

# Unleashing Potential

Key Insights from  
**CodeX**

Energy Drink Survey in India

x x x x





**Situation**

**Task**

**Result**

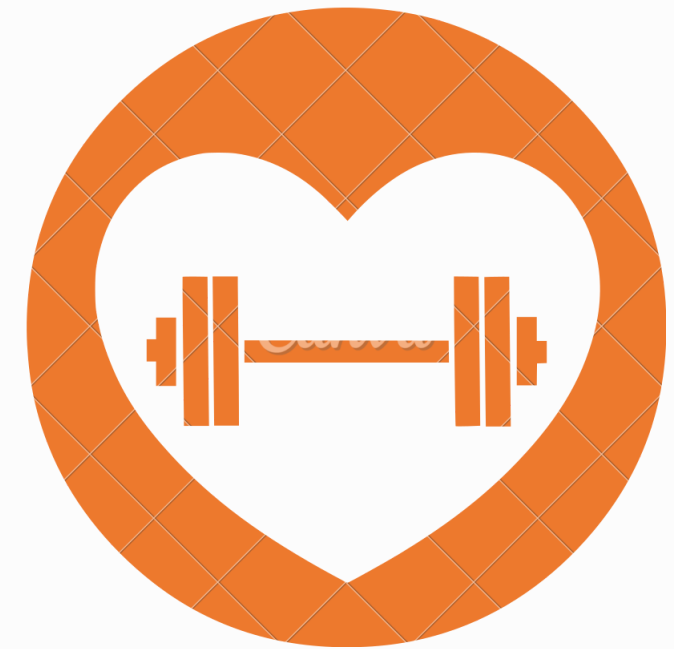
**Action**



× × × ×

# Situation Overview

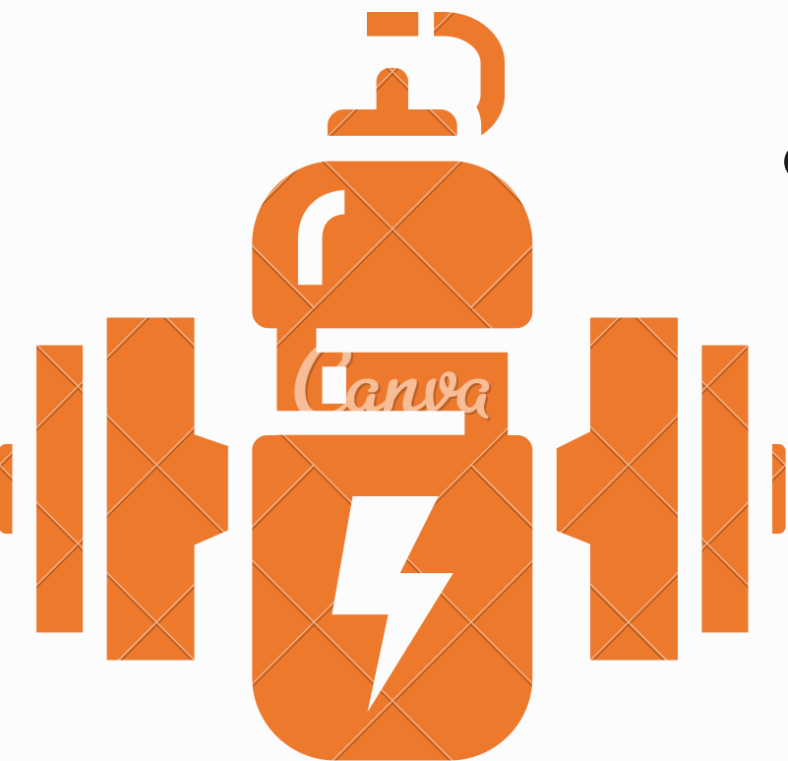
- CodeX, a German beverage company, has recently launched its energy drink in 10 cities across India.
- The Marketing team aims to increase brand awareness, capture market share, and drive product development in the Indian market.
- To gather insights for strategic decision-making, the team conducted a survey targeting residents in these 10 cities.



# Task



- Convert survey data into actionable insights to inform marketing strategies and product development.
- Identify target demographics and geographic regions with high potential for market penetration.
- Determine factors influencing consumer preferences and purchase decisions in the energy drink category.





# Primary & Secondary Insights

## Primary Insights (Sample Sections / Questions)

*Note: These insights can be derived from the survey responses*

### 1. Demographic Insights (examples)

- Who prefers energy drink more? (male/female/non-binary?)
- Which age group prefers energy drinks more?
- Which type of marketing reaches the most Youth (15-30)?

### 2. Consumer Preferences:

- What are the preferred ingredients of energy drinks among respondents?
- What packaging preferences do respondents have for energy drinks?

### 3. Competition Analysis:

- Who are the current market leaders?
- What are the primary reasons consumers prefer those brands over ours?

### 4. Marketing Channels and Brand Awareness:

- Which marketing channel can be used to reach more customers?
- How effective are different marketing strategies and channels in reaching our customers?

### 5. Brand Penetration:

- What do people think about our brand? (overall rating)
- Which cities do we need to focus more on?

### 6. Purchase Behavior:

- Where do respondents prefer to purchase energy drinks?
- What are the typical consumption situations for energy drinks among respondents?
- What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

### Product Development

- Which area of business should we focus more on our product development? (branding/taste/availability)

## Secondary Insights (Sample Sections / Questions)

*Note: You need to do additional market research*

### Recommendations for CodeX:

**Give 5 recommendations for CodeX (below are some samples)**

- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?



# Action

- Conduct in-depth analysis to identify opportunities to increase brand awareness among target demographics.
- Explore expansion strategies by assessing consumer preferences and market demand.
- Develop promotional campaigns tailored to specific consumer segments to enhance brand visibility and attract new customers.
- Collaborate with product development team to innovate new product offerings based on consumer feedback and emerging trends in the energy drink market.

