CodeX Marketing Insights

Demographic Insights

Analyzes Codex consumers by gender, age, and marketing reach to identify who prefers energy drinks, top age groups, and the best marketing channels for youth.

Consumer Preferences

Highlights preferred ingredients and packaging choices for energy drinks based on respondent feedback, helping tailor Codex products to consumer tastes and expectations.

Brand Reach Analysis

Evaluates public perception of Codex through ratings and identifies underperforming cities to prioritize for future growth.

Competition Analysis

Examines current market leaders and uncovers key reasons why consumers prefer competing brands, offering insights to improve Codex's positioning and appeal.

Purchase Behavior

Explores where consumers buy energy drinks, common consumption occasions, and key purchase drivers like price sensitivity and interest in limited edition packaging.

Reach & Awareness

Analyzes the effectiveness of various marketing channels in reaching customers and building brand awareness, helping identify the most impactful strategies for wider audience engagement.

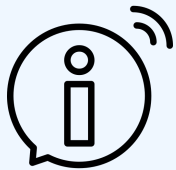Report Refresh Date
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Support

CodeX Marketing Insights In India Info

This dashboard provides a comprehensive analysis of Codex Brand's entry into the Indian market. It offers valuable insights to help marketing, product, and strategy teams make data-driven decisions to improve brand positioning and customer engagement.

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Info

CodeX Support

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❓Doubts

Consumer Demographics & Preferences

Gender View | **Gender & Age View**

10K
Respondents Count

980
Codex Respondents

3.3
Codex Average Rating

Energy Drink Preference by Gender

● Male ● Female ● Non-binary

3K (34.6%)

6K (60.4%)
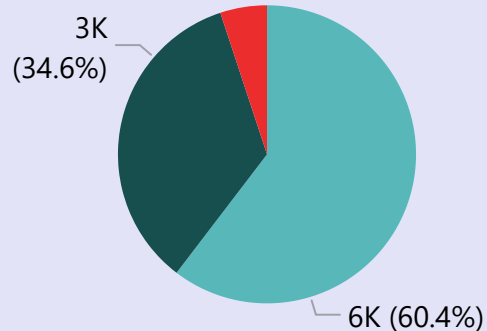
Consumption by Age Group

Age Group	Value
19-30	5.5K
31-45	2.4K
15-18	1.5K
46-65	0.4K
65+	0.2K

0K — 5K
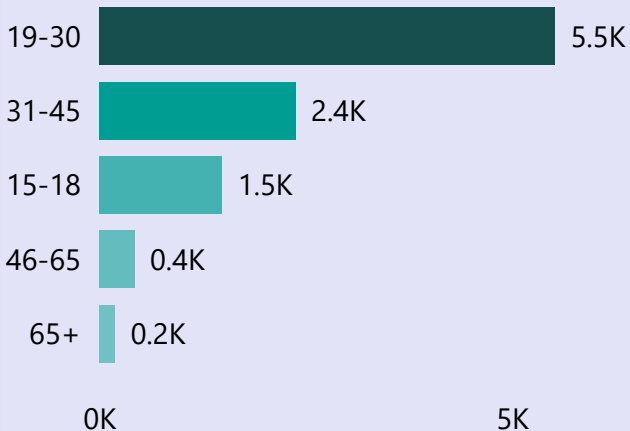
Marketing Reach Among Youth

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**

Preferred ingredients by respondents

Ingredient	Percentage
Caffeine	39.0%
Vitamins	25.3%
Sugar	20.2%
Guarana	15.5%

Preferred Packaging

Packaging	Percentage
Comp... and portab...	39.8%
Innova. bottle design	30.5%
Collect... packag...	15.0%
Eco-fri... design	9.8%
Other	4.9%

Typical Consumption Situations

Situation	Percentage
Sports/exercise	45%
Studying/work...	32%
Social outings/...	15%
Other	5%
Driving/comm...	3%

0% — 20% — 40%

Market & Brand Analysis

Cola-Coka
Current Market Lead

Online Ads
Top Marketing Channel

Super Markets
Top Purchase Location

Reasons_for_choosing_brands	Bepsi	Blue Bull	CodeX	Cola-Coka	Gangster	Others	Sky 9
Brand reputation	577	289	259	616	511	140	260
Taste/flavor preference	423	237	182	531	357	87	194
Availability	418	180	195	510	339	86	182
Effectiveness	339	187	176	433	338	87	188
Other	355	165	168	448	309	79	155
Total	2112	1058	980	2538	1854	479	979

Top Marketing Channel

● Online ads ● TV commer... ● Outdoor ... ● Other ● Print me...

