



CodeX's Dynamic Marketing Strategy for India

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🎯 Agenda

- Introduction
- Task
- Insights
- Suggestions

Introduction

CodeX, a German beverage company, recently launched its energy drink in 10 cities in India. The Marketing team aims to increase brand sales and awareness. They conducted a survey with 10,000 respondents in these cities



Tasks

- Conduct an analysis on survey responses.
- Provide actionable recommendations for CodeX's Chief Marketing Officer

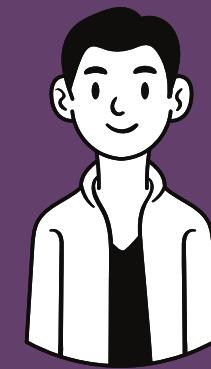
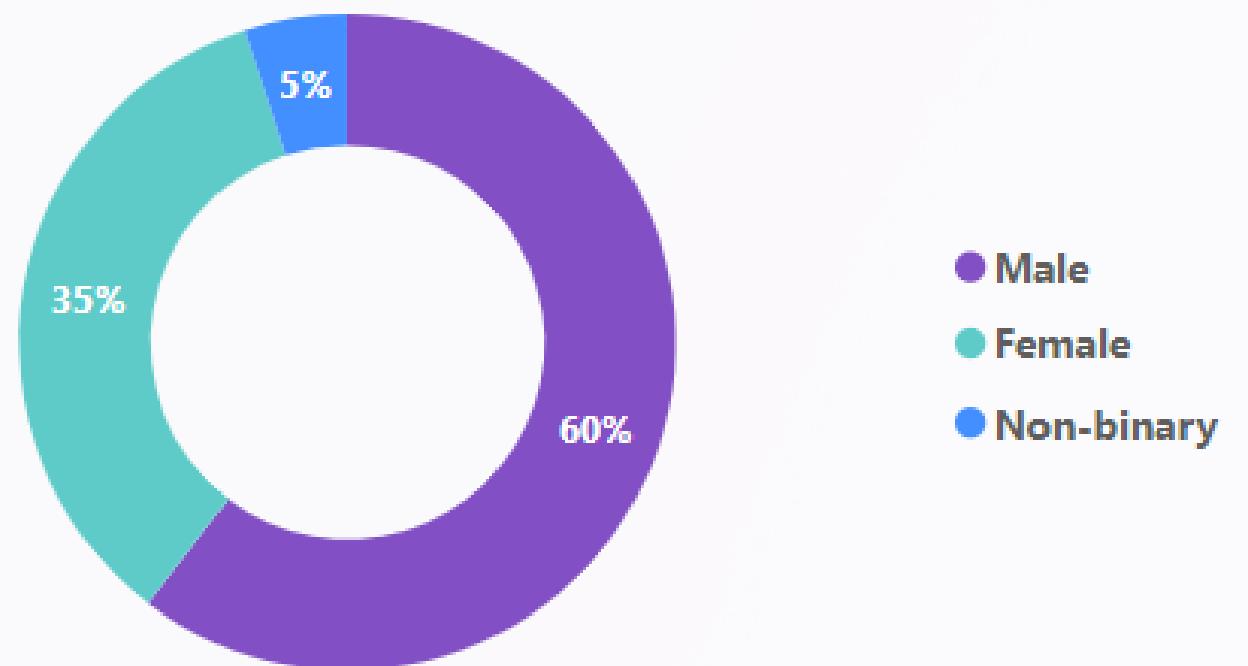
Goals

- Identify Target Consumers
- Increase Market Share
- Increase Brand Awareness
- Product Development





