



# CodeX

# MARKETING

# INSIGHTS

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[www.codebasics.io](http://www.codebasics.io)

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# INTRODUCTION

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 in India.

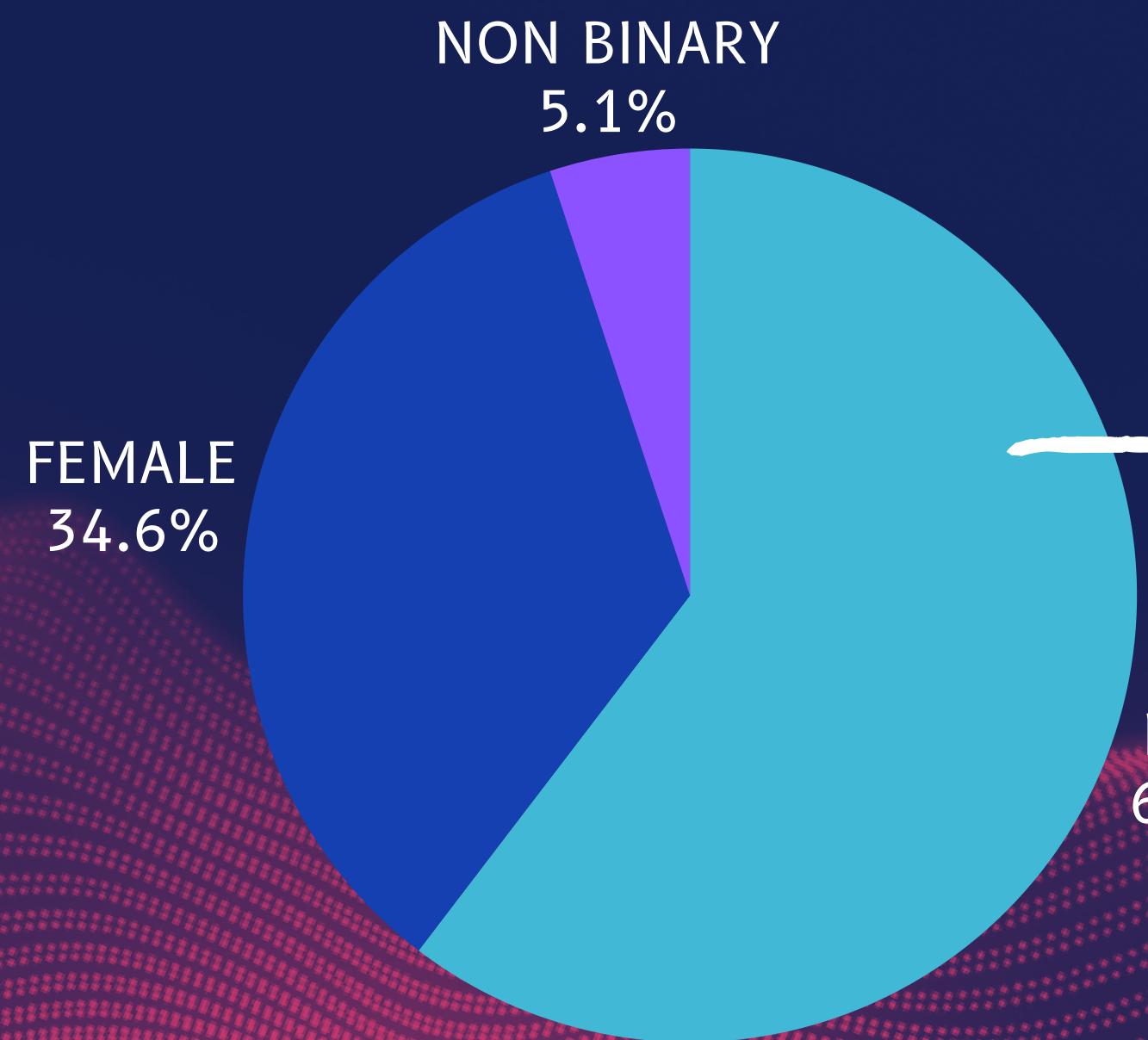
The Marketing team is responsible for increasing brand awareness, market share, and product development. A survey was conducted in those 10 cities and received results from 10k respondents which is used to derive meaningful insights and use it to drive actions.

