



# CodeX's Dynamic Marketing Strategy for India

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# Agenda

- Introduction
- Task
- Insights&Recommendations
- Suggestions



# INTRODUCTION

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

# Task



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

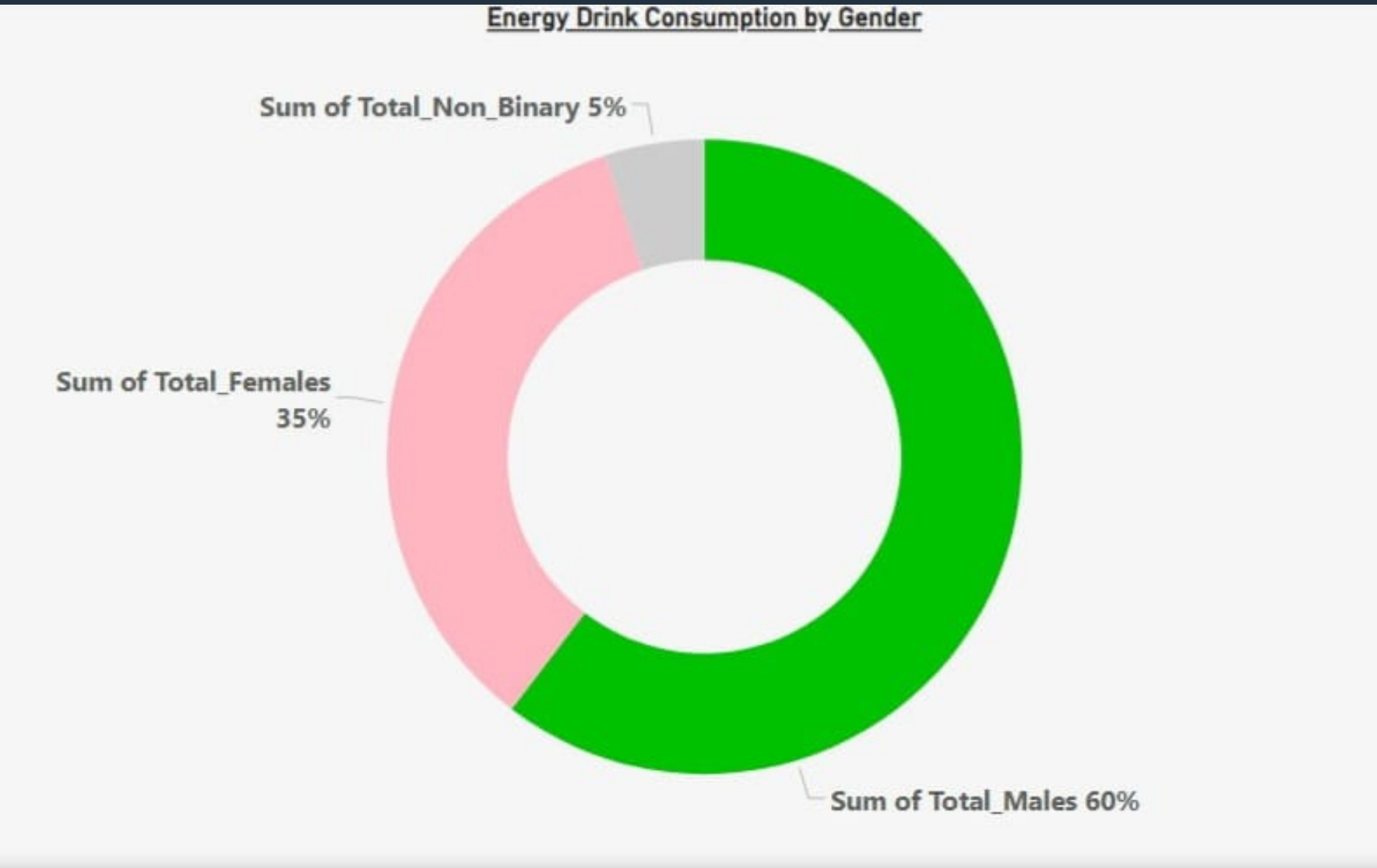


# MAIN GOALS



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

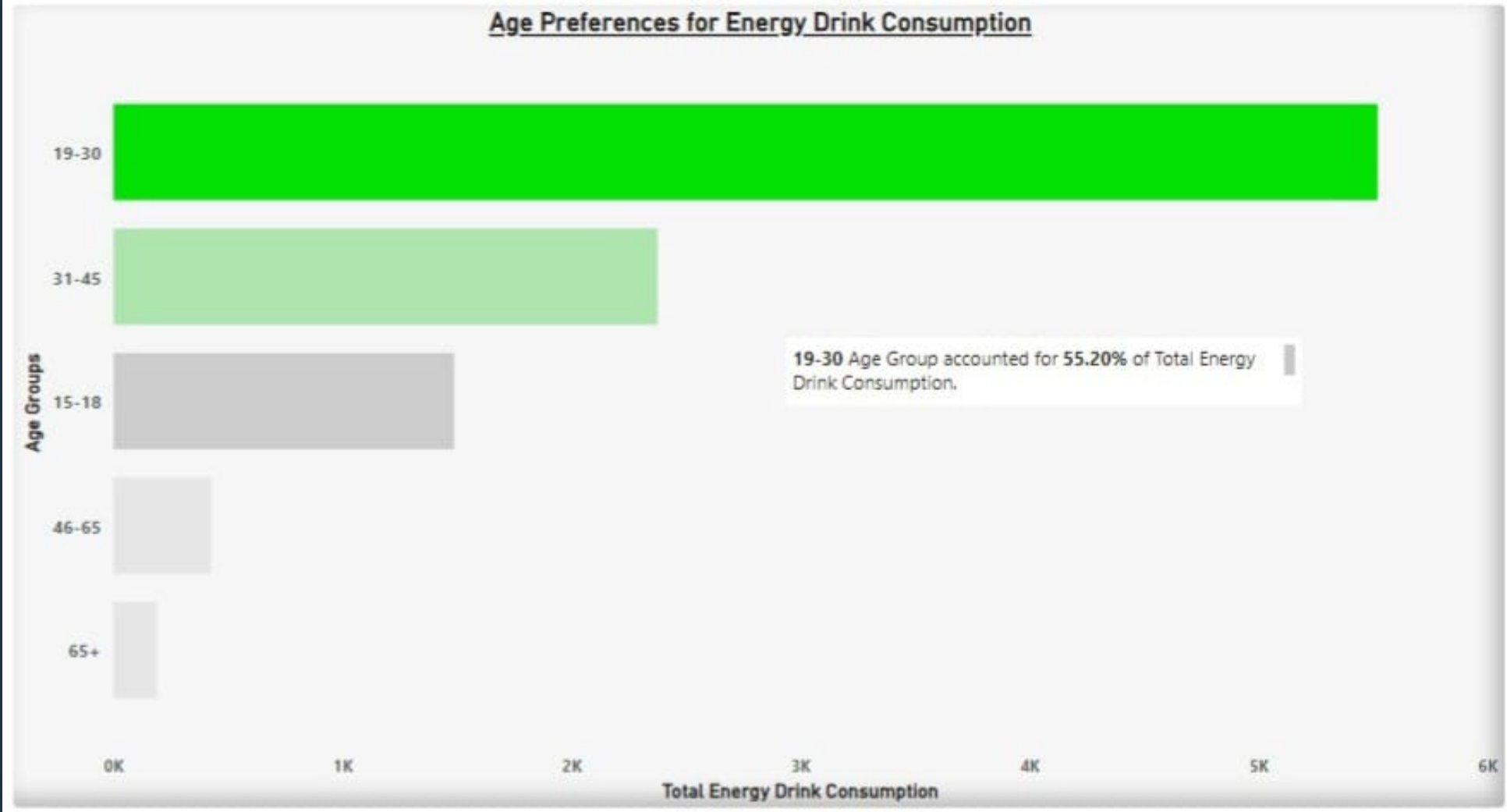




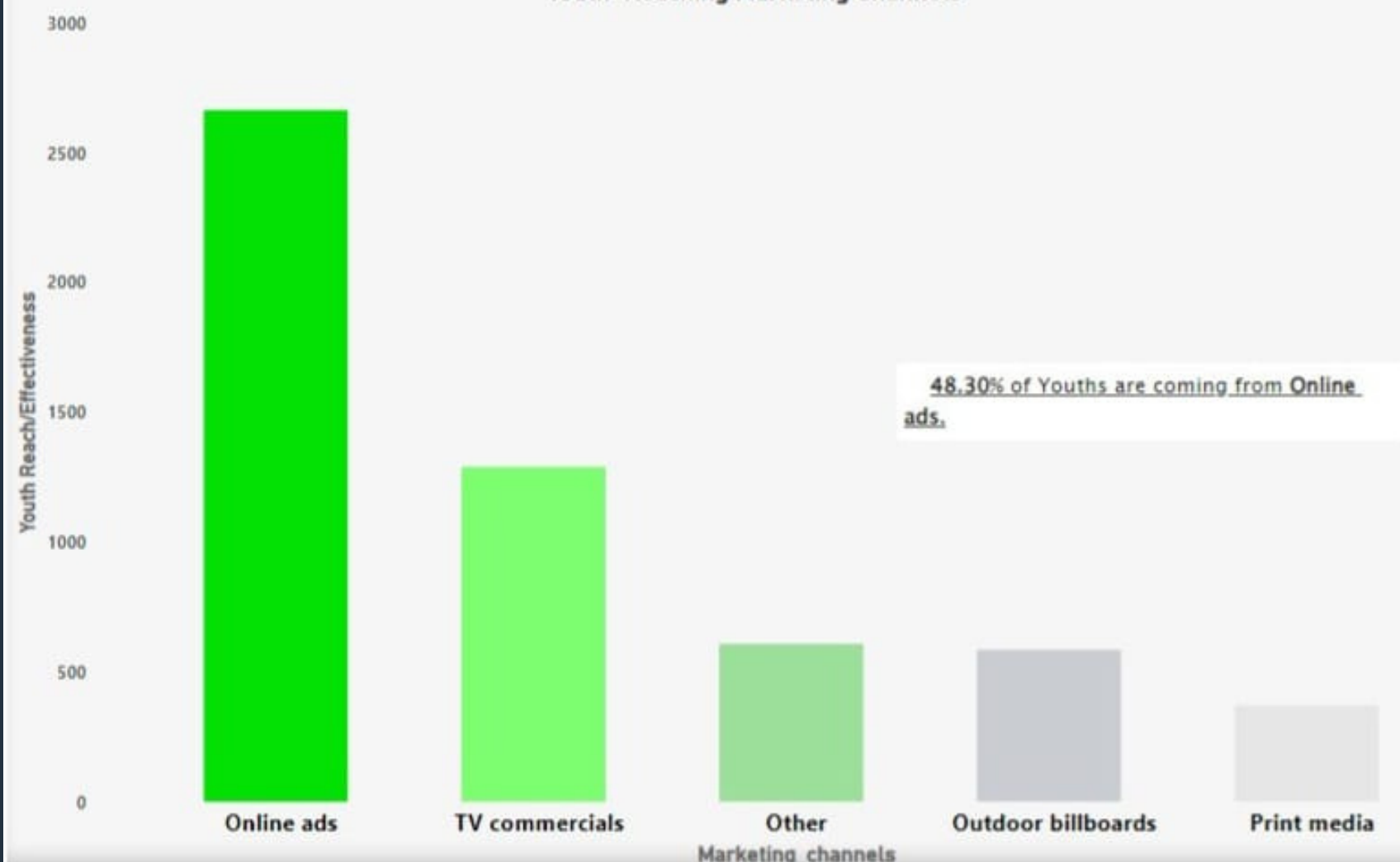
