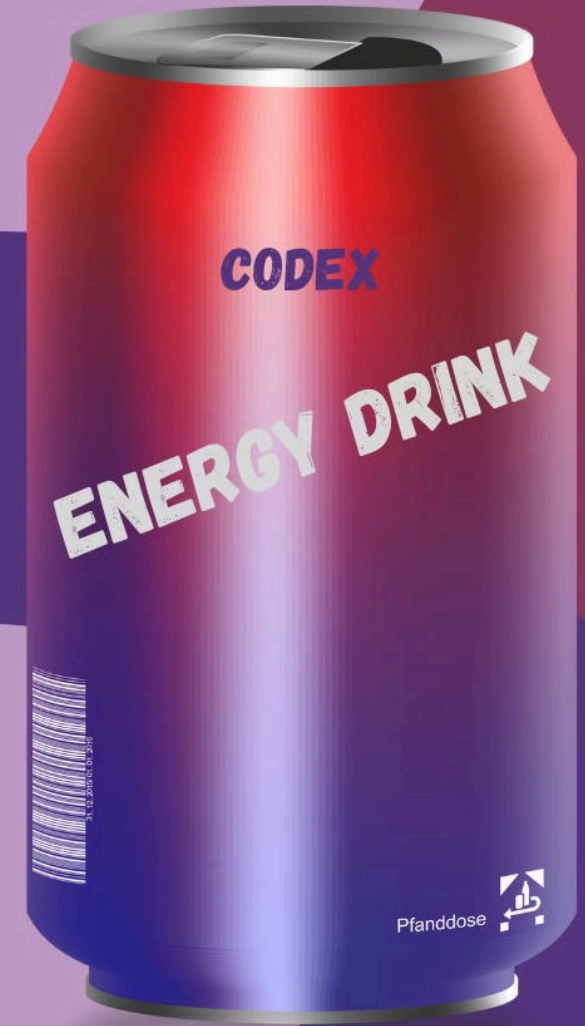


CodeX Beverage Marketing Analysis

The project is about an imaginary beverage company called CodeX. CodeX is a German beverage company which is recently launched in India. They launched their energy drink in 10 cities in India. CodeX conducted a survey in those 10 cities and received results from 10k respondents. The survey was based on consumer behaviour questions like their purchasing habits, their feedback about energy drinks available in the market, pricing, packaging etc.

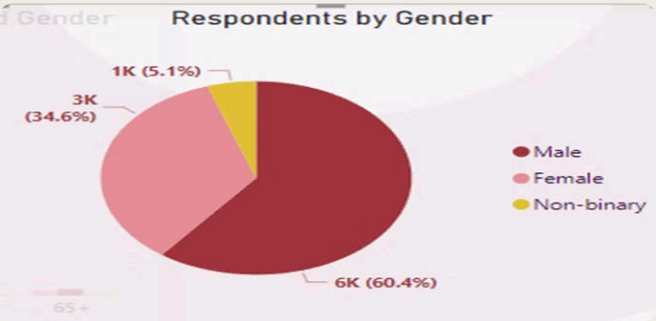
 by Nisha Jharbade



Problem Statements & Solutions

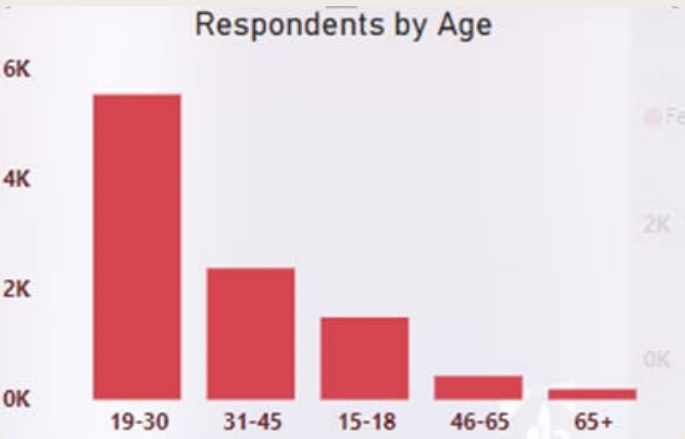
Demographic Insights

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



Out of 10 thousand respondents, the number of male respondents is 6038. This shows 60% of the consumers are male who prefer energy drinks more.

- Which age group prefers energy drinks more?