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# **GOAL**

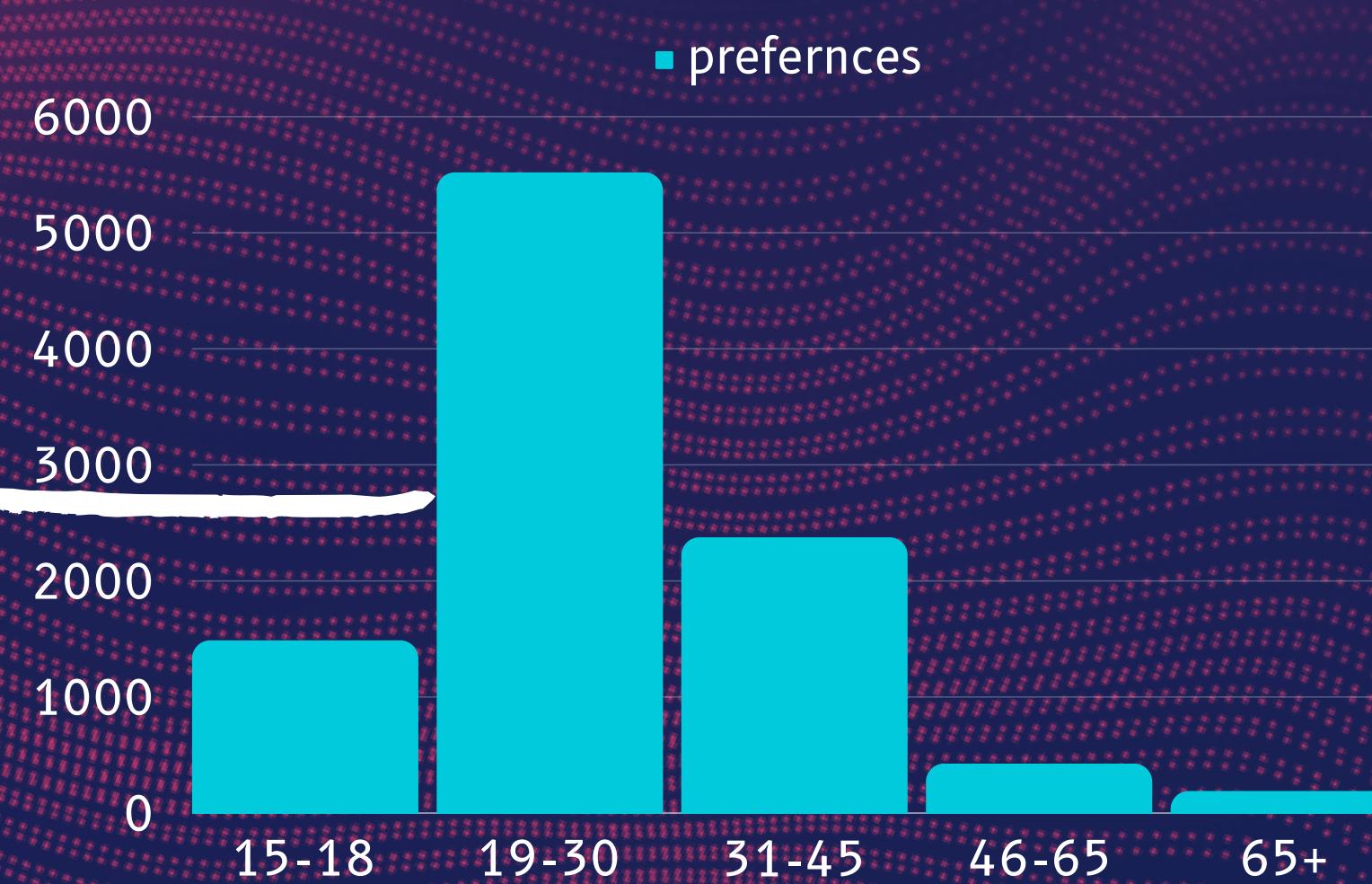
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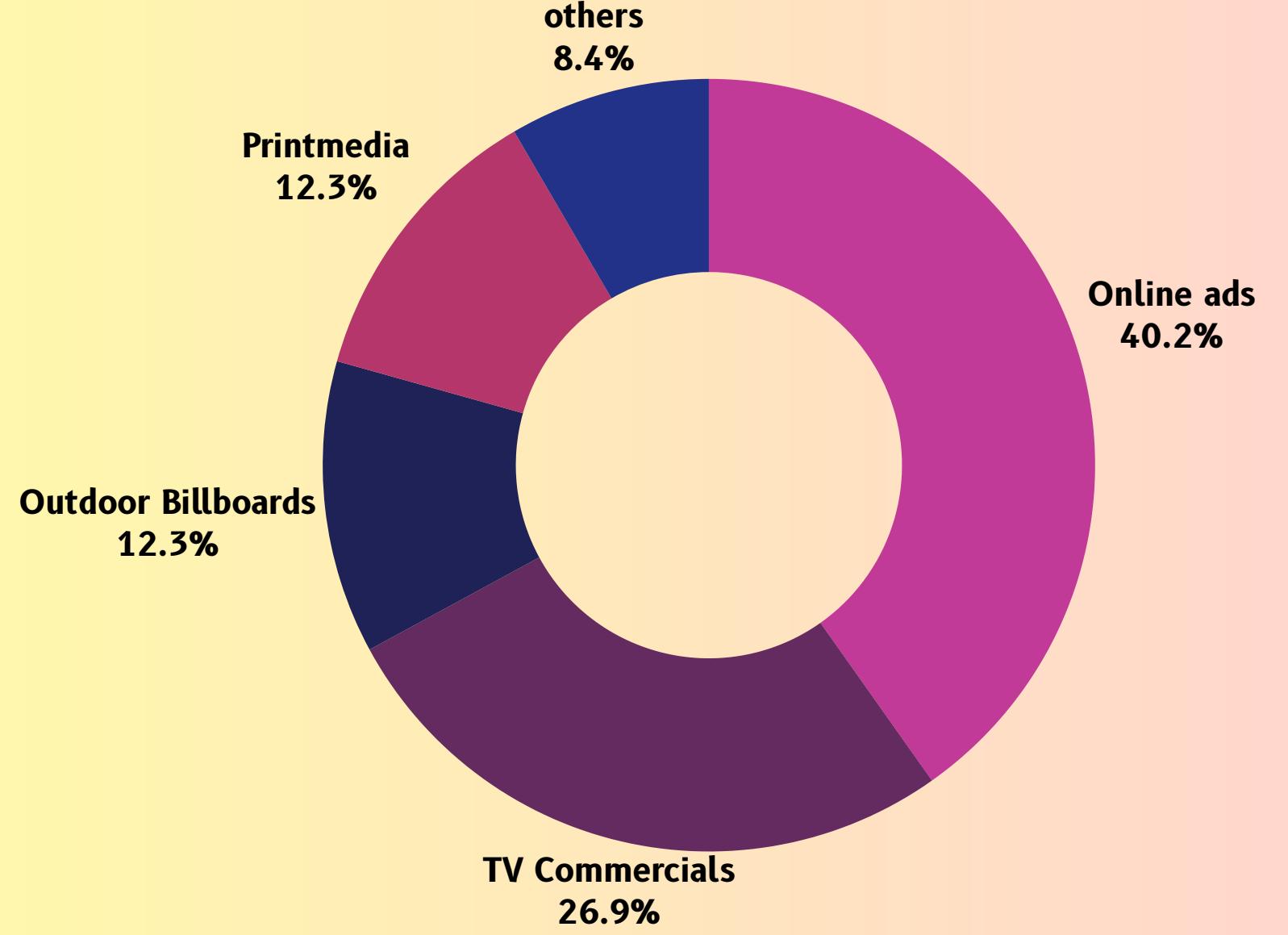
Conduct analysis on the survey responses and provide meaningful insights to drive actions and Increase the brand awareness of **CodeX**