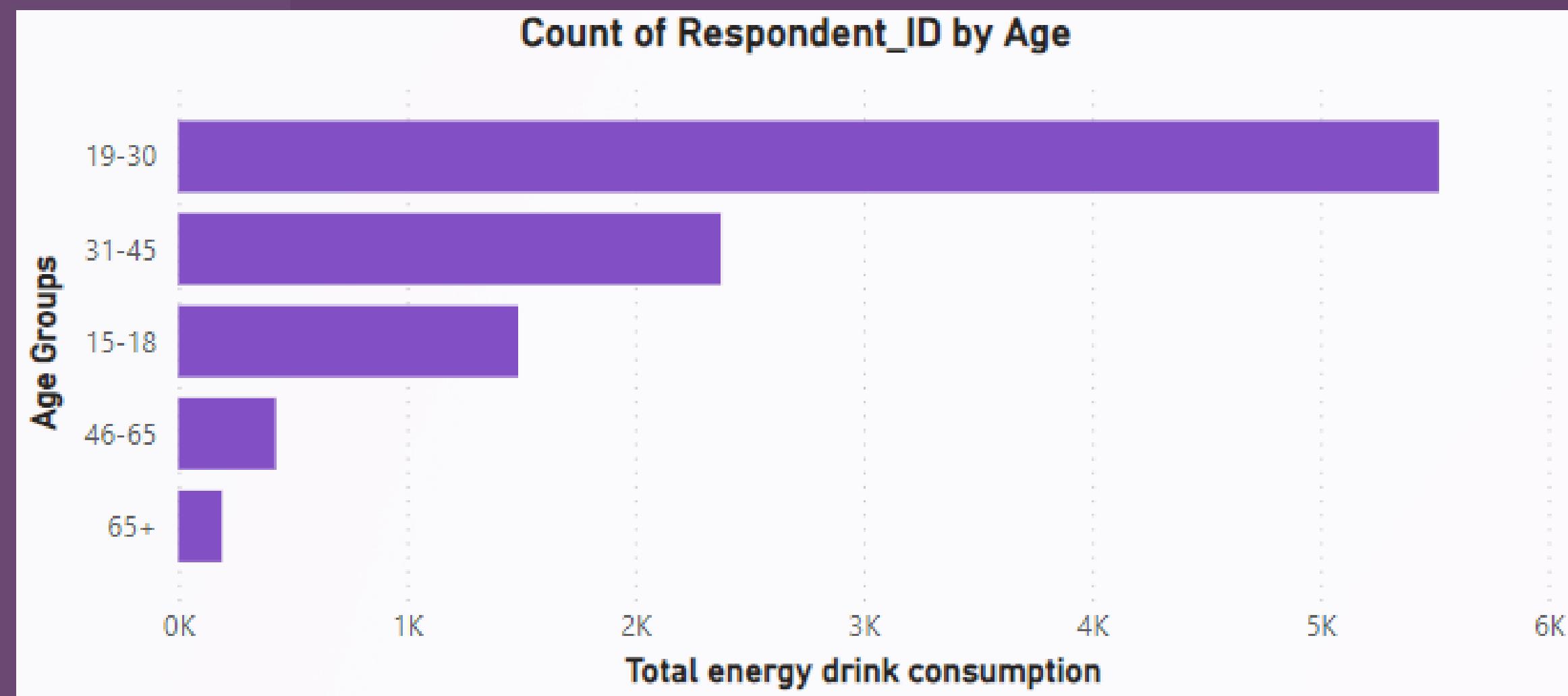
Energy Drinks sales by Gender



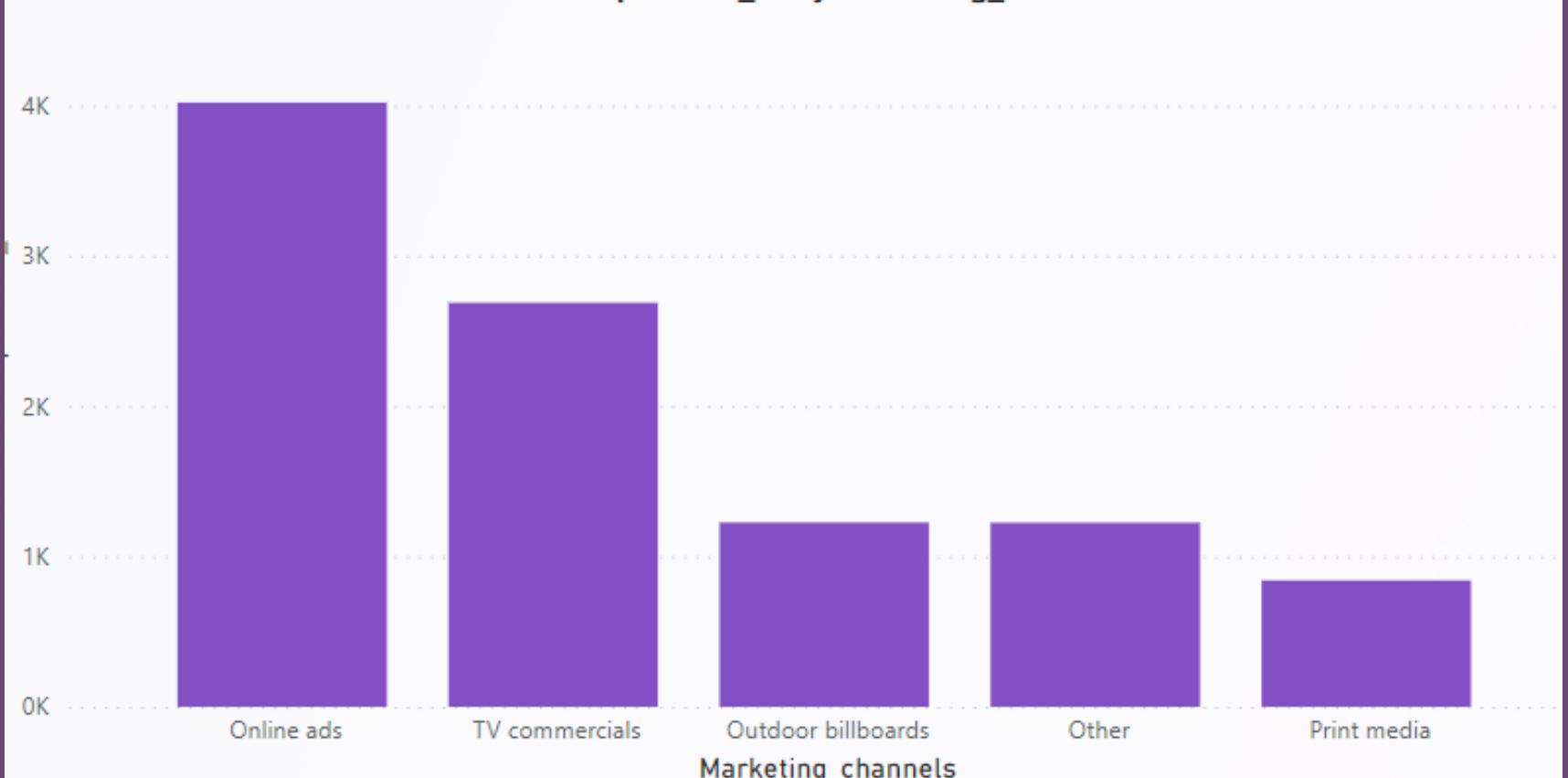
60% consumers
are male



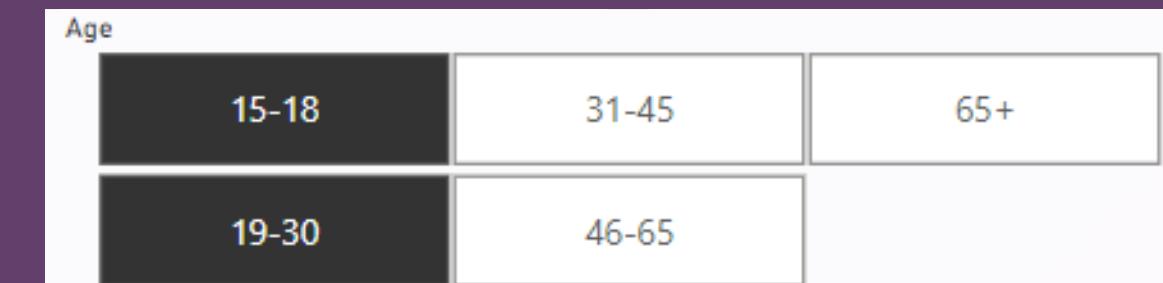
19-30 Age Group accounted for
around 56% of total energy drink
consumption



