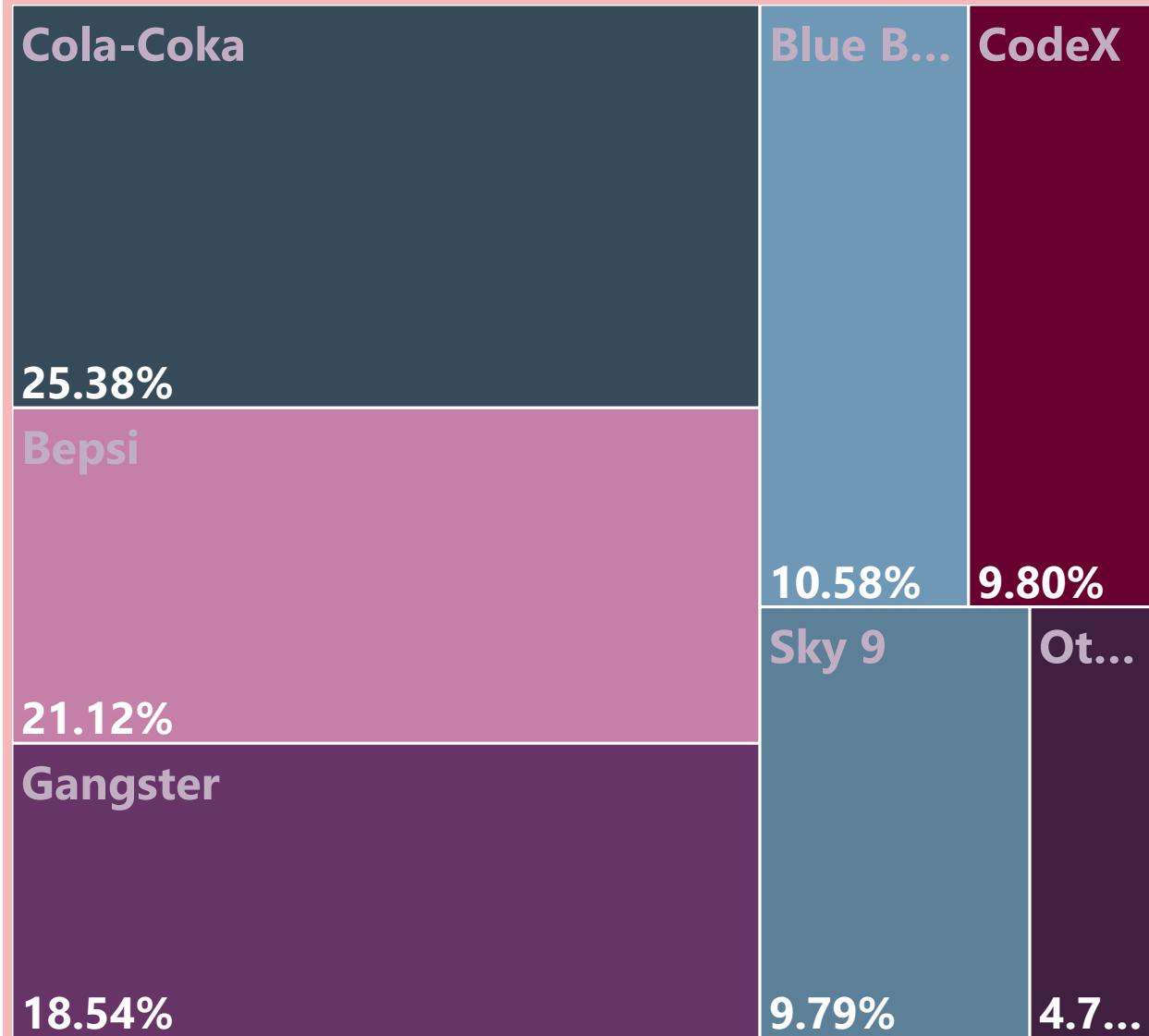
What packaging preferences do respondents have for energy drinks?