60% of the consumers are  
Male

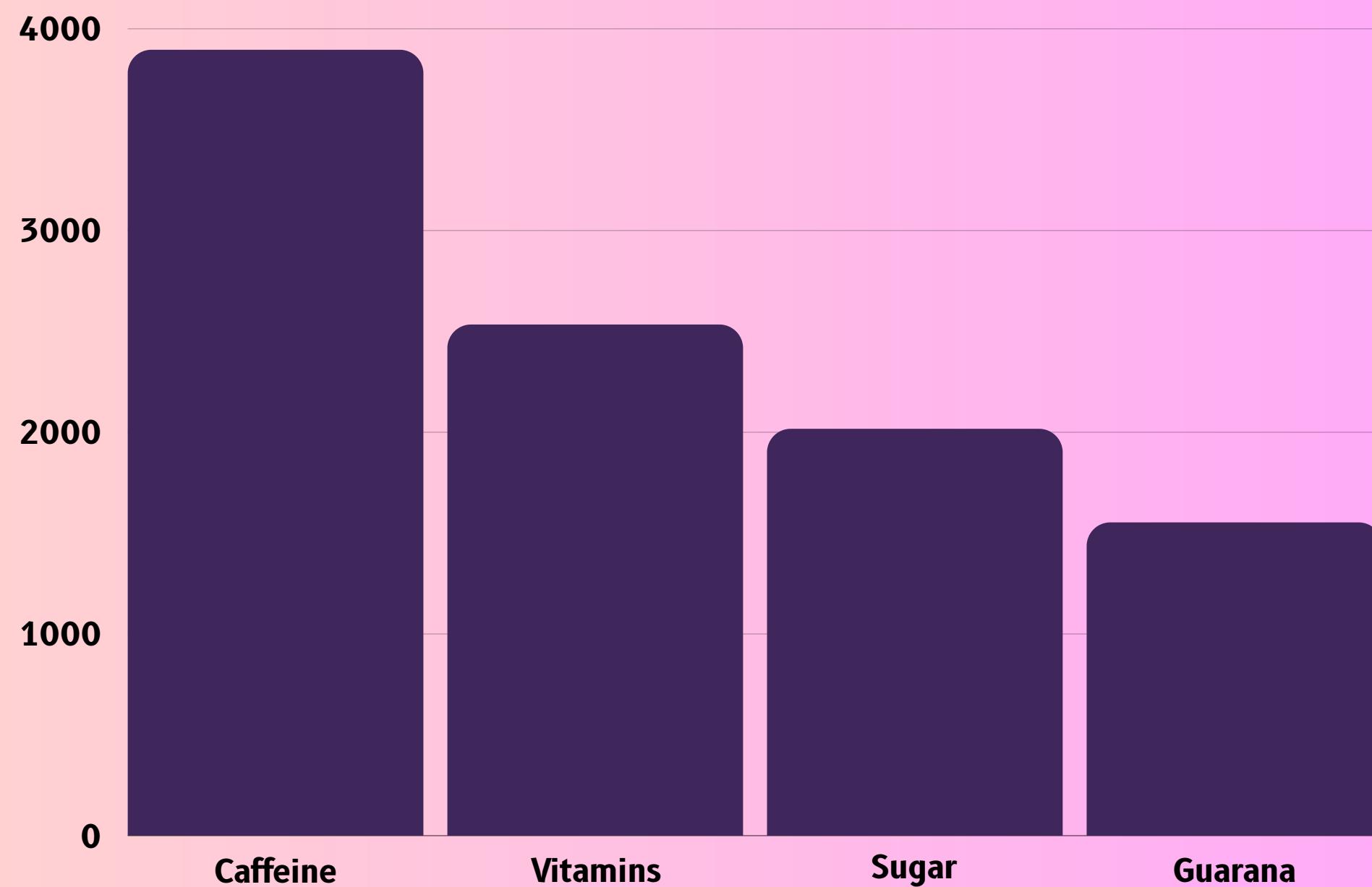
Aroun 55% of the preferences for the  
consumption of enery drinks come  
from the age group of 19-30





**38%** of the consumers prefer Caffeine in the energy drink as it widely recognized and used in the beverages.

Online ads has been the most engaging marking channel (**40%**) that attracts the youths (**age 15-30**) to consume energy drinks and it has been the most effective marketing strategy to reach a large number of customers.



# Packaging Preferences

## Compact & portable cans

39% of the customers prefer compact & portable cans, reason being the aluminium cans are more environmental friendly with their ability of being 100% recycled

## Innovative bottle designs

30% of the customers prefer Innovative bottle designs which is pivotal in enhancing the consumers interaction with the beverage

## Collectable packaging

15% of the customers prefer collectable packaging which offers them an unforgettable tactile experience

