

Marketing Insights For A Beverage Brand

CodeX



About The Project

The project is about an imaginary beverage company called CodeX.

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. The survey question file is attached at the end of this article. Their Marketing Team wants their Data Analyst to convert these survey results to meaningful insights which the team can use to drive actions.

The Marketing Team have asked to share certain insights. They have also asked to share meaningful recommendations from the data or external factors etc.

Demographic

Current Brands

All

Gender

All

City category

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

10K

Count Respondents

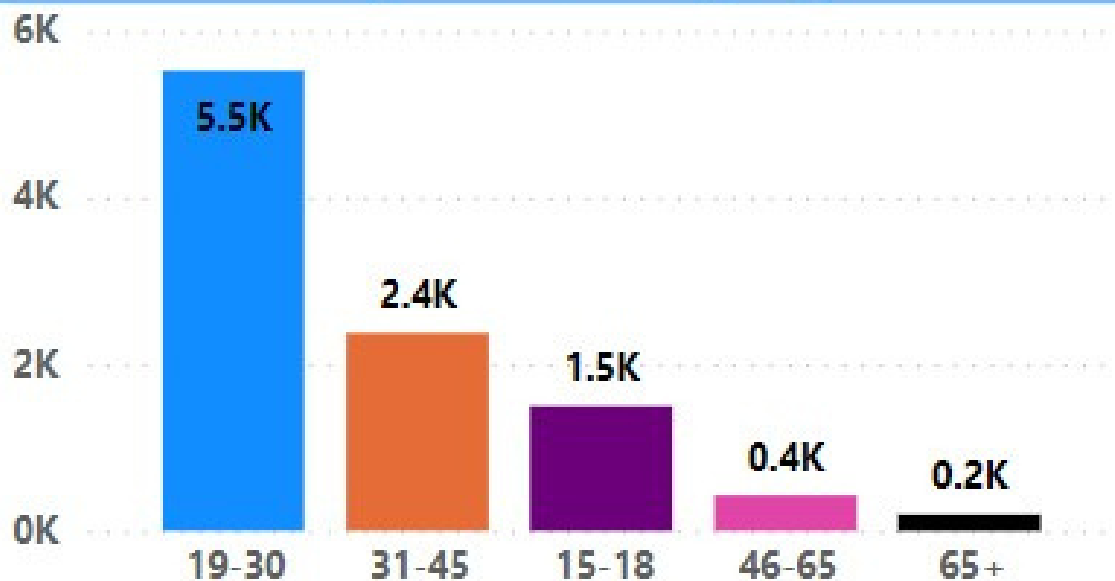
980

CodeX Responsents

3.3

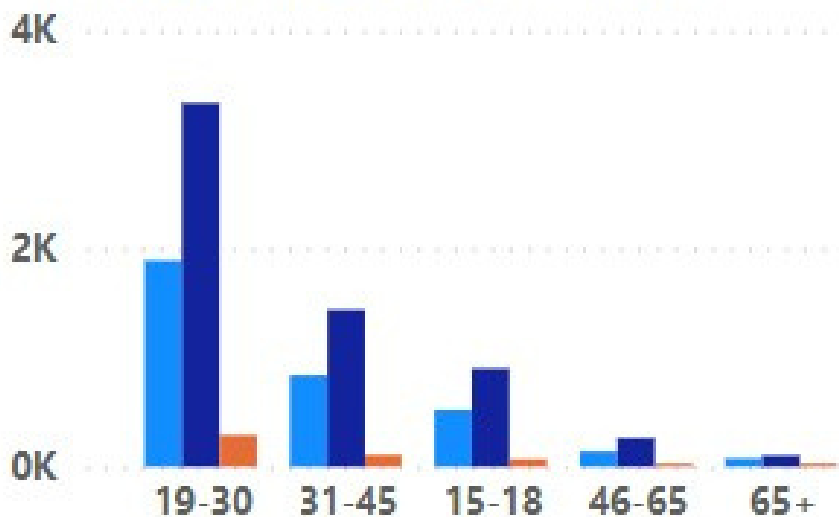
Avg Taste Rating

Respondents By Age

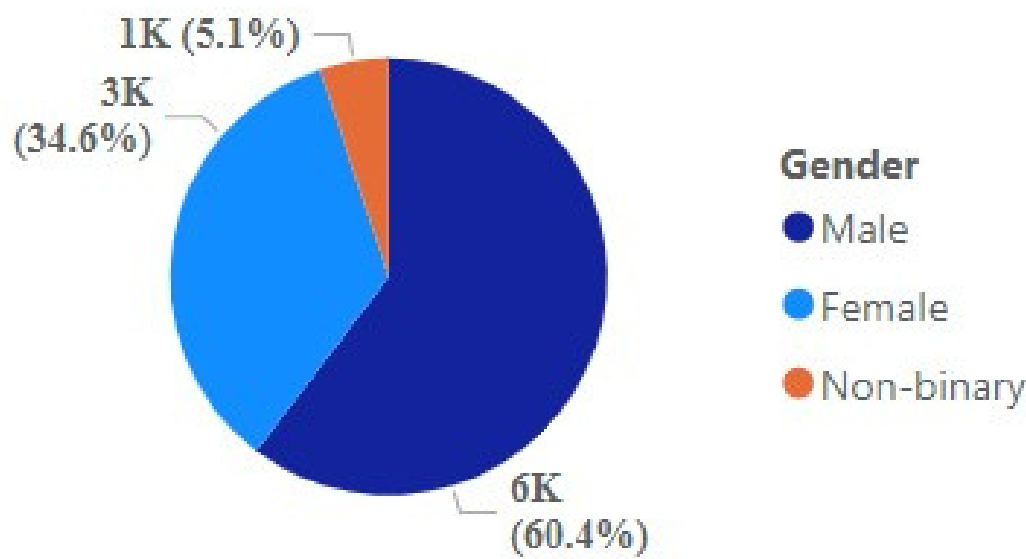


Respondents By Age Group & Gender

Gender ● Female ● Male ● Non-binary



Respondent by Gender



City Wise Responses

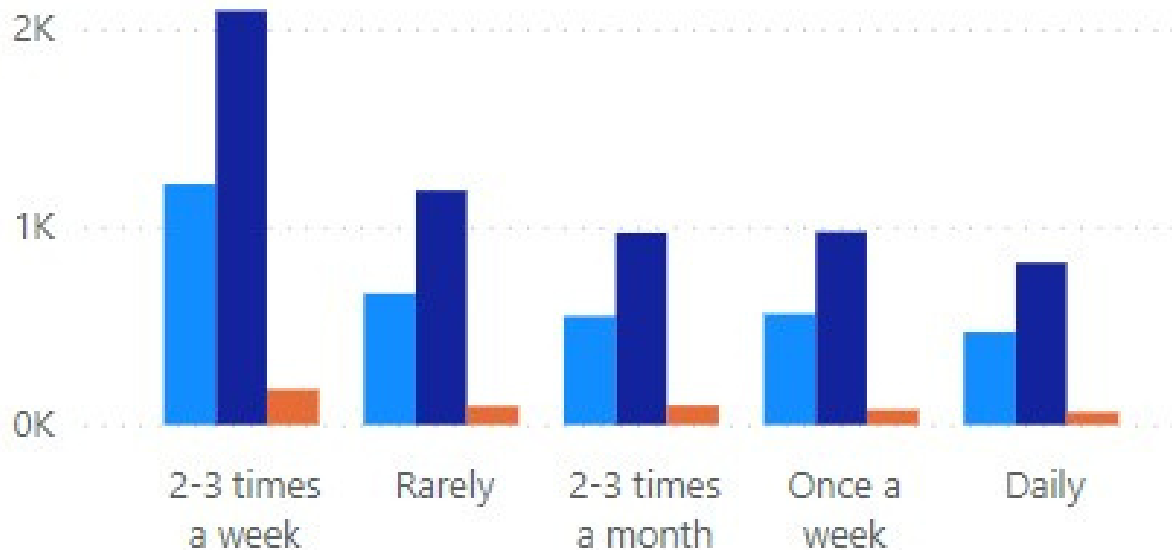
City	Total Responses	CodeX Responses
Ahmedabad	456	45
Bangalore	2828	292
Chennai	937	92
Delhi	429	40
Hyderabad	1833	182
Jaipur	360	28
Kolkata	566	48
Total	10000	980