01

# Primary Insights

● **Demographic  
Insights**

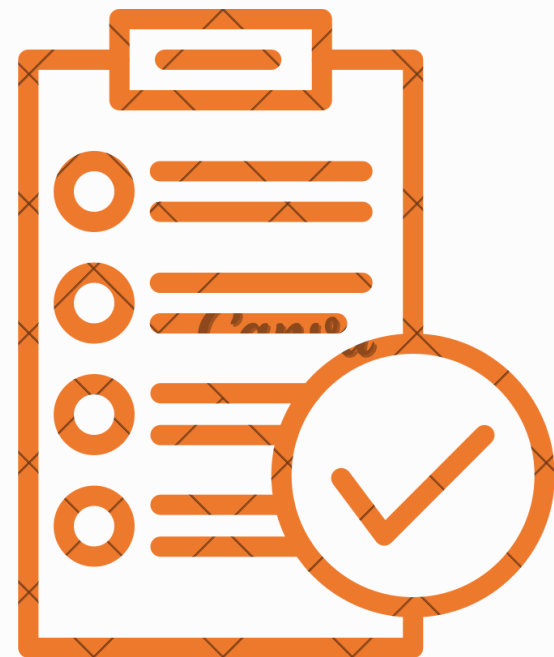
● **Consumer  
Preferences**

● **Competition  
Analysis**

● **Marketing  
Channels**

● **Brand  
Penetration**

● **Purchase  
Behavior**

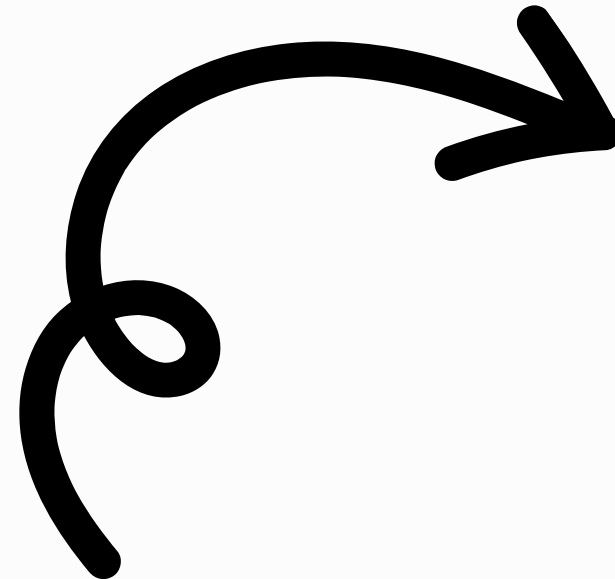


# Demographic Insights

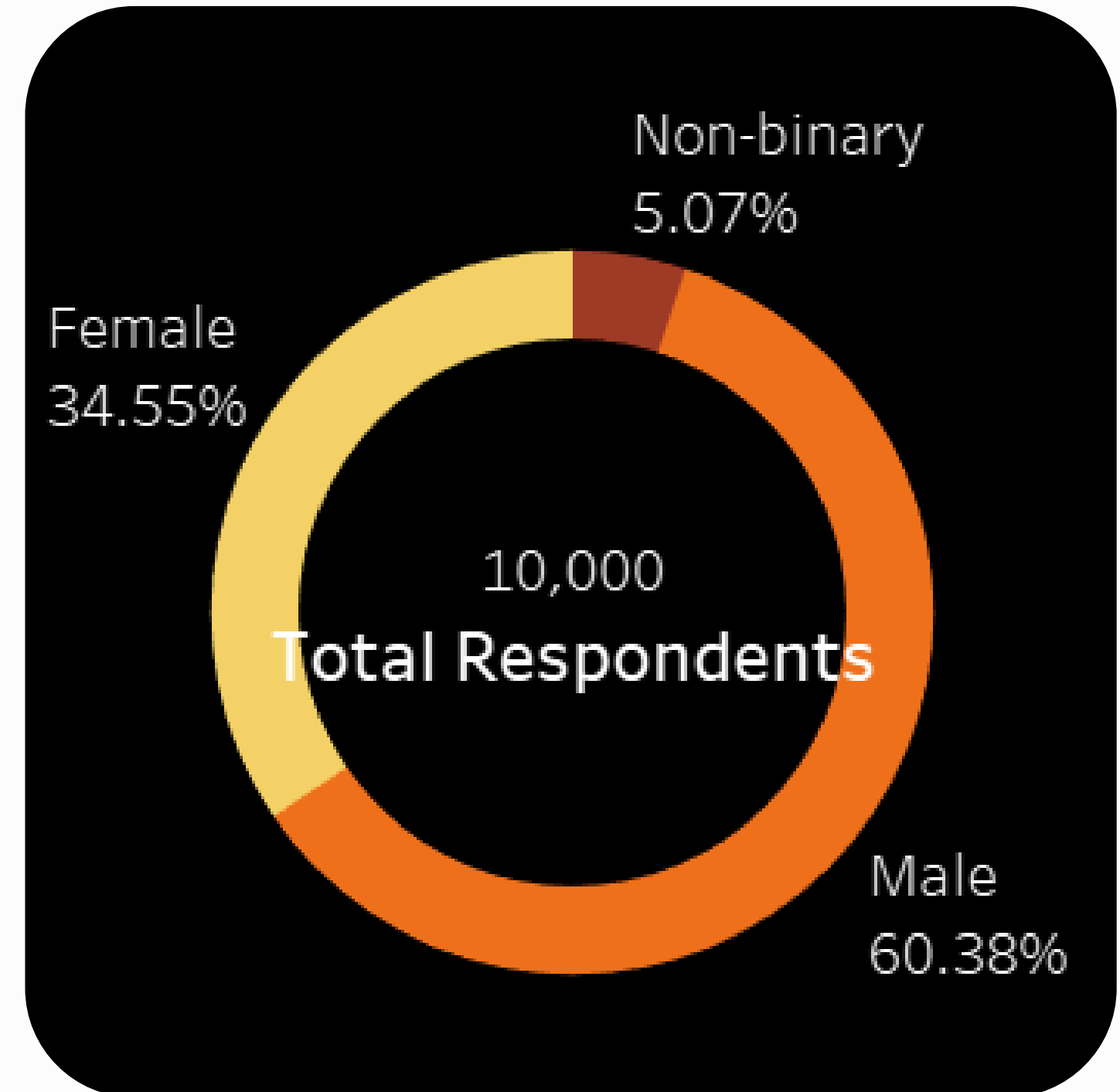


01

Who prefers energy drink more?