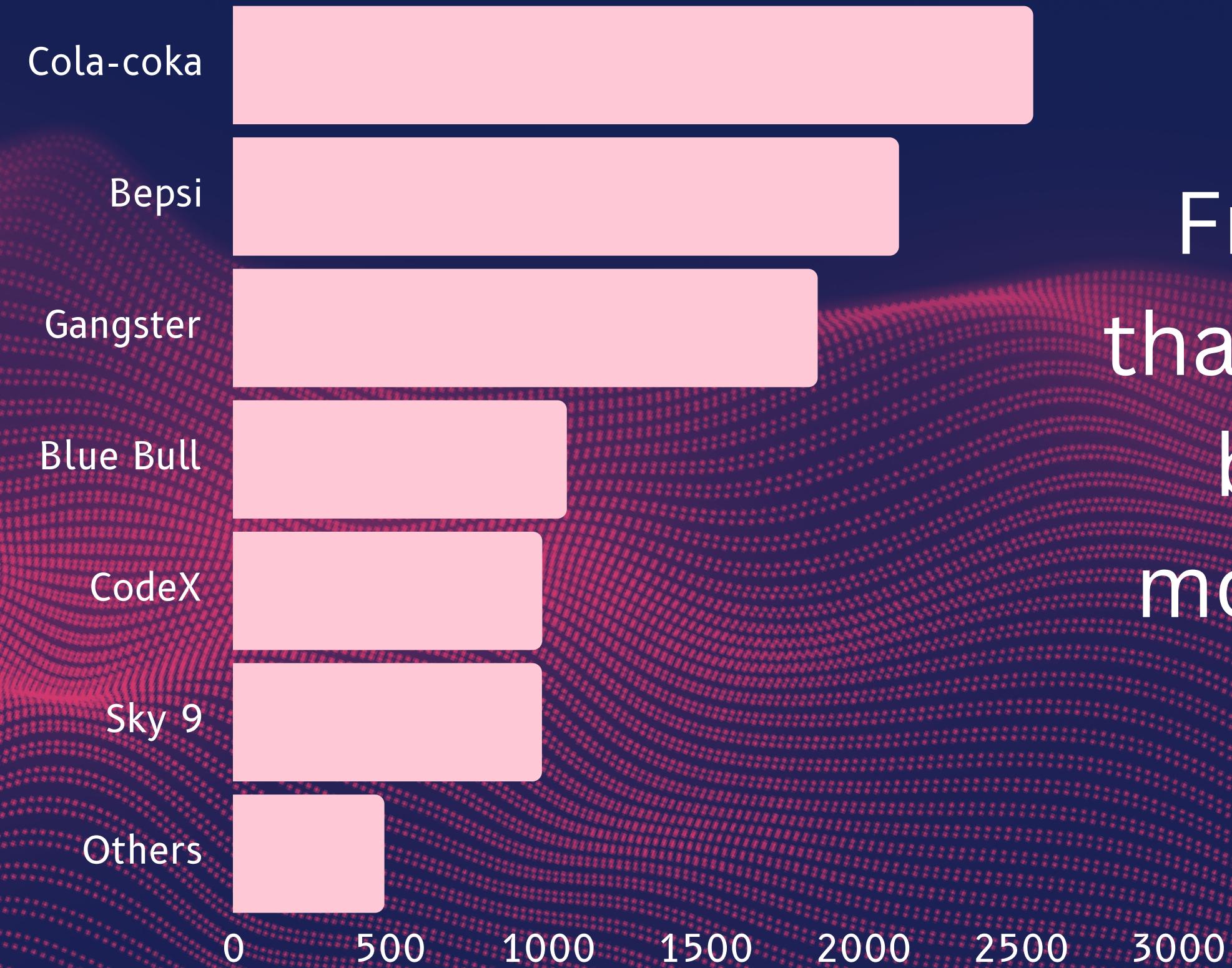
## Eco friendly designs

9% of the customer prefer eco friendly packaging

## Others

4% of the customer prefer other packaging

# Leading Brands



From the Analysis we see  
that **Cola-coka** is the leading  
brand with around 25%  
more populatiry compared  
to **CodeX**

# Reasons for choosing other brands over CodeX

Brand reputation

Taste preference

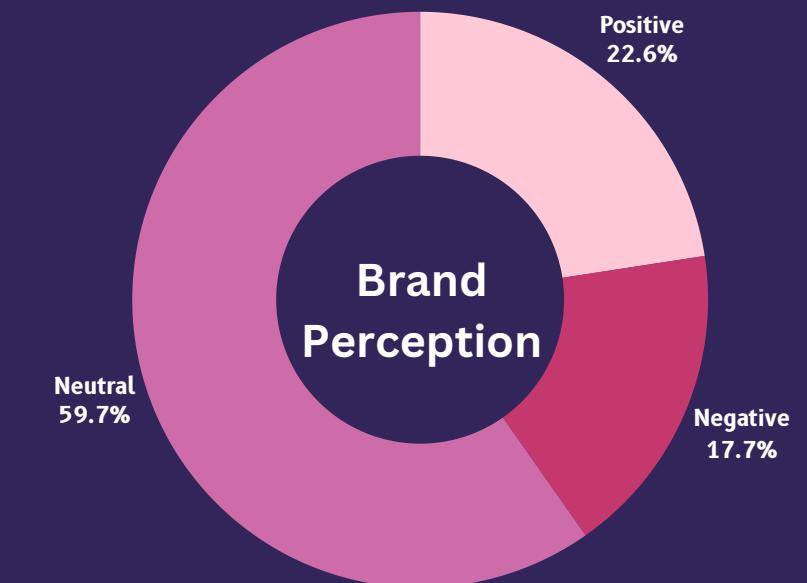
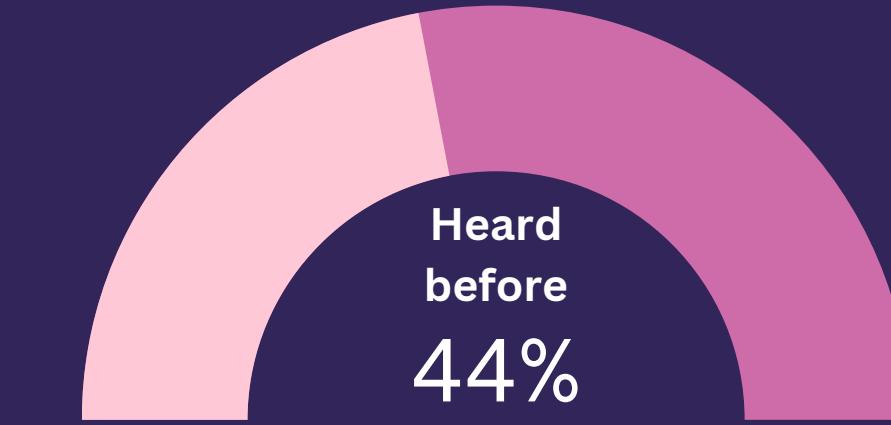
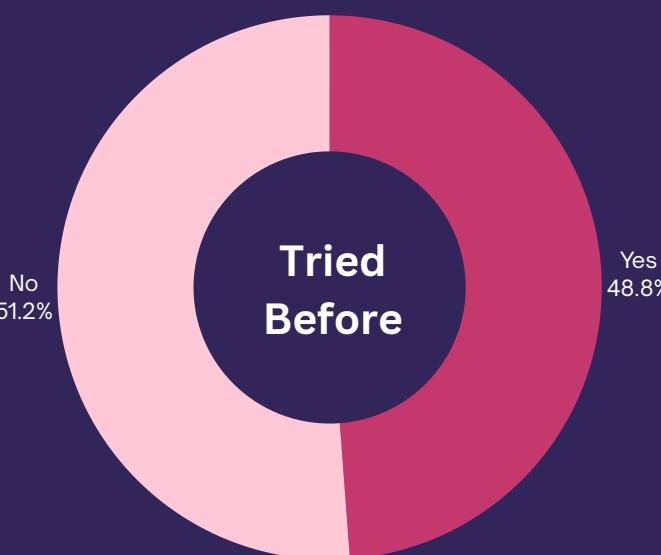
Availability

