

CodeX

ENERGY DRINK



~By Supriya Thakur

CONTENT

01

About Codex

02

Goals

03

Problem Statement & Insights

04

Recommendations



02

ABOUT CODEX

CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities of India.

GOALS



Increase Brand Awareness



Increase Market Share



Product Development

DEMOGRAPHIC INSIGHTS

01

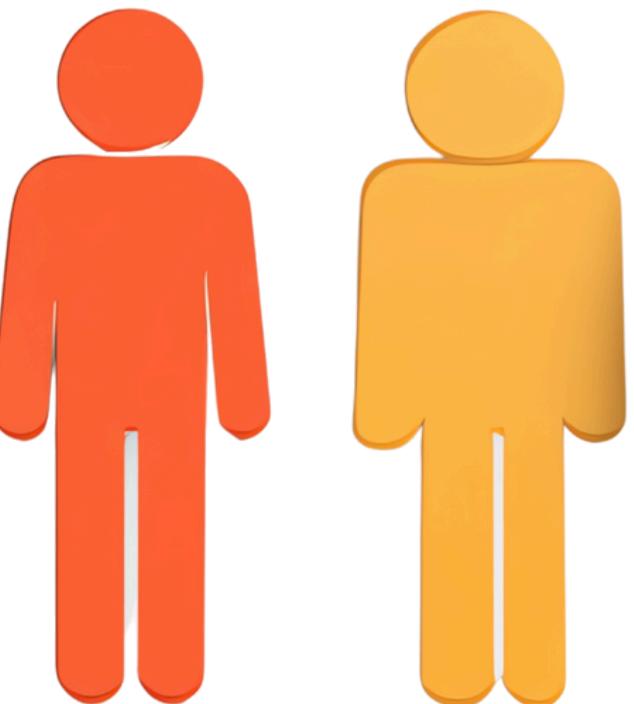
**Who prefers energy drinks more?
(male/female/non-binary?)**