Gender	Count_of_pref
Male	6038
Female	3455
Non-binary	507



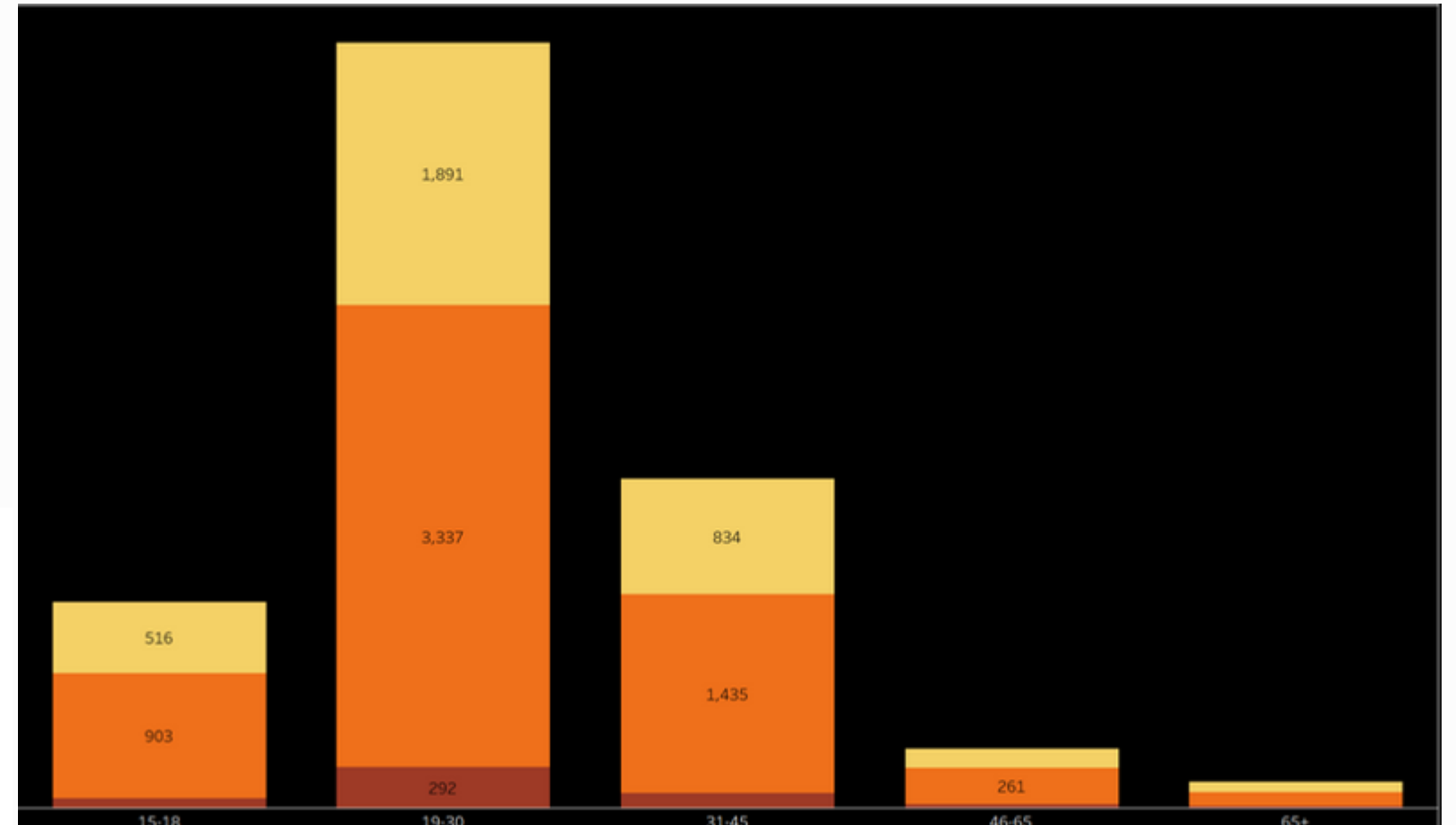


# × × × × Demographic Insights

02

Which age group prefers energy drinks more?

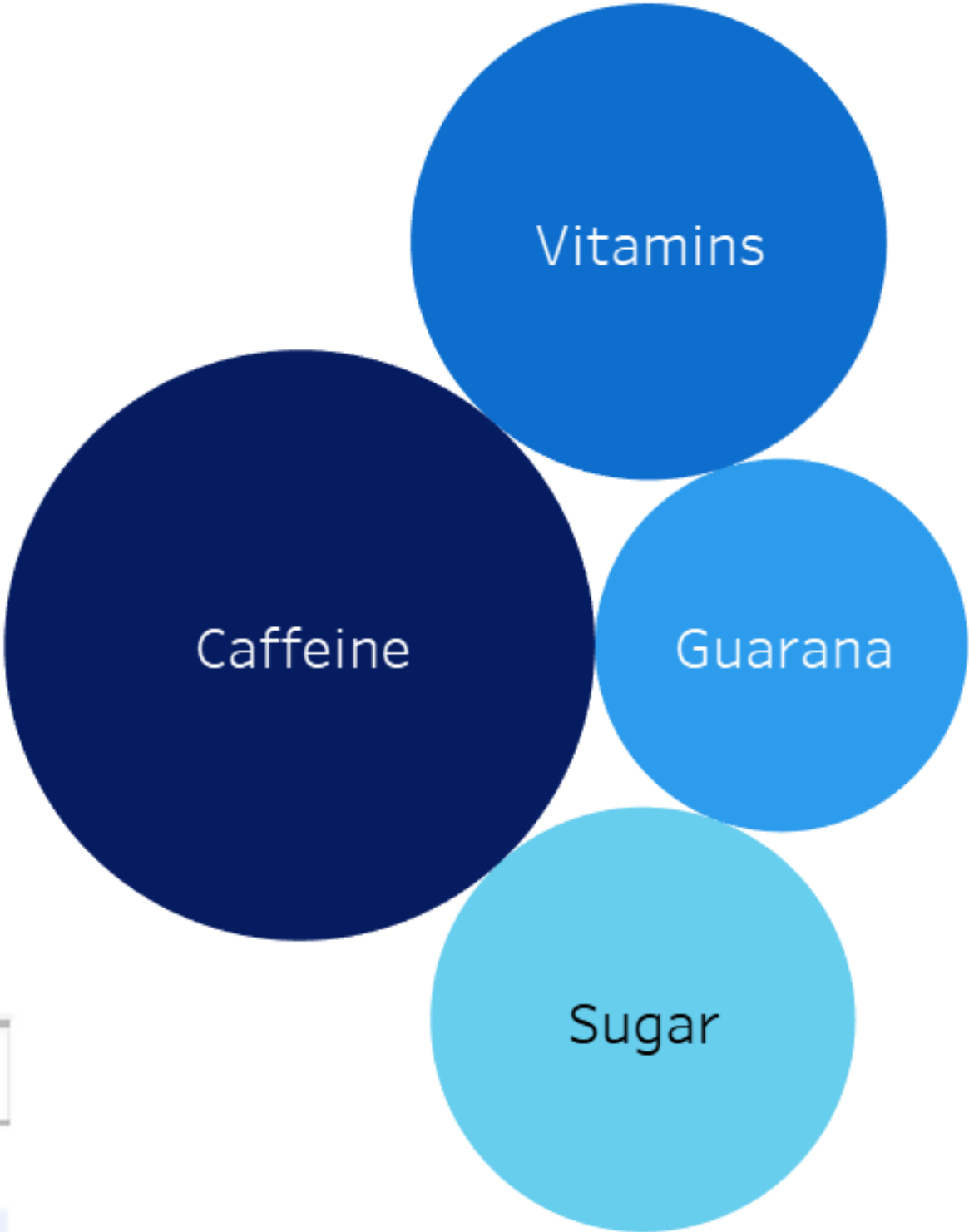
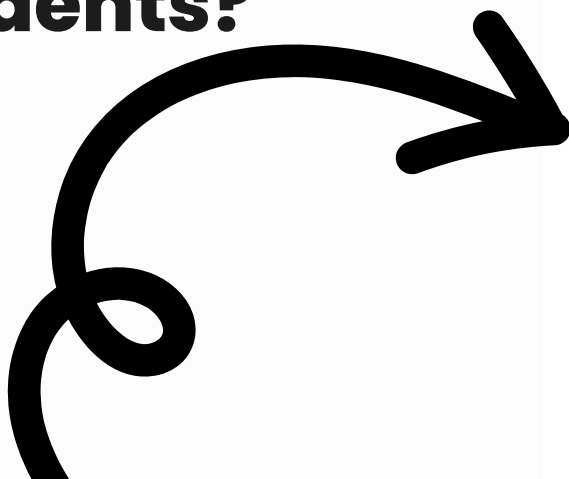
Age	Count_of_Pref
15-18	1488
19-30	5520
31-45	2376
46-65	426
65+	190