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

Consumption frequency By Gender

Gender ● Female ● Male ● Non-binary



Consumer Preferences

Current Brands

All

Gender

All

City category

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

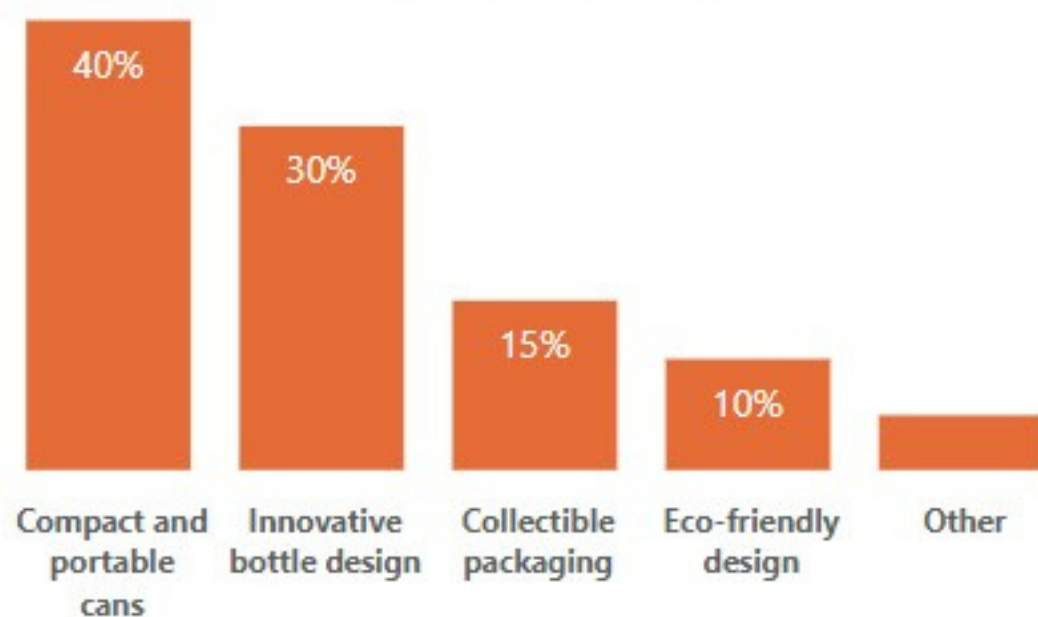
Kolkata

Lucknow

Mumbai

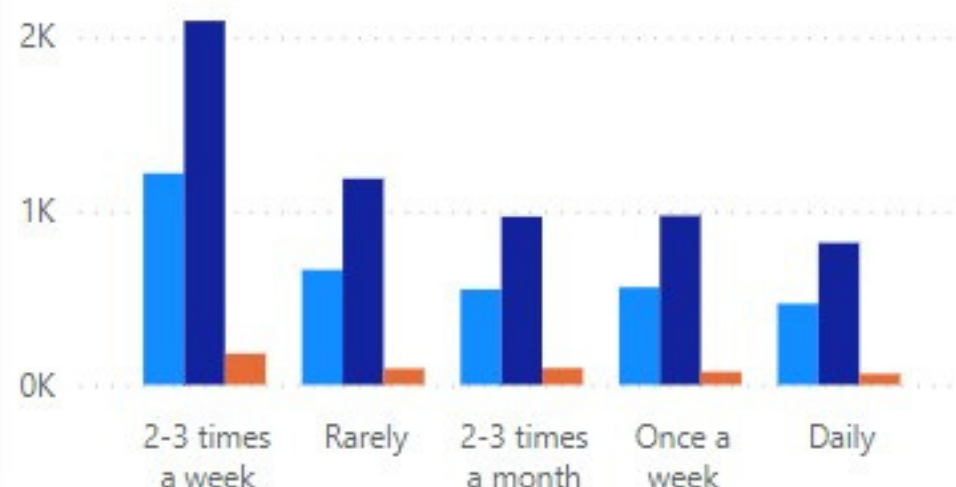
Pune

Packaging Preference

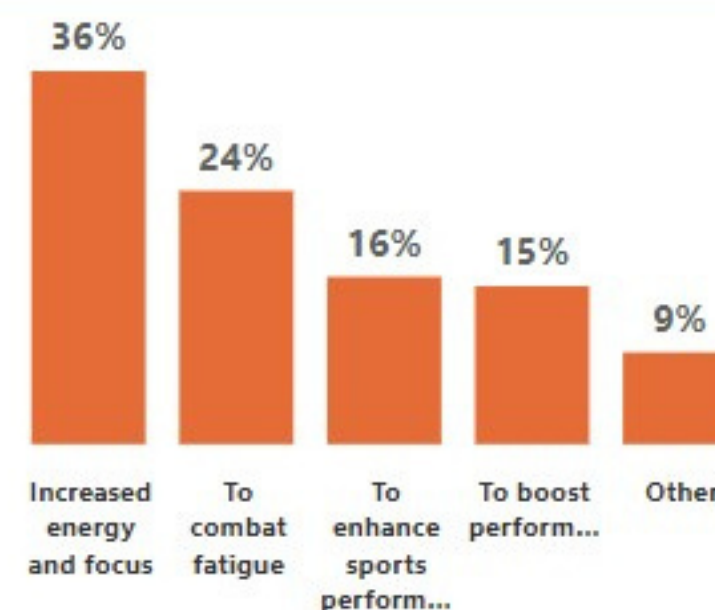


Consumption frequency By Gender

Gender: Female (Blue), Male (Dark Blue), Non-binary (Orange)



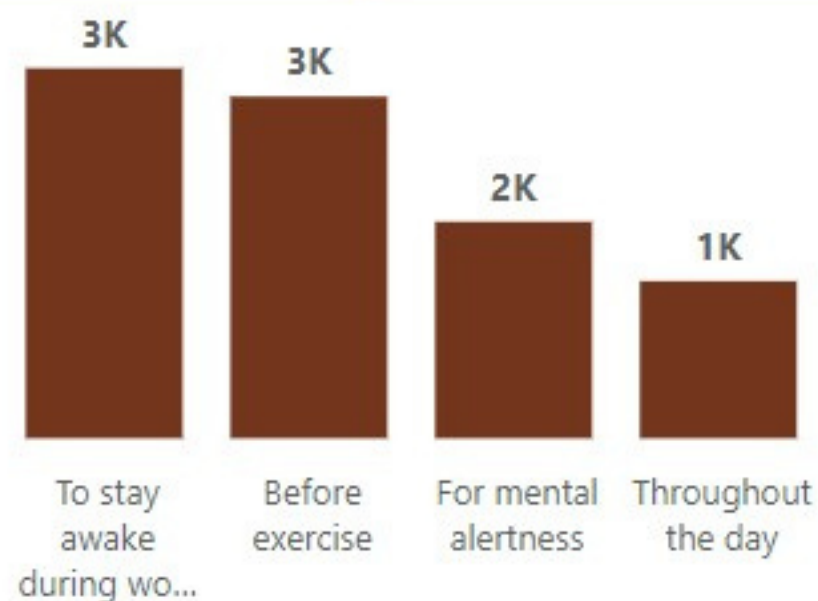
Reasons For Consumption



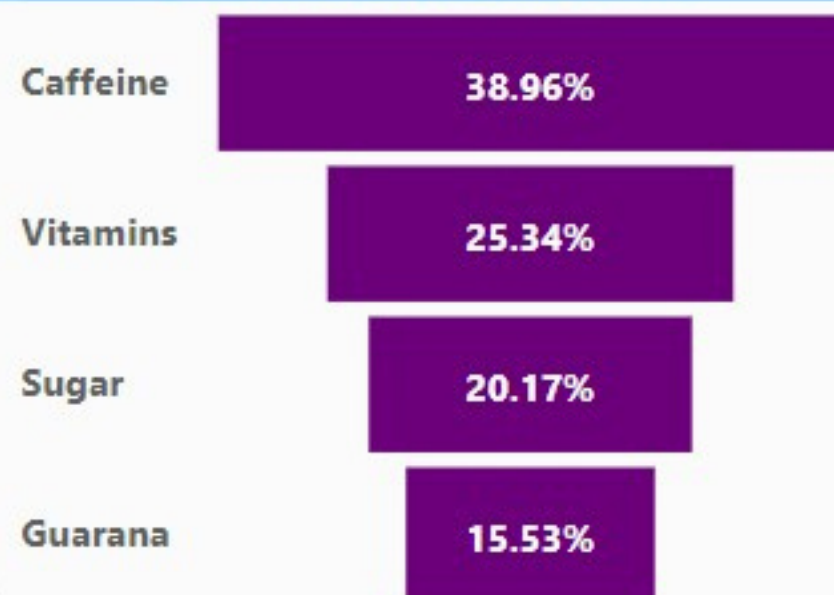
980
CodeX Responsents

3.3
Avg Taste Rating

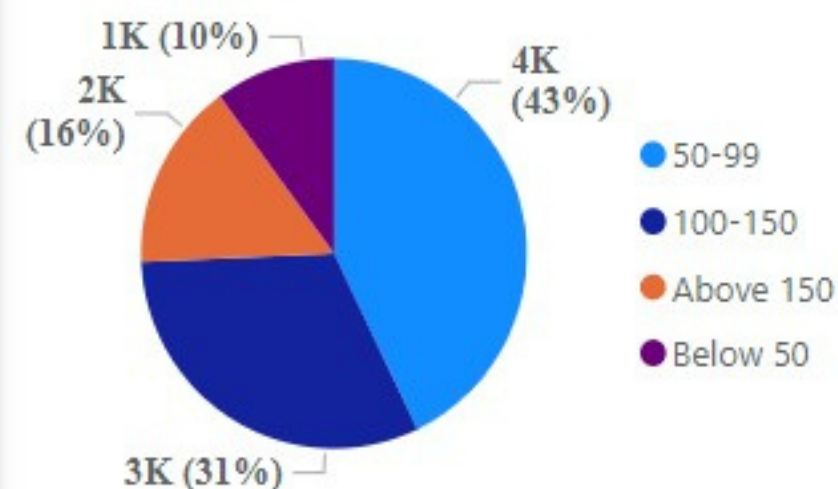
Consumption time



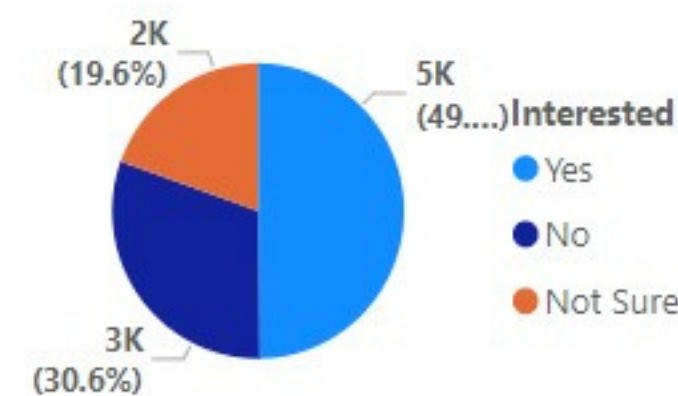
Ingredients_expected



Price Preference



Interest In Natural Or Organic



Purchasing Behavior

Current Brands

All

Gender

All

City category

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

Purchasing Location

Supermarkets

44.9%

Online retailers

25.5%

Gyms and fitness centers

14.6%

Local stores

8.1%

Other

6.8%

Reasons For Consumption

36%

Increased energy and focus

24%

To combat fatigue

16%

To enhance sports performance

15%

To boost performance

9%

Other

Improvements Desired

2995

Reduced sugar content

2498

More natural ingredients

2037

Wider range of flavors

1472

Healthier alternatives

998

Other

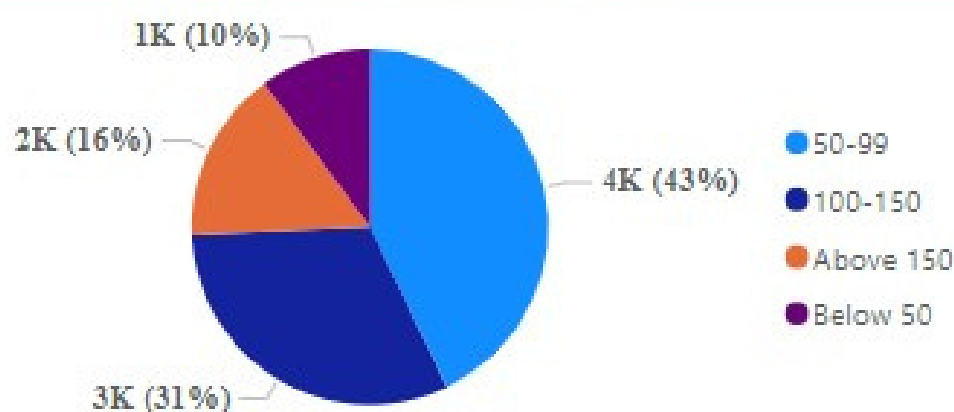
Reasons Preventing trying

Reasons_preventing_trying	15-18	19-30	31-45	46-65	65+
Health concerns	336	1236	547	97	42
Not available locally	345	1340	590	106	50
Not interested in energy drinks	305	1254	509	83	42
Other	206	695	288	57	22
Unfamiliar with the brand	296	995	442	83	34
Total	1488	5520	2376	426	190

Brand Perception

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Total	22.38%	29.09%	22.43%	26.10%