02

**Which age group prefers energy
drinks more?**

03

**Which type of marketing
reaches the most Youth (15-
30)?**

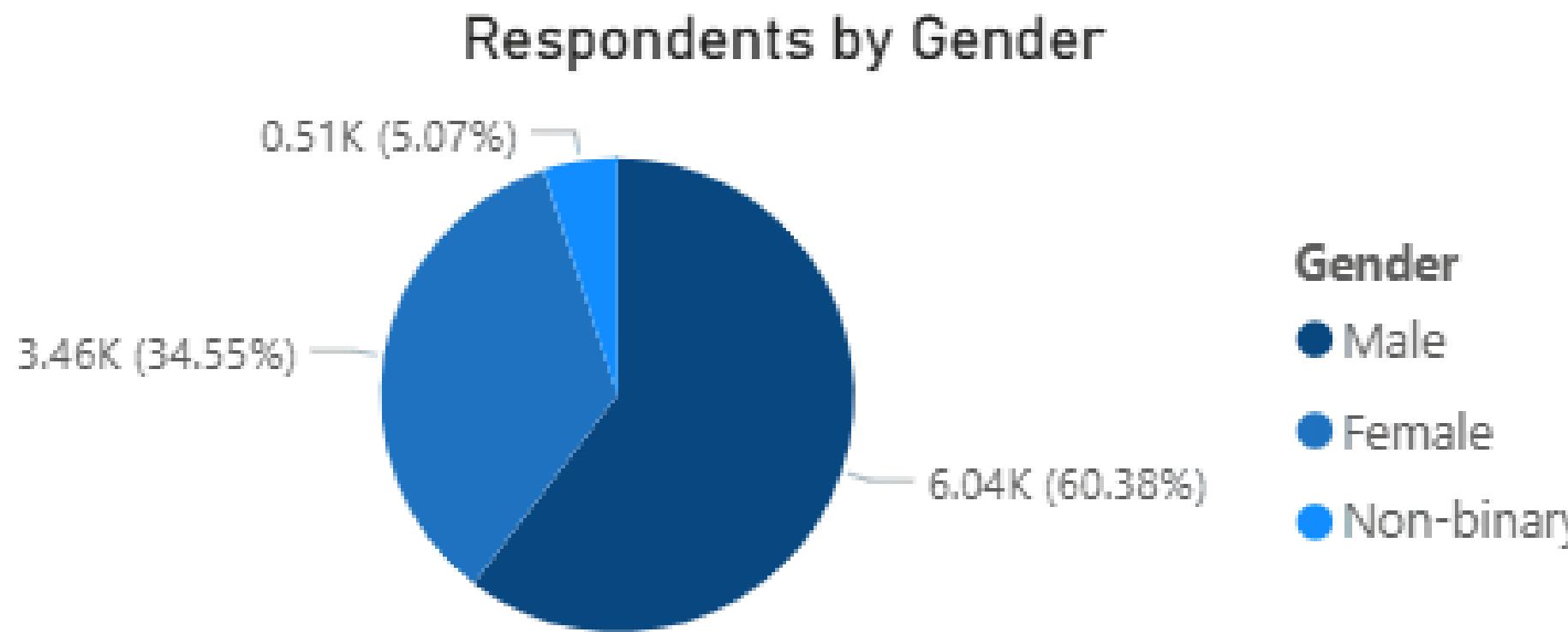


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DEMOGRAPHIC INSIGHTS

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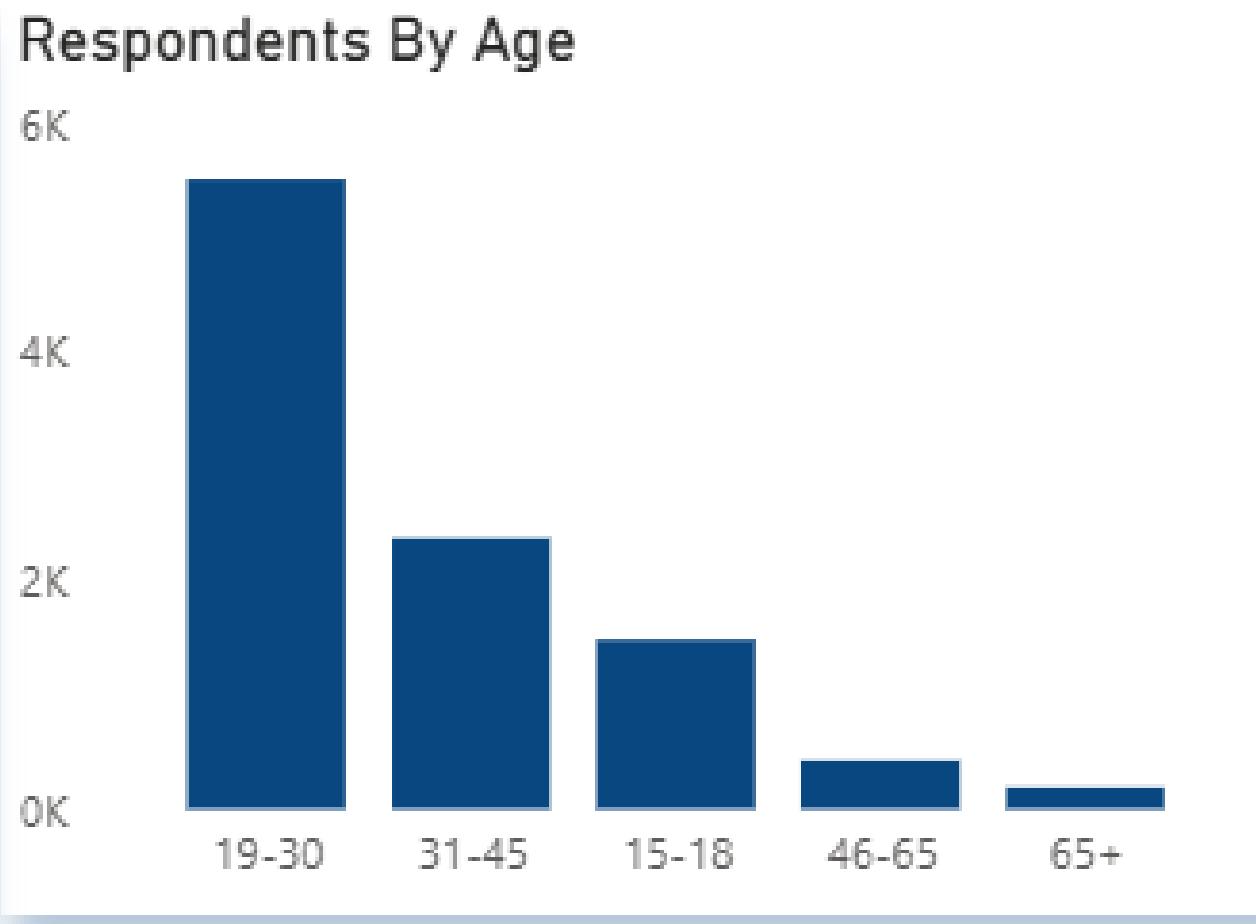


Out of **10 thousand respondents**, the number of male respondents is 6038. This shows **60% of the consumers are male** who prefer energy drinks more.

DEMOGRAPHIC INSIGHTS

02

Which age group prefers energy drinks more?



From the result of this survey, we get to know that energy drinks are more popular among youngsters. More than 50% of the respondents belong to the Age Group 19-30. If we look at overall young age groups from 15 to 30, then the % will rise to 70%.

DEMOGRAPHIC INSIGHTS

03

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

Marketing_channels	Marketing Channels						Total
	15-18	19-30	31-45	46-65	65+		
Online ads	707	2666	490	109	48	4020	
Other	94	608	408	78	37	1225	
Outdoor billboards	117	585	431	65	28	1226	
Print media	75	371	310	57	28	841	
TV commercials	495	1290	737	117	49	2688	
Total	1488	5520	2376	426	190	10000	

Online Ads are the most effective channel that reached 3373 respondents Age group 15-30.

CONSUMER PREFERENCES

01

What are the preferred ingredients of energy drinks among respondents?