# Consumer Preferences

01

What are the preferred ingredients of energy drinks among respondents?

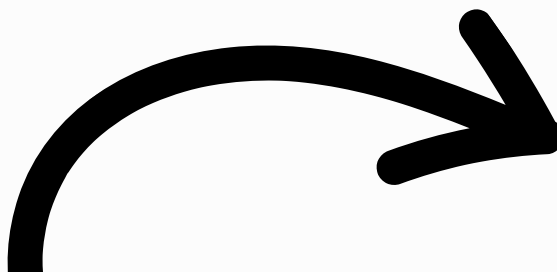


Ingredients_expected	Count_of_Response
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

# Competition Analysis

02

Who are the current market leaders?



Current_brands	Count_of_Response
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

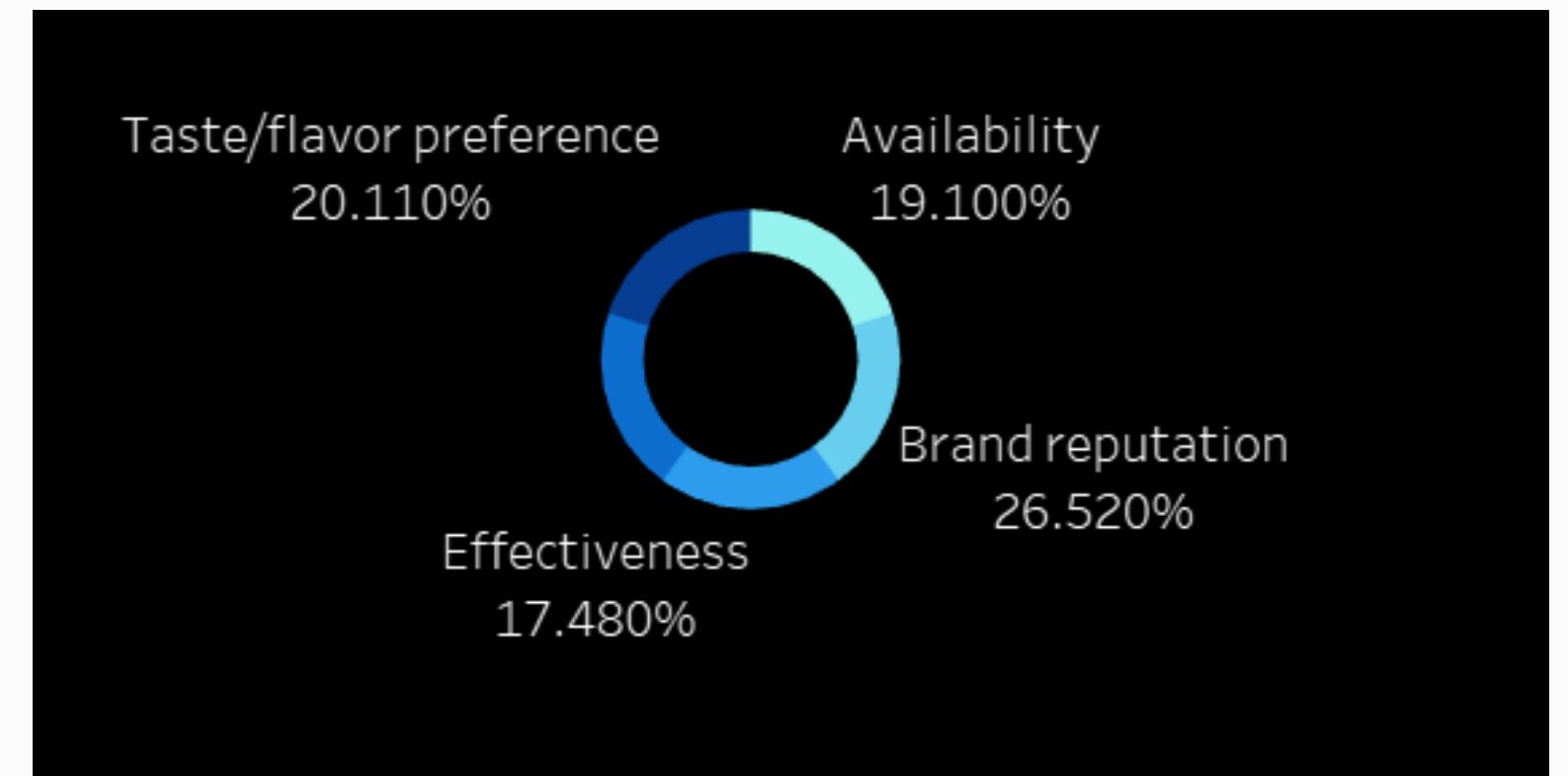


# Competition Analysis



03

**What are the primary reasons consumers prefer those brands over ours?**



Reasons_for_choosing_brands	Count_of_Response
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