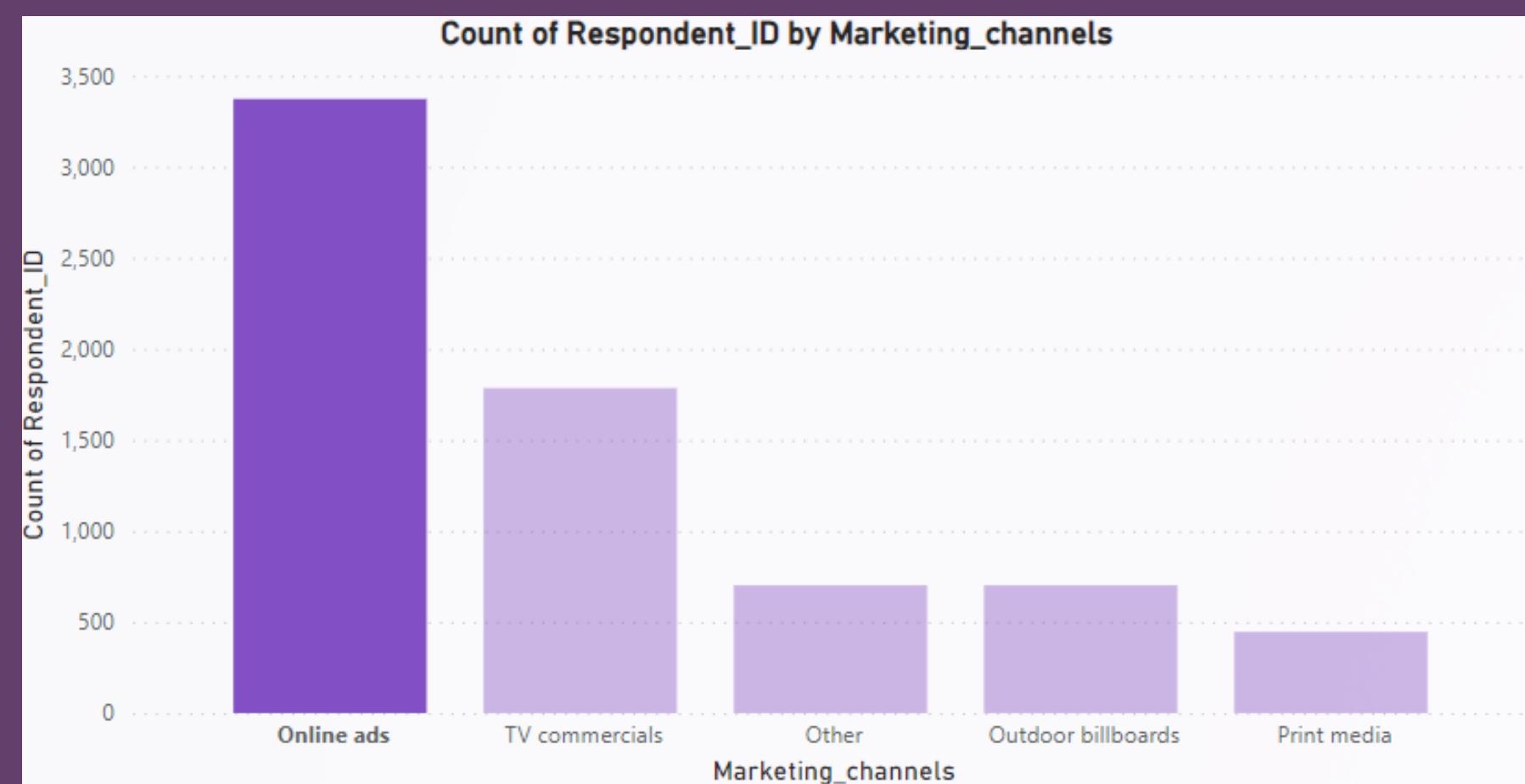
Count of Respondent_ID by Marketing_channels