Effectiveness

other

Primary reason to choose other brands over CodeX is the **Brand reputation**. Since the Codex brand is a newly launched brand most of the people are not aware the brand. Other reasons customer prefer other brands are because of the Taste/Flavor preference, Availability, Effectiveness and other reasons.

# What people think about CodeX



## Cities that need more focus and attention

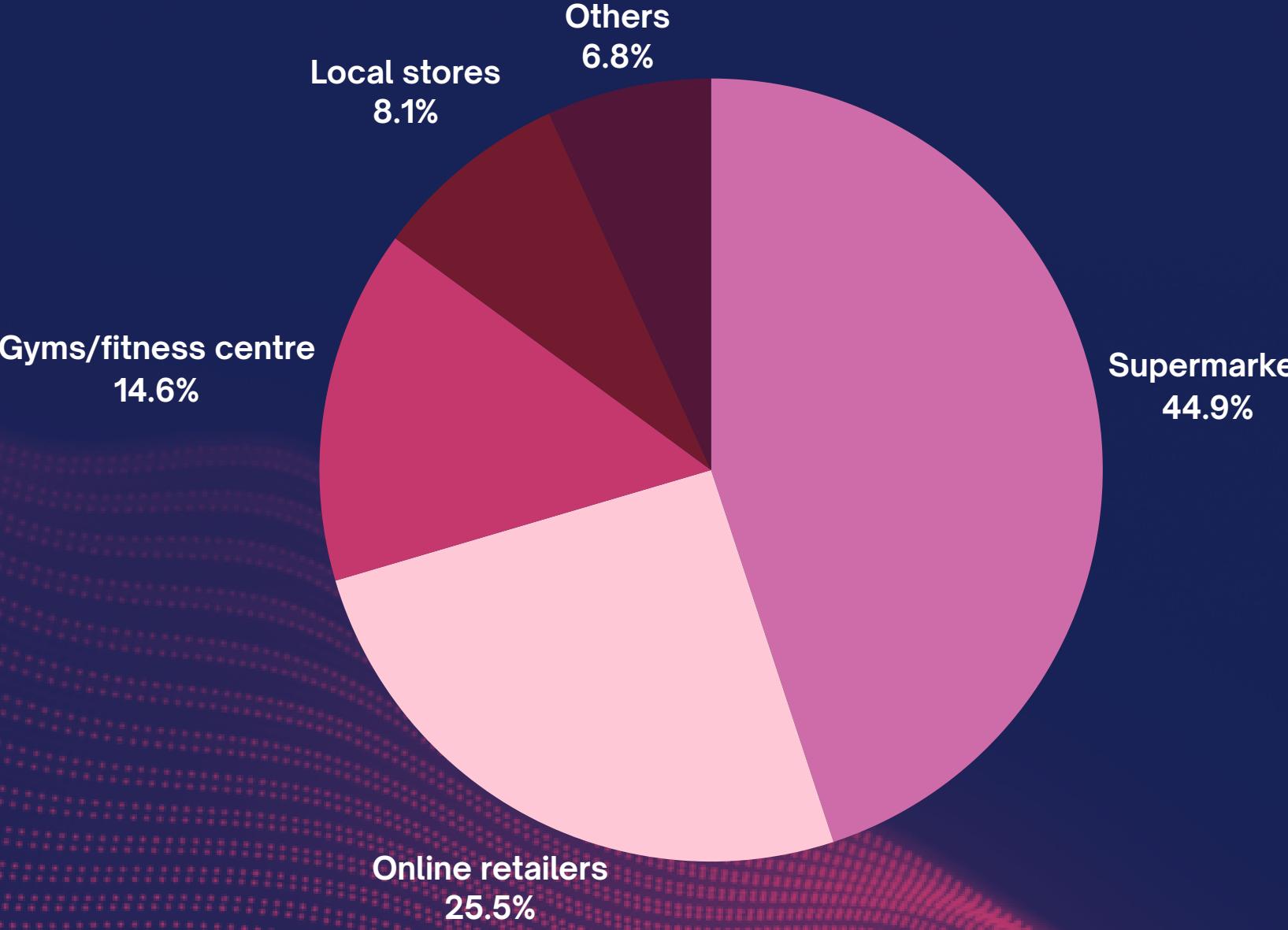
| Count of response | Cities     |
|-------------------|------------|
| 2828              | Bangalore  |
| 1833              | Hyderabad  |
| 1510              | Mumbai     |
| 937               | Chennai    |
| 906               | Pune       |
| 566               | Kolkata    |
| 456               | Ahemedabad |
| 429               | Delhi      |
| 360               | Jaipur     |
| 175               | Lucknow    |



Top performing cities are **Bangalore, Hyderabad and Mumbai** exhibiting high response rates that indicates larger potential Market for CodeX