02

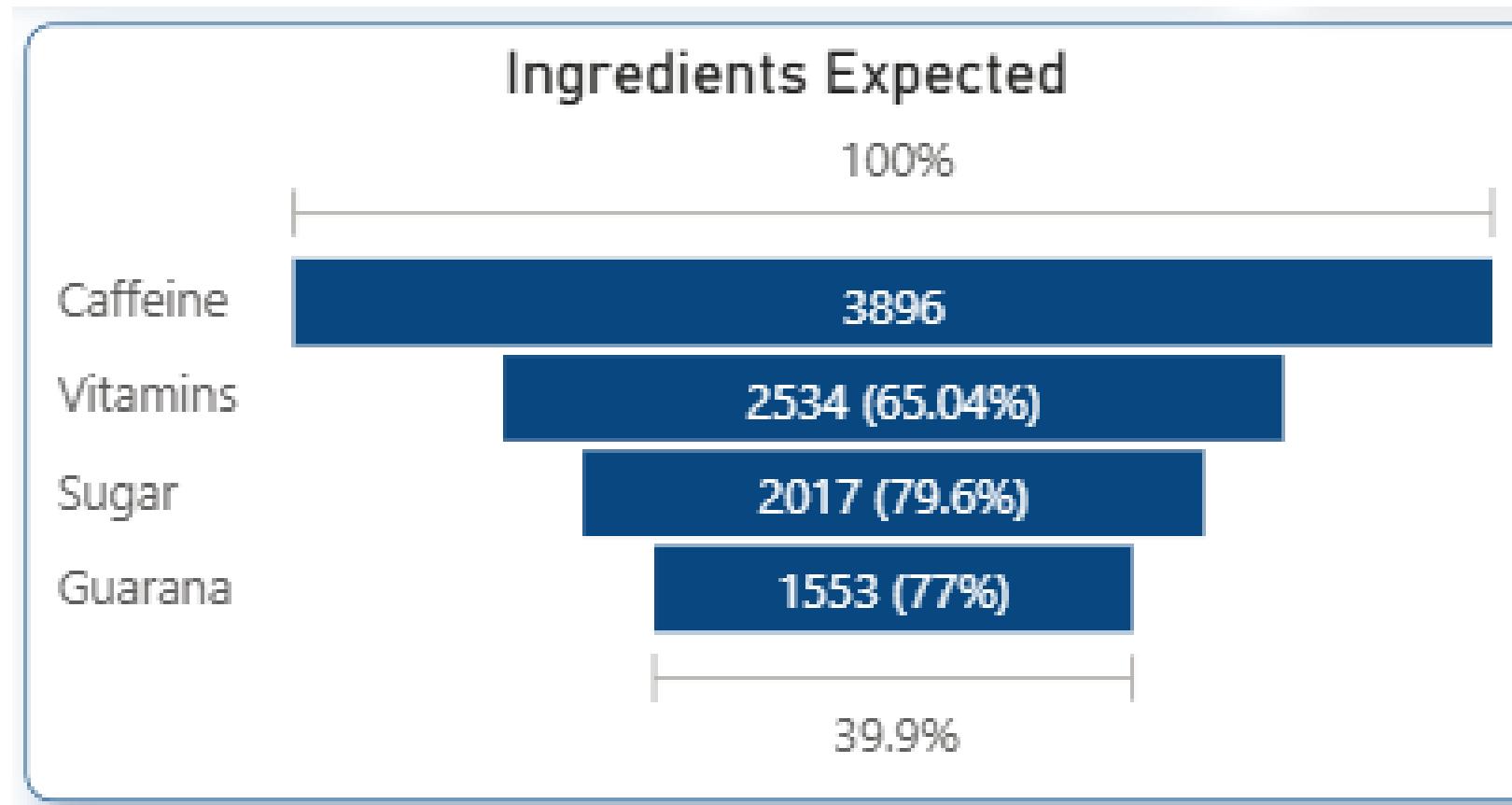
What packaging preferences do respondents have for energy drinks?



10

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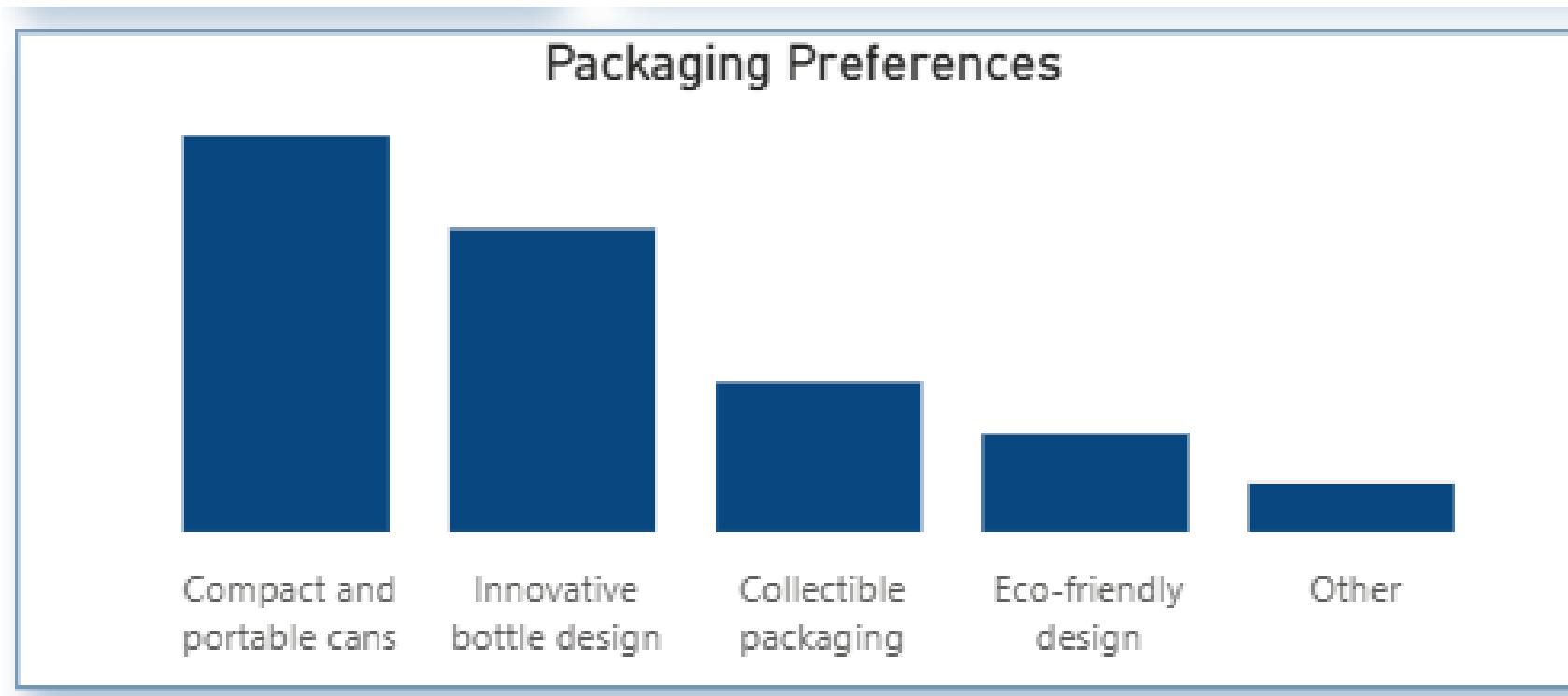


As we know caffeine increases attention and alertness, and it is often used in energy drinks. Caffeine is the most expected ingredient followed by the Vitamins in energy drinks.