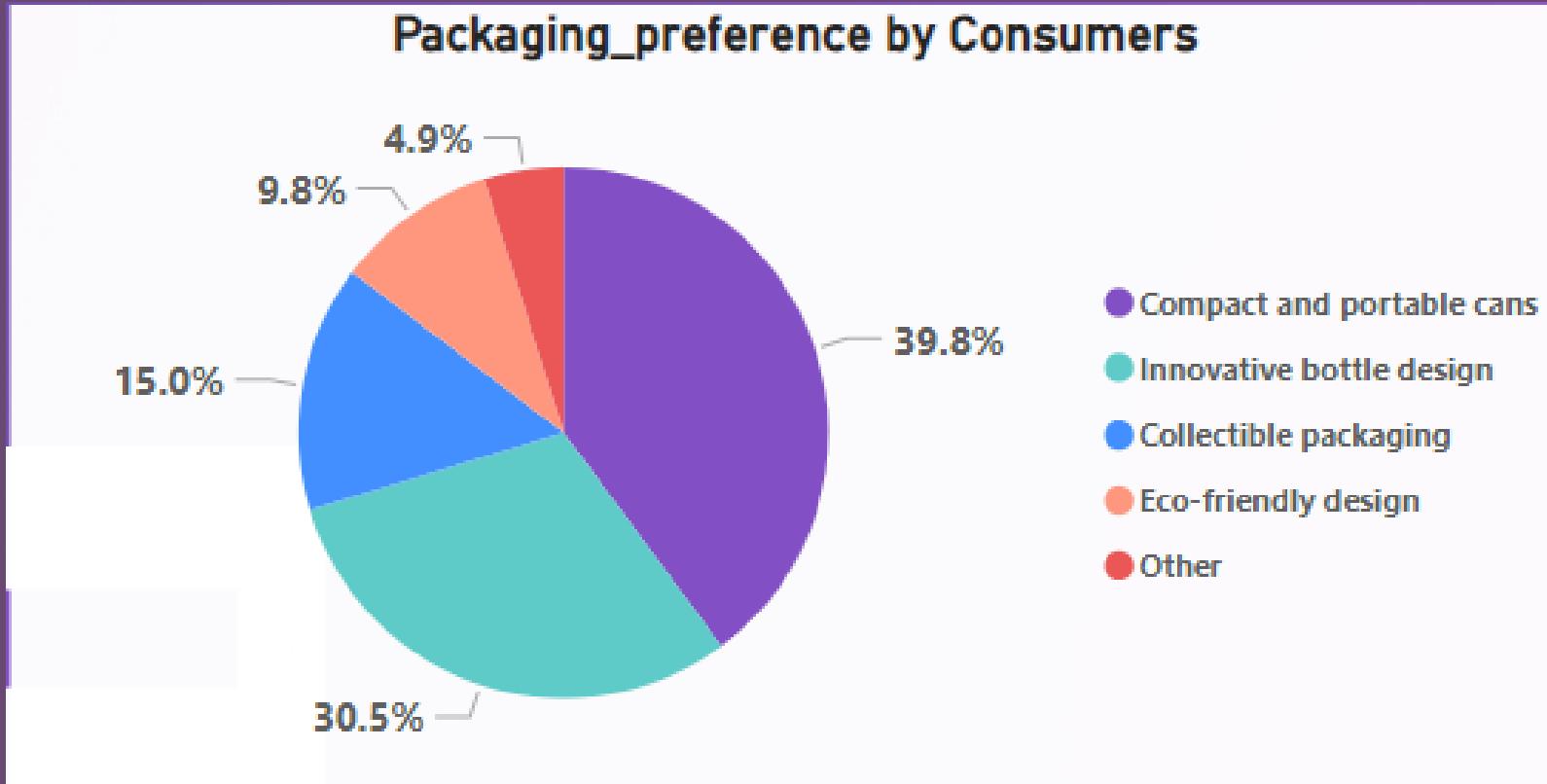


Around 40% consumers are coming from Online Ads



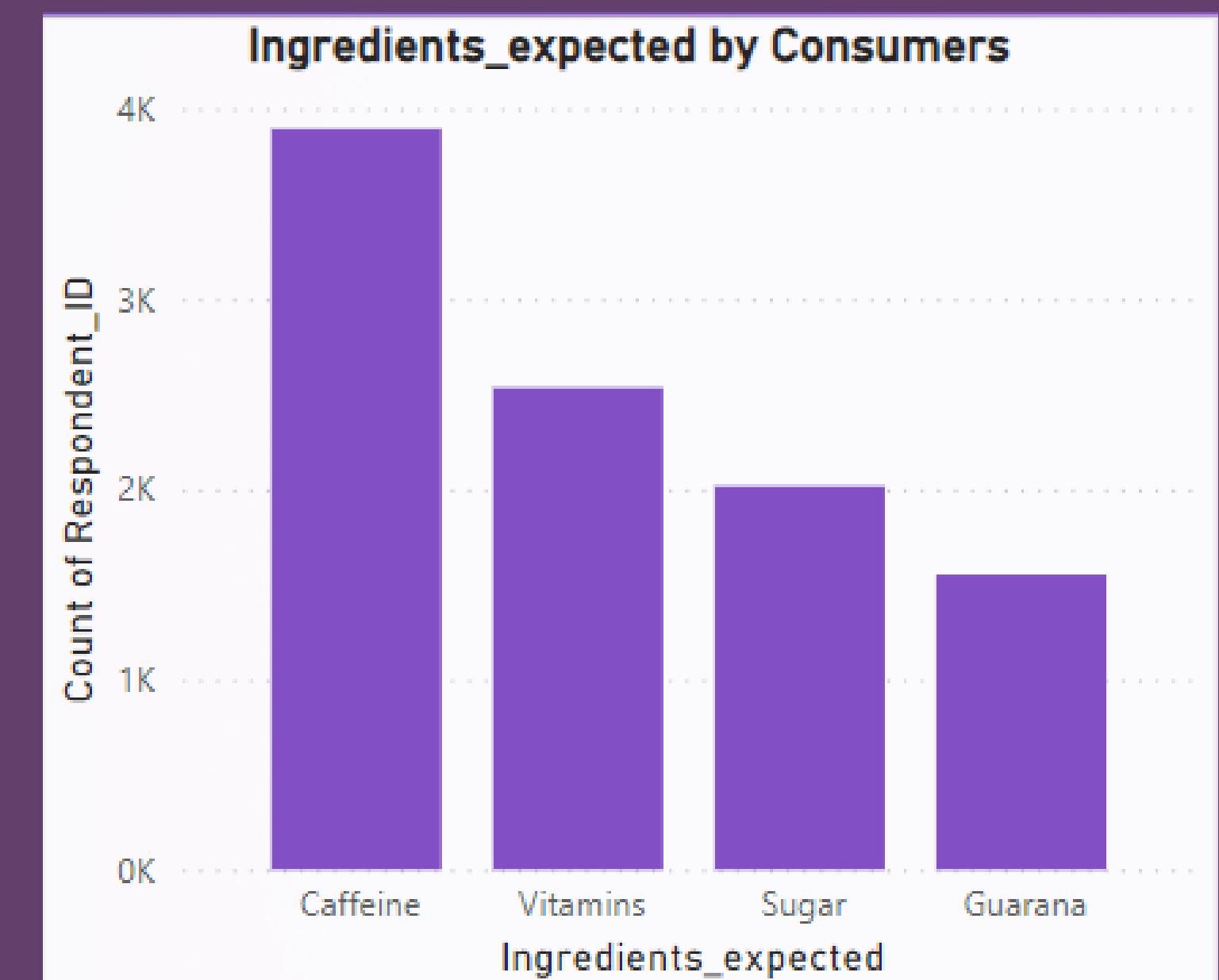
Approximately 34% of youths are coming from online ads, accounting for 40% of all consumers who come from online ads.