Price Preference



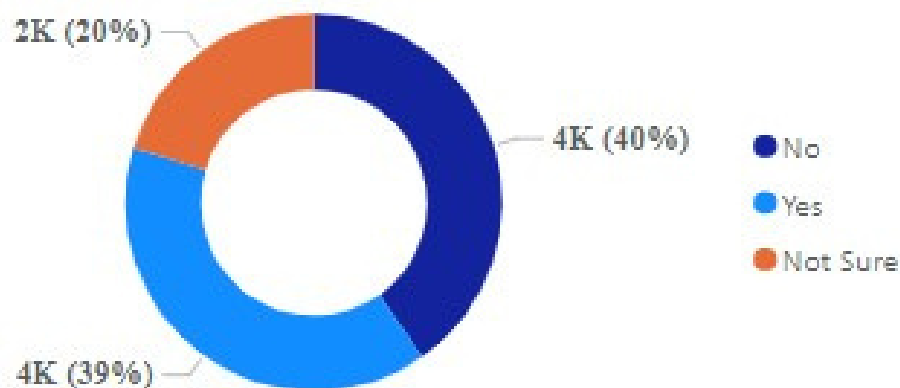
Reasons For Choosing Brand

Reasons_for_choosing_brands	Female	Male	Non-binary
Availability	340	1489	81
Brand reputation	740	1781	131
Effectiveness	719	912	117
Other	806	807	66
Taste/flavor preference	850	1049	112
Total	3455	6038	507

Consumption Situations

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

Limited Edition Packing Preference



Competition Analysis

Gender

All

City category

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

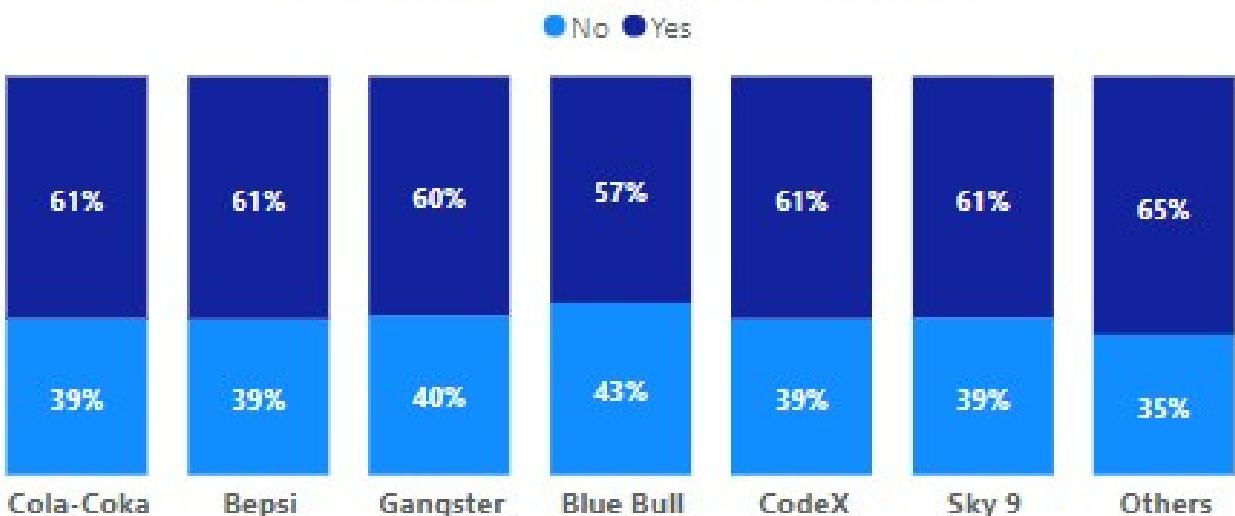
Mumbai

Reasons For Choosing The Brand

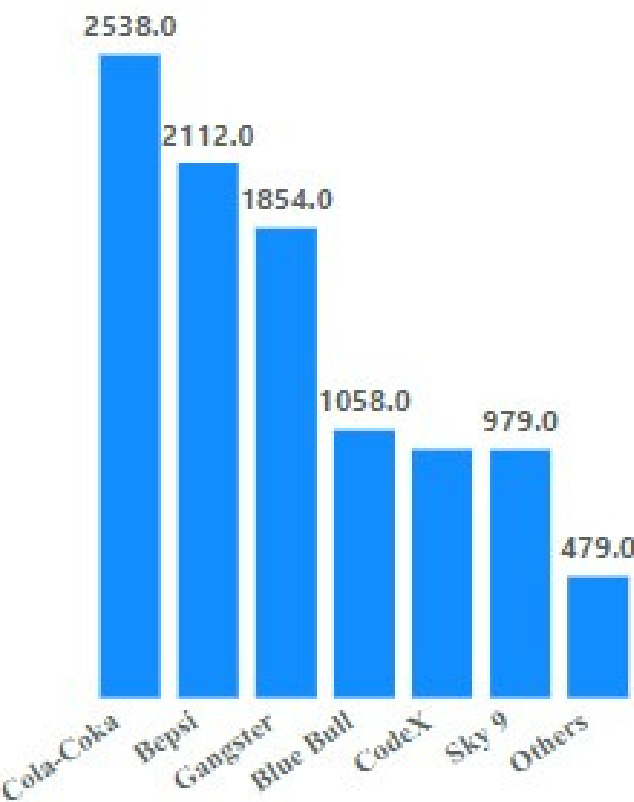
Values are % of Respondents Per Brand

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
CodeX	19.90%	26.43%	17.96%	17.14%	18.57%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%

Health Concerns For Different Brands



Brands In Market



Brand Perception

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Others	1.07%	1.38%	1.16%	1.18%
Sky 9	2.05%	2.97%	2.05%	2.72%

Consumption Frequency Per Brand

Current_brands	2-3 times a month	2-3 times a week	Daily	Once a week
Bepsi	15%	35%	13%	17%
Blue Bull	17%	35%	14%	16%
CodeX	15%	37%	13%	15%
Cola-Coka	17%	34%	13%	17%
Gangster	17%	35%	15%	16%
Others	13%	36%	15%	15%
Sky 9	16%	34%	14%	16%

Avg. Taste Experience Per Brands



Marketing Analysis

Current Brands

All

Gender

All

City category

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

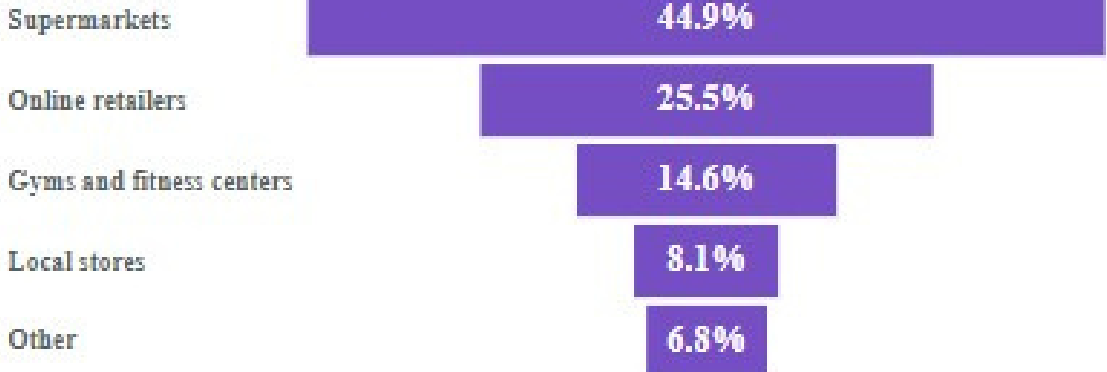
Kolkata

Lucknow

Mumbai

Pune

Purchasing Location



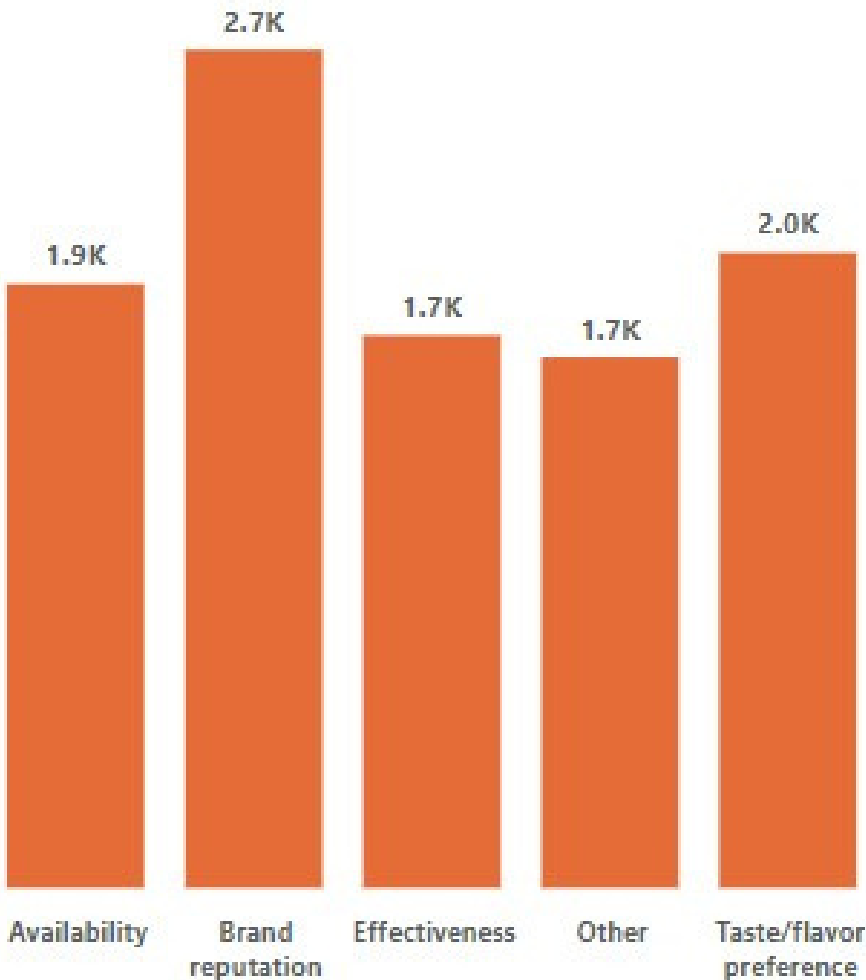
Marketing Channels

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	1226
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

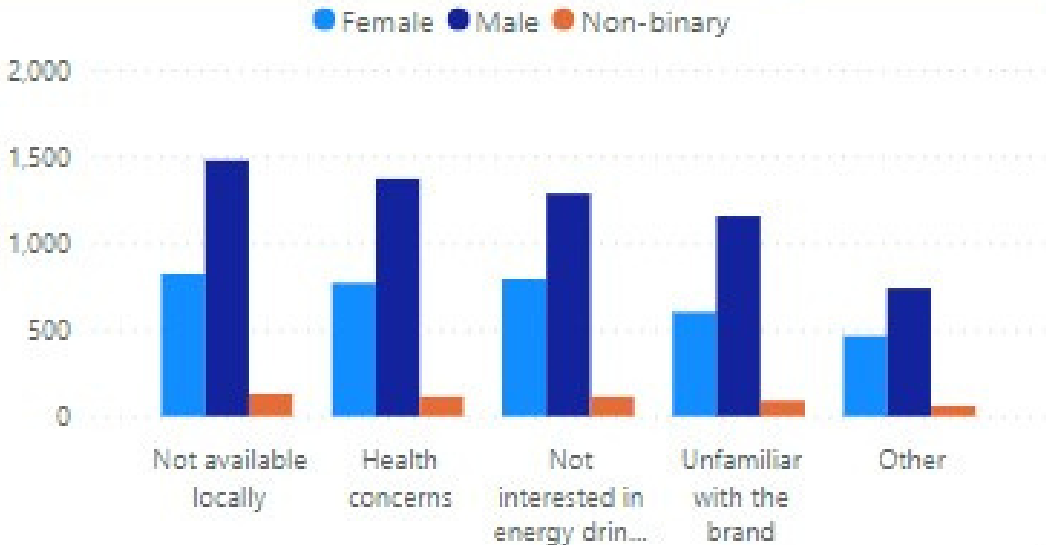
Brand Perception

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	504	615	468	525
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Cola-Coka	554	752	567	665
Gangster	415	512	454	473