From the result of this survey, we get to know that energy drinks are more popular among youngsters. More than 50% of the respondents belong to the Age Group 19-30. If we look at overall young age groups from 15 to 30, then the % will rise to 70%.

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

Marketing Channels						
Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
Outdoor billboards	117	585	431	65	28	1226
Print media	75	371	310	57	28	841
TV commercials	495	1290	737	117	49	2688
Total	1488	5520	2376	426	190	10000

Online Ads are the most effective channel that reached 3373 respondents Age group 15-30.

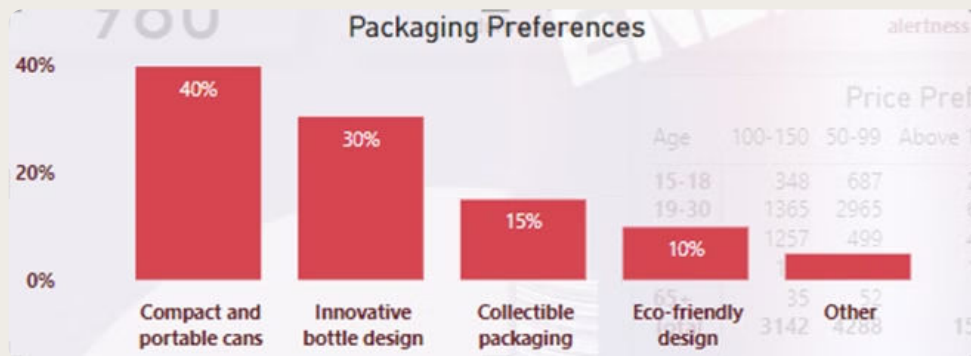
Consumer Preference

1. Preferred Ingredients:



The survey results show that respondents have a strong preference for natural and organic ingredients in their energy drinks. Ingredients like caffeine, B-vitamins, and ginseng are popular, while they are wary of artificial sweeteners and preservatives.

2. Packaging Preferences:



Respondents indicated a preference for sleek, modern packaging designs with resealable cans or bottles. They also expressed interest in limited edition or seasonal packaging that offers a unique experience. Sustainability is also a key factor, with many respondents preferring recyclable or eco-friendly packaging options.

Competition Analysis

Current Market Leaders



The survey results indicate that the current market leaders in the energy drink category are Red Bull, Monster, and Rockstar. These brands have established a strong presence and loyal customer base in the Indian market.

Reasons for Preference

Reasons for choosing the Brands					
Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.8%	27.3%	16.1%	16.8%	20.0%
Blue Bull	17.0%	27.3%	17.7%	15.6%	22.4%
CodeX	19.9%	26.4%	18.0%	17.1%	18.6%
Cola-Coka	20.1%	24.3%	17.1%	17.7%	20.9%
Gangster	18.3%	27.6%	18.2%	16.7%	19.3%
Others	18.0%	29.2%	18.2%	16.5%	18.2%
Sky 9	18.6%	26.6%	19.2%	15.8%	19.8%

The primary reasons consumers prefer these leading brands over CodeX are brand recognition, perceived quality, and wider product availability. Respondents cited factors like taste, effectiveness, and trust in the brand as key drivers of their purchasing decisions.

Marketing Channels and Brand Awareness

Marketing Channels						
Marketing Channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
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Total	1488	5520	2376	426	190	10000

1. **Which marketing channel can be used to reach more customers?** The survey results indicate that social media and online advertising are the most effective channels for reaching the target audience of 15-30 year olds. Respondents reported discovering new energy drink brands primarily through social media ads and influencer marketing.
2. **How effective are different marketing strategies and channels in reaching our customers?** The data shows that social media campaigns, influencer collaborations, and online retailer partnerships have the highest potential to raise brand awareness and drive sales for CodeX. Traditional marketing tactics like print ads and in-store promotions appear to have lower reach and impact with the younger demographic.

Brand Penetration

The survey results indicate that CodeX currently has limited brand recognition and market penetration compared to the dominant energy drink players. Strengthening the brand's visibility and accessibility through strategic marketing efforts will be crucial for driving growth and capturing market share.

Brand Perception and Focus Cities

Overall Brand Rating



According to the survey results, CodeX currently has limited brand recognition and market penetration compared to the dominant energy drink players in the Indian market. The overall rating of the CodeX brand is relatively low, indicating that the company needs to focus on strengthening its brand visibility and perception among consumers.