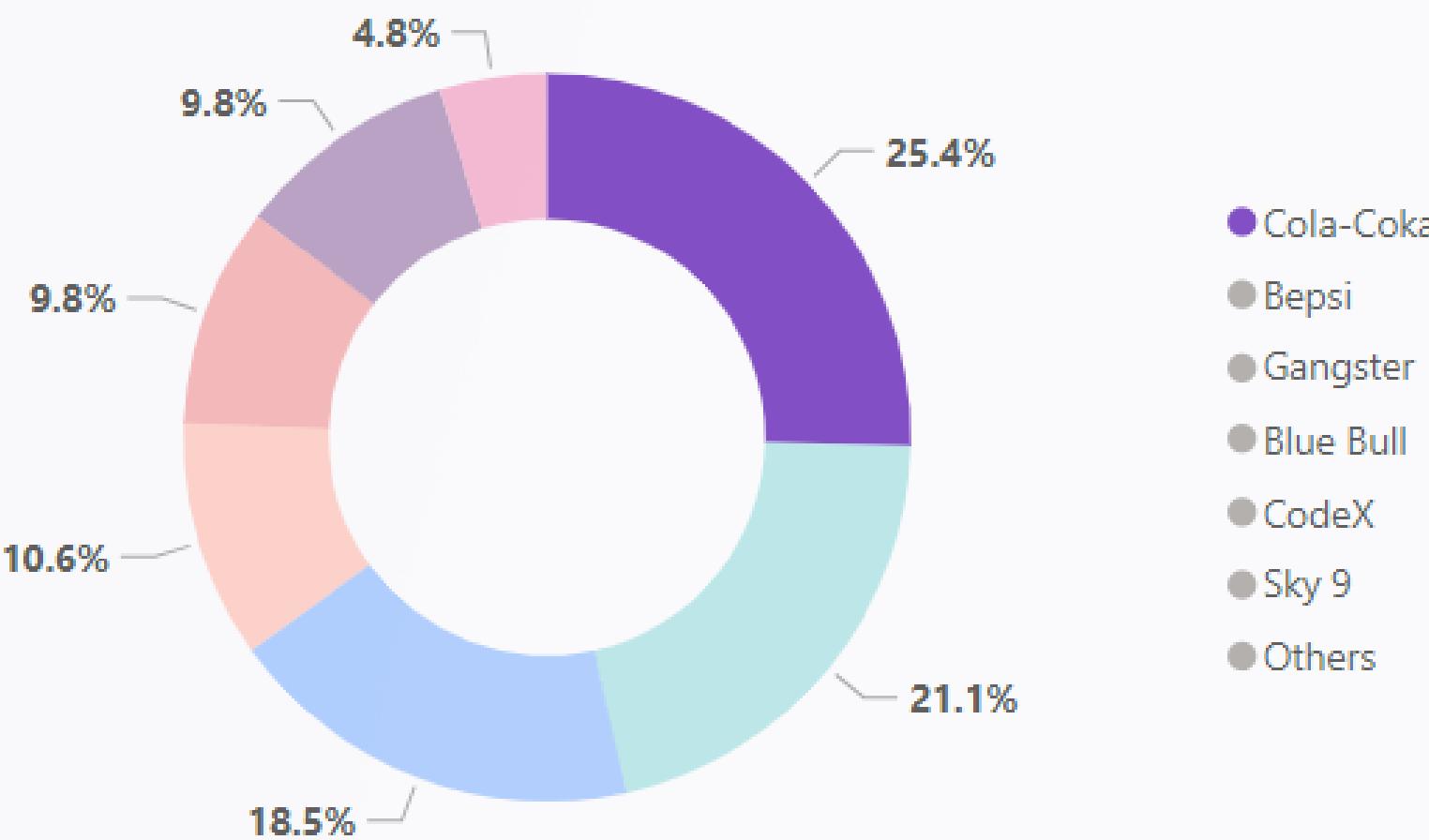


Almost 40% Consumers prefers Cans and 30% are preferring Bottles.

 The majority of consumers exhibit a preference for caffeine and vitamins in their energy drinks.