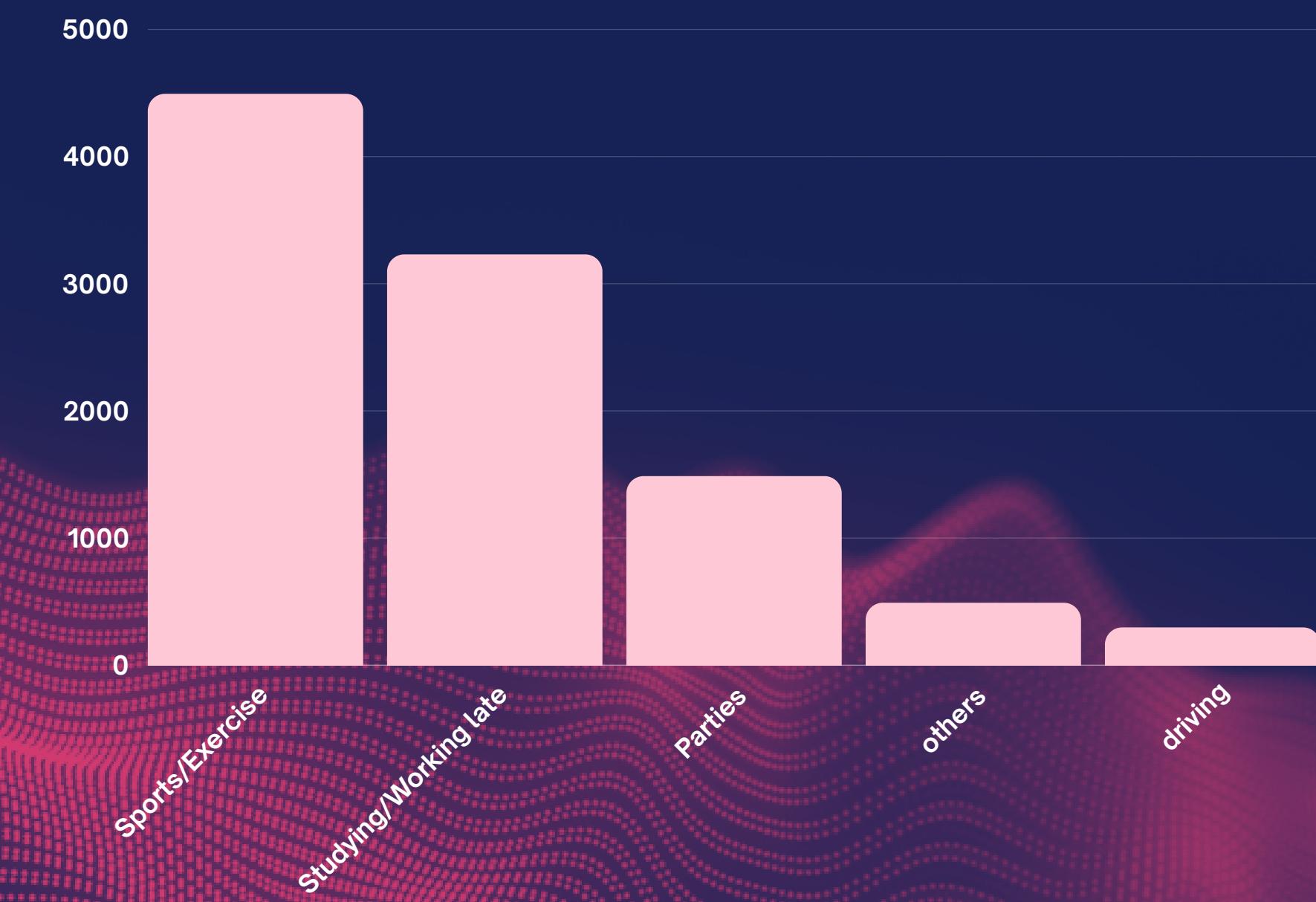


Least performing cities are **Delhi, Jaipur and Lucknow** where marketing efforts should be prioritized to increase brand awareness