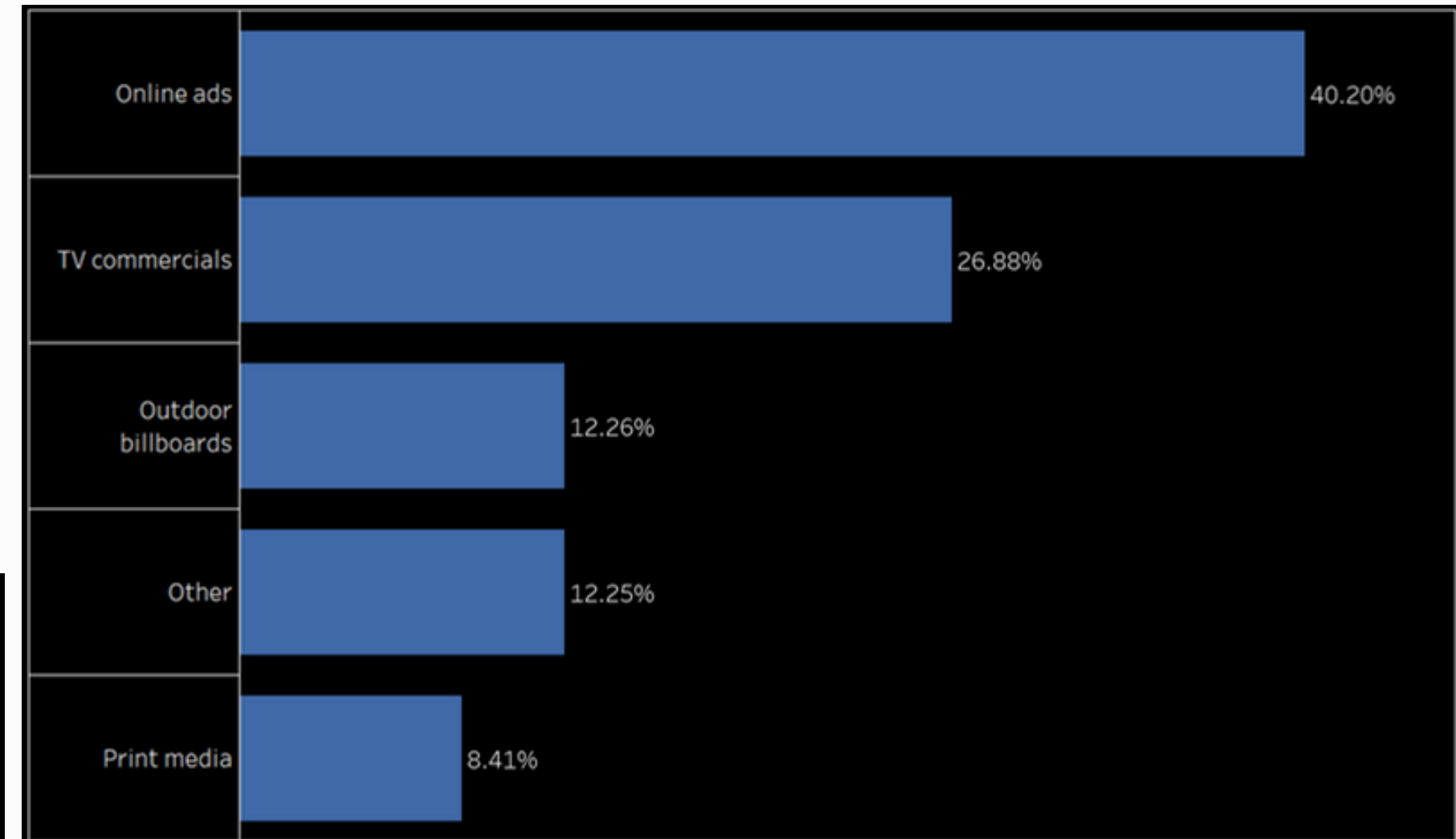


# Marketing Channels

01

Which marketing channel can be used to reach more customers?

Marketing_channels	Count_of_Response
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841



