

# CODEX ENERGY DRINK



# INTRODUCTION

- Codex's aim to make its mark in the Indian market with its energy drink.
- CodeX, the newly launched German beverage company in India Initiated a comprehensive survey across 10 cities with 10,000 respondents to understand consumer behaviour towards energy drinks.
- This project aims to extract valuable insights from the survey data to drive data-driven decision-making, gain a competitive advantage, and enhance targeted marketing and product development in the competitive food and beverage industry.

# Consumer Demography

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Age

All

Gender

All

Brands

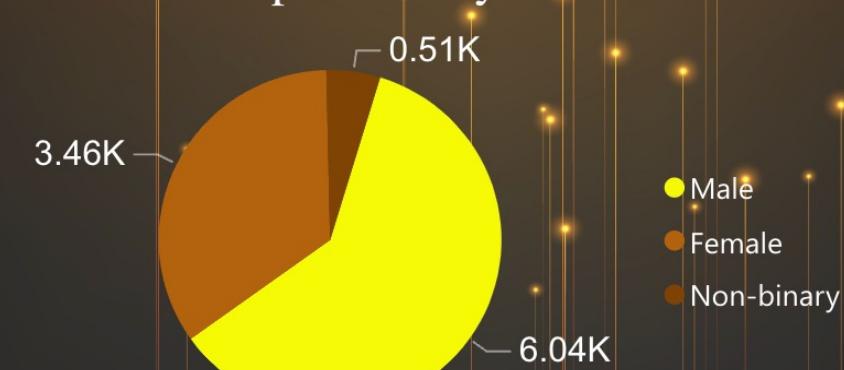
All

Total Respondent  
**10000**

Respondent by Age Group

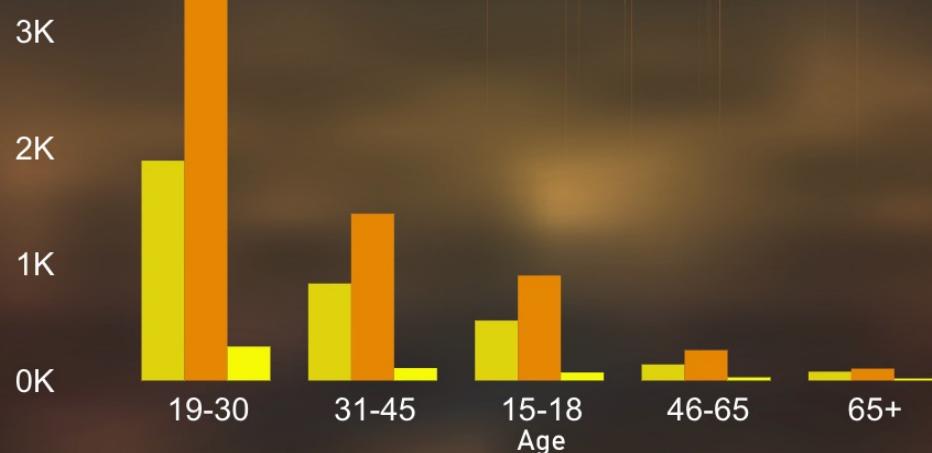


Respondent by Gender



Respondent by Age and Gender

Female Male Non-binary



Preferred Marketing Channel by Age

Marketing_channels	15-18	19-30	31-45	46-65	65+
Online ads	707	2666	490	109	48
TV commercials	495	1290	737	117	49
Outdoor billboards	117	585	431	65	28
Other	94	608	408	78	37
Print media	75	371	310	57	28

City Count of Respondent\_ID

City	Count of Respondent_ID
Bangalore	2828
Hyderabad	1833
Mumbai	1510
Chennai	937
Pune	906
Kolkata	566
Ahmedabad	456
Delhi	429
Jaipur	360
Lucknow	175