CONSUMER PREFERENCES

02

What packaging preferences do respondents have for energy drinks?



Compact & Portable Cans are high in demand followed by Innovative Bottle Designs.

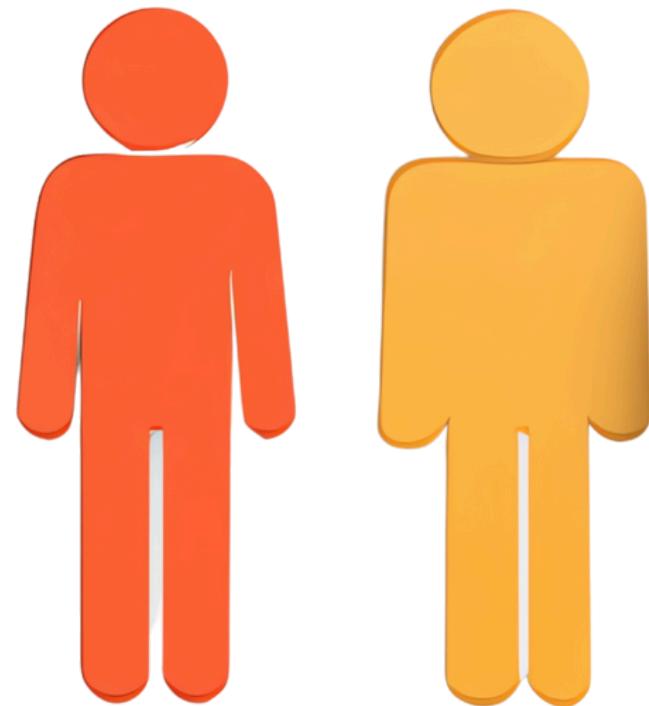
MARKETING CHANNELS AND BRAND AWARENESS

01

**Which marketing channel can be used
to reach more customers?**

02

**How effective are different
marketing strategies and channels
in reaching our
customers?**



13

MARKETING CHANNELS AND BRAND AWARENESS

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As we have seen previously Online Ads are the most effective way to reach maximum audiences in a short duration & it is cost effective as well.

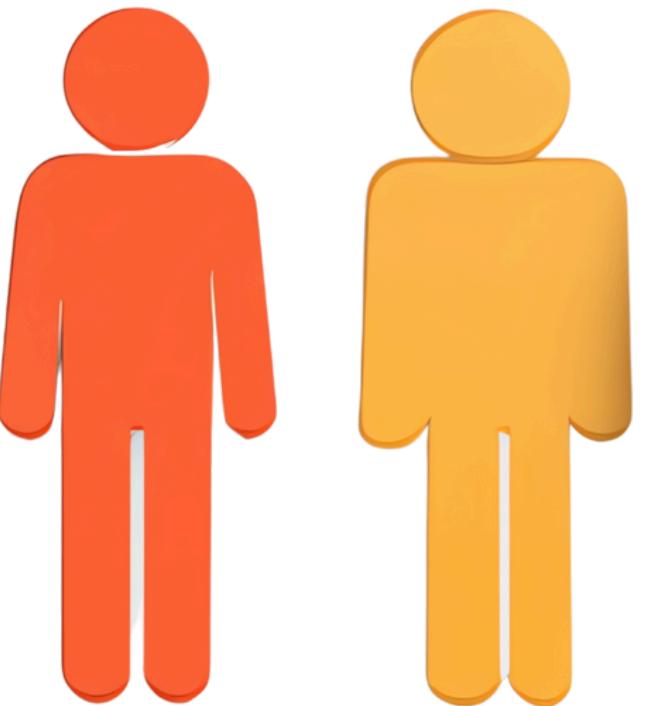
BRAND PENETRATION

01

What do people think about our brand?

02

Which cities do we need to focus more on?



14

BRAND PENETRATION

01

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



Out of 980, 455 people have heard about our brand and hence we consider their ratings for the CodeX product's taste. This rating of 3.3 is the industry avg rating as well.

BRAND PENETRATION

01 Which cities do we need to focus more on?

City	Negative	Neutral	Positive	Total
Ahmedabad	149	208	99	456
Bengalore	418	1844	566	2828
Chennai	126	615	196	937
Delhi	74	210	145	429
Hyderabad	266	1191	376	1833
Jaipur	106	163	91	360
Kolkata	67	393	106	566
Lucknow	53	84	38	175
Mumbai	228	847	435	1510
Pune	282	419	205	906
Total	1769	5974	2257	10000

This Data shows people's perception of CodeX as a brand in different cities. The neutral and negative responses are combined in this visual as they both are great in numbers than the positive responses. Hence improving the Positive response is one area where the marketing should focus on.

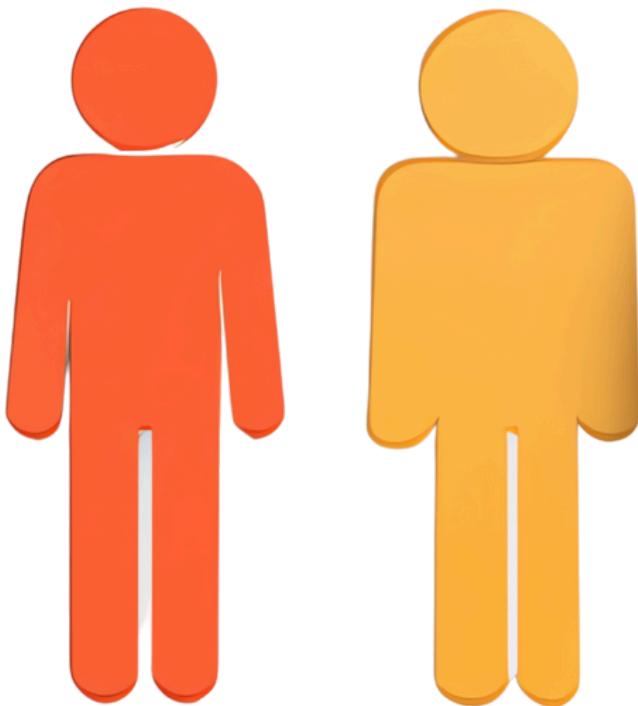
PURCHASE BEHAVIOR

01

Where do respondents prefer to purchase energy drinks?