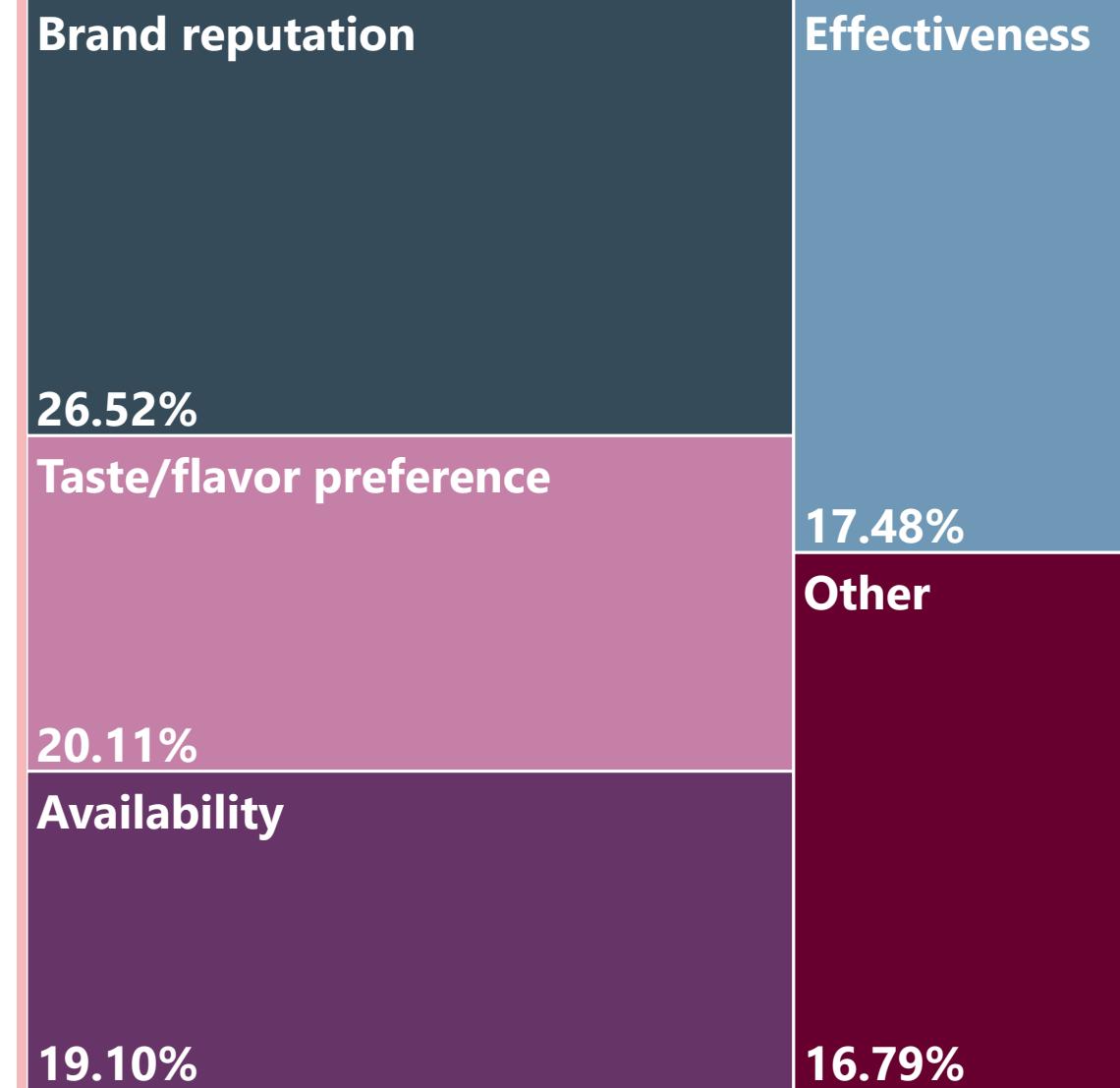
Competition Analysis:

Who are the current market leaders?