# Consumer Preference

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Age

All

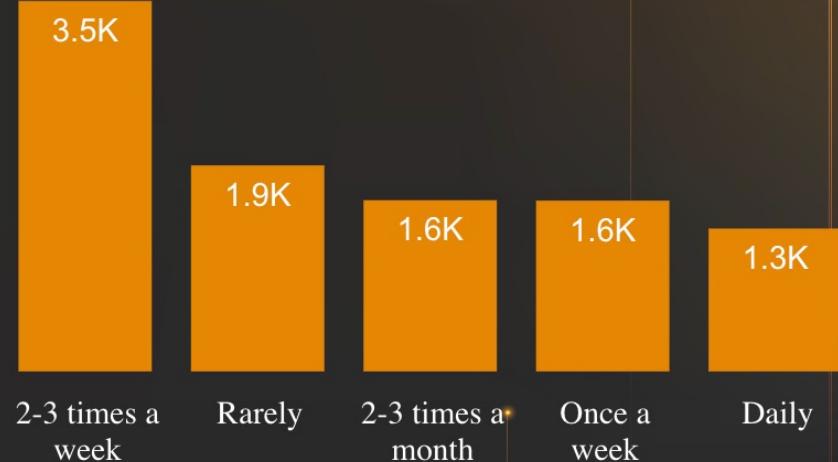
Gender

All

Brands

All

## Consume Frequency



## Price Preference

Age	100-150	50-99	Above 150	Below 50
19-30	1365	2965	655	535
31-45	1257	499	428	192
15-18	348	687	281	172
46-65	137	85	151	53
65+	35	52	46	57