02

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

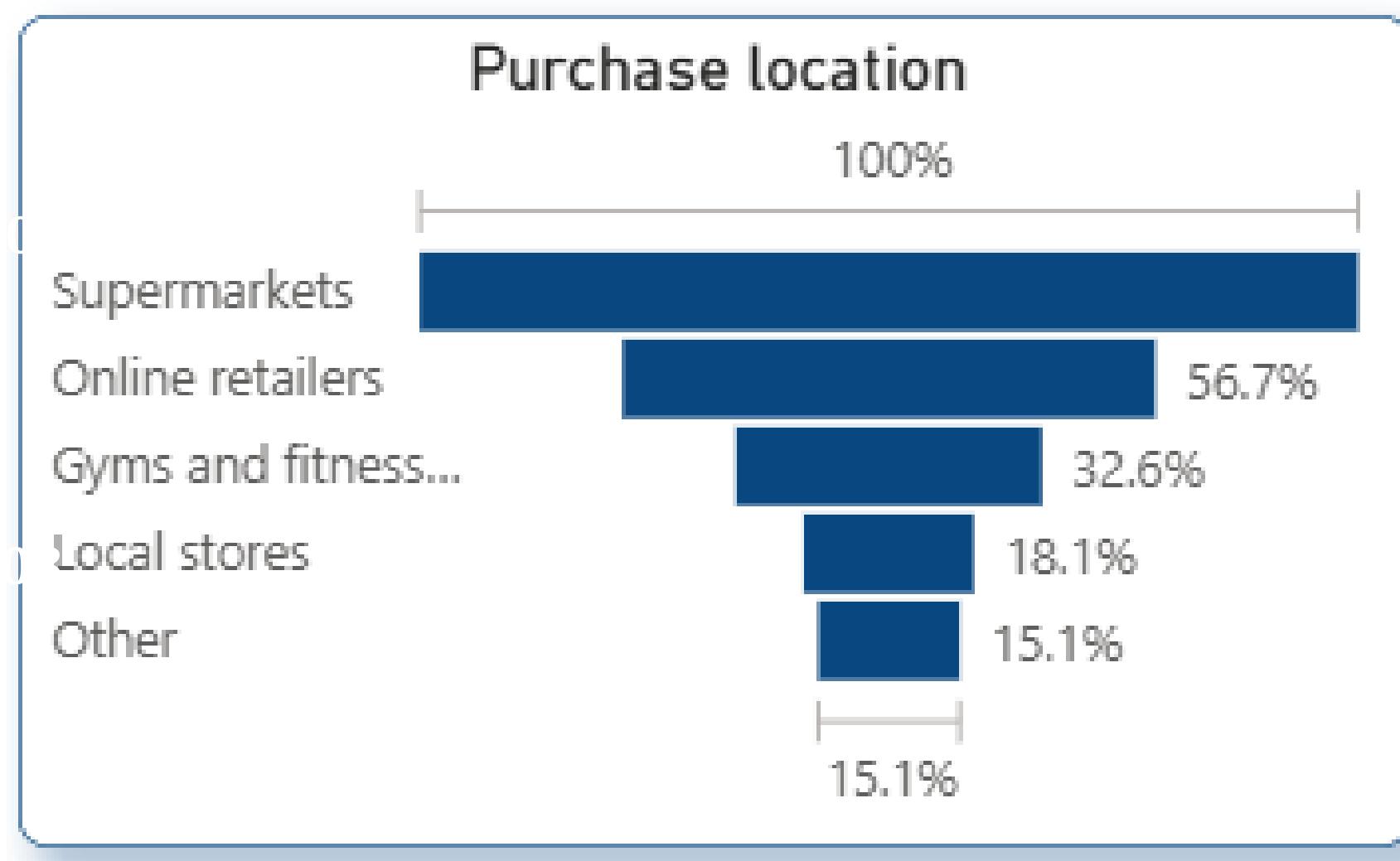


17

PURCHASE BEHAVIOR

01

Where do respondents prefer to purchase energy drinks?



Supermarkets are the most common choice among consumers to buy energy drinks.

PURCHASE BEHAVIOR

02

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

Consumption Situation						
Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000

Sports/exercise Studying/working late
Also, this data shows youth is consuming these drinks more.

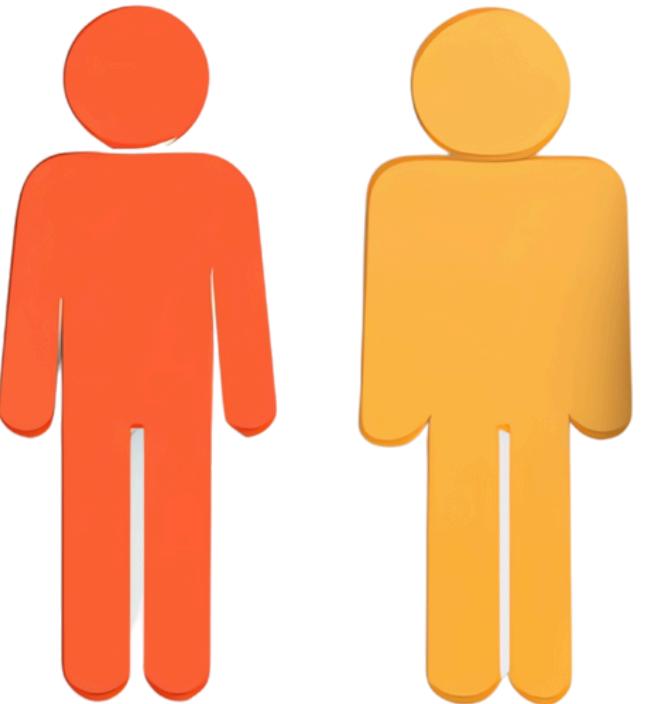
PRODUCT DEVELOPMENT

01

Where do respondents prefer to purchase energy drinks?