60% Consumers are Male



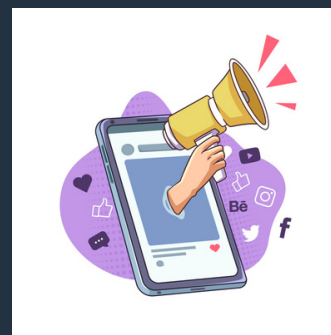
19-30 Age Group accounted for around 56% of total energy drink consumption



Youth-Reaching Marketing Channels



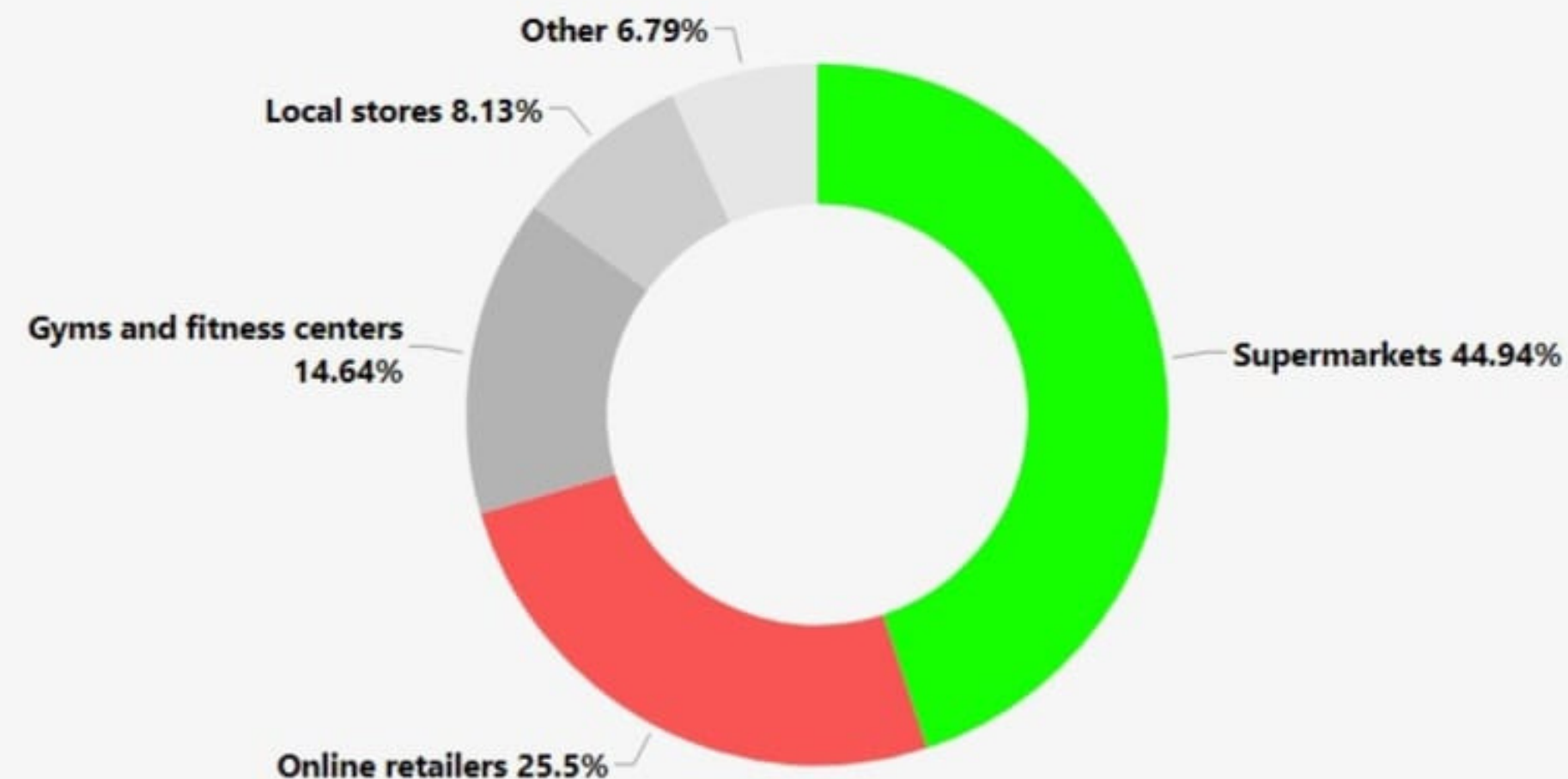
Around **49%** of Youth are coming from online ads.