8.41%
12.25%
12.26%
26.88%
40.2%
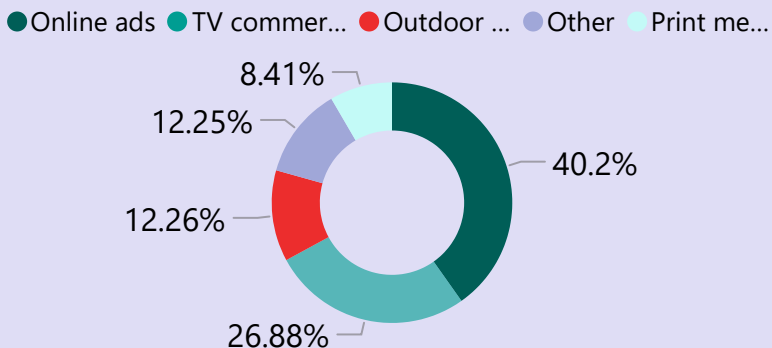
Cities need to be more focussed

City	Respondents
Bangalore	2828 ⬆
Hyderabad	1833 ⬆
Mumbai	1510 ⬆
Chennai	937 ⬆
Pune	906 ⬆
Kolkata	566 ⬆
Ahmedabad	456 ⬇
Delhi	429 ⬇
Jaipur	360 ⬇
Lucknow	175 ⬇
Total	10000

Avg Rating Of Codex

Current_brands	1	2	3	4	5	Total
Bepsi	217	351	602	517	425	2112
Blue Bull	104	163	319	258	214	1058
CodeX	107	148	286	248	191	980
Cola-Coka	270	362	756	632	518	2538
Gangster	223	268	558	452	353	1854
Others	41	69	159	114	96	479
Sky 9	92	163	277	258	189	979
Total	1054	1524	2957	2479	1986	10000

Current Market Leaders

Cola-Coka 25.38%	Gangster 18.54%	Blue Bull 10.58%
Bepsi 21.12%	CodeX 9.80%	O...
	Sky 9 9.79%	4....

Purchase Behavior & Product Strategy

Gender All

Bepsi | Blue Bull | CodeX | Cola-Coka

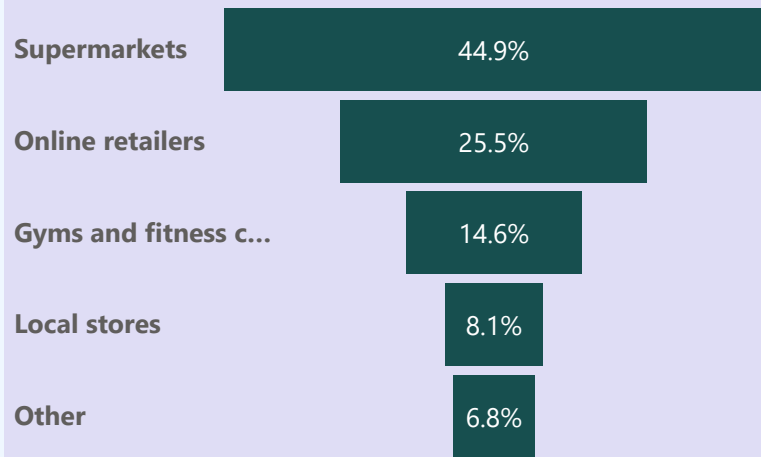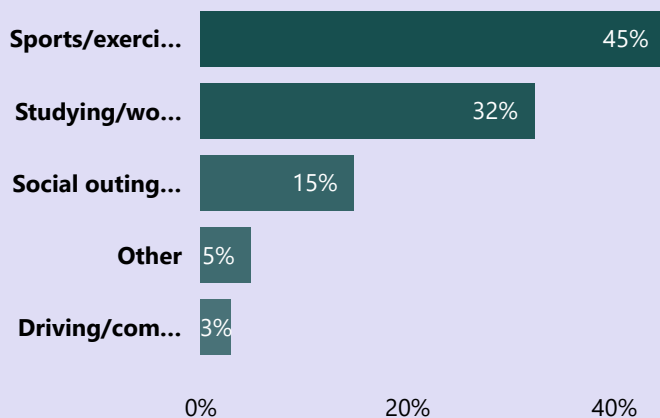Ahmedabad | Bangalore | Chennai | Delhi | Hyderabad | Jaipur | Kolkata | Lucknow | Mumbai | Pune