## Ingredients Expected



## Packaging Preference



## Consume Reason



# Market Analysis

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Age

All

Gender

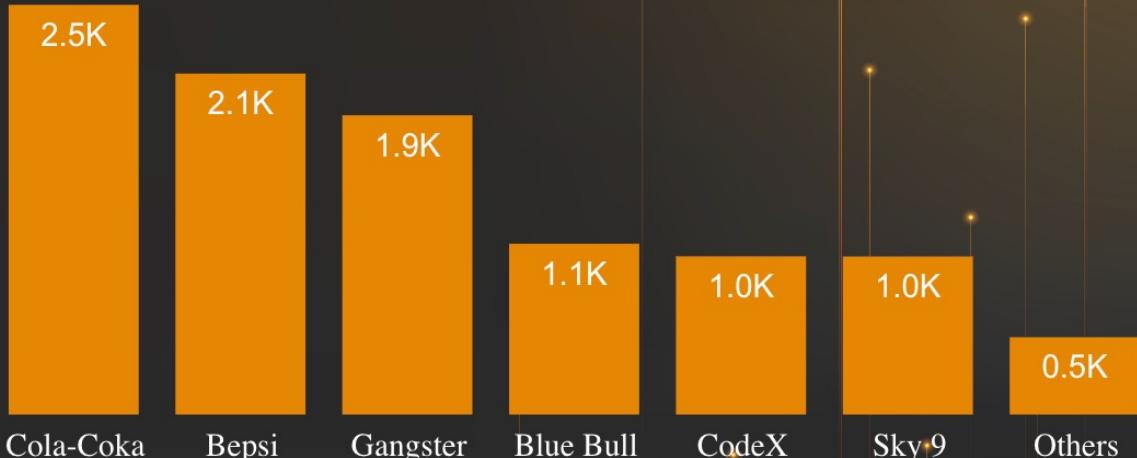
All

Brands

All

## Current Brands

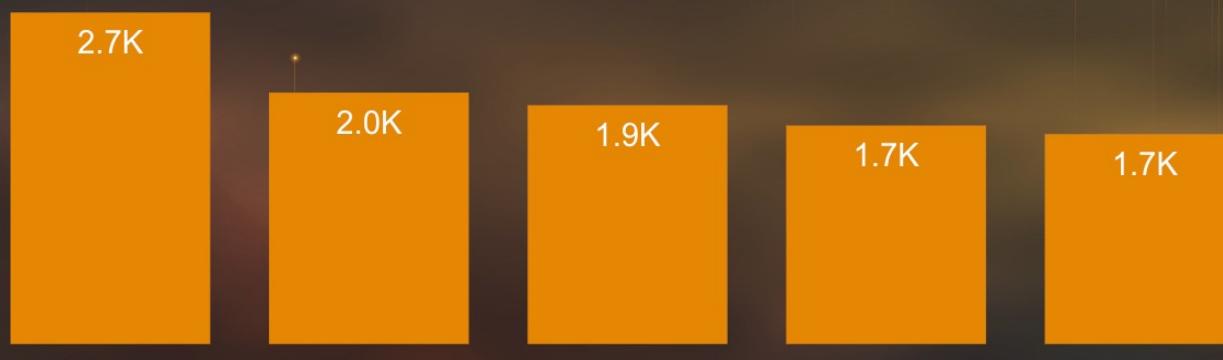
Current Brands



## Effectiveness of Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+
Online ads	47.51%	48.30%	20.62%	25.59%	25.26%
TV commercials	33.27%	23.37%	31.02%	27.46%	25.79%
Outdoor billboards	7.86%	10.60%	18.14%	15.26%	14.74%
Other	6.32%	11.01%	17.17%	18.31%	19.47%
Print media	5.04%	6.72%	13.05%	13.38%	14.74%