● Cola-Coka ● Bepsi ● Gangster ● Blue Bull ● CodeX ● Sky 9 ● Others

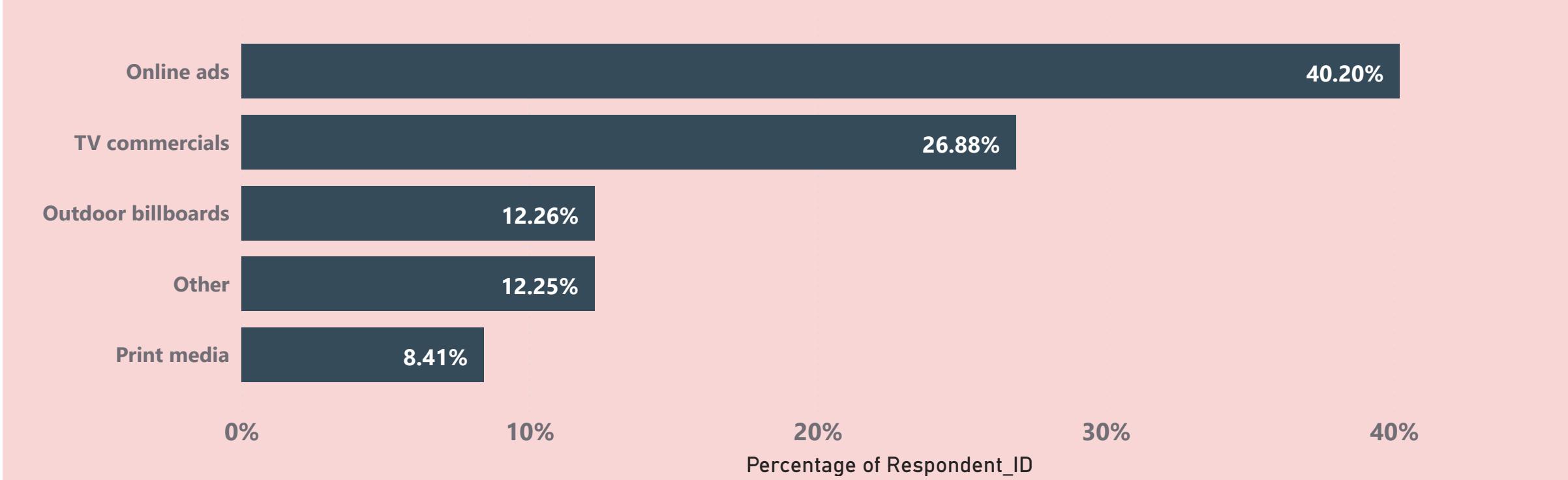


What are the primary reasons consumers prefer those brands over ours?



Marketing Channels and Brand Awareness:

Marketing Channels by Count



How effective are different marketing strategies and channels in reaching our customers?

Solution: According to different age group different marketing channels reach our customers.