**45%** of consumers prefer purchasing drink from Supermarkets and **25%** from Online.

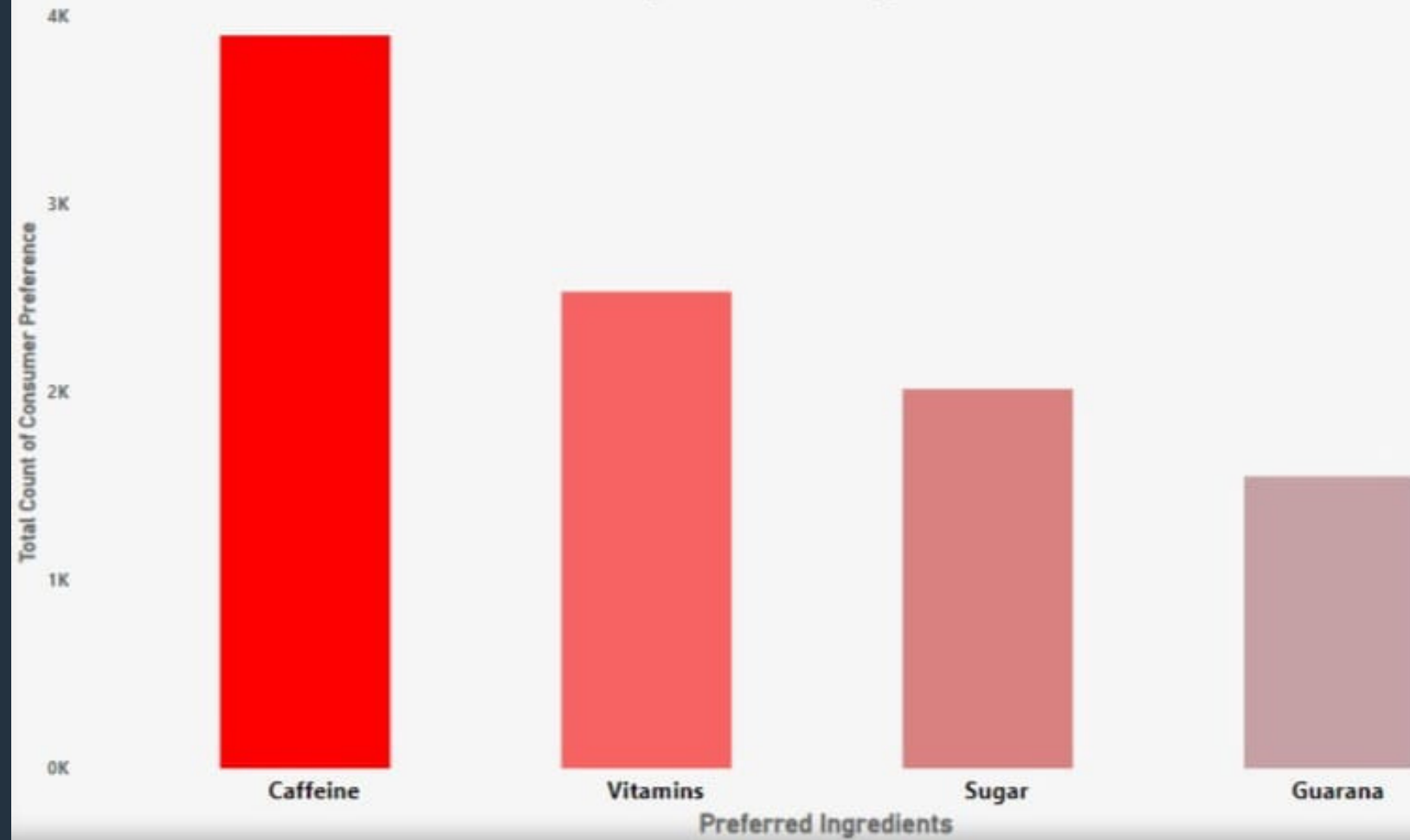


Preferential Purchase Locations: Understanding Consumer Choices and Trends

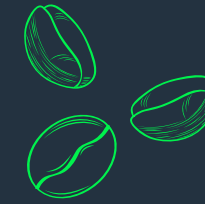




