



# CODEX ENERGY DRINK

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BY SNEHA.C

# ABOUT CODEX



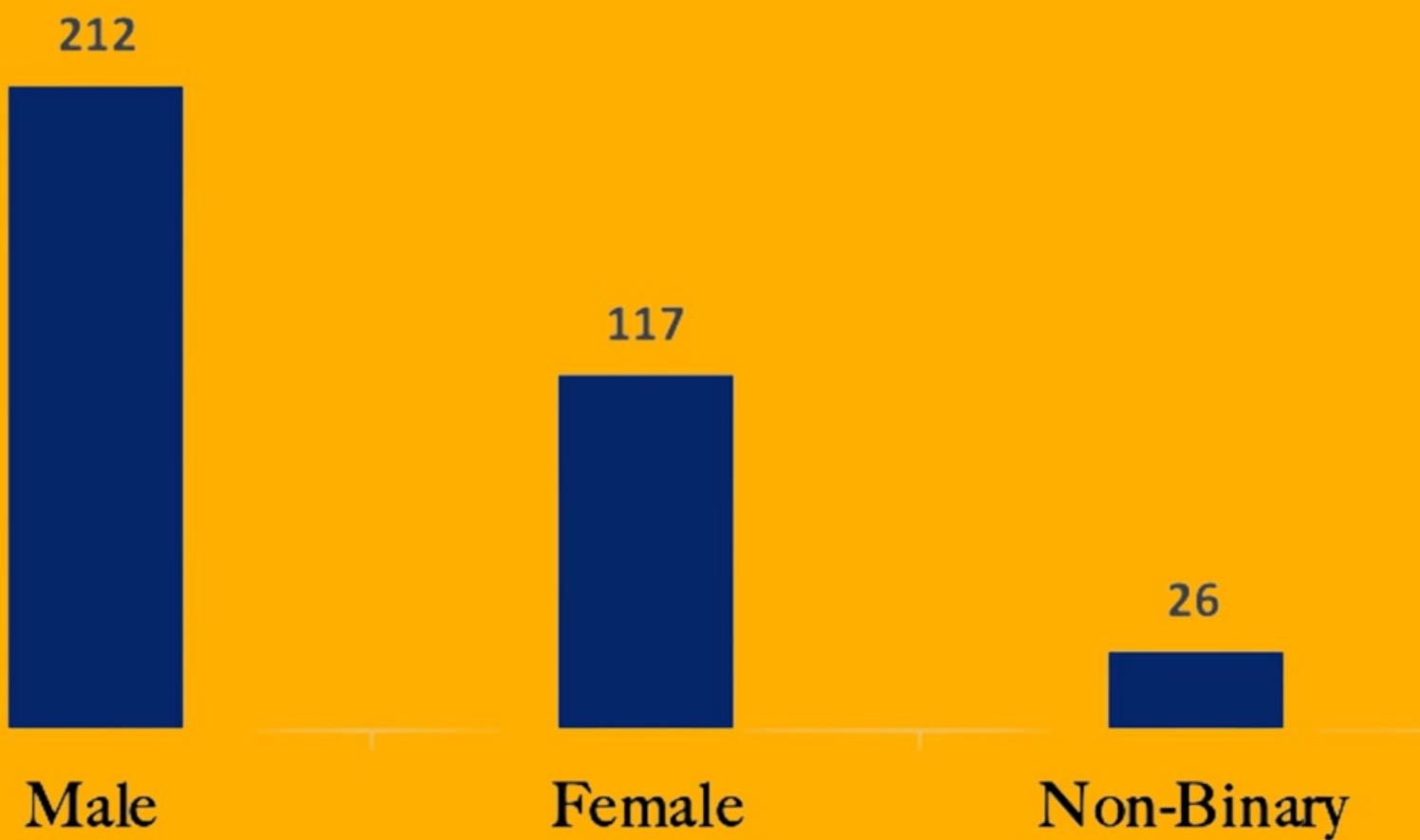
Codex Beverage is a German brand known for its high-quality craft drinks. They make everything from unique craft beers to refreshing non-alcoholic beverages

Codex Beverage is all about creating a great tasting experience, with a strong focus on quality and sustainability.

# PROBLEM STATEMENT

Codex Beverage is facing challenges in effectively targeting and engaging key demographics for their energy drink line. Despite the product's high quality, market penetration and brand awareness there is lower sales than expected. The company needs to identify the reason.