02

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



20

PRODUCT DEVELOPMENT

01

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

3.27

CodeX Avg Taste Exp

The taste experience rating is the same as the industry rating. This is not something that needs immediate attention.

PRODUCT DEVELOPMENT

01

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

Reasons_for_choosing_brands	Count of Respondent_ID
Availability	1910
Brand reputation	2652
Effectiveness	1748
Other	1679
Taste/flavor preference	2011
Total	10000

We need to work on the availability of the product. About 20% of the consumers choose the product because it is available. Availability is a major factor in sales of a product

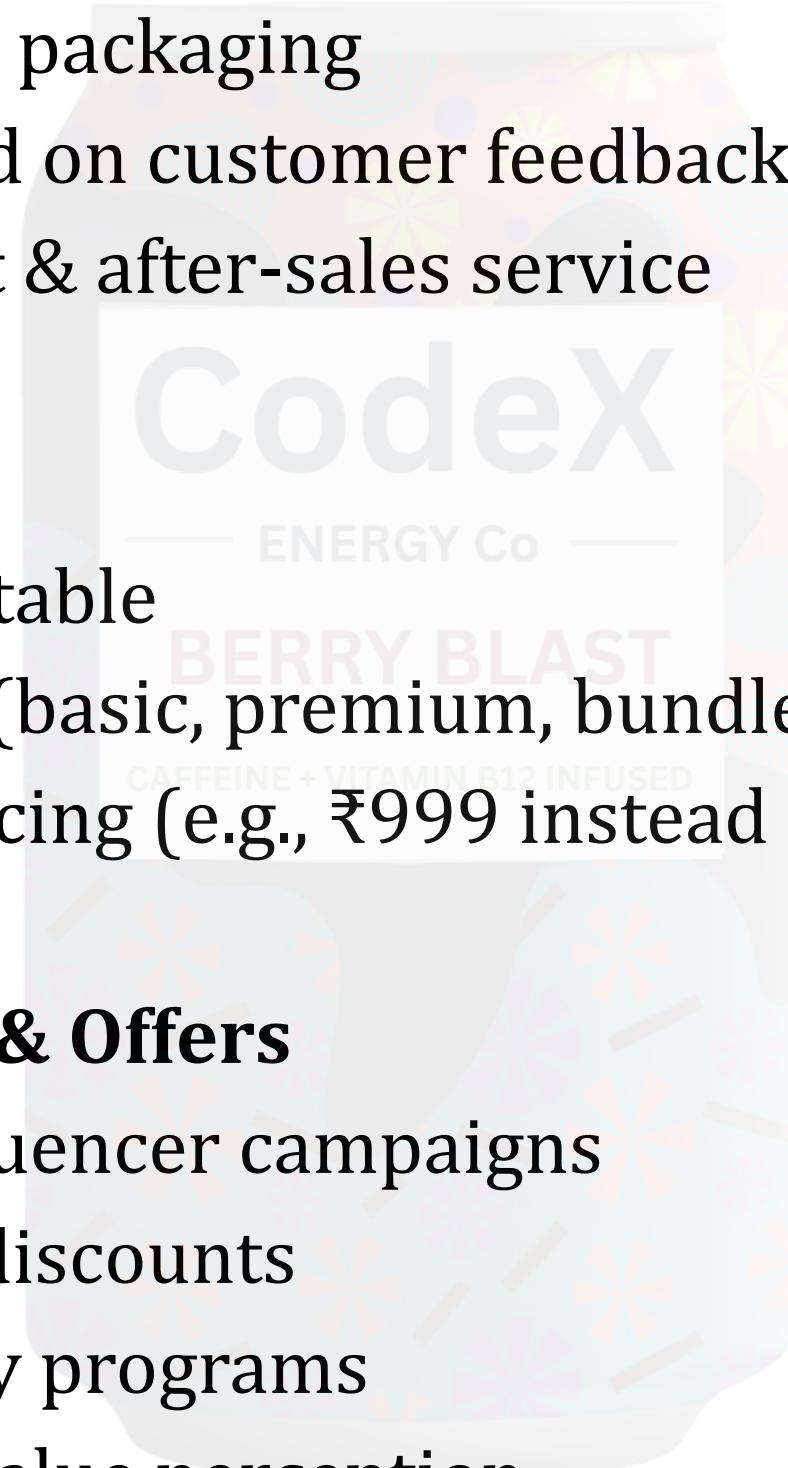
Recommendations For CodeX

1. Immediate Improvements

Enhance product quality & packaging

Add missing features based on customer feedback

Improve customer support & after-sales service

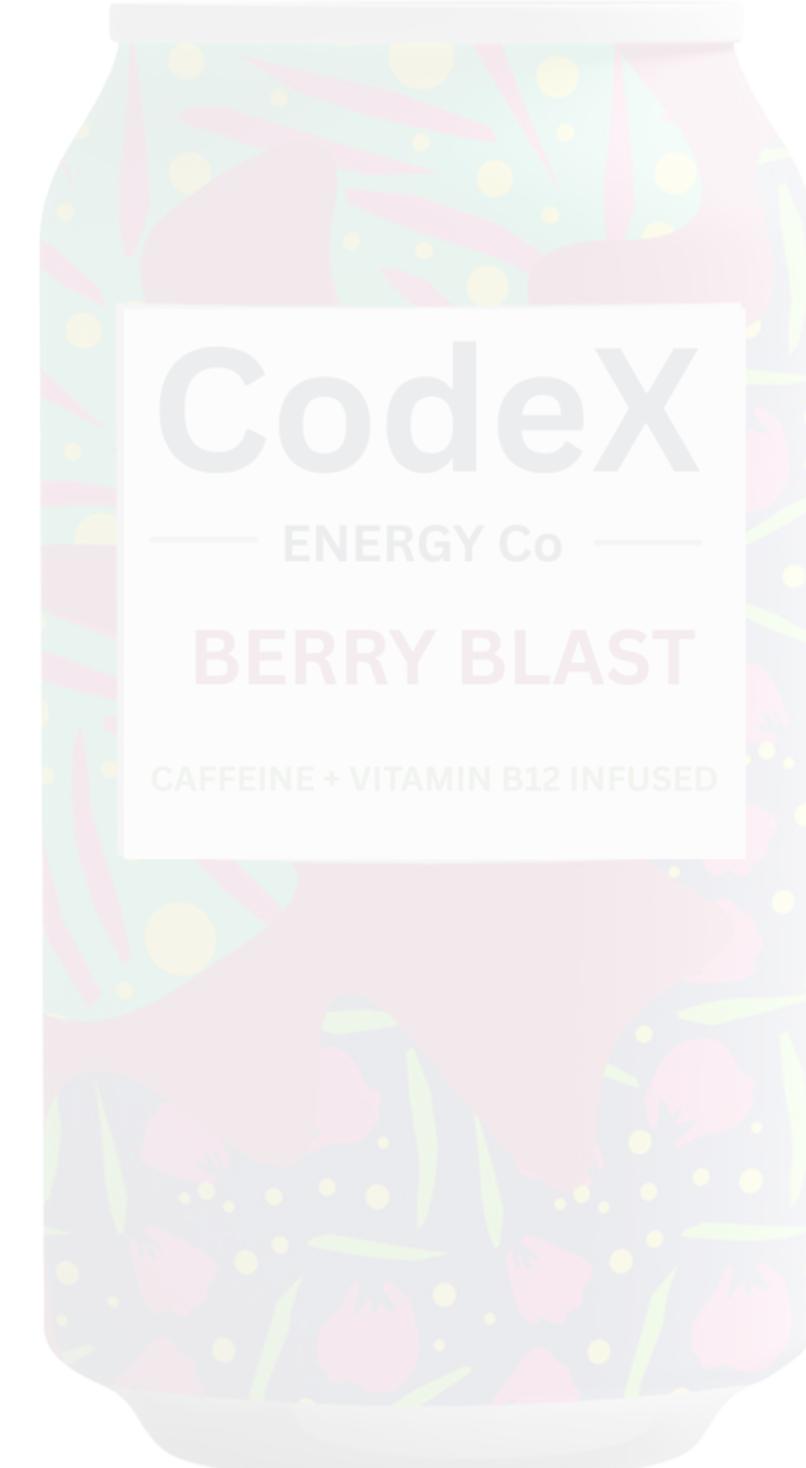


2. Ideal Pricing

Keep competitive yet profitable

Offer tiered/pricing plans (basic, premium, bundle)

Consider psychological pricing (e.g., ₹999 instead of ₹1000)