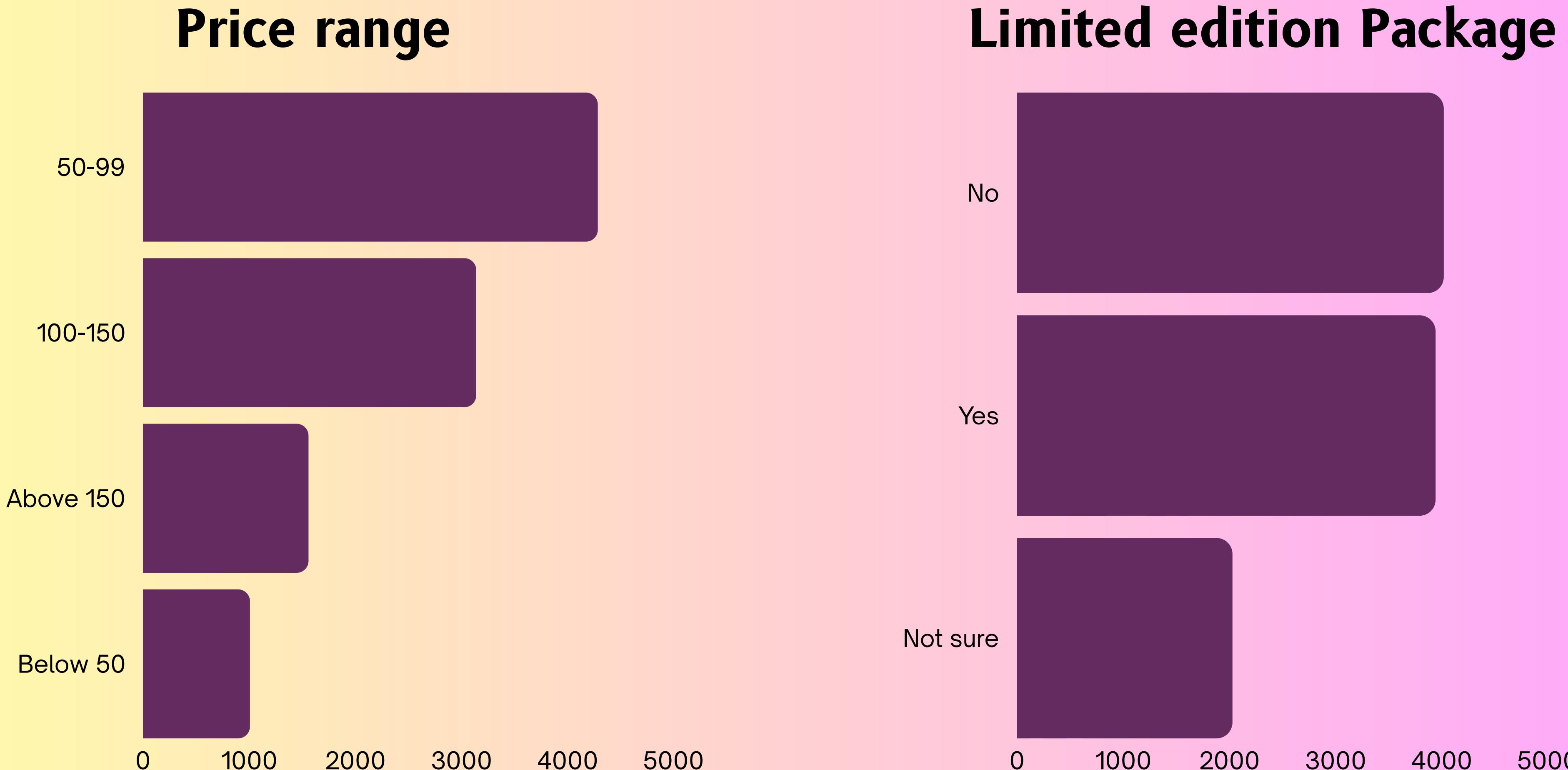


The typical consumption situation of a energy drink is after sports/exercise

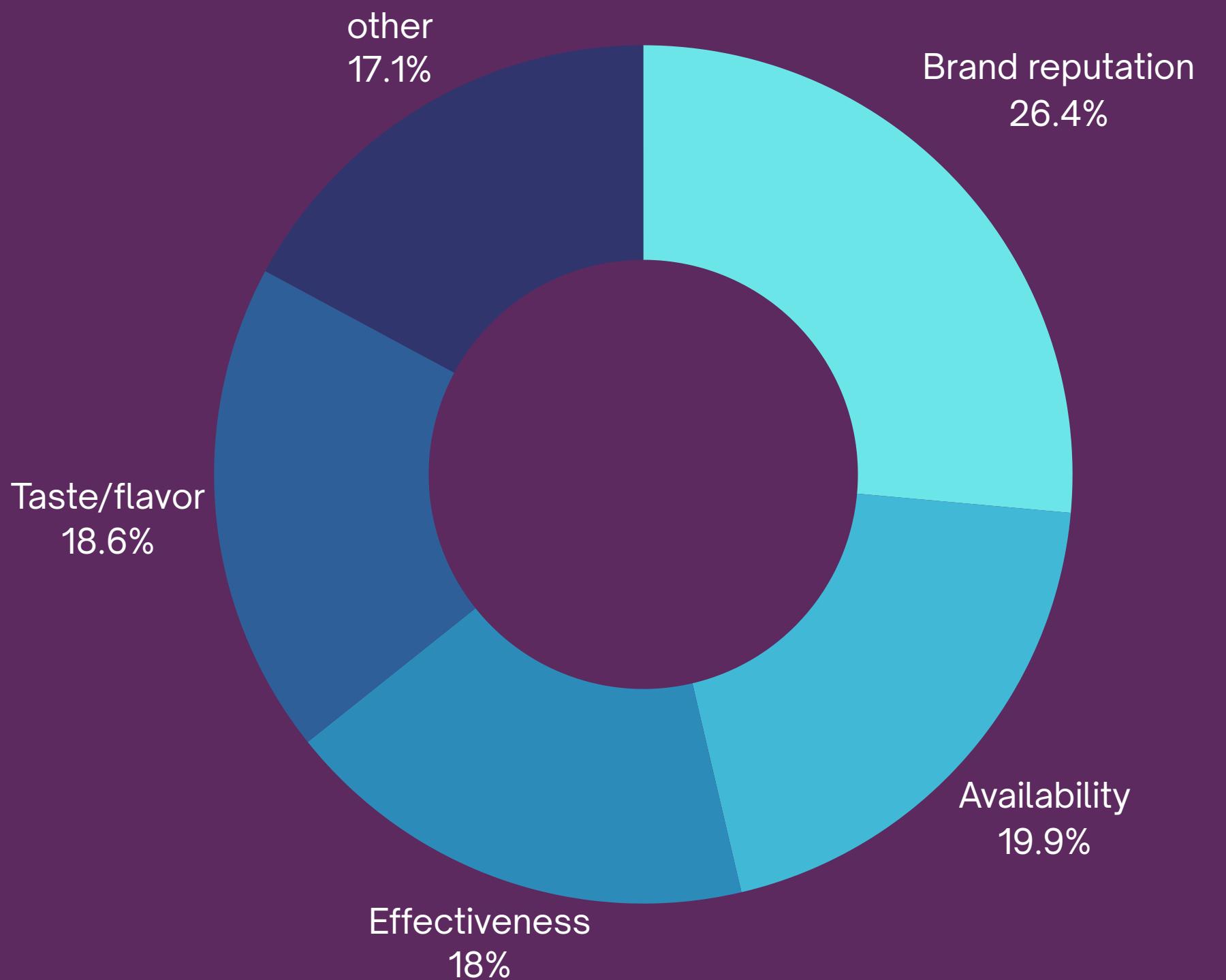
Most of the customers prefer to buy enery drink from supermarket