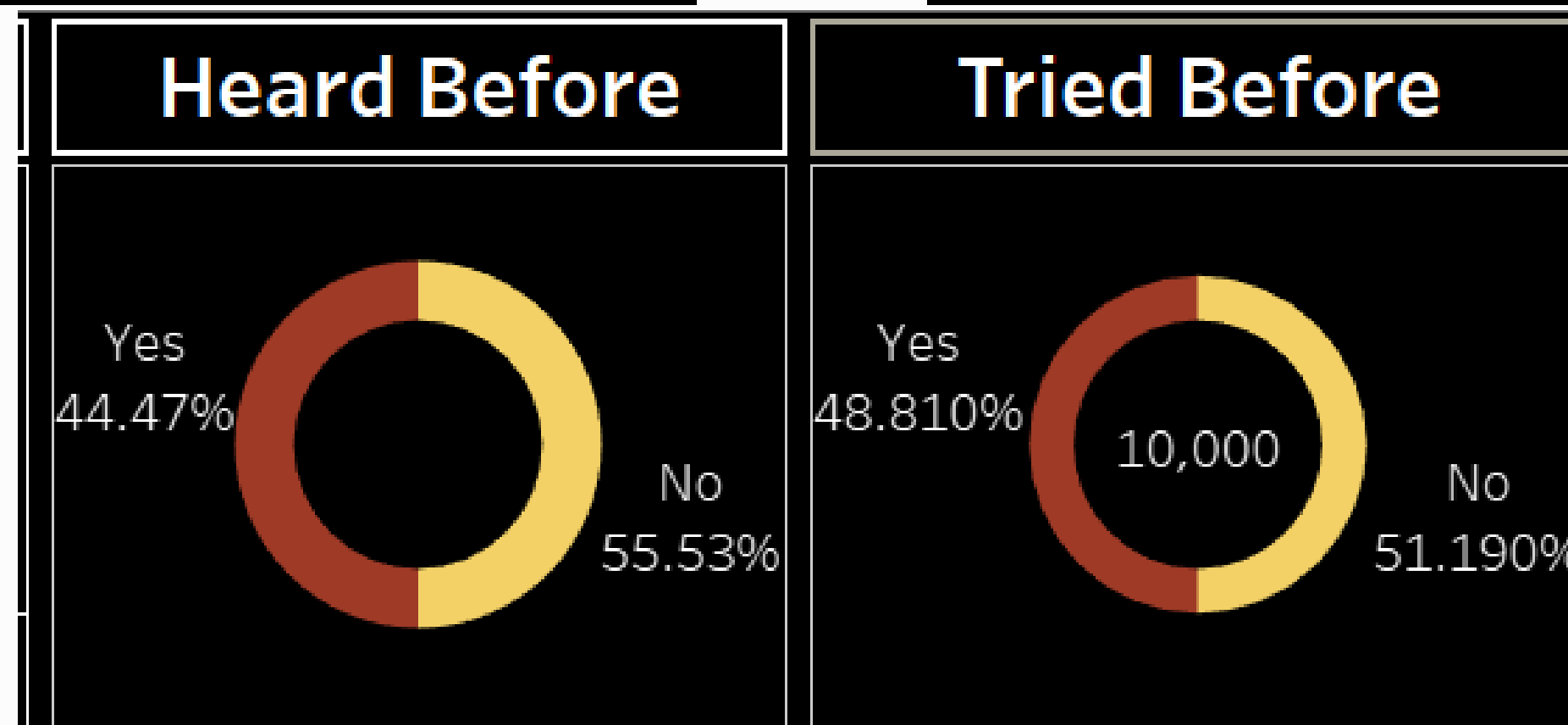
# Brand Penetration

01

What do people think about our brand?

Heard_before	Count_of_Response
No	5553
Yes	4447

Tried_before	Count_of_Response
No	2421
Yes	2026

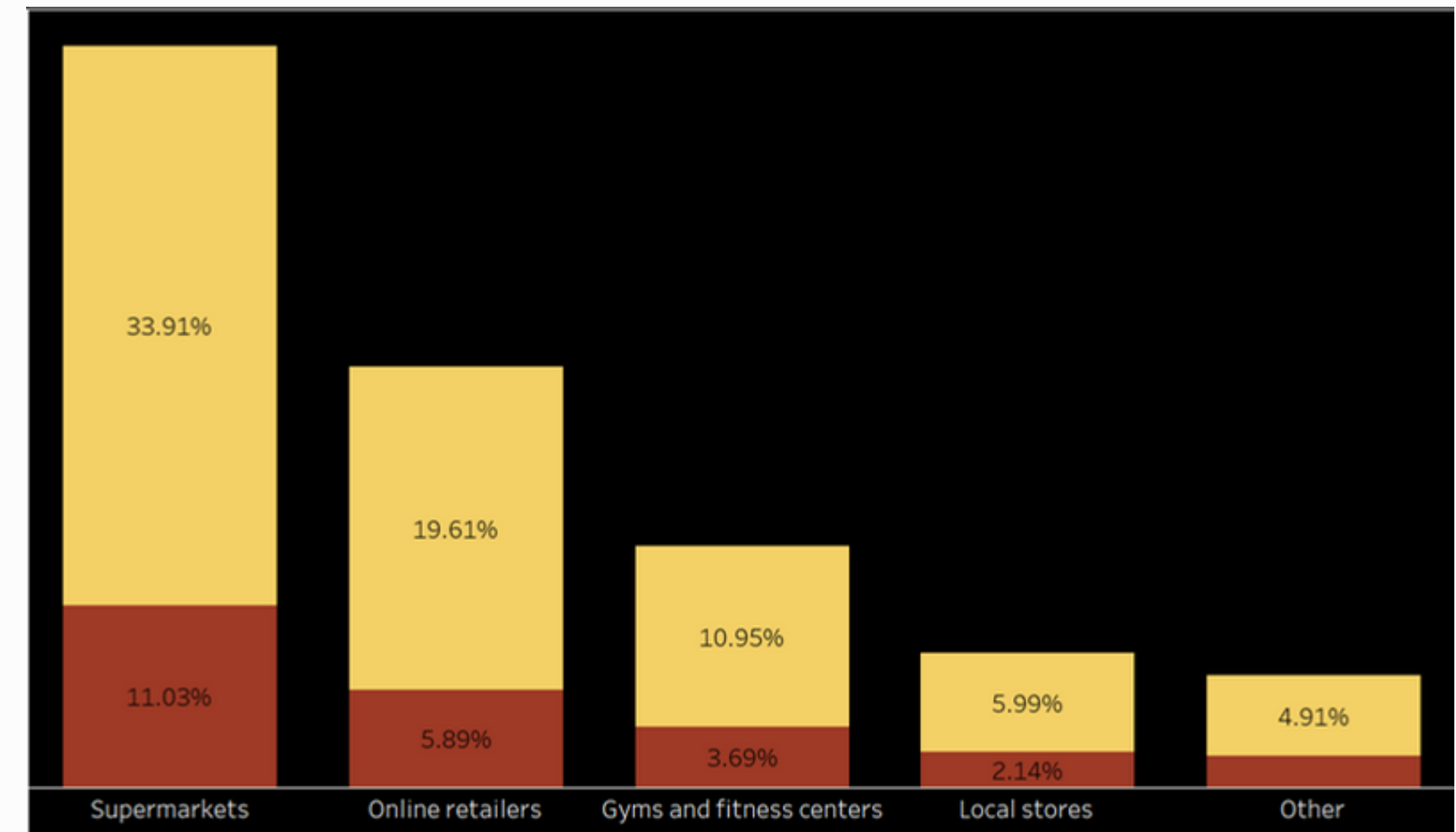




# Purchase Behavior

01

Where do respondents prefer to purchase energy drinks?