Analysis of Preferred Ingredients

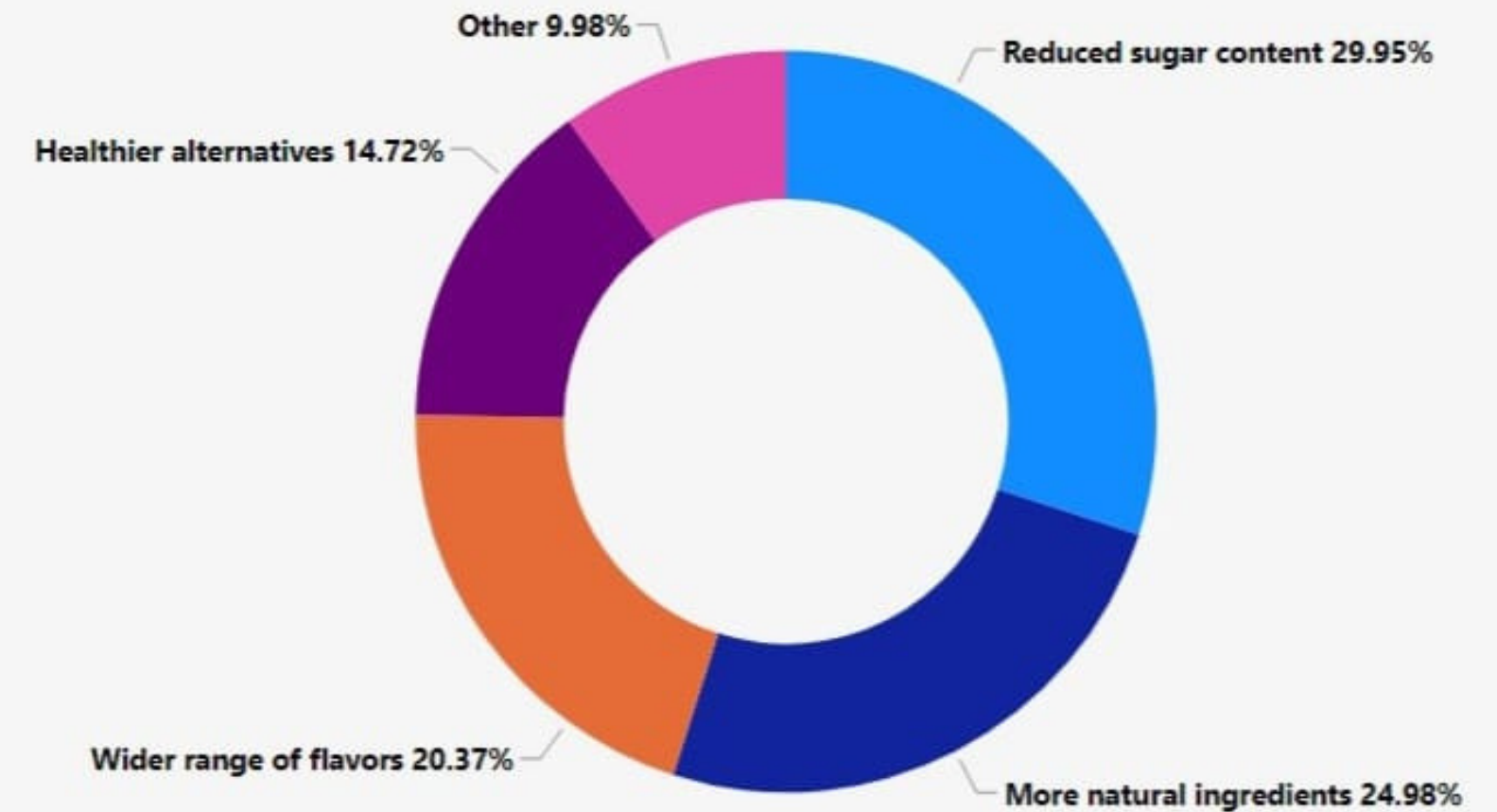


Caffeine & Vitamins are the most desired ingredients

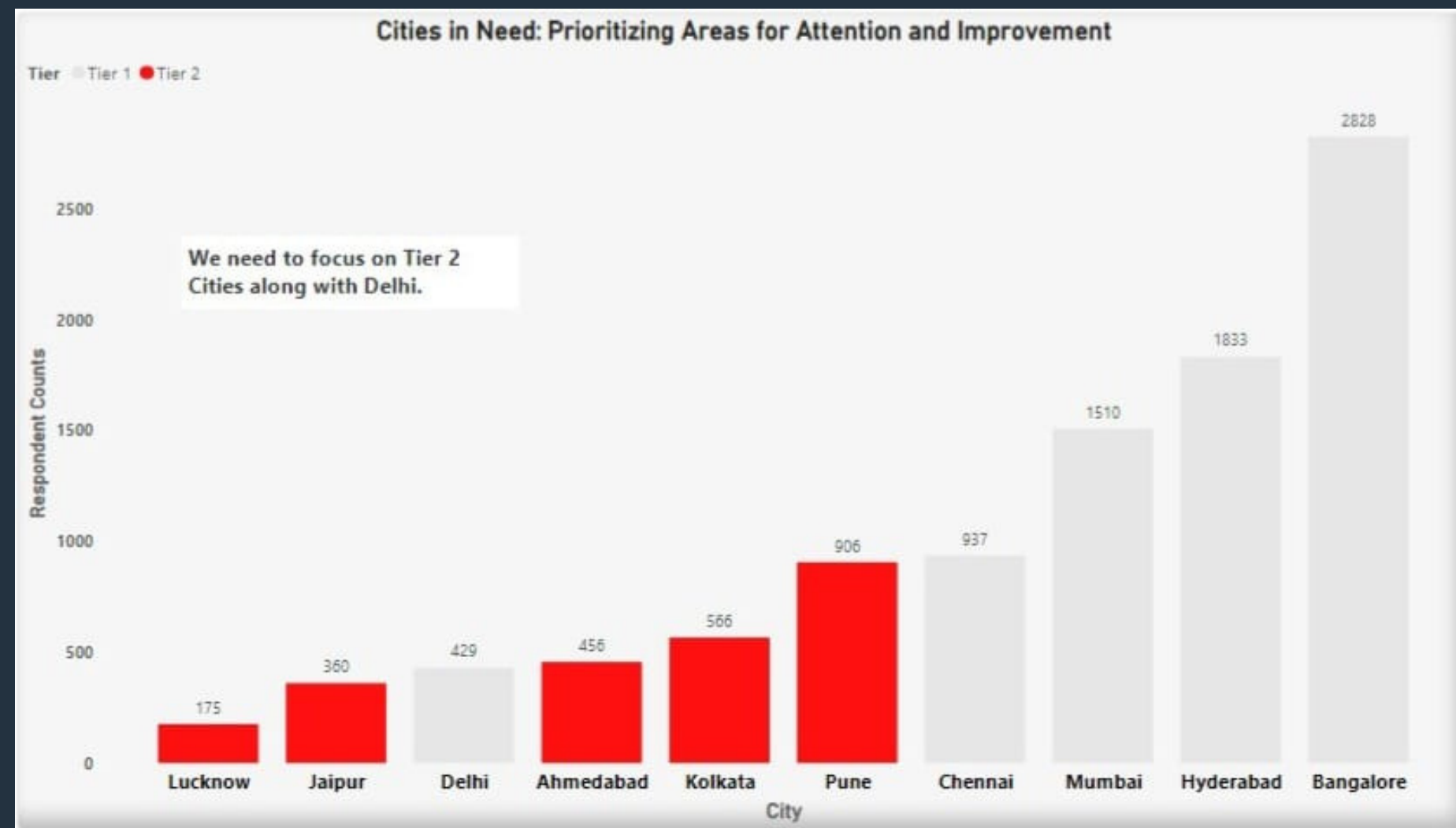


Consumers need more natural ingredients in the drink