# *Factors that influence purchasing decision*

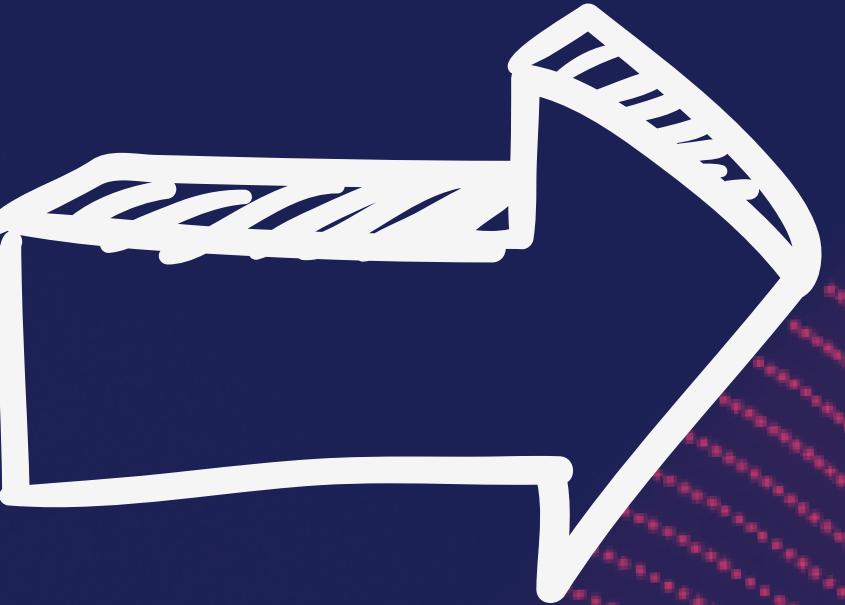


# Area of Business to focus on



26% of the consumers choose CodeX for its brand reputation. The areas that need more attention is its availability and its taste/flavor. by improving the taste of the enery drink we can reach more customers.

# Recommendations



# What improvements can we bring to the product?

## Availability

Among the 4,447 people who have heard about CodeX, 2,421 people have not tried the product. 195 respondents have mentioned that the product is not available locally. To address this we must focus on the supply of the product and make sure that is easily available to everyone.

## Brand Communication

Craft a strong brand message that resonates with the target audience. being transparent about the brand to gain trust of the customers. being consistent with the marketing strategy. Engaging with the audience on social media platforms to gain more customers.

## Health Benefits

We can use natural ingredients to avoid artificial sweeteners & preservatives. developing low calorie variants to cater health conscious consumers. controlling caffeine levels to avoid excessive stimulation. clearly labelling the ingredients and other information for clear choices.

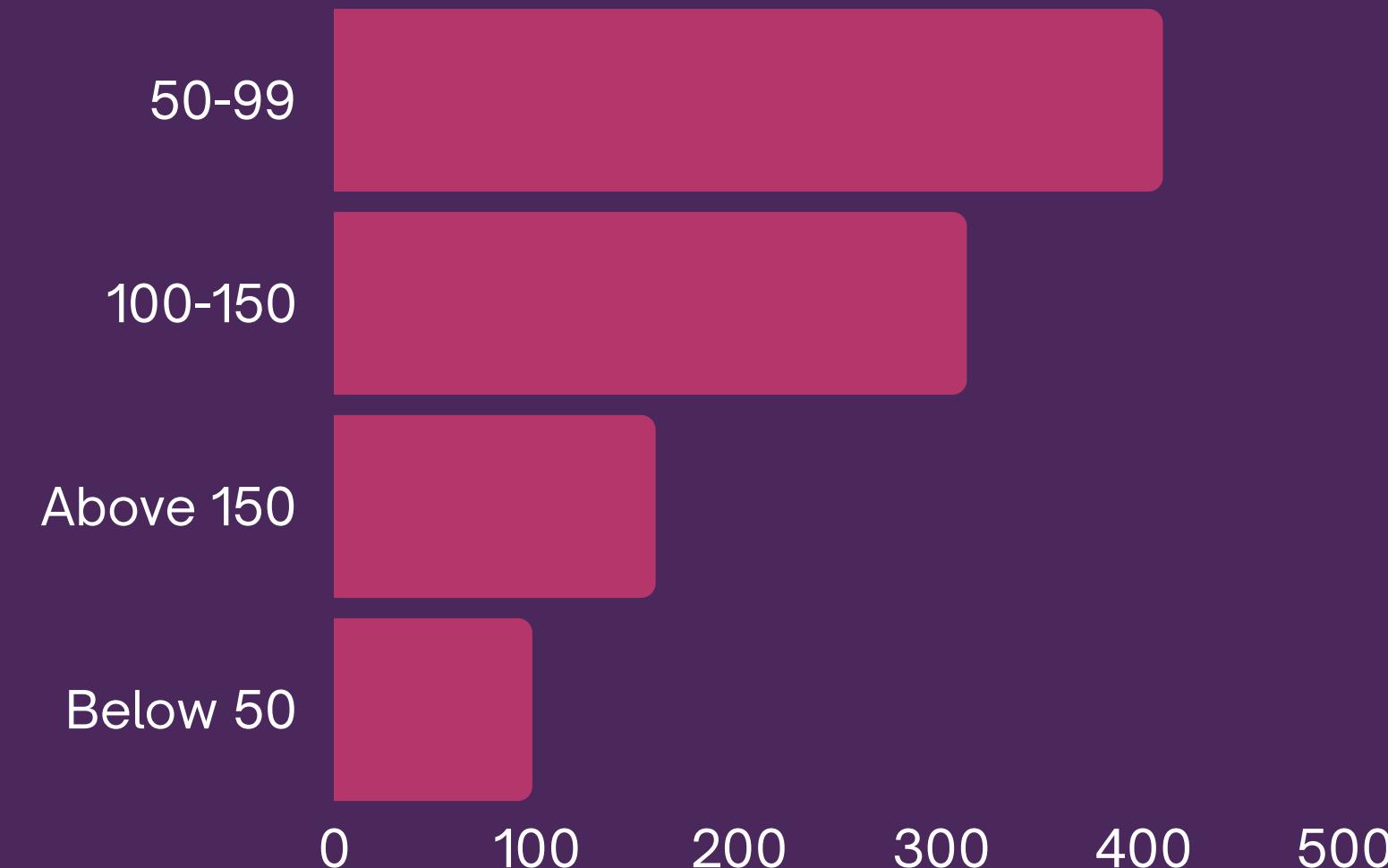
## Flavor enhancement

Curate unique flavors to stand out from other brands. offering Low sugar and Low calories options to attract more customers.

# What should be the ideal price of the Product?

*From the analysis we see that 41% of the customers prefer to pay around Rs 50 to Rs 90 particularly for CodeX.*

*On average, a standard 250ml energy drink can cost anywhere between 50 to 150 Indian Rupees*



Considerations:

Indian customers are generally price sensitive, hence they are more likely to buy energy drink when its affordably priced.

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

*Discounts*

*Free Samples*

*Referral Programs*

*Promotional Codes*

*Partnerships & Contests*