Respondents by Reasons For Choosing Brand



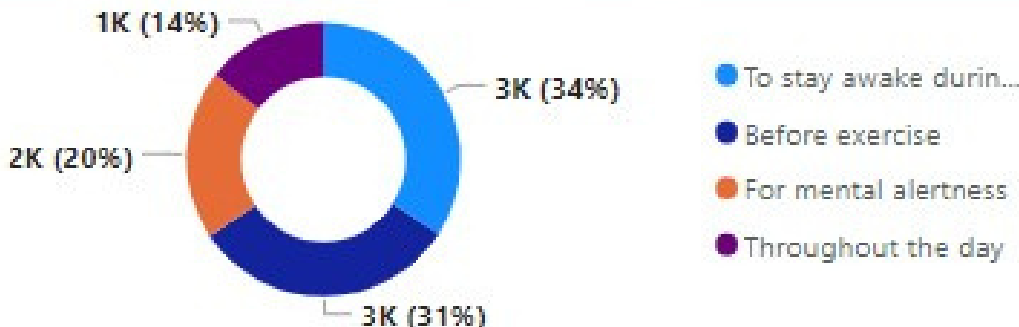
Reasons Preventing Trying



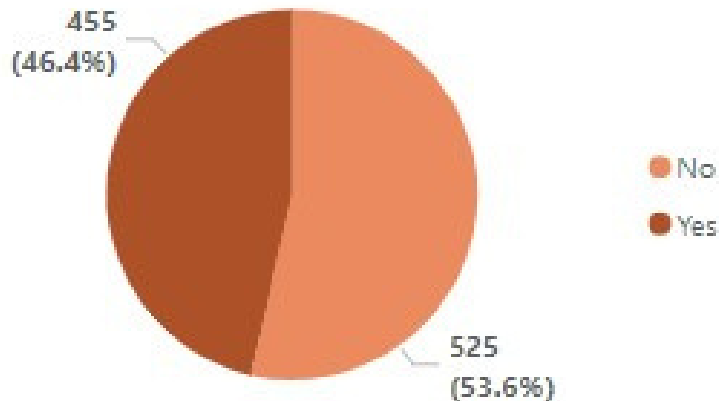
Packing Preference

Packaging_preference	Respondents
Compact and portable cans	39.84%
Innovative bottle design	30.47%
Collectible packaging	15.01%
Eco-friendly design	9.83%
Other	4.85%
Total	100.00%

Consumption Time



Heard Before About CodeX



CodeX Performance

Current Brands

All

Gender

All

City category

All

Age

All

Ahmedabad

Chennai

Hyderabad

Kolkata

Mumbai

Bangalore

Delhi

Jaipur

Lucknow

Pune

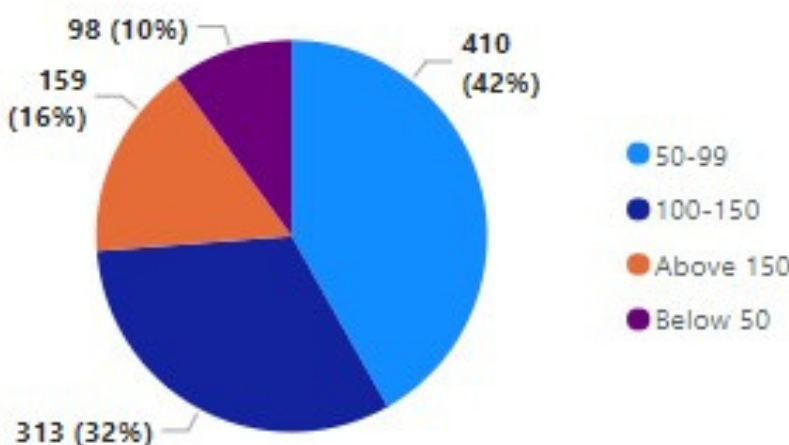
3.3

Avg Taste Rating

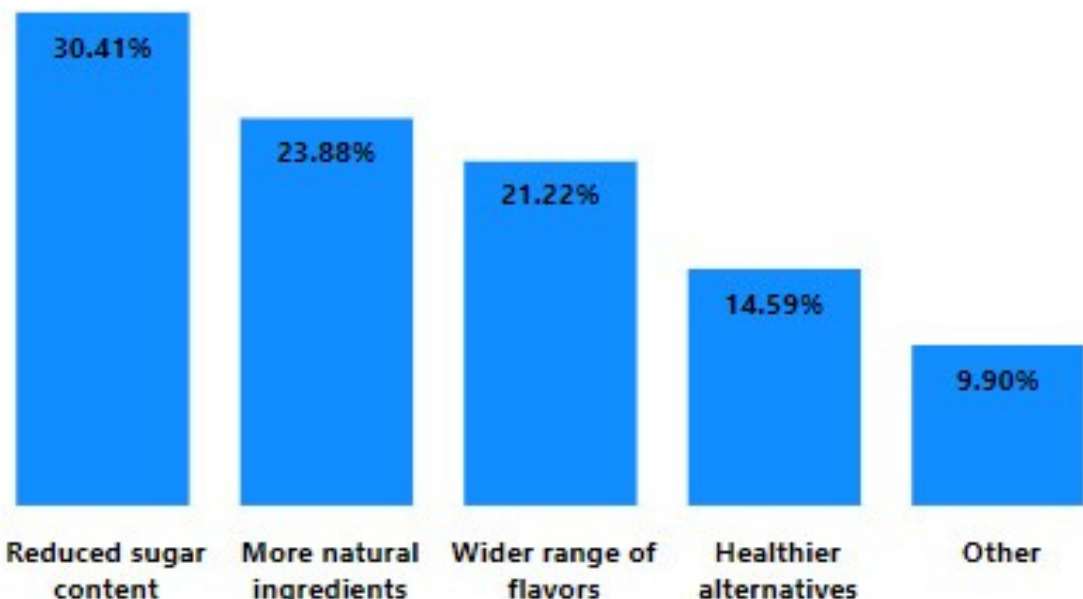
City Wise Responses For Brand Perception

City	Negative	Neutral	Positive
Ahmedabad	11.05%	3.23%	3.20%
Bangalore	24.42%	31.58%	29.22%
Chennai	7.56%	10.02%	9.13%
Delhi	4.65%	3.40%	5.48%
Hyderabad	16.86%	19.19%	18.26%
Jaipur	2.91%	2.21%	4.57%
Kolkata	3.49%	5.94%	3.20%
Lucknow	1.16%	0.34%	0.46%
Total	100.00%	100.00%	100.00%

Price Preference



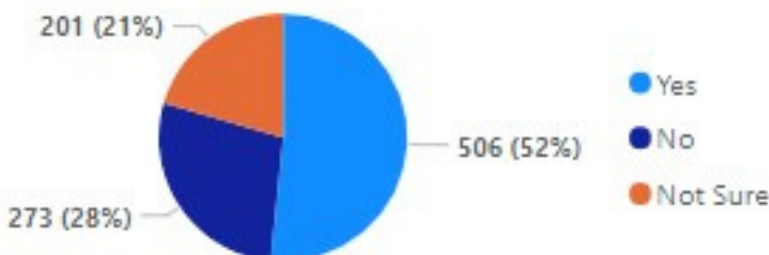
Improvements Desired



City Wise Responses

City	Total Responses	CodeX Responses
Ahmedabad	456	45
Bangalore	2828	292
Chennai	937	92
Delhi	429	40
Hyderabad	1833	182
Jaipur	360	28
Kolkata	566	48
Lucknow	175	5
Mumbai	1510	156
Pune	906	92
Total	10000	980

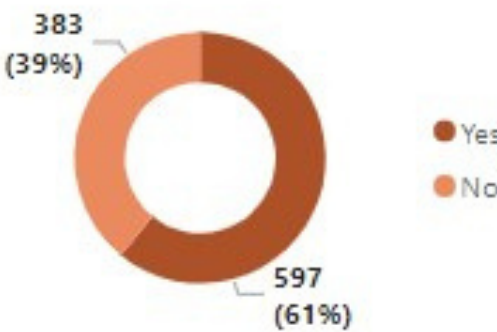
Interest In Natural Or Organic



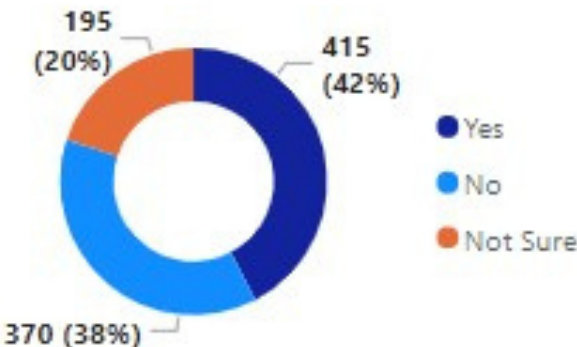
Reasons For Choosing The CodeX

Reasons	CodeX Responses	Respondent %
Availability	195	19.10%
Brand reputation	259	26.52%
Effectiveness	176	17.48%
Other	168	16.79%
Total	980	100.00%