## Reasons for choosing other brands



## Purchase Location



# Purchasing Behaviour

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

Age

All

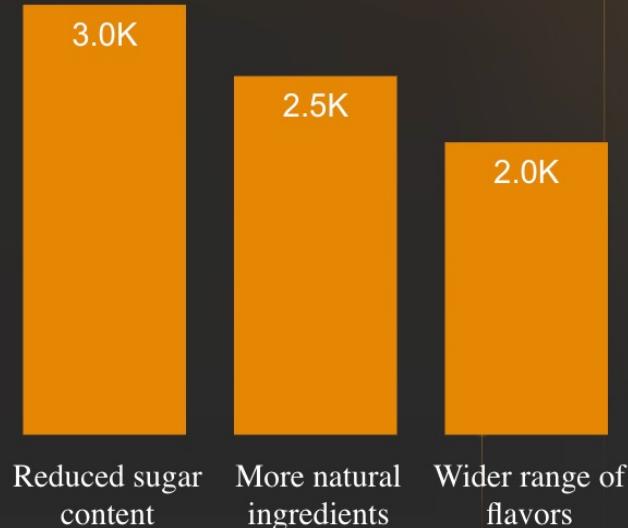
Gender

All

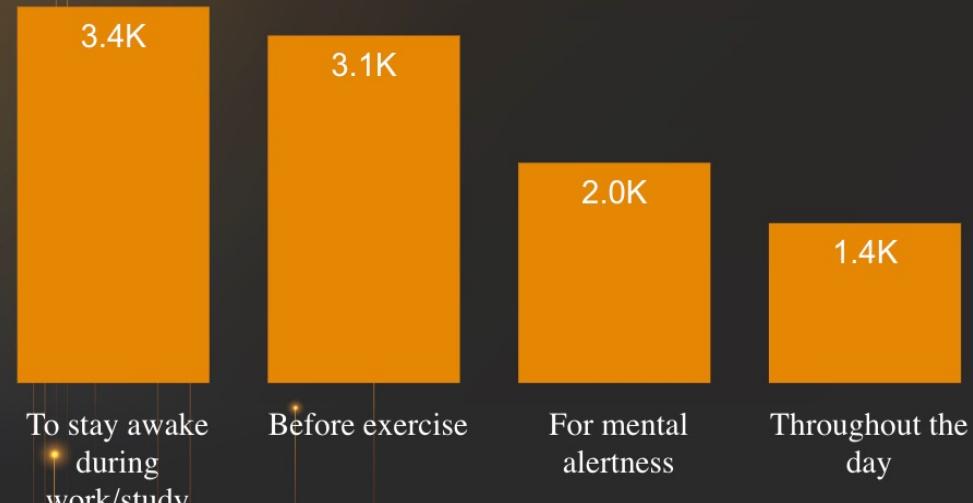
Brands

All

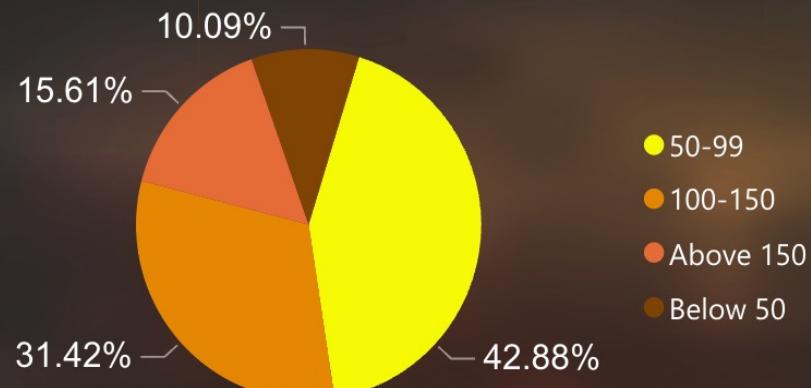
## Desired Improvements



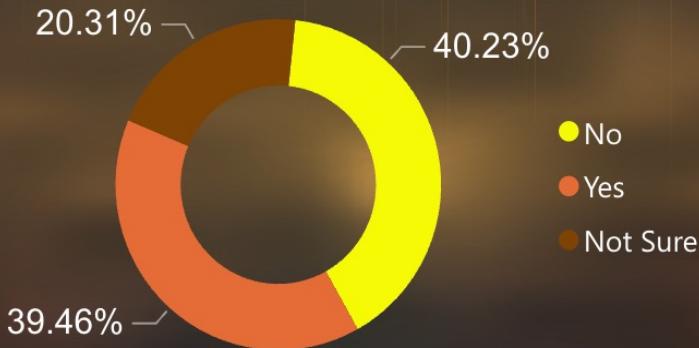
## Consume Time



## Price Range Respondent



## Limited Edition Packaging



## Purchase Location



# CodeX Analysis

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Age

All

Gender

All

Brands

All

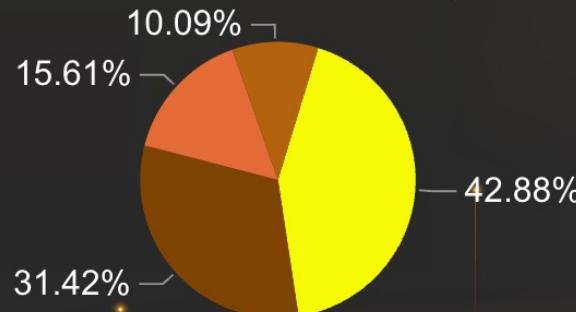
Respondent  
CodeX

980

Test Experience

3.28

Price Range



Health Concerns

39.55%

60.45%

Yes

No

Limited Edition Packaging

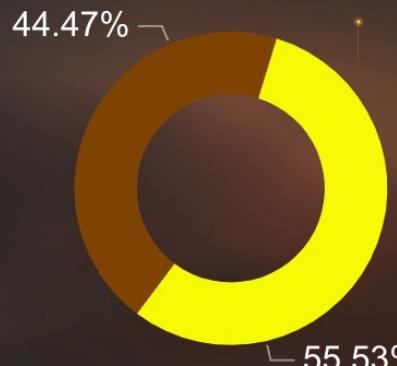
20.31%

40.23%

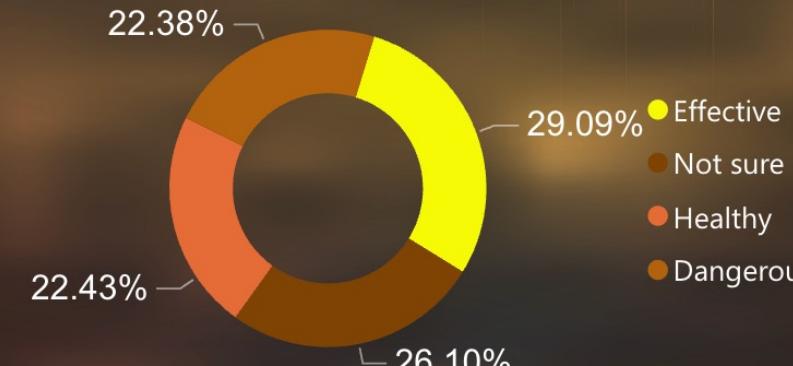
39.46%

- No
- Yes
- Not Sure

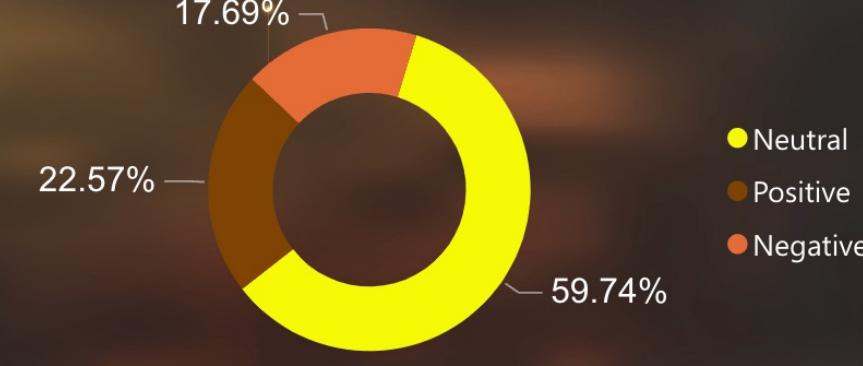
Heard Before



General Perception



Brand Perception



# Recommendations to CodeX

## Demographic Insights

Tailor marketing campaigns to resonate with the predominant gender (60% male) and age group (19–30) through channels that appeal to these demographics. For example, consider collaborating with influencers popular among young adults for effective outreach.

## Consumer Preferences

Highlight caffeine and vitamins prominently in branding and marketing materials, emphasizing these preferred ingredients. Additionally, focus on developing compact and portable packaging, incorporating innovative designs that align with consumer preferences.