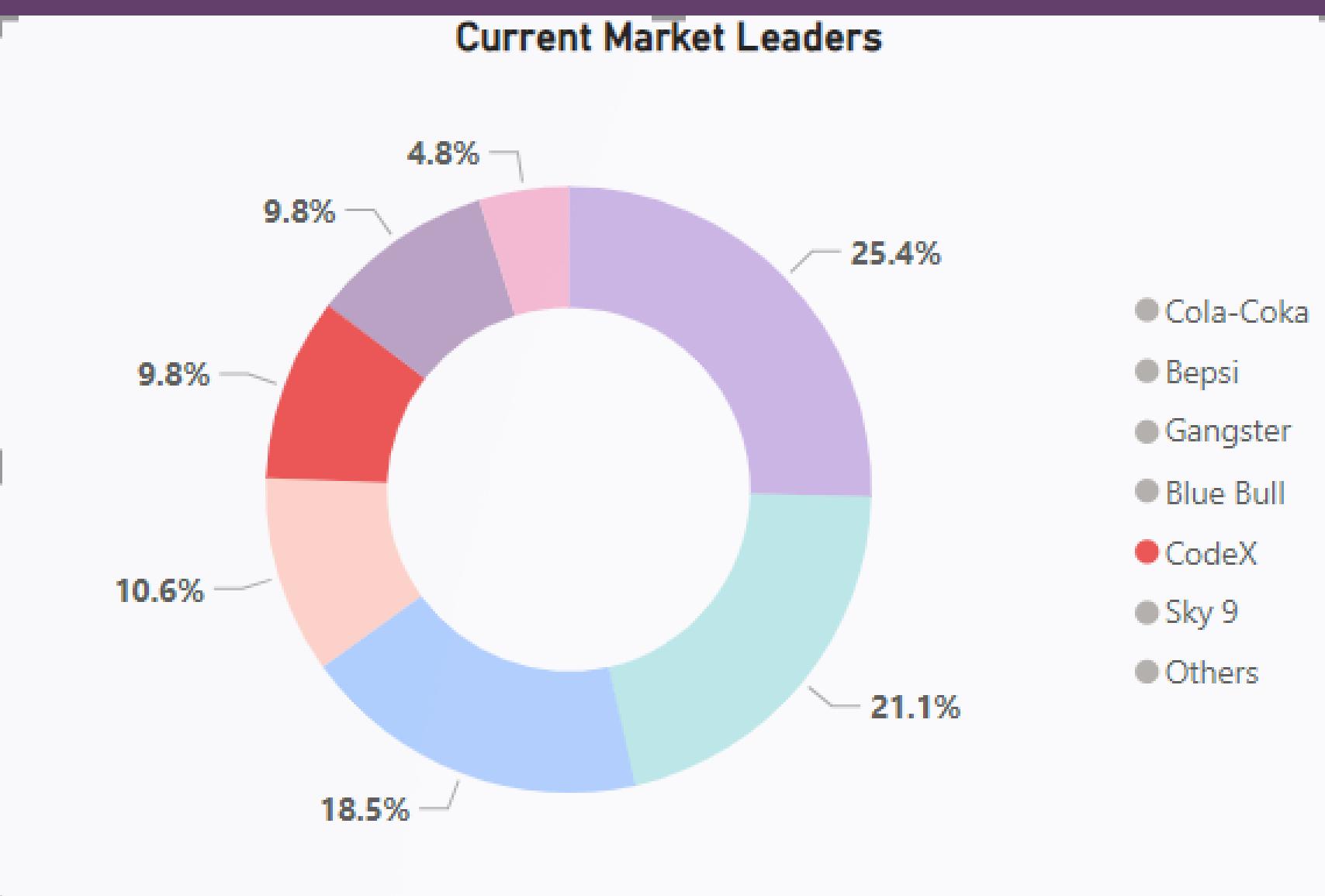
Current Market Leaders



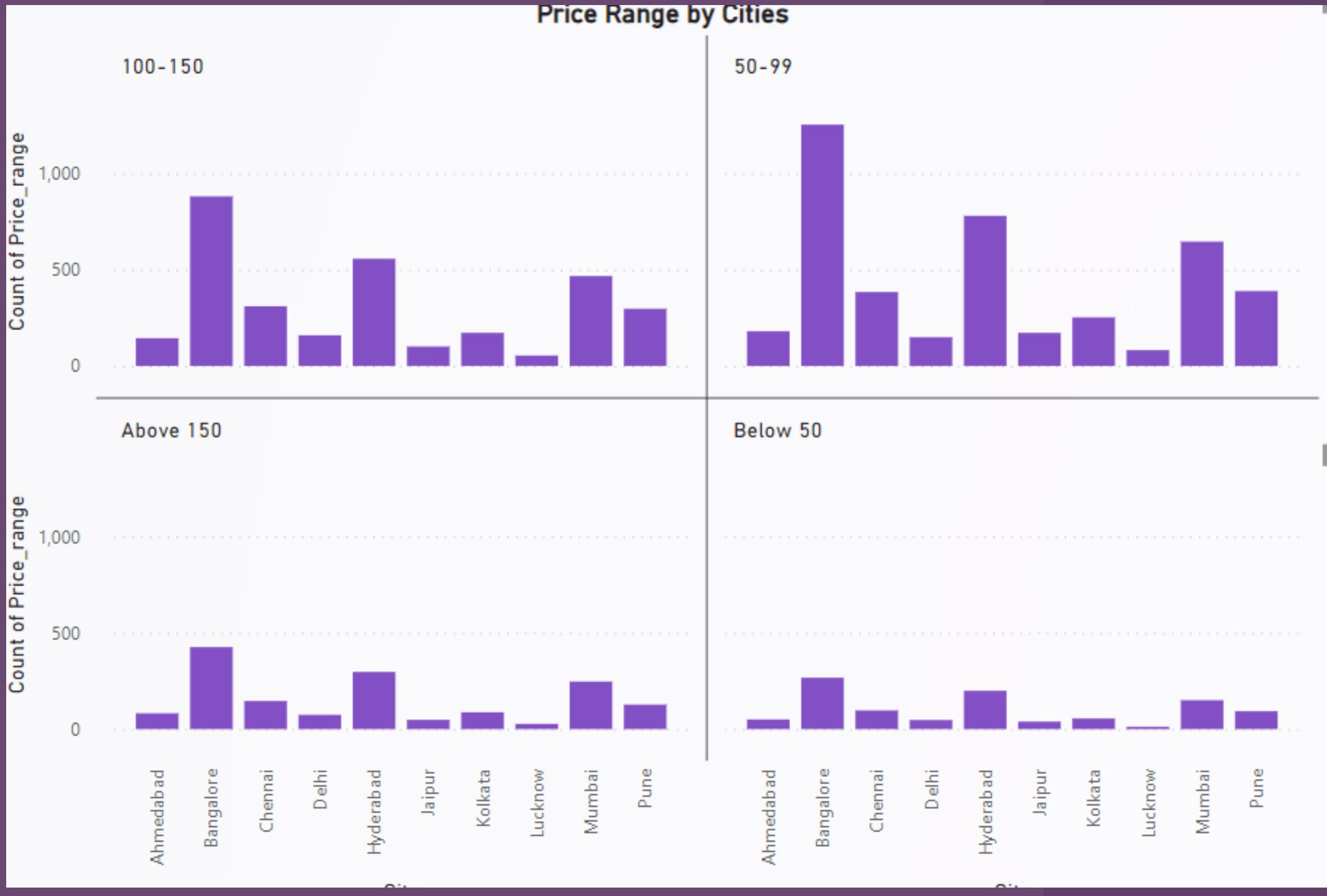
While Codex follows closely with a share of 9.8%.