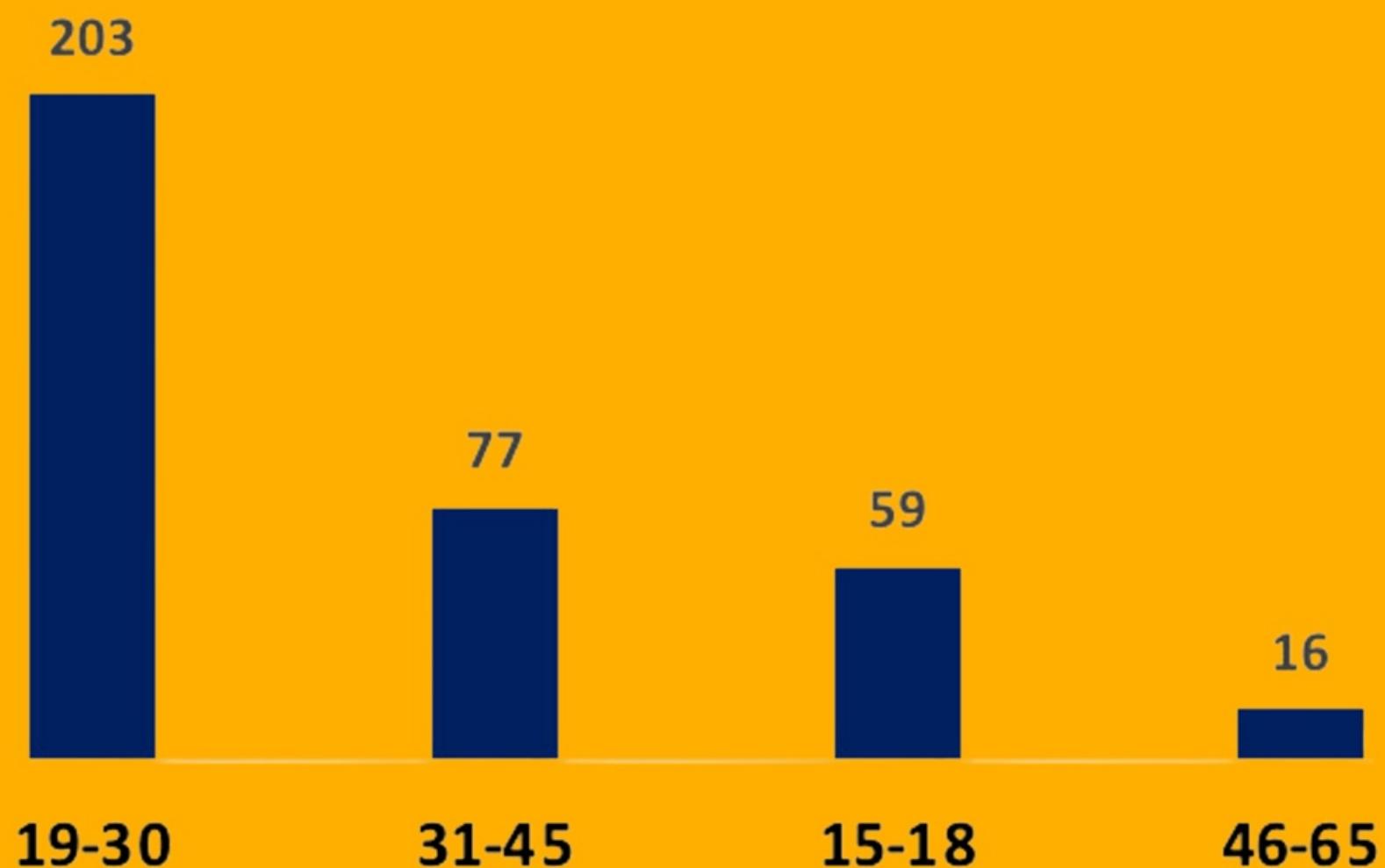
# 1. Who prefers energy drink more? (male/female/non-binary?)\*/



The data reveals that males have the highest preference for energy drinks, with 212 individuals, followed by females with 117, and a significantly lower number of non-binary individuals at 26