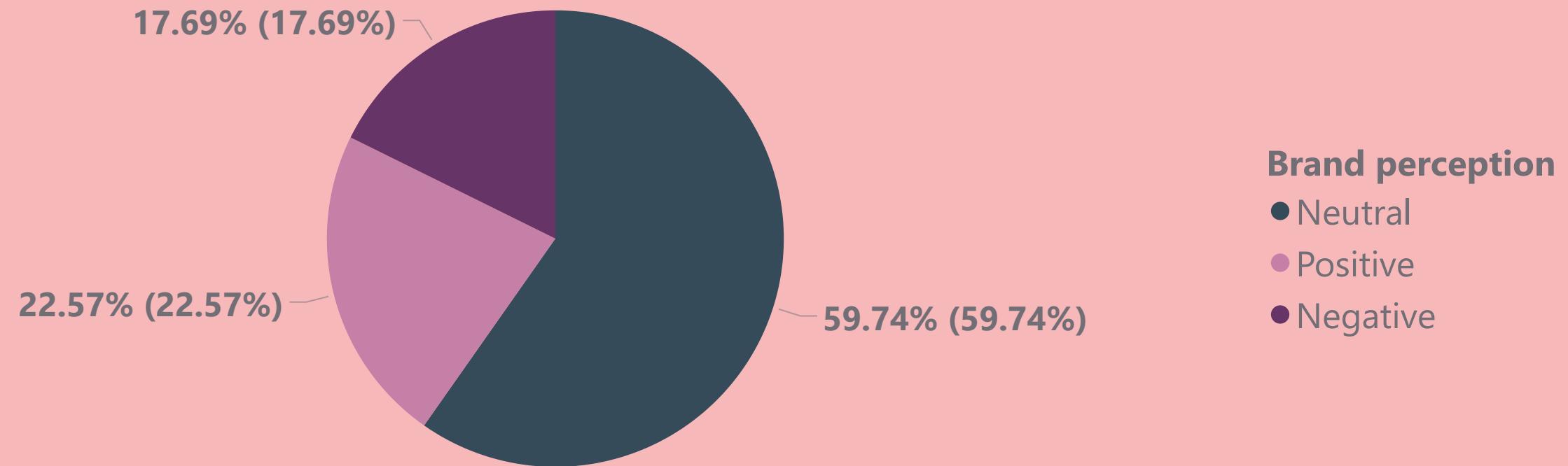
Age
15-18
19-30
31-45
46-65
65+

Tier, City



- Tier 1
- Tier 2

Brand perception

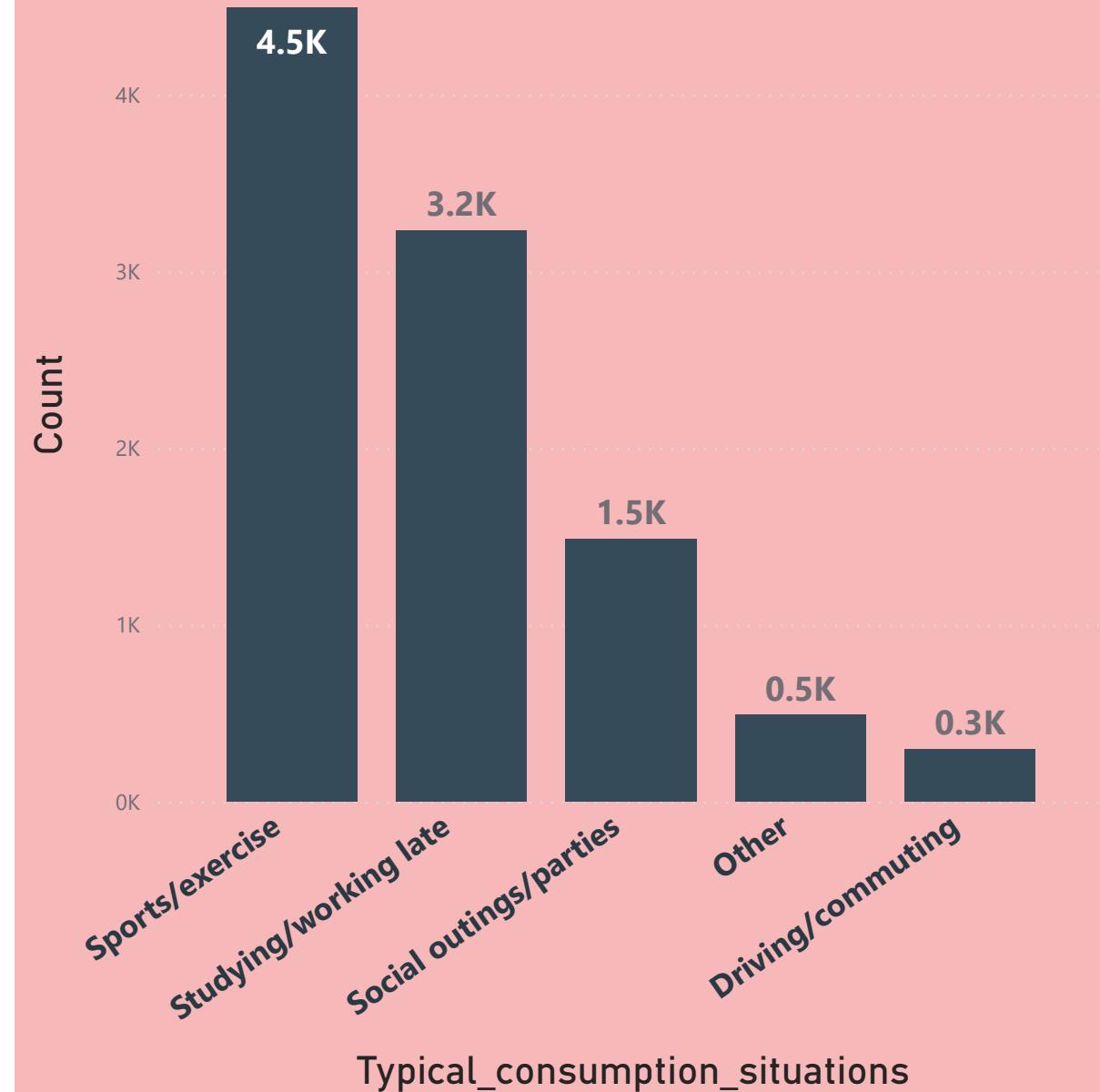


Purchase Behavior:

Where do respondents prefer to purchase energy drinks?