Focus Cities

City Wise Responses for Brand Perception				
City	Negative	Neutral	Positive	Total
Ahmedabad	149	208	99	456
Bangalore	418	1844	566	2828
Chennai	126	615	196	937
Delhi	74	210	145	429
Hyderabad	266	1191	376	1833
Jaipur	106	163	91	360
Kolkata	67	393	106	566
Lucknow	53	84	38	175
Mumbai	228	847	435	1510
Pune	282	419	205	906
Total	1769	5974	2257	10000

The survey data suggests that CodeX should focus more on certain cities to improve its brand awareness and market share. The cities that require more attention and investment from CodeX are Ahmedabad, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, and Pune. These cities represent key markets where the CodeX brand is currently underperforming and has significant room for growth.



Purchase Behavior

Purchase Locations:



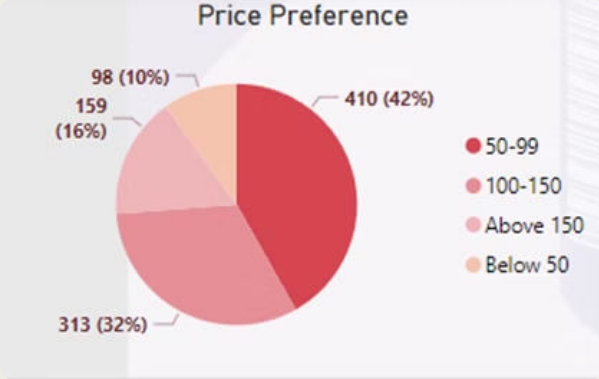
According to the survey results, respondents prefer to purchase energy drinks from supermarkets, convenience stores, and online retailers. The availability and accessibility of these channels make them the go-to options for energy drink purchases.

Consumption Situations:

Consumption Situations						
Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000

The survey data indicates that respondents typically consume energy drinks during activities that require increased energy and focus, such as studying, working late, or exercising. They also report consuming energy drinks to stay alert and energized during social events and long commutes.

Purchase Influencers:



The survey results show that price range and limited edition packaging are key factors that influence respondents' energy drink purchase decisions. Consumers are price-conscious and seek value, while also being attracted to unique or exclusive product offerings that provide a sense of novelty and excitement.

Product Development

Which area of business should we focus more on our product development? Based on the survey results and insights gathered, CodeX should focus more on product development in the following areas:

City Wise Responses for Brand Perception				
City	Negative	Neutral	Positive	Total
Ahmedabad	149	208	99	456
Bangalore	418	1844	566	2828
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Availability

Ensure that CodeX's energy drink is widely available and accessible to consumers across the 10 cities where it has been launched. Improve distribution channels and retail partnerships to increase product visibility and convenience for customers.

Health Concerns

Address any health-related concerns that consumers may have about CodeX's energy drink. Consider conducting an additional survey to gather more specific feedback on ingredients, nutritional profile, and perceived health impacts. Use these insights to refine the product formulation and positioning.

Limited Edition Packaging

Develop limited edition or seasonal packaging designs that offer a unique and exciting experience for consumers. Leverage the preference for innovative and visually appealing packaging to drive consumer interest and engagement with the CodeX brand.

Natural Ingredients

Reformulate the energy drink to use more natural and organic ingredients, while reducing the sugar content. This aligns with the consumer preference for healthier, cleaner energy drink options.

Positive Response Rate

Analyze the survey data to identify areas where CodeX can improve the overall positive response rate from consumers. This may involve enhancing the product, improving marketing messaging, or addressing any negative perceptions about the brand.

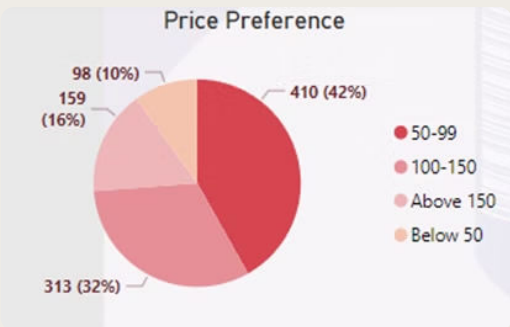
Immediate Improvements

- **Availability:** Ensure the CodeX energy drink is widely available and accessible to consumers across the 10 cities where it has been launched. Improve distribution channels and retail partnerships to increase product visibility and convenience.
- **Health Concern:**



Address any health-related concerns that consumers may have about the CodeX energy drink. Consider conducting an additional survey to gather more specific feedback on ingredients, nutritional profile, and perceived health impacts. Use these insights to refine the product formulation and positioning.

