

## Secondary Insights (Sample Sections / Questions)

### Give 5 recommendations for Code X

#### 1. What immediate improvements can we bring to the product?

**Focus on Taste & Ingredients:** Based on survey responses, prioritize improving the taste and incorporating popular ingredients like natural caffeine, taurine, and vitamins. Highlight these on product labels to attract health-conscious consumers.

**Packaging Innovation:** Respondents often prefer portable and eco-friendly packaging. Introduce biodegradable cans or sleek, reusable bottles to differentiate the brand.

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

Based on the "**Price Range**" analysis, position the product in the **mid-tier range** (e.g. 50-99). This ensures affordability for the largest consumer segment while maintaining premium positioning. Consider offering small trial packs at lower prices to encourage sampling.

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

**Youth-Centric Campaigns:** Leverage platforms like Instagram, Facebook, and YouTube to run creative campaigns such as "Power Your Passion" focusing on energy and productivity.

**Loyalty Programs:** Launch a reward program for repeat purchases and referrals, offering discounts or limited-edition merchandise.

**Seasonal Discounts:** Use festive periods or back-to-school seasons to offer combo packs at a discount, driving volume sales.

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

Collaborate with **fitness influencers**, **gamers**, or **athletes** who resonate with the brand's youthful and energetic image. For example:

- **Fitness Influencers:** Emphasize the energy boost for workouts.
- **Gamers:** Promote sustained focus during gaming marathons.

Ambassadors should be relatable to the 19-30 age group, which forms the largest customer base.

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

**Primary Audience:** Youth aged **19-30** are the most significant consumer group. They seek energy drinks for productivity, fitness, and recreation.

**Why?** They are digitally active, making them accessible via online ads and social media campaigns. Additionally, this group aligns with the brand's energetic and trendy persona.

**Secondary Audience:** Office professionals (31-45 years) who may use energy drinks for work productivity. Tailored marketing in LinkedIn and professional settings could tap into this audience