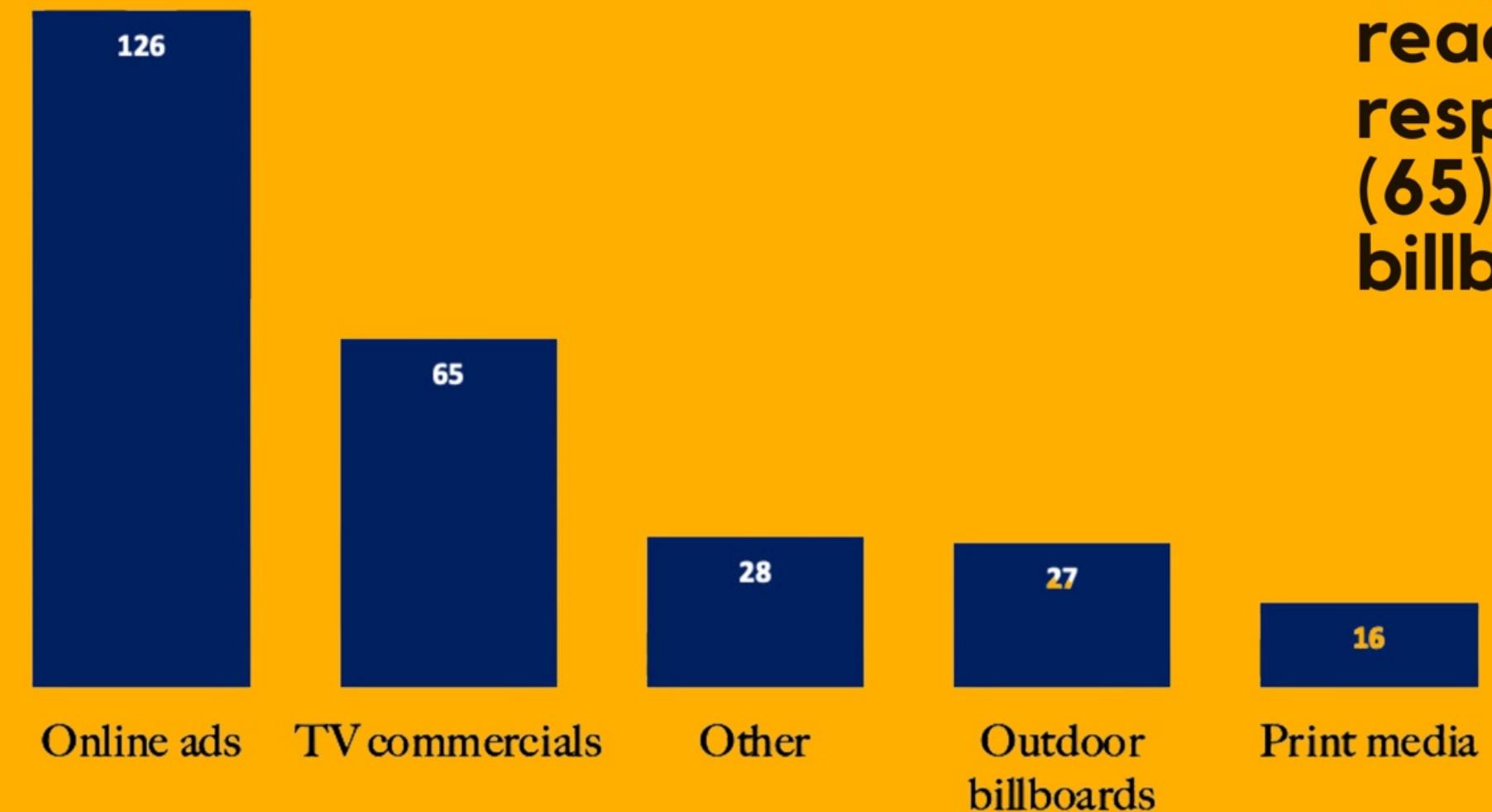
## 2. Which age group prefers energy drinks more?



The 19–30 age group shows the highest preference for energy drinks with 203 individuals, followed by the 31–45 group at 77, the 15–18 group at 59, and the lowest preference is in the 46–65 group with 16 individuals.



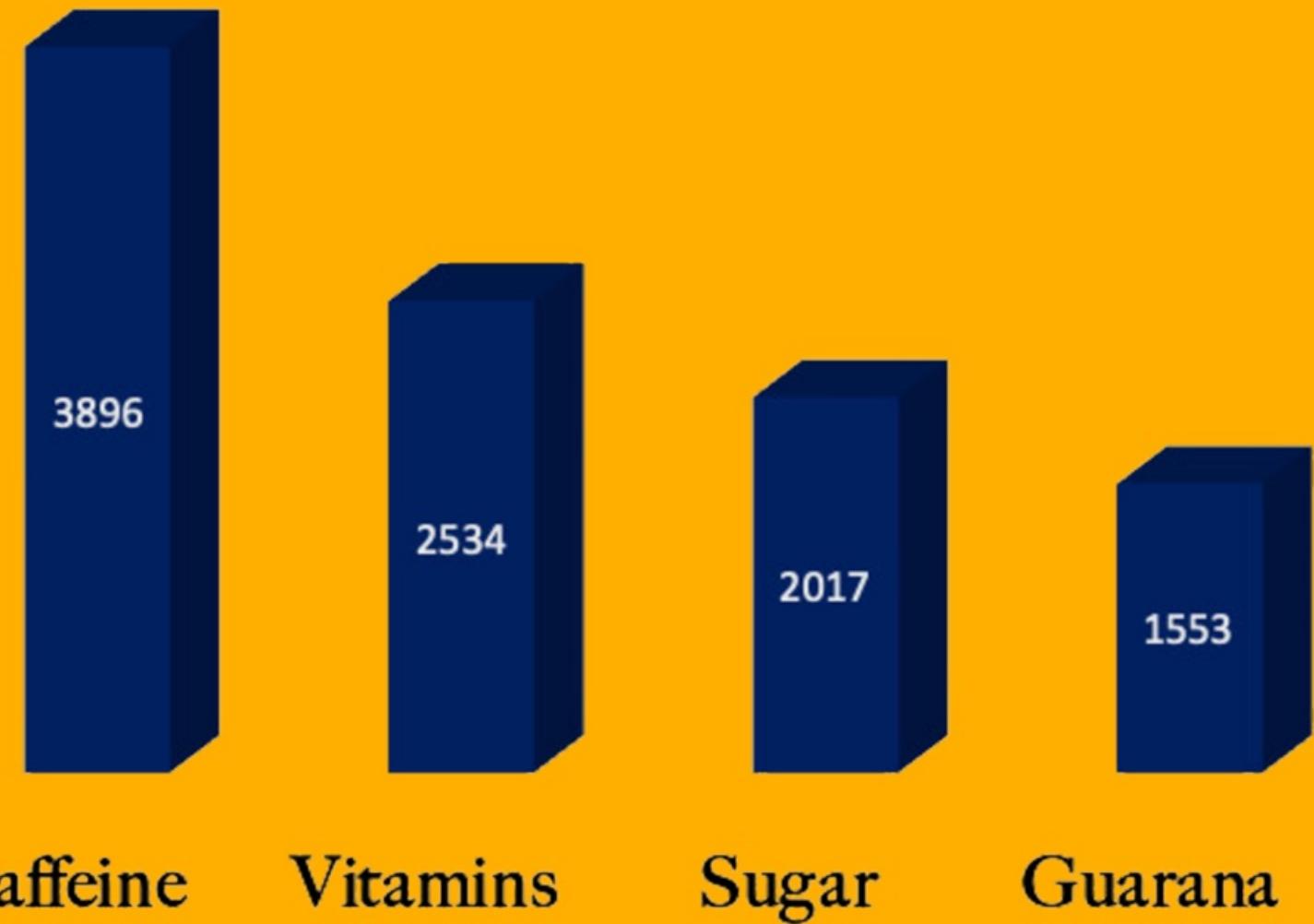
### 3.Which type of marketing reaches the most Youth (15-30)?