Health Concerns



Limited Edition Packaging Preference



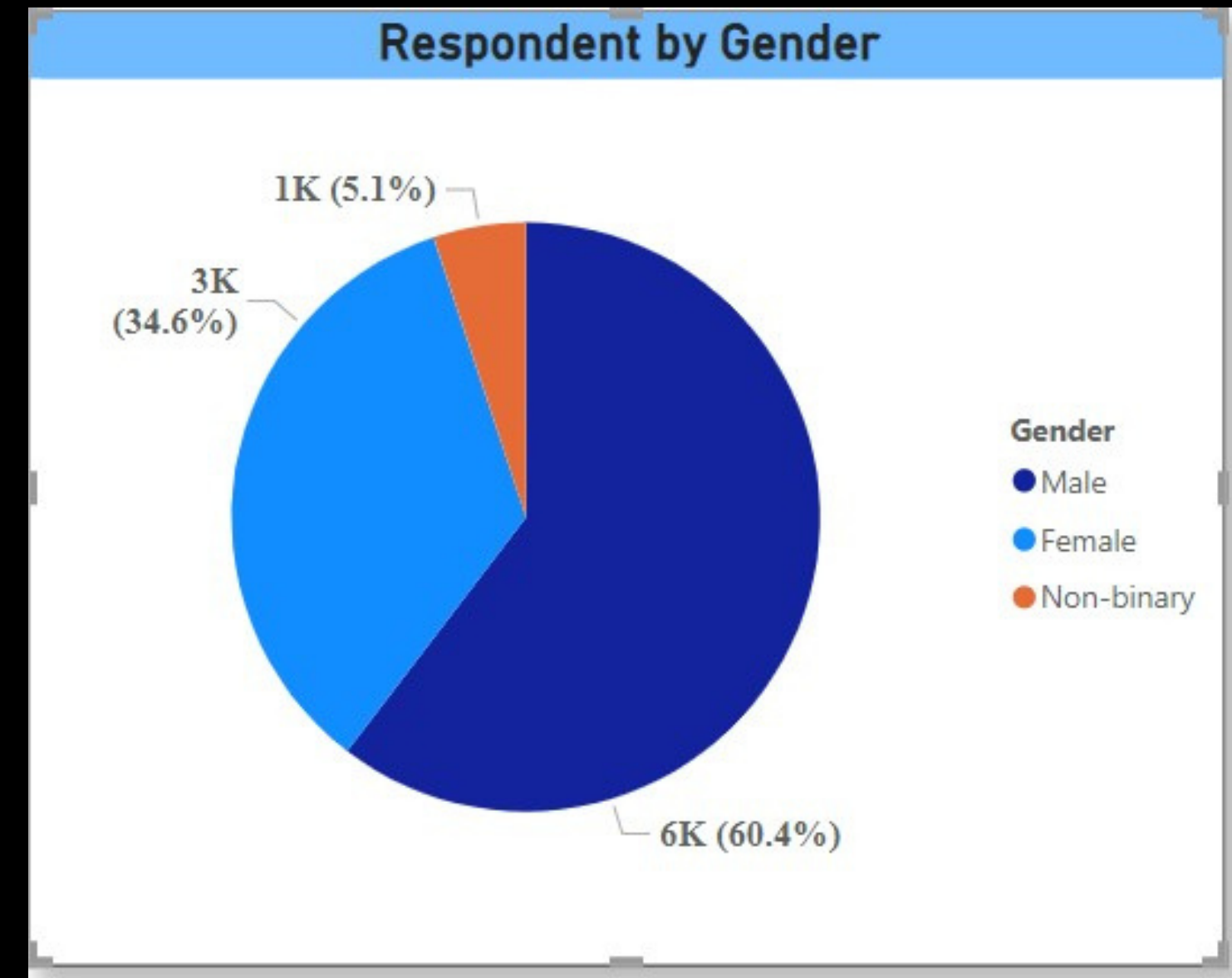
Problem Statements & Solutions

Demographic Insights

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

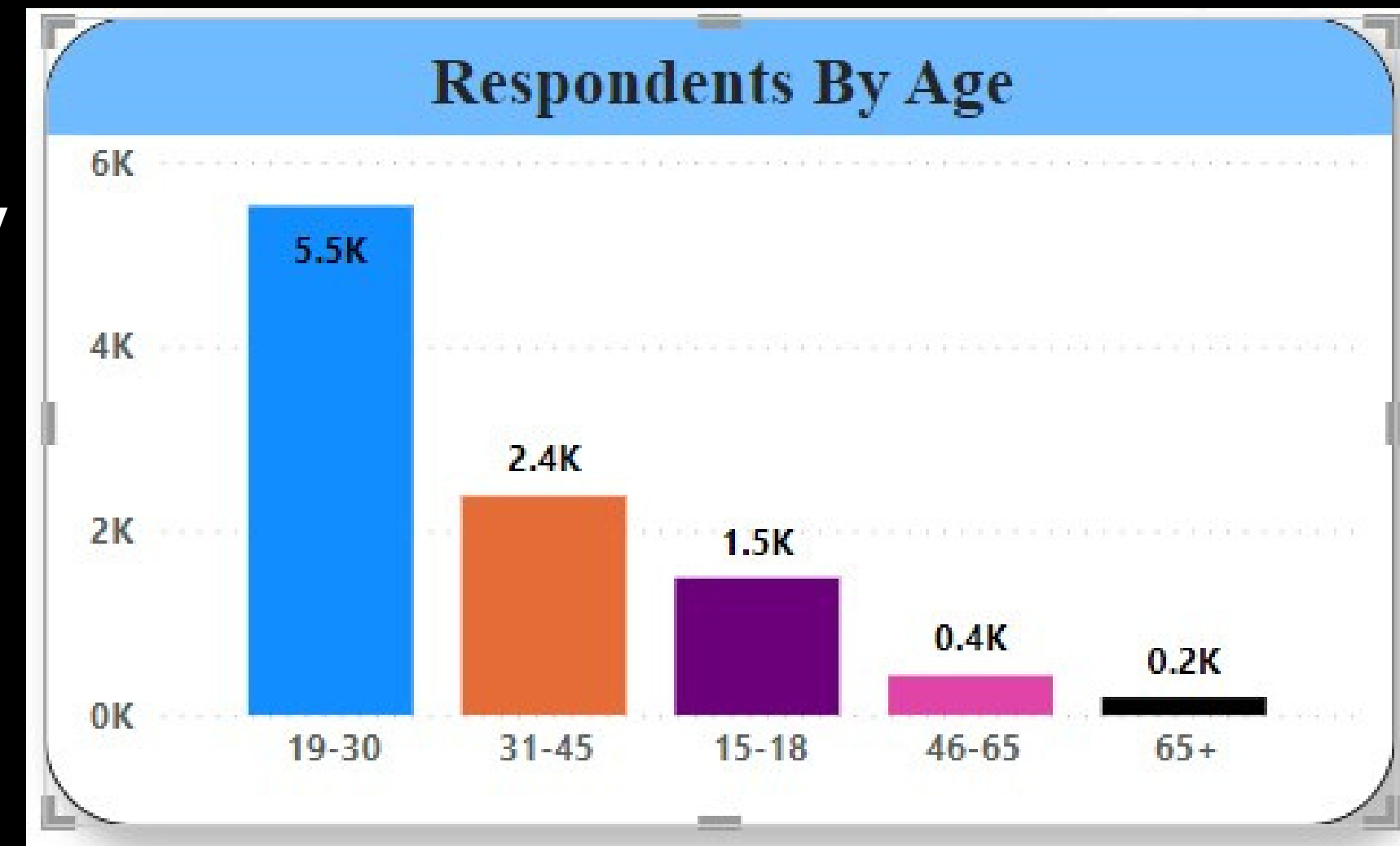
This shows 60 % of the customer are male who prefers energy drinks more.

Only 34 % of the customer are female who prefers engery drink.



b. 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.



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

**Online ads are most effective
marketing channels .**

**almost 2666 respondents age group
15-30. Than TV commercials marketing
channels is on 2nd response.**

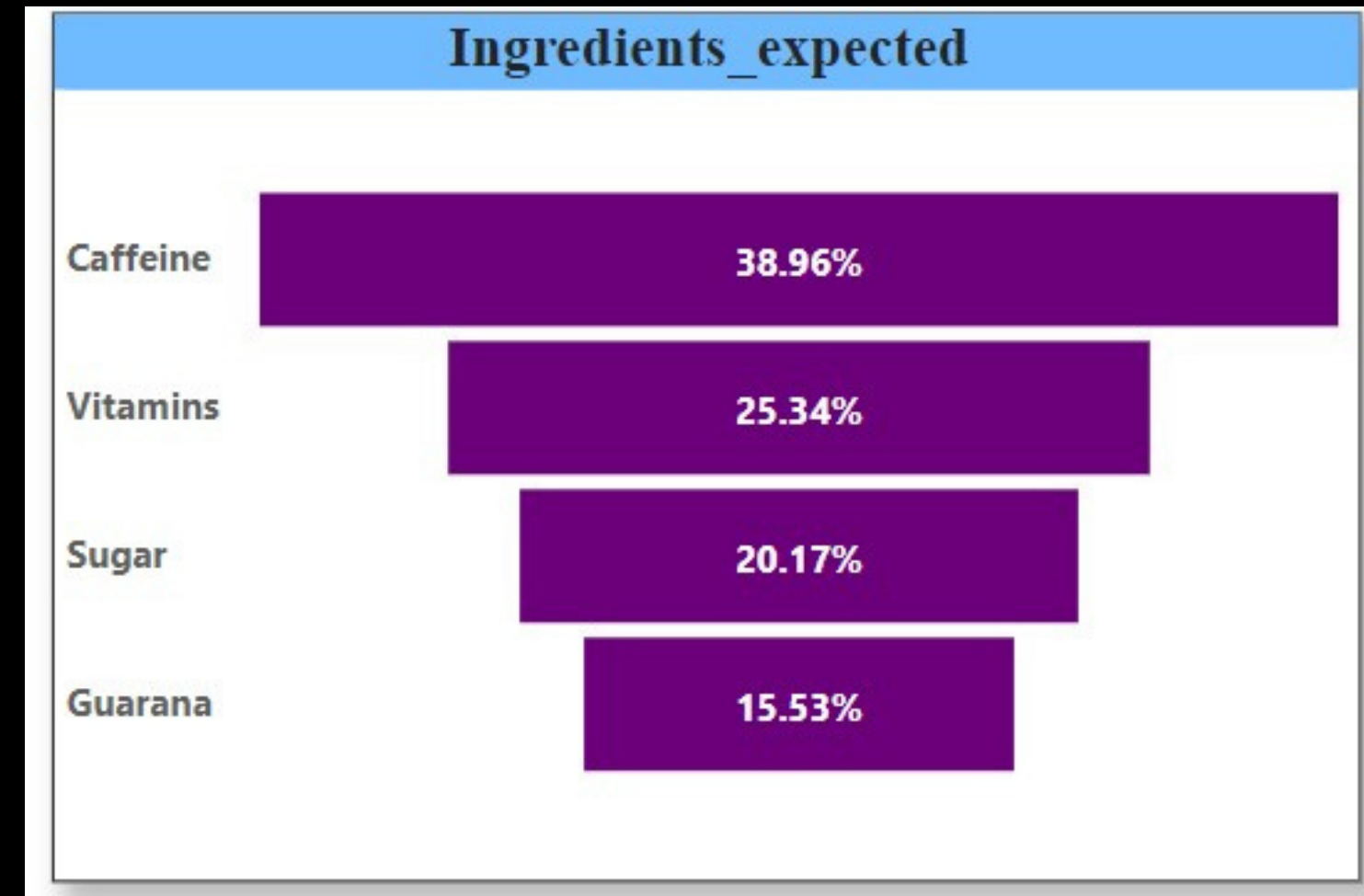
Marketing Channels						
Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
Outdoor billboards	117	585	431	65	28	1226
Print media	75	371	310	57	28	841
TV commercials	495	1290	737	117	49	2688
Total	1488	5520	2376	426	190	10000

Consumer Preference

a. What are the preferred ingredients of energy drinks among respondents?