## Marketing Channels and Brand Awareness

Allocate a significant portion of the marketing budget to online advertising, as it has proven highly effective. Additionally, invest in social media campaigns, influencer marketing, and online retail advertising to maximize brand exposure and improve overall awareness.

## Brand Penetration

Improve brand perception by enhancing the product's taste and availability. Focus on cities where neutral and negative responses are prevalent, implementing targeted marketing campaigns to shift perceptions positively. Collaborate with local influencers to create a more authentic connection with consumers.

# Recommendations to CodeX

## Purchase Behaviour

Strengthen Codex's presence in supermarkets, considering it's the most common choice for energy drink purchases. Explore partnerships with supermarkets to enhance visibility and shelf placement. Tailor marketing strategies to align with consumption situations like sports/exercise and late-night studying/working.

## Product Development

Prioritize expanding product availability (only 20% choose CodeX due to availability) by focusing on distribution network expansion. Consider collaborations with popular platforms to increase brand visibility and availability in different regions.

## Conclusion

Codex's launch in India holds promising prospects, aligning with consumer preferences and market dynamics. Strategic recommendations spanning demographics, product development, and marketing channels position CodeX for success. By staying adaptable and responsive, CodeX can carve a niche in the Indian beverage landscape, capitalizing on data-driven strategies.

# Thank You!