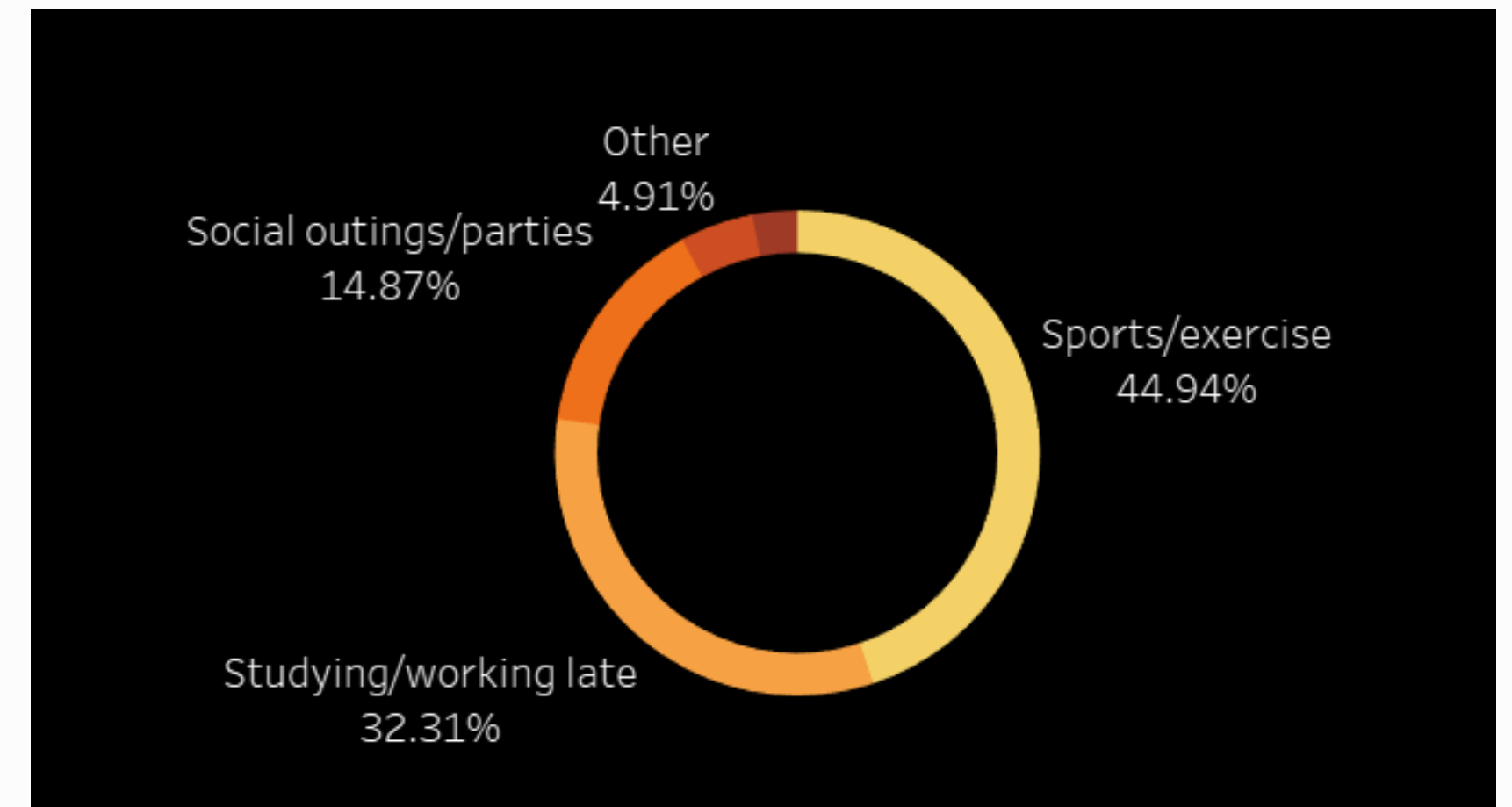
Purchase_location	Count_of_Response
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

# Purchase Behavior

02

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

Typical_consumption_situations	Count_of_Response
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