3. Marketing Campaigns & Offers

Launch social media & influencer campaigns

Provide festival/seasonal discounts

Introduce referral & loyalty programs

Bundle offers to increase value perception
solves

Recommendations For CodeX

4. Brand Ambassador

Choose a relatable, trusted personality

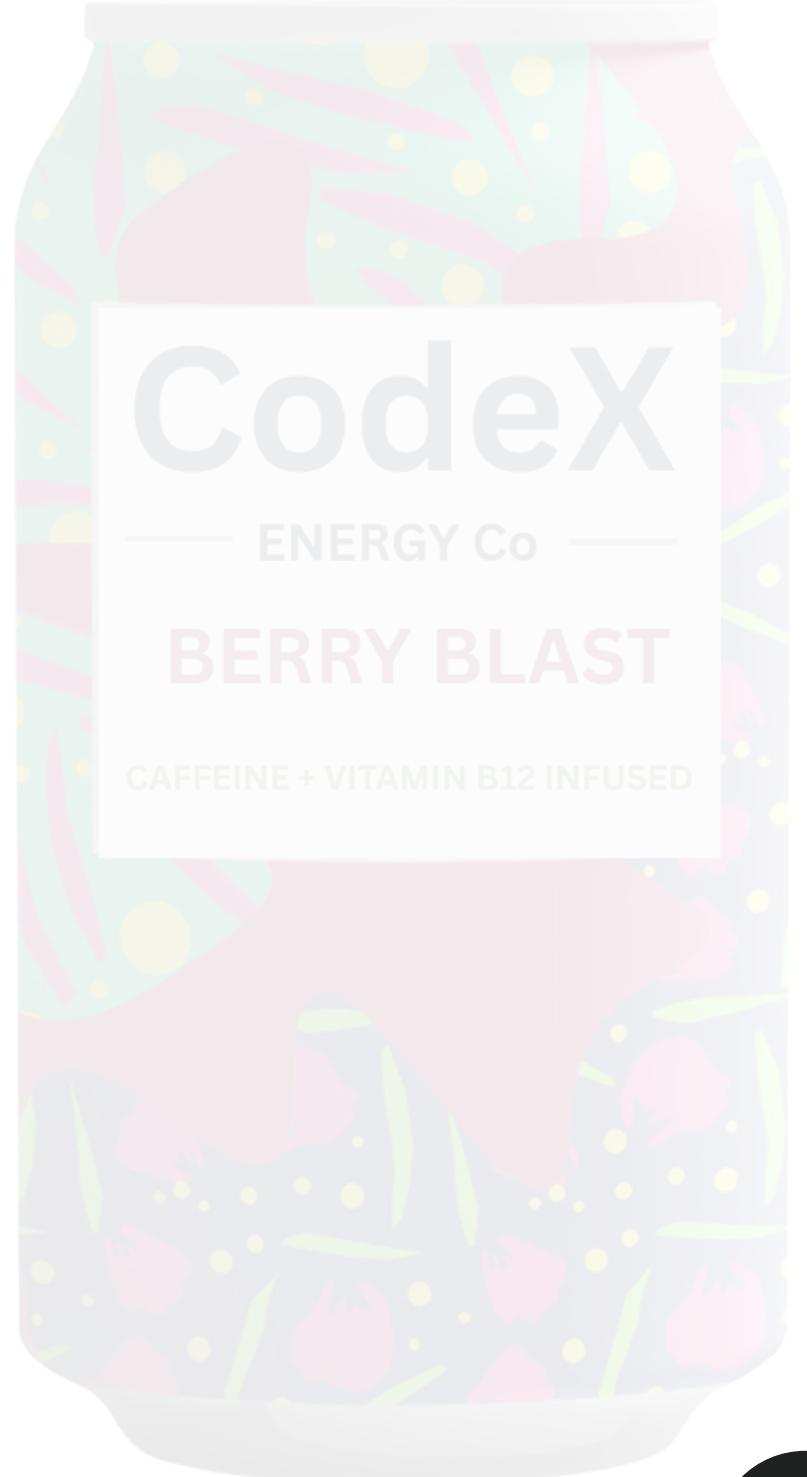
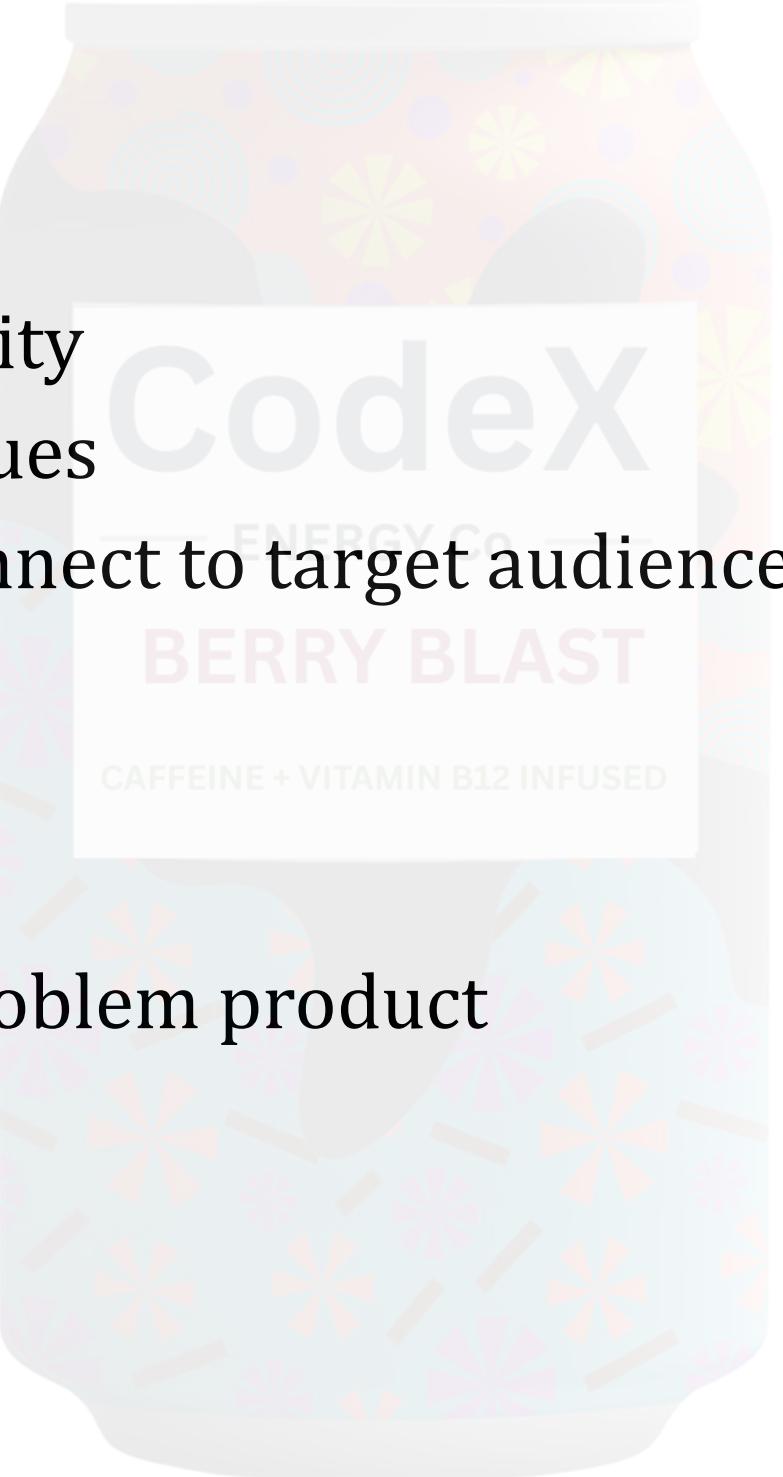
Someone who aligns with brand values

Influencer/celebrity with strong connect to target audience

5. Target Audience

Define by age, income, and lifestyle

Focus on customers who face the problem product



THANK YOU