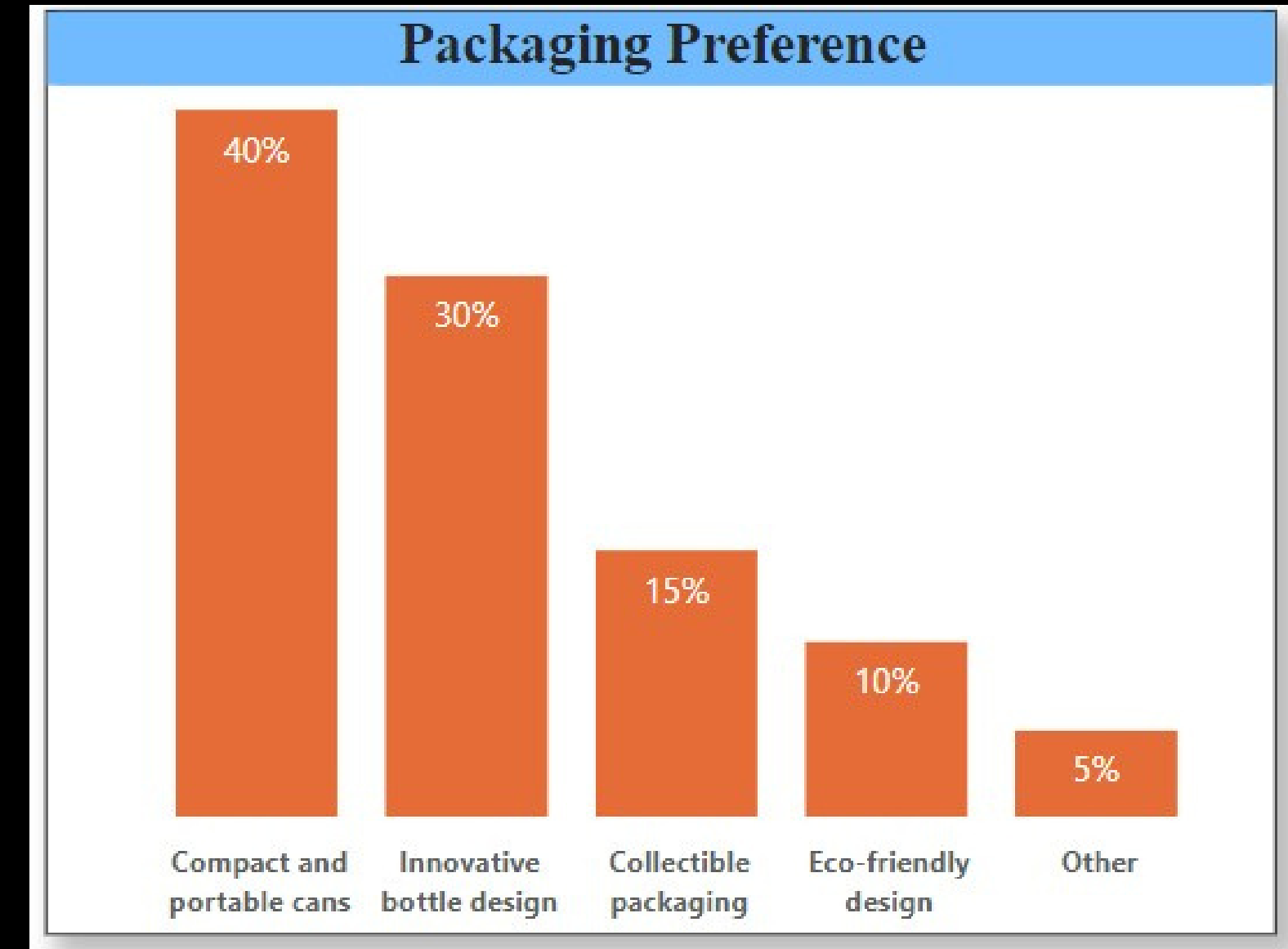
As we all know caffeine is most effective and highly used in energy drink ingredient. it make increase more attention and alertness.

Caffeine is the most expected ingredient followed by the Vitamins in energy drinks.



b. What packaging preferences do respondents have for energy drinks?

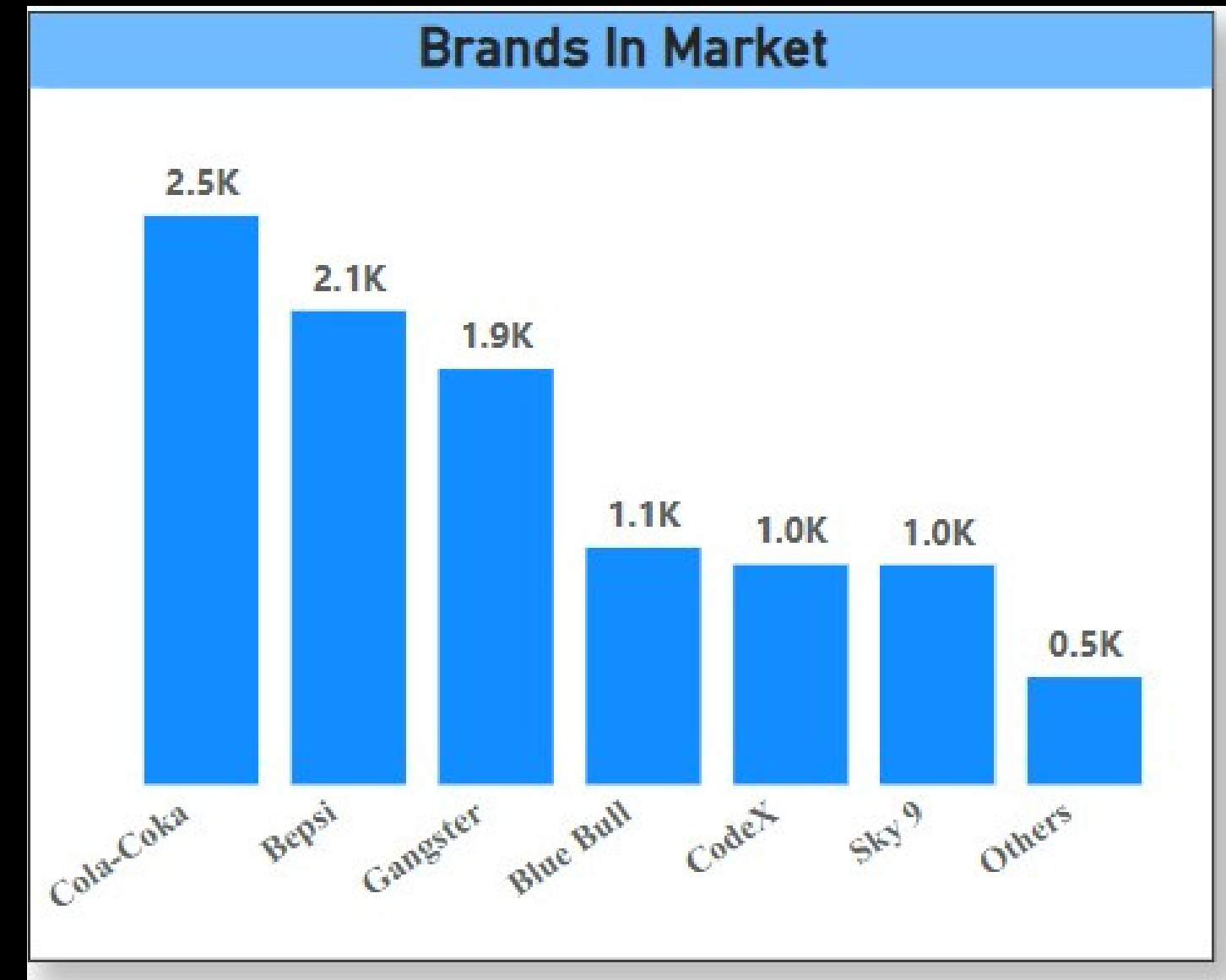
Compact & Portable Cans are high in demand followed by Innovative Bottle Designs.



Competition Analysis

a. Who are the current market leaders?

Cola Coka is leading the market followed by Bepsi. The data shows there more respondents for Cola Coka than the other brands.



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

Reasons For Choosing The Brand					
Values are % of Respondents Per Brand					
Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
CodeX	19.90%	26.43%	17.96%	17.14%	18.57%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%

The top & main reason for choosing the brands by consumers is brand reputation ,Taste/flavor.

Marketing Channels and Brand Awareness

a. Which marketing channel can be used to reach more customers?

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

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 ,TV Commercials are the most effective way to reach maximum audiences in a short duration & it is cost effective as well.

Brand Penetration

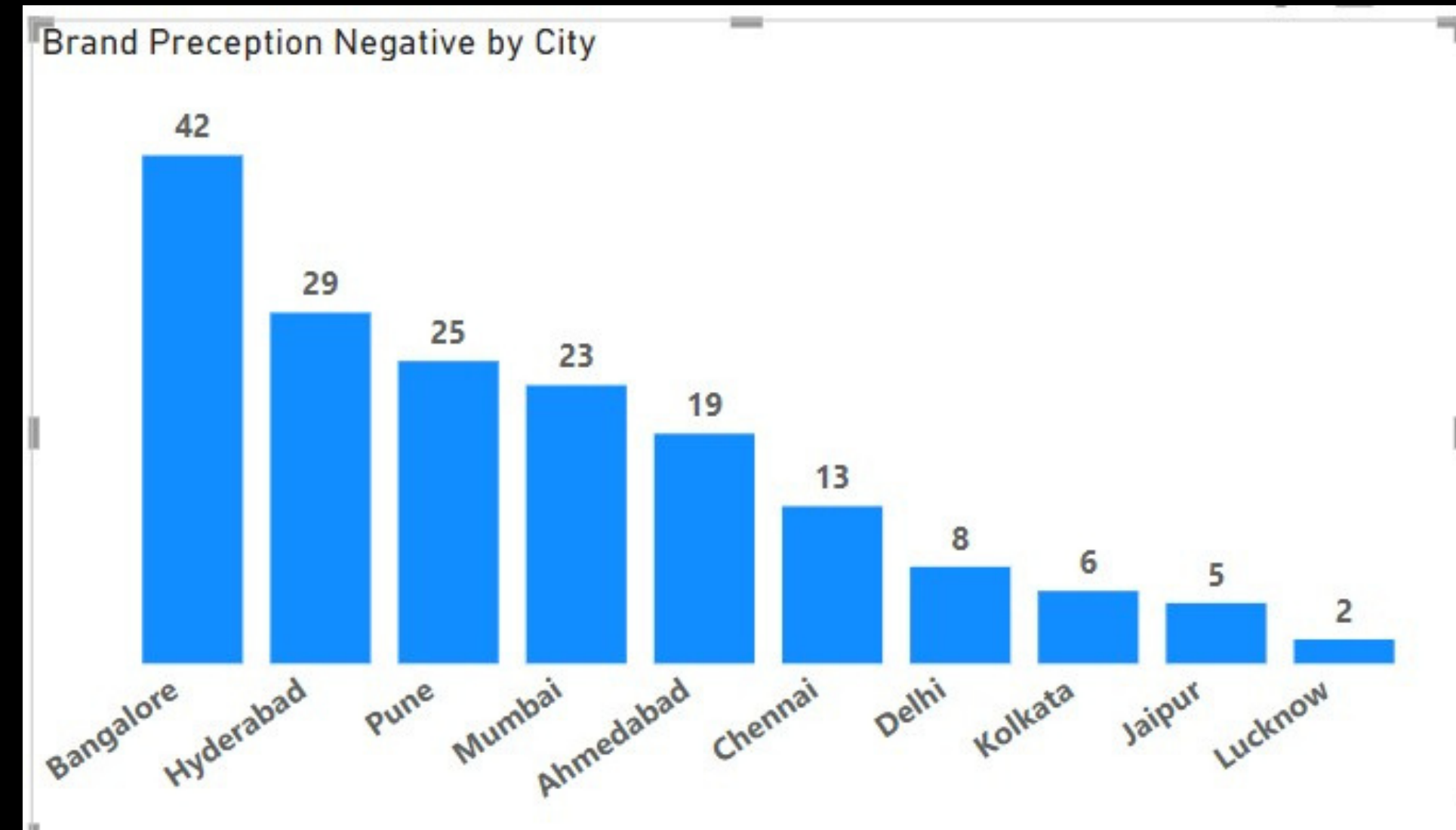
a. What do people think about our brand? (overall rating)

Out of 10000, 4447 people have heard about our brand. we consider their ratings for the CodeX product's taste.
Avg. taste rating is 3.3.



b. Which cities do we need to focus more on?