**Online ads are the most effective at reaching the youth (15–30) with 126 respondents, followed by TV commercials (65), 'Other' methods (28), outdoor billboards (27), and print media (16)**



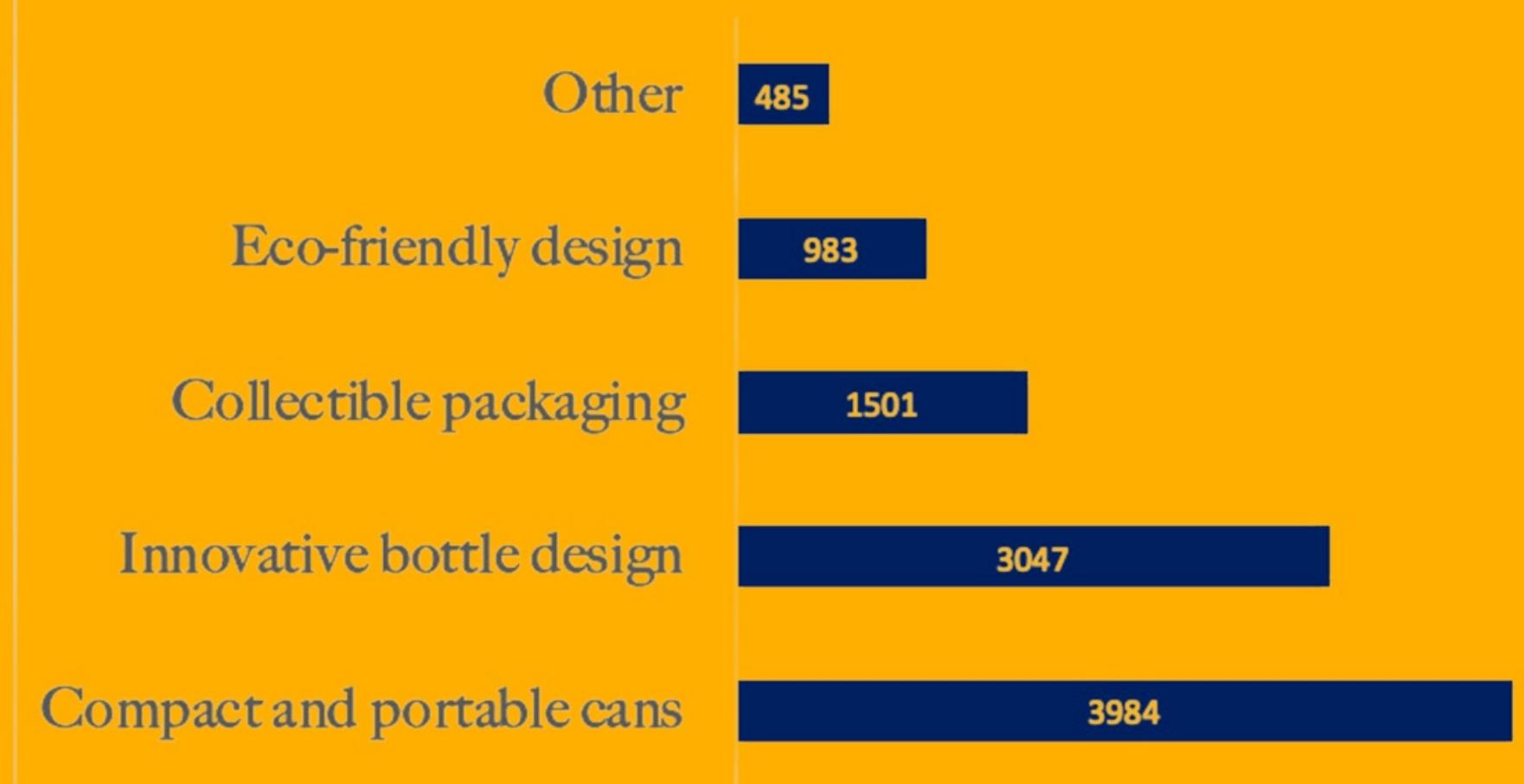
## 4.What are the preferred ingredients of energy drinks among respondents?