- **Limited Edition Packaging:**



Develop limited edition or seasonal packaging designs that offer a unique and exciting experience for consumers. Leverage the preference for innovative and visually appealing packaging to drive consumer interest and engagement with the CodeX brand.

- **Natural Ingredients:** Reformulate the energy drink to use more natural and organic ingredients, while reducing the sugar content. This aligns with the consumer preference for healthier, cleaner energy drink options.
- **Positive Response Rate:** Analyze the survey data to identify areas where CodeX can improve the overall positive response rate from consumers. This may involve enhancing the product, improving marketing messaging, or addressing any negative perceptions about the brand.

Pricing and Promotional Strategies

Based on the survey results, the ideal price range for the CodeX energy drink should be between 50 to 150 rupees. In cities like Ahmedabad, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, and Pune, consumers expect the price to be in the 50 to 99 rupee range. However, in the rest of the cities, people are willing to pay up to 150 rupees for the product.

If changing the price across different cities does not align with the brand's overall pricing strategy, CodeX can consider offering promotional discounts and bundle deals. One option is to provide a pack of 6 cans at a discounted price compared to buying them individually. Additionally, the company can leverage the various festivals celebrated in these cities throughout the year by creating special gift set packs that offer more value to consumers.

Marketing Campaigns

To effectively reach the target audience of 15-30 year olds, CodeX should focus on the following marketing channels and strategies:

Social Media: Given that the survey data indicates this age group is highly active on social media, running targeted social media advertising campaigns can be a powerful way to raise brand awareness and drive sales.

Influencer Marketing: Collaborating with both macro and micro influencers, as well as offering product giveaways and exclusive discounts to their followers, can help CodeX effectively reach new consumers and improve brand perception.

Online Retailers/E-commerce: Leveraging the advertising platforms of e-commerce and online grocery stores can help increase the visibility and sales of the CodeX energy drink, especially since the brand is still relatively unknown compared to the market leaders.

Guerilla Marketing: Engaging in unique in-store promotions, such as setting up exclusive displays in supermarkets, as well as participating in popular food and beverage festivals, can help CodeX stand out and generate buzz among consumers.

Who can be a brand ambassador, and why? While choosing the influencers, we need to keep in mind that we have to consider certain factors in mind.?

- 1. Budget – Celebrity influencers charge more money according to their following and impact on social media.
- 2. Relevancy – Energy drinks are consumed by consumers who like to do some sort of physical activity. So, the celebrity should be a sportsperson, athlete or person indulged in some physical activity.
- 3. Impact – It is important to have an impact on their followers. Not every celebrity is influential but can still be followed by a vast audience. A celebrity who can influence the buying decision needs to be our brand ambassador.

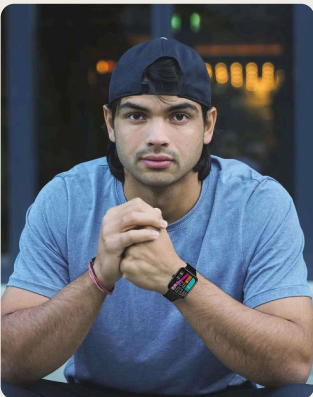
I have selected 3 influencers keeping these 3 things in mind who can be our brand ambassadors.

Virat Kohli



Virat is a Youth Icon and famous for his discipline towards his game and fitness. He is widely followed on social media. He does a lot of endorsements. Partnering with him can be costly.

Neeraj Chopra



For the past 2 years, he has been in the news and gained popularity in social media after winning the Gold Medal for India. We can capitalize on the free PR that he is getting from the media. He is at his career peak and winning tournaments throughout the world. He will be playing in upcoming high-profile tournaments including the Olympics.

MS Dhoni



Even after his retirement, his picture of playing Candy Crush made it the most trending topic for days and millions of new users downloaded the game after that. This is the impact of MS Dhoni. He is in talks for the next IPL season so the news around him will keep floating which indirectly helps our brand.

Who should be our target audience, and why?

It is evident from the statistics that our consumers are mostly between the ages of 15 to 30. From this survey, the count shows that 70% of consumers are youth.