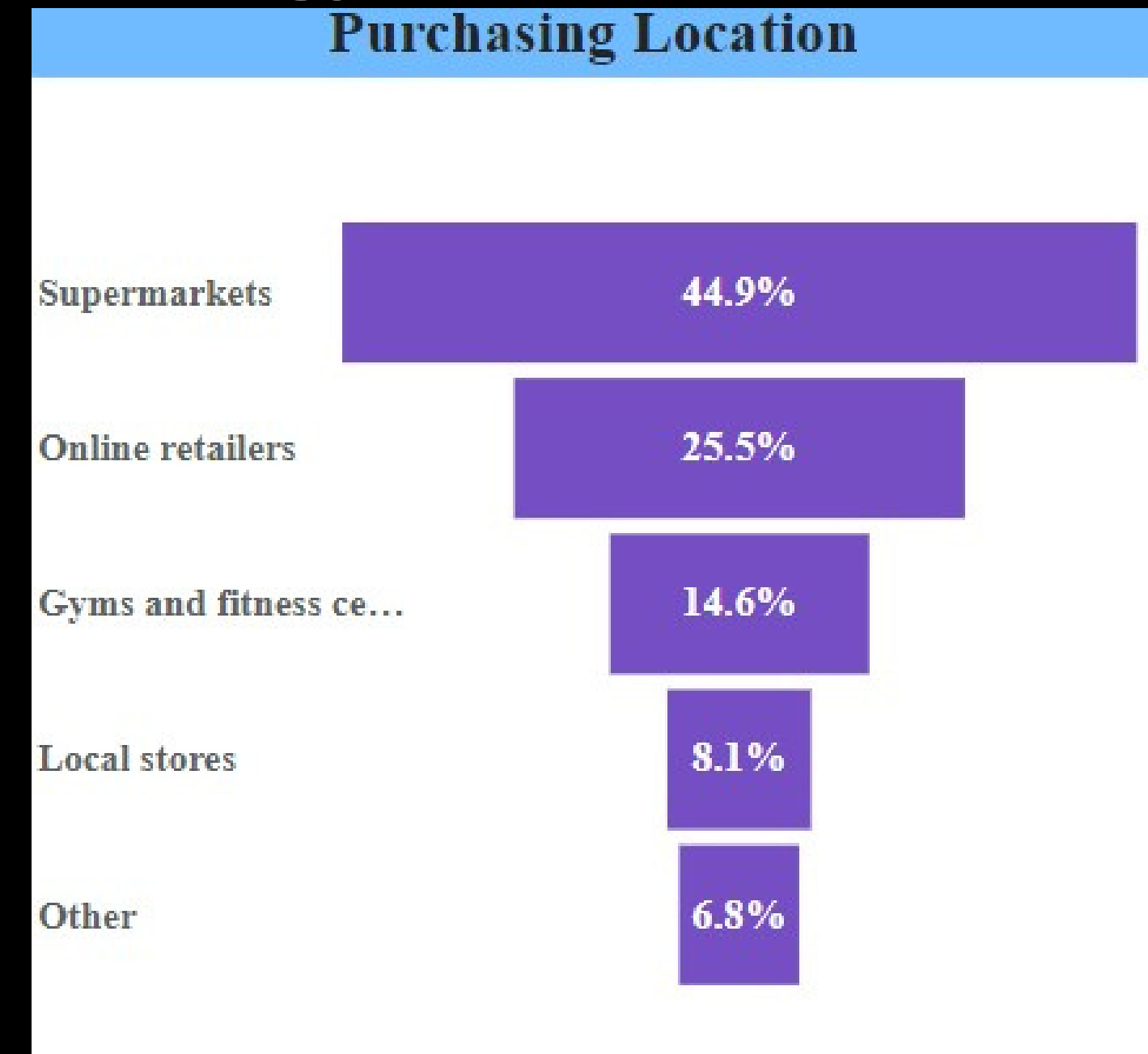
This Data shows city wise perception of CodeX as a brand in different cities. as we can see in data we need to focus on some of major cities like chennai, delhi, kolkata, jaipur & lucknow. in this cities need more focus on marketing.



Purchase Behavior

a. Where do respondents prefer to purchase energy drinks?

Supermarkets are the most common choice among consumers to buy energy drinks & 2nd is online retailers.



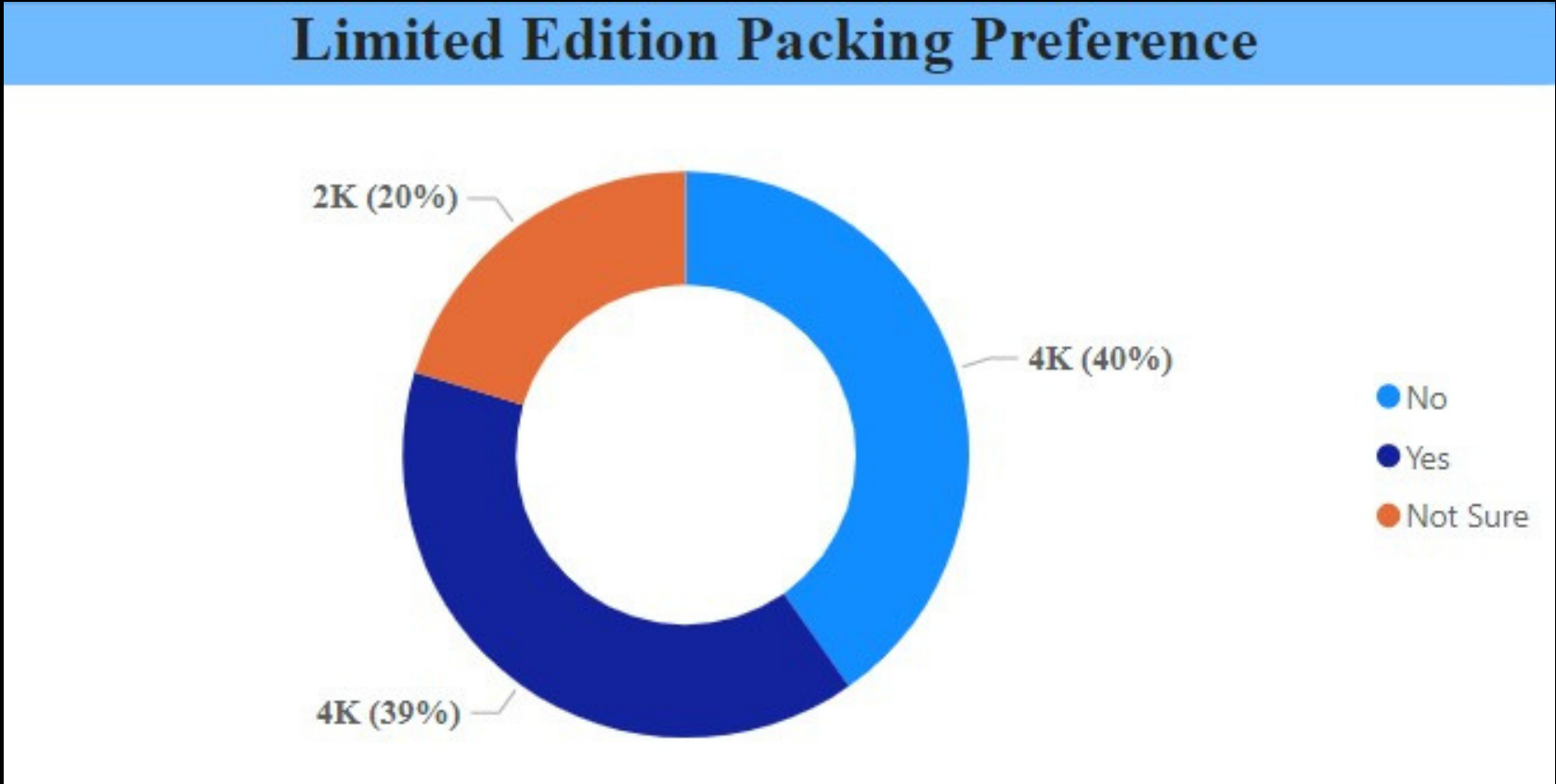
b. What are the typical consumption situations for energy drinks among respondents?

Sports/exercise
Studying/working late
& youth (age 19-30) is
consuming these drinks more

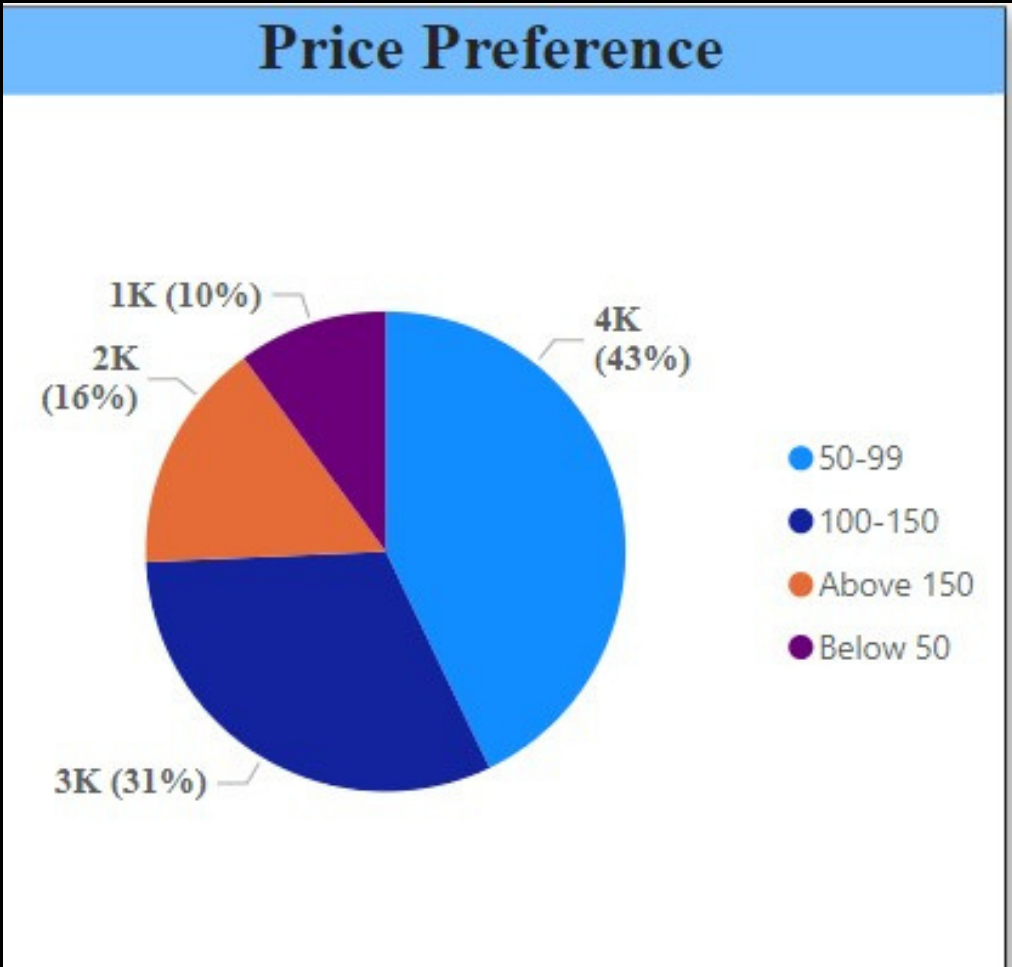
Consumption Situations						
Consumption Situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376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

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

40% of the consumers do not expect a change in the packaging while 39% of consumers are open to trying the Limited Edition Packaging.