**Among respondents, caffeine is the most preferred ingredient with 3,896 mentions, followed by vitamins (2,534), sugar (2,017), and guarana (1,553).**



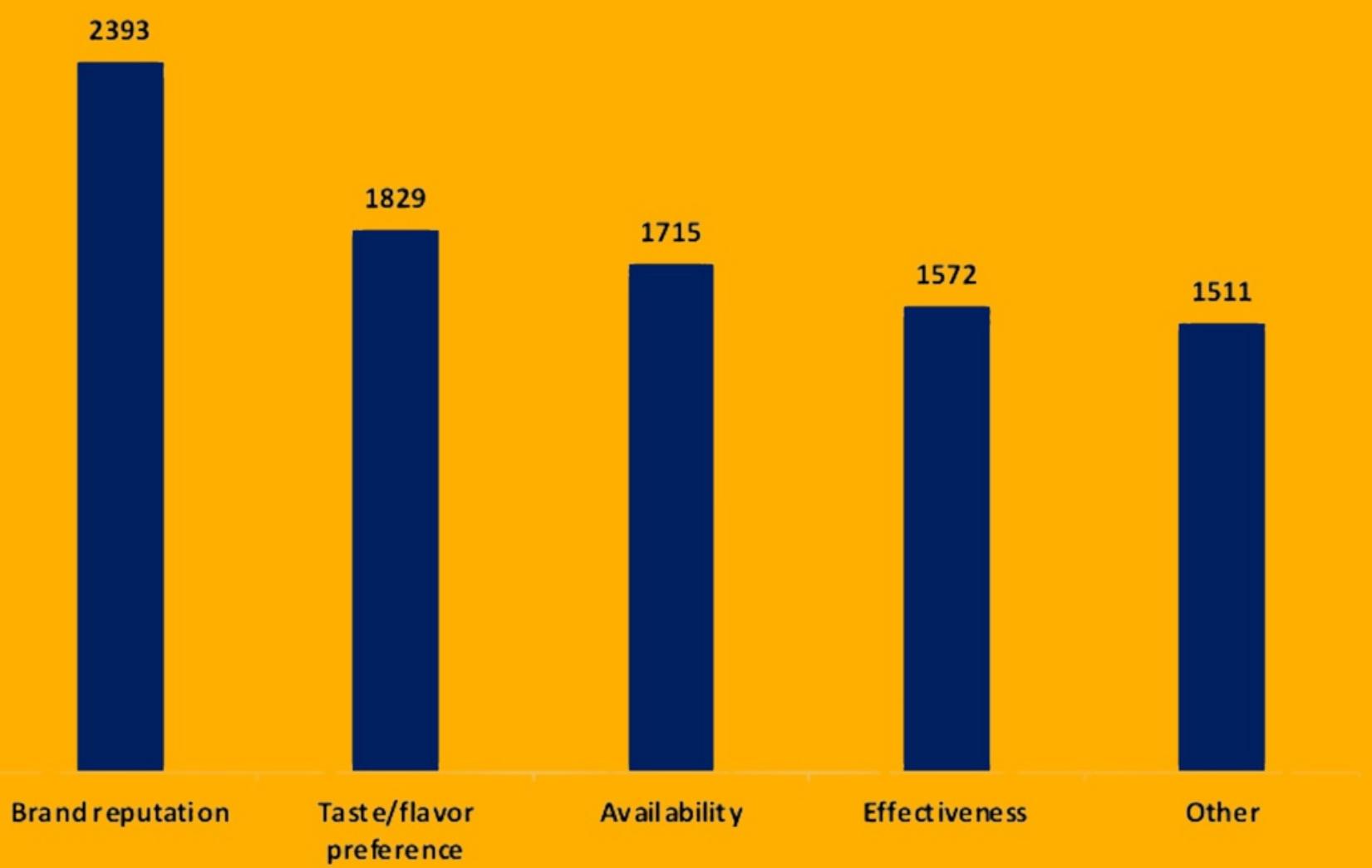
## 5.What packaging preferences do respondents have for energy drinks?



**Compact and portable cans are the most preferred packaging option with 3,984 mentions, followed by innovative bottle designs (3,047), collectible packaging (1,501), eco-friendly designs (983), and other options (485).**