Age All

→ limited edition packaging   ← Price Factors

Preferred Purchase Location

Location	%
Supermarkets	44.9%
Online retailers	25.5%
Gyms and fitness c...	14.6%
Local stores	8.1%
Other	6.8%

Typical Consumption Situations

Situation	%
Sports/exerci...	45%
Studying/wo...	32%
Social outing...	15%
Other	5%
Driving/com...	3%

Price factors influenced by Respondents

● 50-99 ● 100-150 ● Above 150 ● Below 50

- 1K (10.1%)
- 2K (15.6%)
- 4K (42.9%)
- 3K (31.4%)
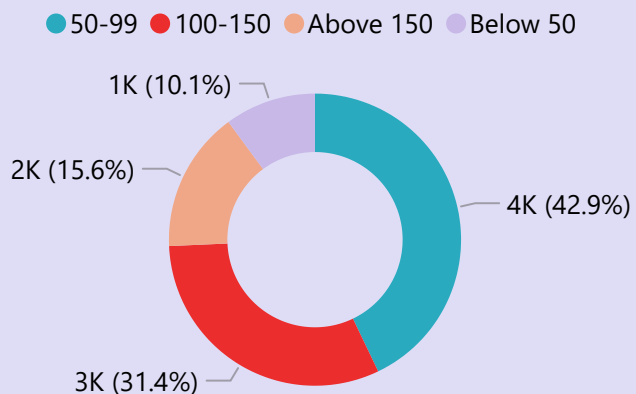
Consume Time by Respondents

Consume_time	Count of Respondent_ID
Before exercise	3148
For mental alertness	1995
Throughout the day	1448
To stay awake during work/study	3409
Total	**10000**

Brand Perception

Brand_perception	Count of Respondent_ID
Neutral	5974
Positive	2257
Negative	1769
Total	**10000**

Respondents interested in natural ingrediants

● Yes ● No ● Not Sure

- 49.8%
- 30.6%
- 19.6%
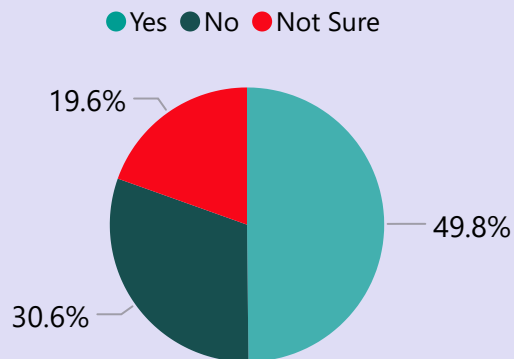
CodeX Performance

Age All

City Segment Tier 1 Tier 2

? Ahmedabad | Bangalore | Chennai | Delhi | Hyderabad | Jaipur | Kolkata | Lucknow | Mumbai | Pune

Respondents Heard about codeX

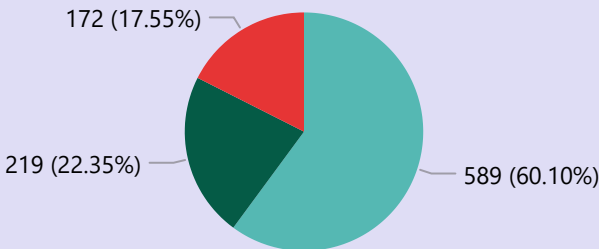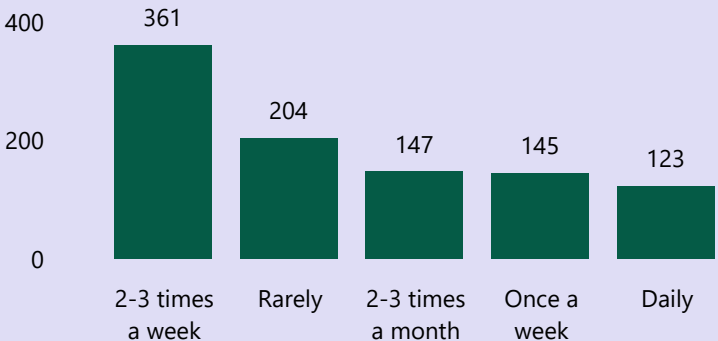| Count of Respondent_ID	Heard_before
525	No
455	Yes
980	