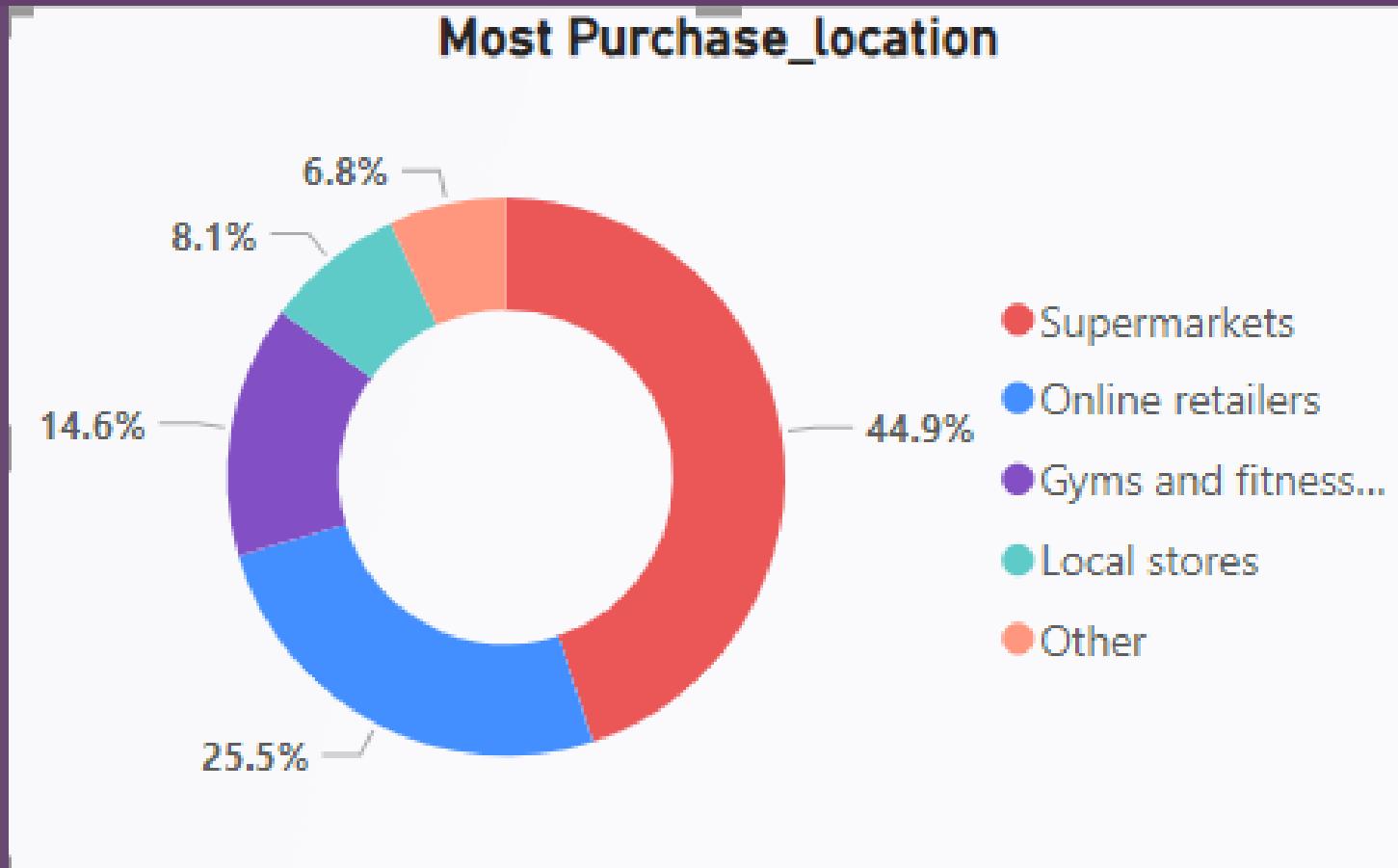
Cola-Coka currently commands a market share of 25%, positioning it as the market leader



While the optimal price range falls between 50 and 99, as well as 100 to 150, it's imperative to allocate additional focus on tier 2 cities such as Kolkata, Jaipur, and Lucknow.