## 7.What are the primary reasons consumers prefer those brands over ours?

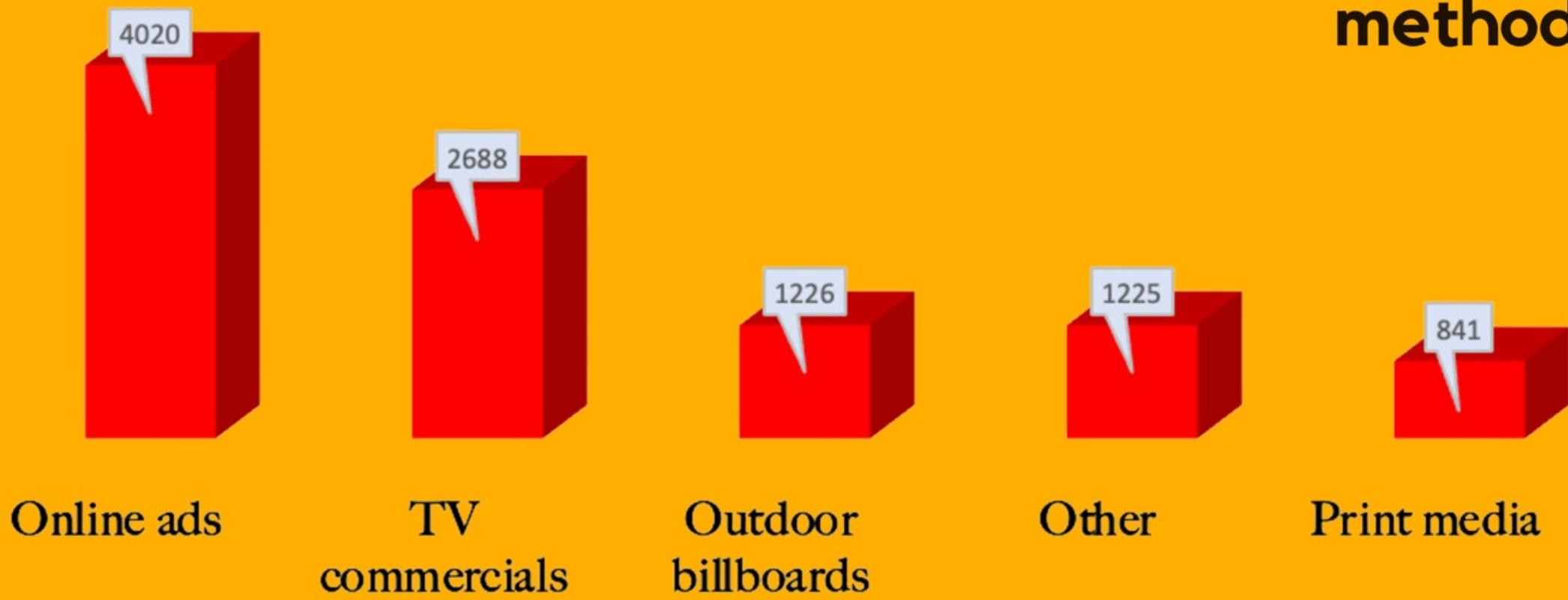


**Brand reputation is the leading reason for preferring other brands, followed by taste or flavor preference, availability, effectiveness, and other factors.**