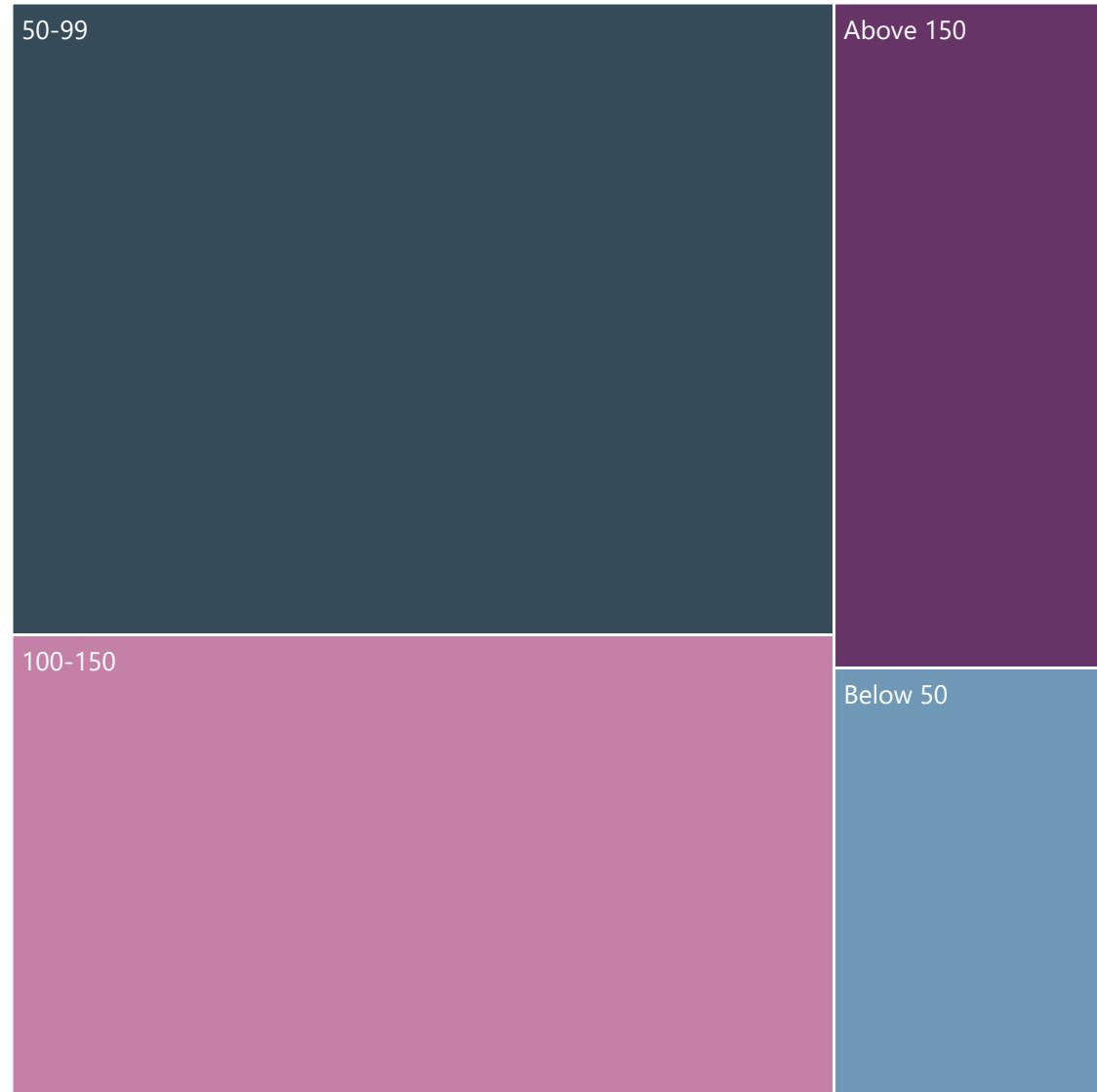


What are the typical consumption situations for energy drinks among respondents?