Improvement Desired

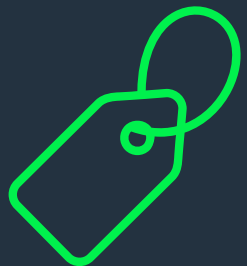


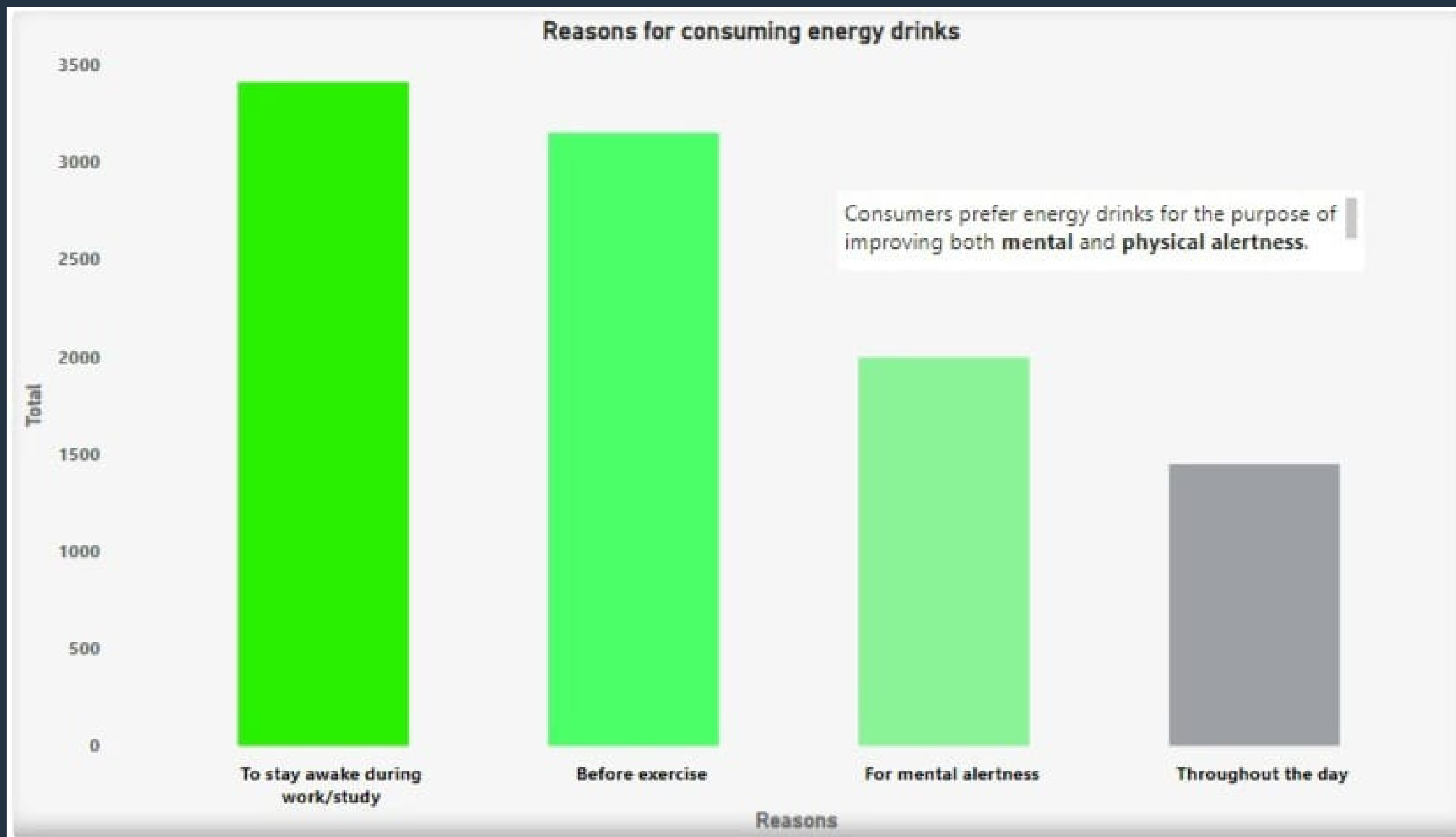




There are oppurtunities in **Tier2 Cities** for market expansion. 🔍

The most preferred price range for consumers were **50-99** and **100-150**.