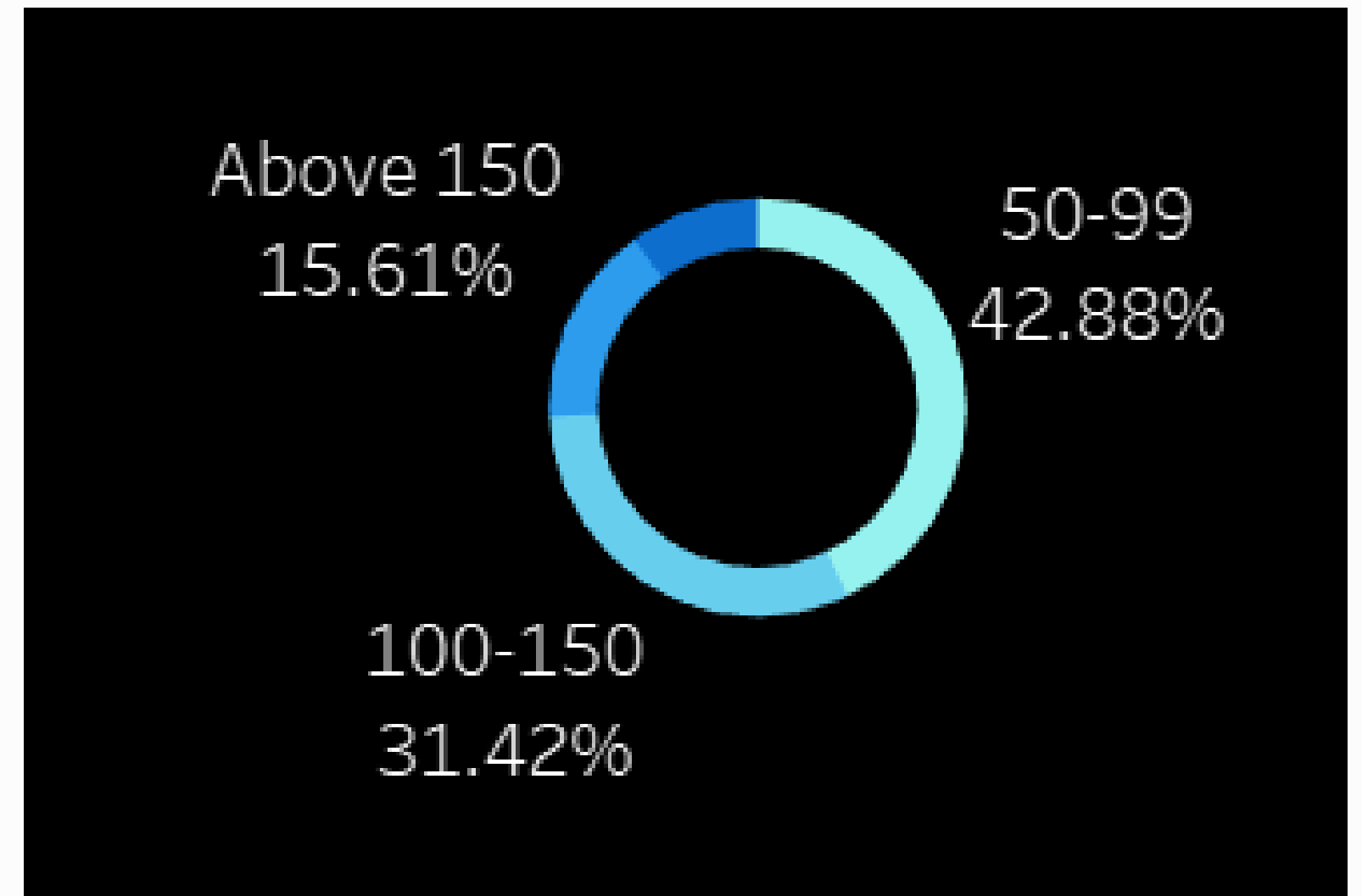


# Purchase Behavior

03

What factors influence respondents' purchase decisions, such as price range

Price_range	Count_of_Response
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009



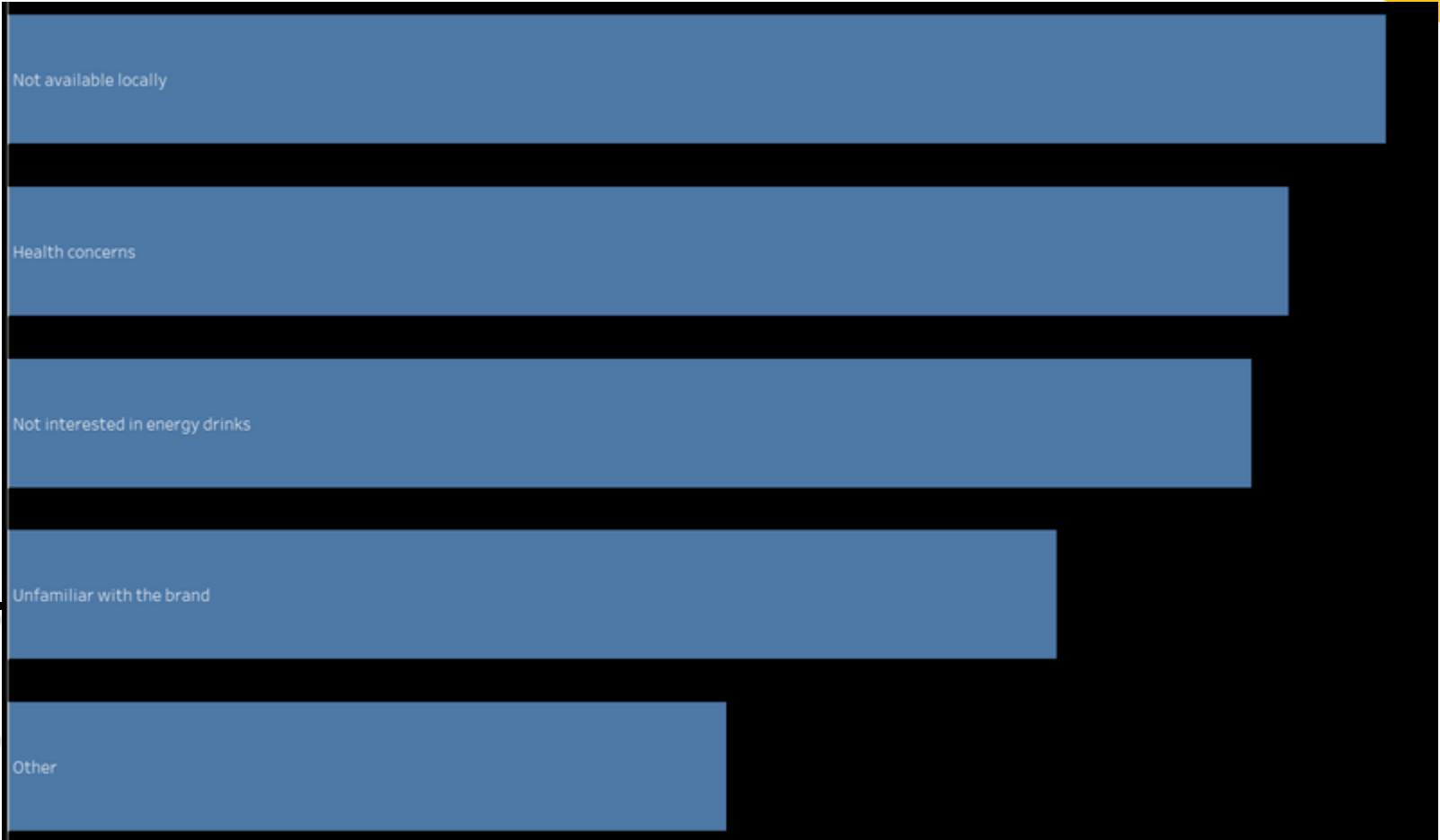


# Product Development

01

Which area of business should we focus more on our product development?

Reasons_for_choosing_brands	Count_of_Response
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168



# 02

## Secondary Insights

### ● Improvements

- Reduce sugar content and add natural ingredients to offer a wide range of natural flavors.
- Increase Caffeine content

### ● Target Audience

- Age group 19-30 (youth)
- Cities: Bangalore, Mumbai, and Hyderabad (Tier 1)

### ● Price

Rs 100 for 250mL can

### ● Brand Ambassador

- Manika Batra

### ● Marketing Campaigns

- Testing stalls in supermarkets of Tier 1 cities
- Portable and compact cans



# Brand Ambassador

## Manika Batra

- Manika Batra is an Indian table tennis player. She is the top female table tennis player in India and ranks world number 39.
- Batra's success in table tennis and her **growing popularity** could make her a **cost-effective** option for endorsing an energy drink.
- Batra's youthful energy and dynamic playing style resonate well with the target audience of **19-30 age group**. As a young athlete breaking barriers and achieving success on the international stage, she embodies the spirit of **vitality** and **energy** associated with an energy drink.





# Thank You