CodeX Brand Perception

● Neutral ● Positive ● Negative

- 172 (17.55%)
- 219 (22.35%)
- 589 (60.10%)

codeX Energy Drinks Consume Frequency

Category	Value
2-3 times a week	361
Rarely	204
2-3 times a month	147
Once a week	145
Daily	123

CodeX General Perception

Category	Percentage
Effective	29.18%
Not sure	26.53%
Healthy	22.45%
Dangerous	21.84%
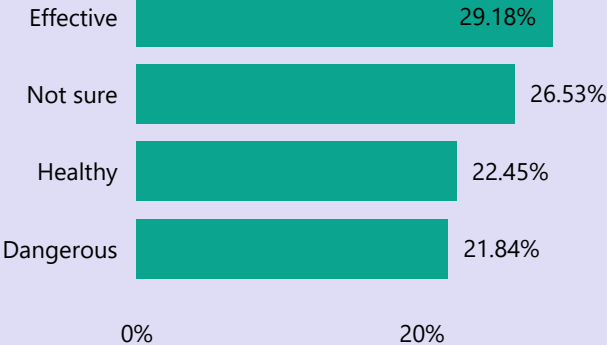
Preventing Reasons for trying codeX

Count of Respondent_ID	Reasons_preventing_trying
233	Health concerns
229	Not available locally
210	Not interested in energy drinks
190	Unfamiliar with the brand
118	Other
980	

Desired Improvements In CodeX

● Reduce... ● More nat... ● Wider ra... ● Healthier ... ● Other

- 97 (9.9%)
- 298 (30.41%)
- 143 (14.59%)
- 234 (23.88%)
- 208 (21.22%)
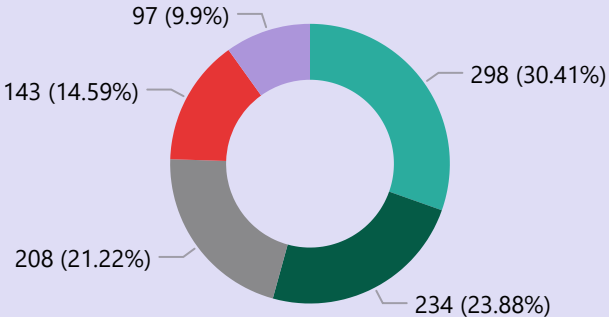
Recommendations For codex

What immediate improvements can we bring to the product?

Based on survey insights from 980 respondents, several key issues were identified with CodeX energy drinks:

1.High sugar content is a major concern (233 respondents), 2.Low brand recognition, with only 455 out of 980 having heard of CodeX.

3.Limited availability, especially in local markets (229 respondents),4.Perception of being less healthy and less competitive compared to other brands.

To address these issues, the following improvements are recommended:

Healthier Product Variant:

a. Launch sugar-free or low-sugar CodeX options, b. Add natural ingredients like vitamins, green tea, or electrolytes.

2.Brand Awareness Campaigns:

a. Collaborate with fitness influencers and college youth, b. Increase visibility via events, sponsorships, and social media.

3.Improve Product Availability:

a. Expand distribution to Tier 1 and Tier 2 cities, b. Partner with online platforms like Swiggy, Instamart and Blinkit.

4.Packaging & Messaging Refresh

a. Clearly communicate health benefits and sugar content, b. Localize branding to better connect with Indian consumers.

2. What should be the ideal price of our product?

My Suggestions for codeX are the Ideal Price lies Between 50 and 150 because it taps into the entire 70% demand base while allowing CodeX to grow across segments. Gives flexibility to introduce variants, bundle offers, and price promotions.

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

Since CodeX is a new brand entering the Indian market, the marketing campaigns, offers, and discounts should focus on
MARKETING CAMPAIGN:
1."Code your energy" : instagram reels, youtube channels etc
2."Taste & Tell" Trial campaign : provide free sample in gyms, parks etc
DISCOUNTS:
1.Buy one get one
2.Through Referral cupons
3.Combo packs
Subscription plans

4. Who can be a brand ambassador, and why?

1.My suggestion for CodeX as a brand ambassador is **NEERAJ CHOPRA** an athlete (Javelin Gold Medalist) -
Represents raw physical energy and inspires young India
2.HARDIK PANDYA -Cricketer
 He Connects deeply with Gen Z and Tier 2/3 youth
3.ROHIT SARAF - Actor
Relatable for a chilled energy drink vibe, especially for urban crowd

5.Who should be our target audience, and why?

Our primary target audience is individuals aged 19 to 30, with a strong focus on sports persons, fitness enthusiasts, and active youth.