43% of the consumers buy a product if the price is between 50-99.



Product Development

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

Out of 980 respondents of CodeX, only 219 have a positive brand perception.

Brand perception	Current_brands	Responses
Negative	CodeX	172
Neutral	CodeX	589
Positive	CodeX	219

If you see in data codeX brand availabilty is only 19.10% .

We need to work on the availability of the product.Availability is a major factor in sales of a product.

Reasons For Choosing The CodeX		
Reasons	CodeX Responses	Respondent %
Availability	195	19.10%
Brand reputation	259	26.52%
Effectiveness	176	17.48%
Other	168	16.79%
Taste/flavor preference	182	20.11%
Total	980	100.00%

Recommendations For CodeX

- **What immediate improvements can we bring to the product?**
- **What should be the ideal price of our product?**
- **What kind of marketing campaigns, offers, and discounts we can run?**
- **Who can be a brand ambassador, and why?**
- **Who should be our target audience, and why?**

What immediate improvements can we bring to the product?

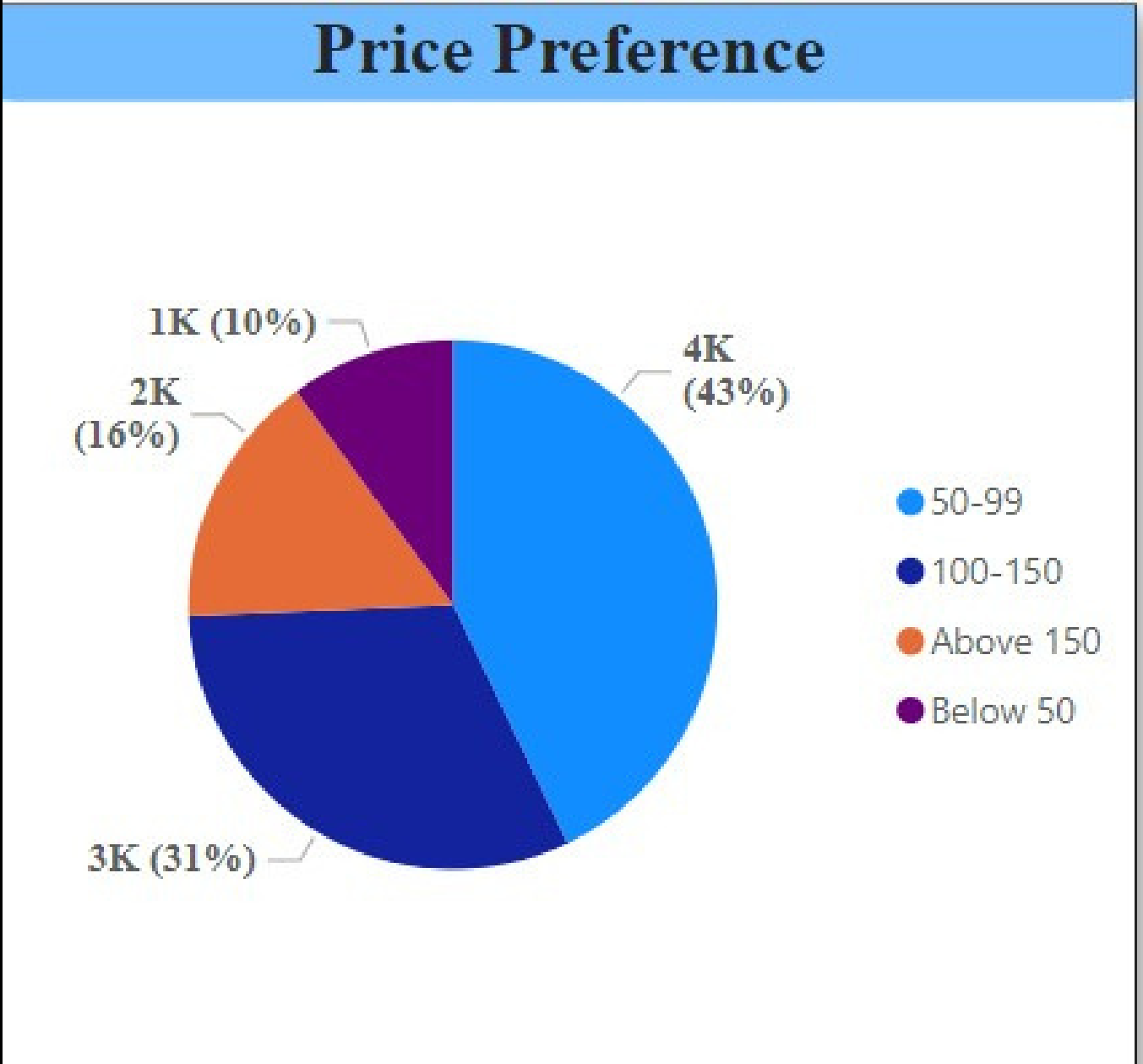
- Availability
- Health Concern
- Limited Edition Packaging
- Add more natural ingredients, reduce sugar content and add more flavours.
- Improve positive response rate

What should be the ideal price of our product?

The price range expected by consumers lies between 50 to 150.

Major cities consumers expect the price range to be between 50 to 99 .

Some of cities people are willing to pay up to 150.



What kind of offers and discounts we can run?

- we can provide offers on buying the pack of 6 or 12 cans at a discount price .
- Scratch & Win offers.
- We celebrates multiple festivals in india ,on time we can run festival offers like gift set packs.

What kind of marketing campaigns we can run?

- Social Media campaign.
- Influencer Marketing campaign.
- Online Retailers/E-commerce.
- BTL Activity Supermakets, gym, society, Mall
- Supermarkets for a space to display our products exclusively.

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** –A celebrity who can influence the buying decision needs to be our brand ambassador.

MS Dhoni

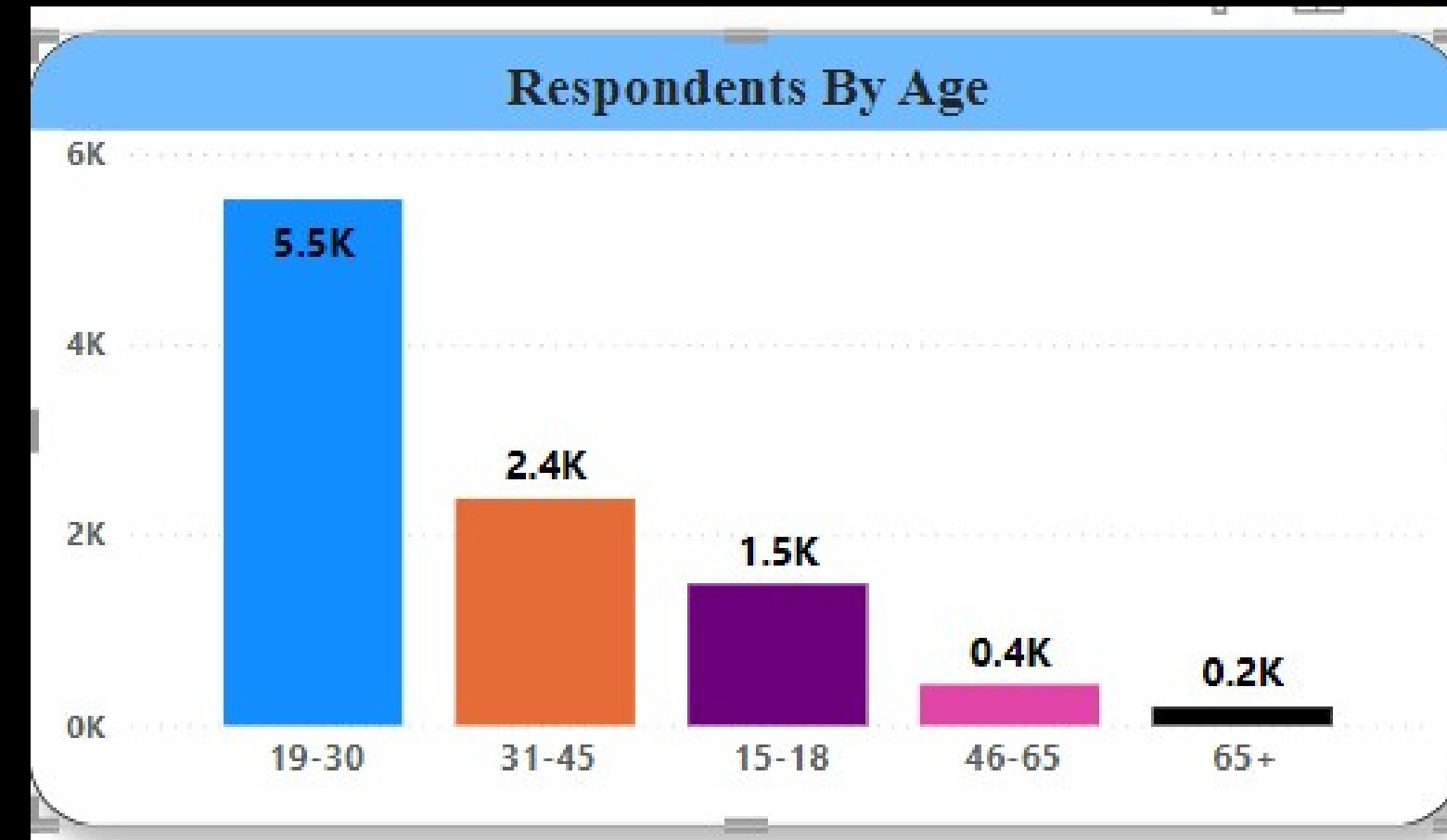
- Even after his retirement, his picture of playing Candy Crush made it the most trending topic for days and millions of new users downloaded the game after that. This is the impact of MS Dhoni.
- He is in talks for the next IPL season so the news around him will keep floating which indirectly helps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



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.



Thank You