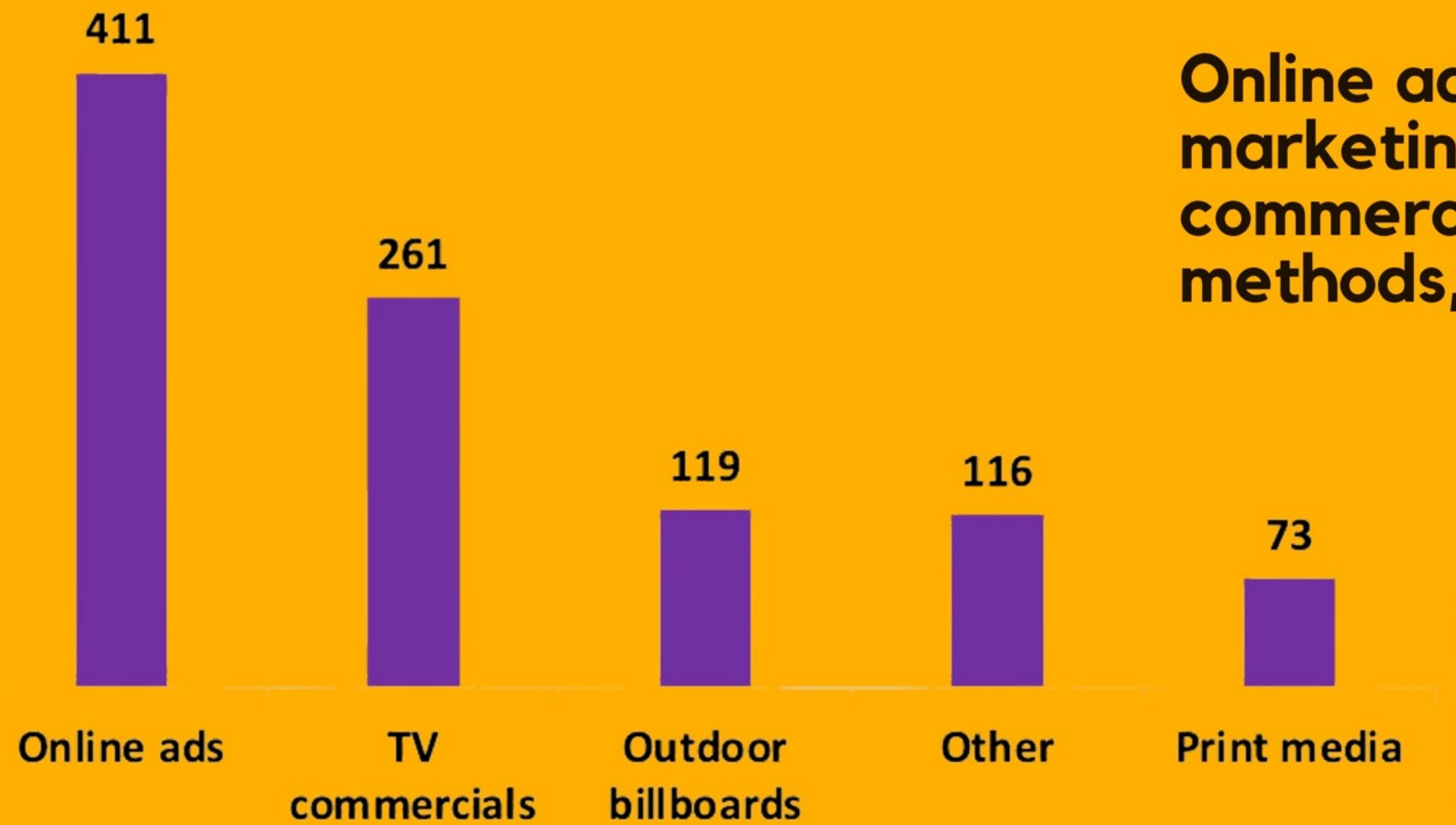


## 8.Which marketing channel can be used to reach more customers?

**Online ads are the most effective marketing channel, followed by TV commercials, outdoor billboards, other methods, and print media.**



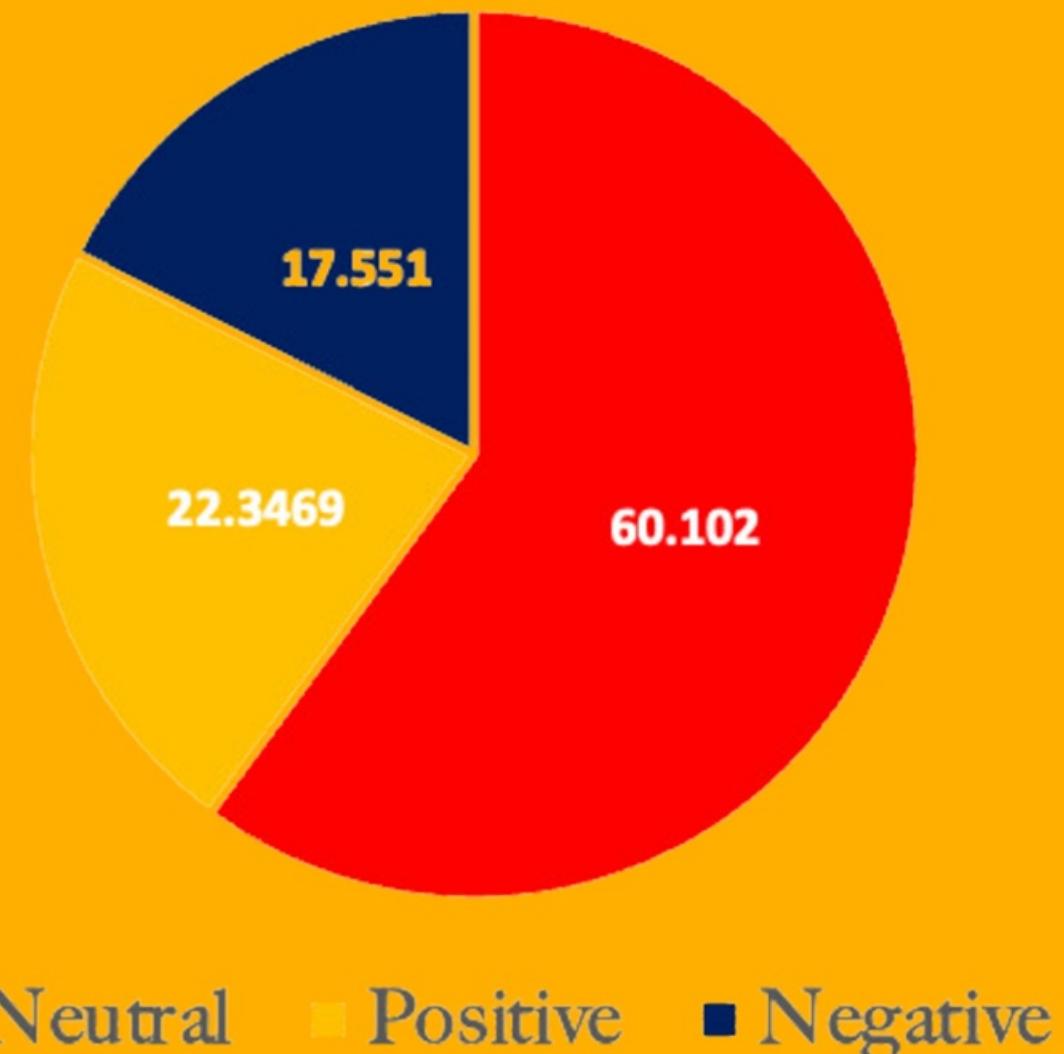
## 9. How effective are different marketing strategies and channels in reaching our customers?