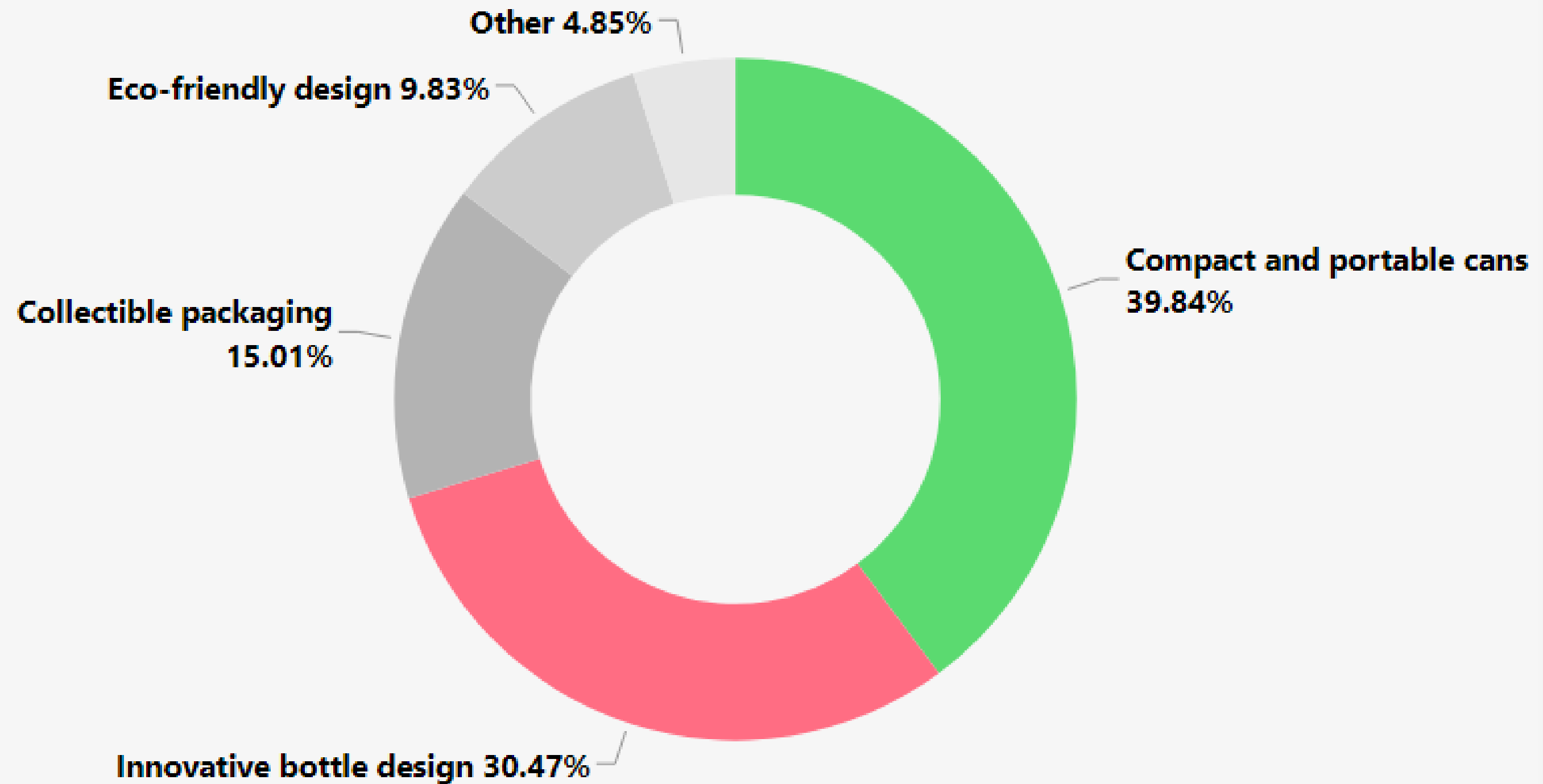




**Mental and physical alertness** are the primary reasons for consuming Energy drinks.



## Preferred Packaging of Cosumers



Approximately **40%** of consumers prefer **compact and portable cans**, while **31%** express a preference for **innovative bottle designs**.





# Suggestion for Ingredients



Green Tea Extract: Rich in antioxidants and moderate **caffeine**, it offers a **natural energy boost** without Discomfort.



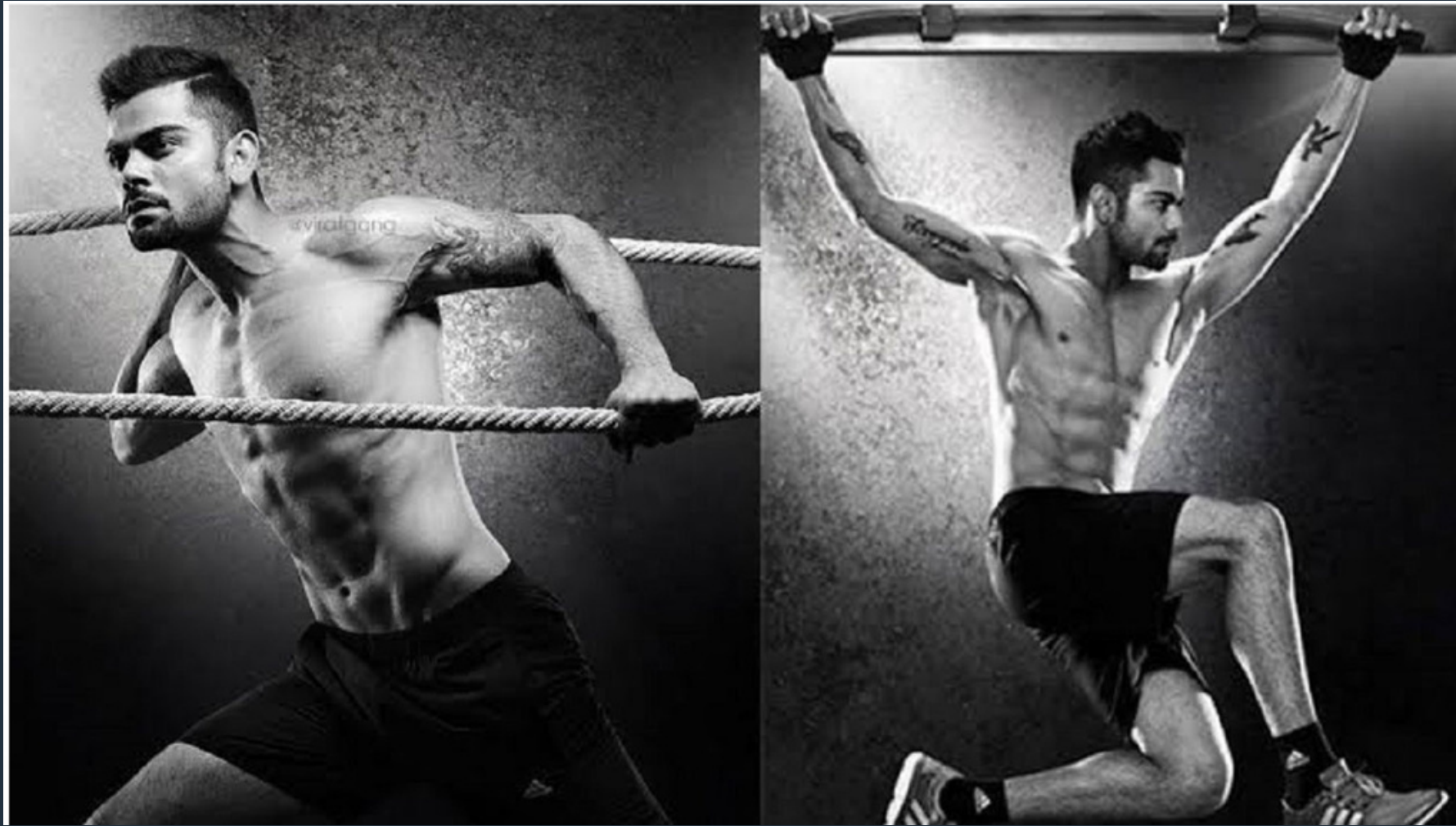
Guarana: **Natural caffeine** source for sustained **energy** and **mental alertness**.