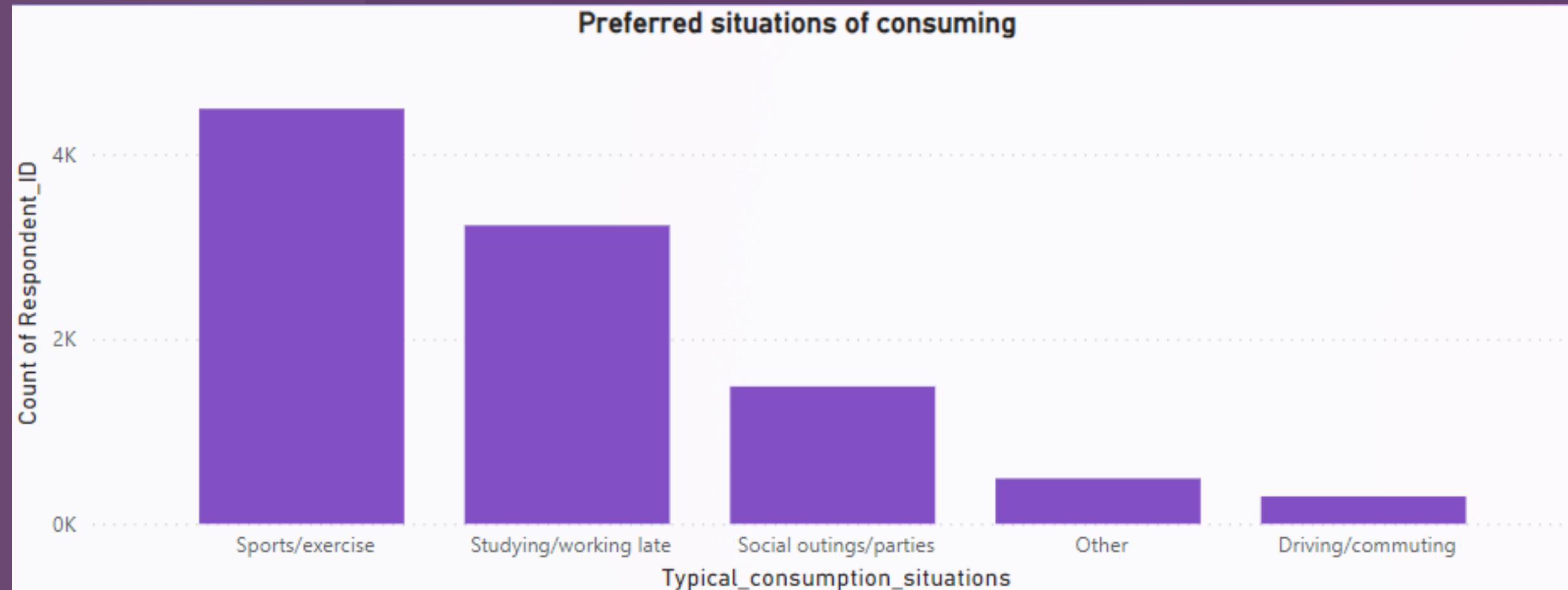
Most Purchase_location



The predominant purchase locations for consumers are supermarkets and online retailers.

The majority of consumers exhibit a preference for consuming the drink during situations involving sports/exercise and studying/working late.

A small white arrow points from the text back towards the bar chart.





There are some consumers who have not heard about “CodeX” but they have filled in the survey form that they have tried before the drink.



Reason:

- They might have tried a product similar to "CodeX" but did not recognize the brand name.
- They might have accidentally selected the wrong options.



heard_before	Tried_before	No_of_response	percentage
No	Yes	2855	28.55
Yes	No	2421	24.21

Solution:

Ensure that survey questions are clear, concise, and easy to understand. Provide clear definitions or examples where necessary to avoid confusion and also do not provide unnecessary questions so that people will not lose their patience.



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



1. Offer a special discount for first-time customers or as an introductory offer for the product. This can encourage trial and help attract new customers.

OR

Implement a loyalty program where customers earn points or rewards for each purchase of the product. These points can be redeemed for discounts, free products, or exclusive perks.

3. We have seen that almost 24% consumers can not try because of not being available locally and 21% Unfamiliar with the brand. So, Partner with local stores to make our drink available there. Offer them special deals to display our product prominently, including discounts for bulk purchases.

2. Most of the consumers are coming from online ads, so we need to target the sports channel as well as the working channels and study channels with good subscribers and viewers.

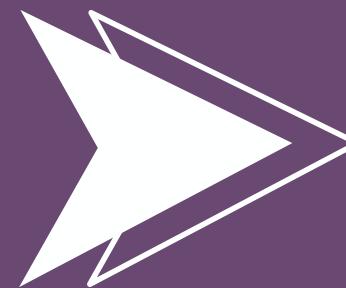




What immediate improvements can we bring to the product?



Ingredients_expected	Preferred_Ingredient
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553



To meet consumer preferences for caffeine and vitamins, consider natural ingredients like green tea extract for caffeine and fruit extracts for vitamins.

Improvements_desired	count_of_response
Reduced sugar content	2995
More natural ingredients	2498
Wider range of flavors	2037
Healthier alternatives	1472
Other	998



To address the issue of 25% of consumers being unable to purchase drinks locally, we aim to expand our distribution network to increase accessibility and ensure that our products are readily available. This includes focusing on supermarkets, where almost 45% of consumers currently purchase drinks, to enhance convenience for our customers. By strategically expanding our distribution channels and prioritizing key retail outlets, we aim to significantly improve consumer access and strengthen our market presence.



Purchase_location	No_of_purchase
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679



Reasons_preventing_trying	Total_response
Not available locally	2431
Health concerns	2258
Not interested in energy drinks	2193
Unfamiliar with the brand	1850
Other	1268



Who can be a brand ambassador, and why?



With 267+ million Instagram followers, Virat Kohli has immense influence over the youth, making him an ideal ambassador for our product



Virat Kohli is widely recognized for his exceptional mental and physical strength, which sets him apart as remarkable role model for the youth.