**Online ads are the most effective marketing channel, followed by TV commercials, outdoor billboards, other methods, and print media.**



## 10.What do people think about our brand? (overall rating)



**The majority of people have a positive perception of the brand, with a smaller proportion holding neutral or negative views.**



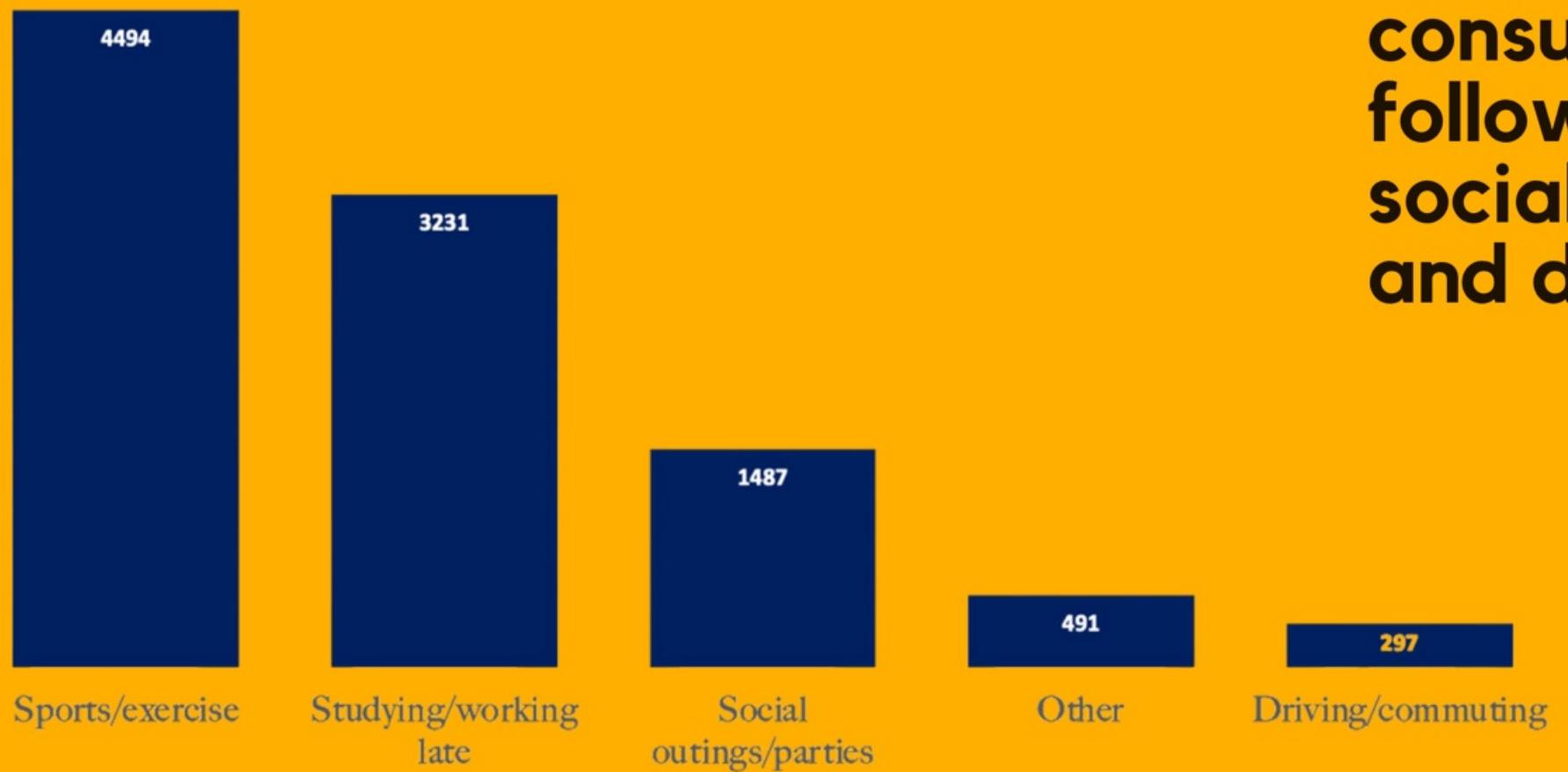
## 12. Where do respondents prefer to purchase energy drinks?



**Respondents most frequently purchase energy drinks from supermarkets, followed by online retailers, gyms and fitness centers, local stores, and other locations.**



# 13.What are the typical consumption situations for energy drinks among respondents?



**Energy drinks are most commonly consumed during sports or exercise, followed by studying or working late, social outings or parties, other situations, and driving or commuting.**



## 14.What factors influence respondents' purchase decisions price range ?



**Most respondents prefer energy drinks priced within the mid range, with fewer favoring premium or budget options.**



# RECOMMENDATIONS

- Prioritize males and the 19–30 age group, as they show the highest preference for energy drinks
- Invest heavily in online ads for maximum youth reach. Use TV commercials as a secondary channel to increase overall visibility
- Highlight caffeine content in campaigns to attract consumers. Add value by emphasizing health benefits from vitamin.
- Prioritize portable cans to meet consumer preferences. Introduce eco-friendly packaging to attract environmentally conscious customers.
- Focus on building brand reputation through trust and quality campaigns. Improve availability and expand flavor options to meet consumer demands.
- Increase product visibility in supermarkets and online retailers, the preferred purchase points. Collaborate with gyms to reach health-conscious consumers
- Maintain a mid range price point to appeal to the majority while offering premium variants for high value customers

**THANK YOU**

**TOGETHER**

**LET'S CREATE A  
IMPACT**