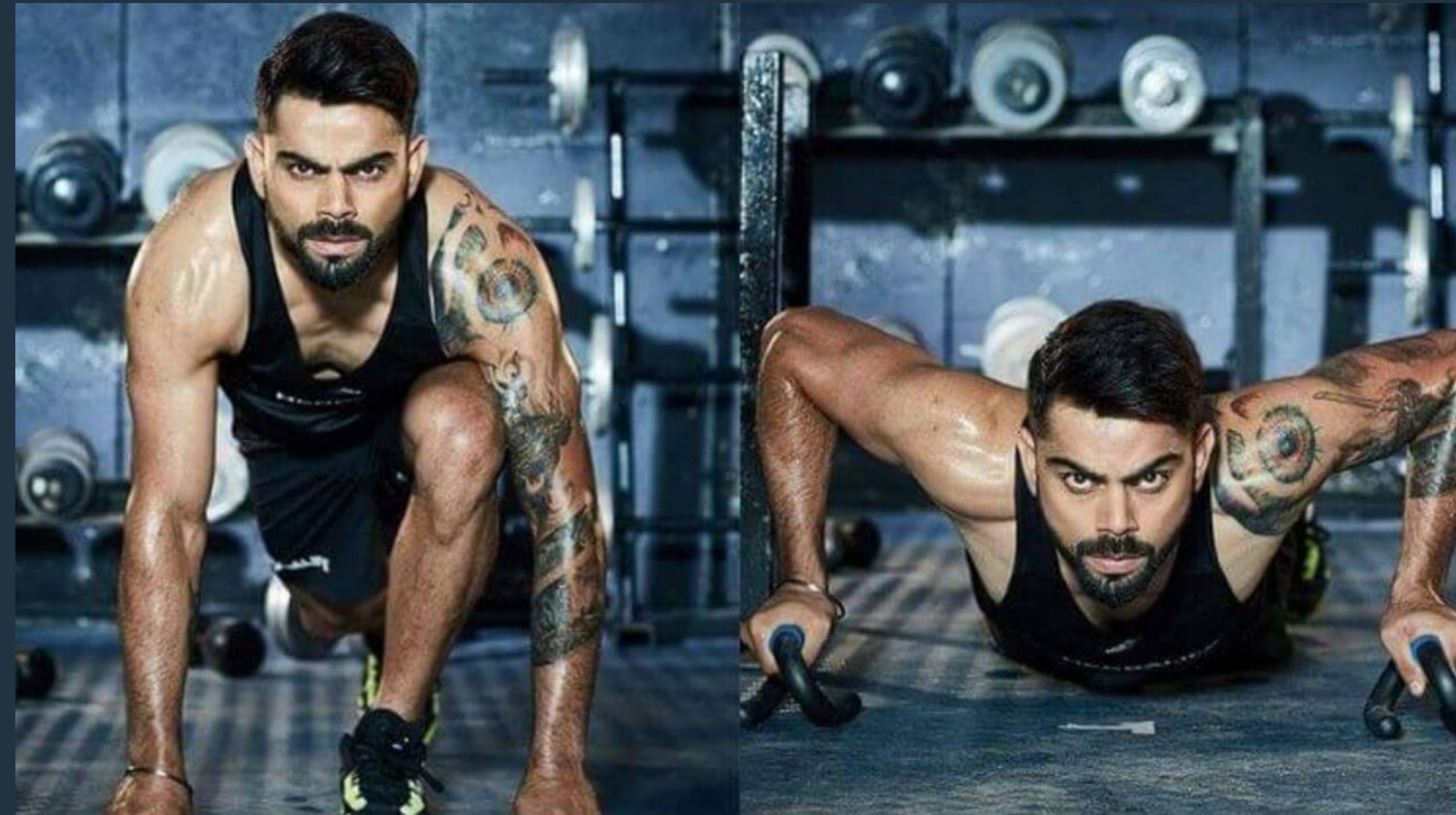
# Suggestion for Brand Ambasdor



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



With **253+ million Instagram followers**, Virat Kohli has immense influence over the youth, making him an ideal ambassador for our product.





# ThankYou



**Dhaval Patel**



**Hemanand Vadivel**