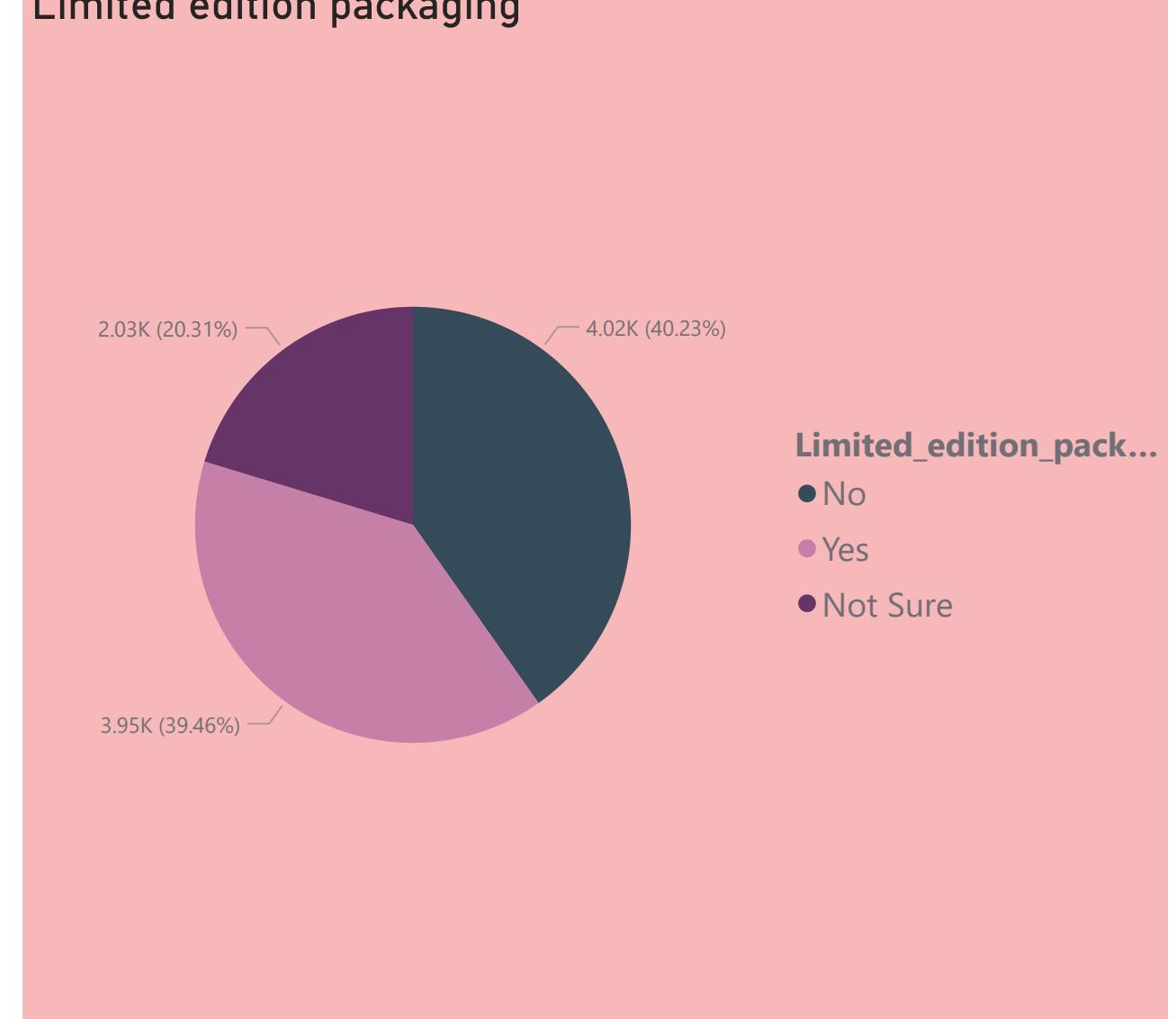


What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

Price range by in Rupees

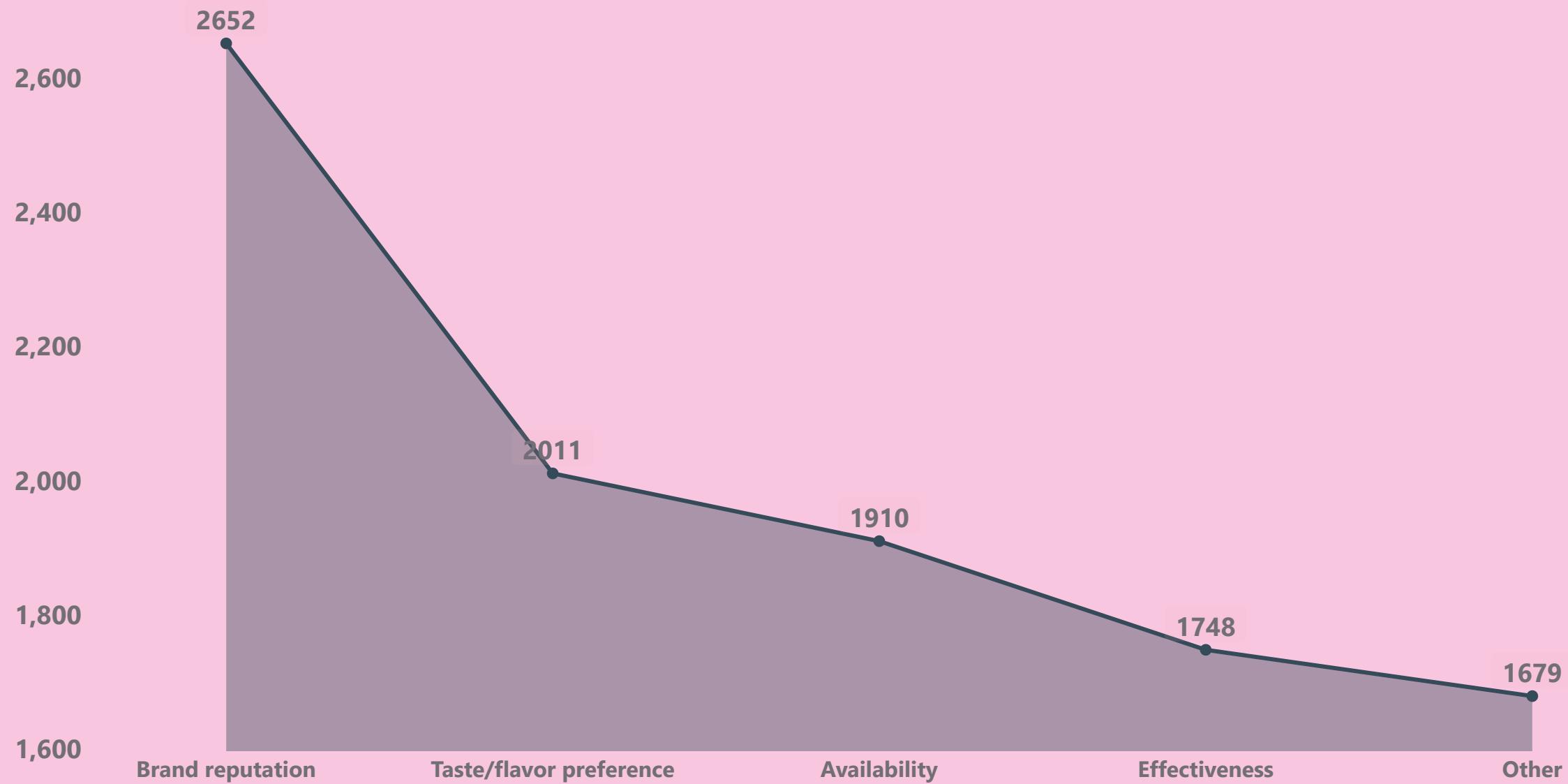


Limited edition packaging



Product Development :

Which area of business should we focus more on our product development? (Branding/taste/availability)



- **What immediate improvements can we bring to the product?**

Solution : We can improve taste as according to audience reviews like **less sugary** and more caffeine and have more variety. According to survey we need to improve availability of CodeX **improve** general perception by doing more **marketing** .

- **What should be the ideal price of our product?**

Solution : Ideal price should be between **50-99** as in other popular brands also people prefer this price range .

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

Solution: **Online Ads and Tv commercials** are best way to target more audience.

- **Who can be a brand ambassador, and why?**

Solution : As most energy drinks are consumed by **sports and exercise enthusiastic people** so we can make offers in gyms and sports complexes . Secondly by students and people who work late so we can make offers in Cafeterias.. Any Sports Person can be brand ambassador.

- **Who should be our target audience, and why?**

Solution: Our **target audience is 15- 18 and 31-45** according to survey

