



Red Bull

Advertising 360

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BRAND

1976

Red Bull was invented in Thailand.

ORIGINALLY NAMED 'KRATING DAENG' WHICH TRANSLATES TO 'RED BULL' IN ENGLISH

1987

New product formula was put on the shelves.

PRODUCT WAS NOT SUCCESSFUL UNTIL THE ALTERATION OF THE FORMULA AND MARKETING TECHNIQUES

1992

“RedBull Gives You Wiings”

BECAME ONE OF THE FIRST PRODUCTS TO BIRTH A NEW PRODUCT CATEGORY. CONSUMERS WERE LOOKING FOR ALTERNATIVES TO COFFEE



Red Bull

PROMOTION

“RED BULL GIVES YOU WIINGS”

HAS BECOME A LIFESTYLE BRAND AND CAMPAIGN THAT HAS POSITIONED ITSELF TO BECOME A LIFESTYLE BRAND TO PROMOTE EXTREME ENERGY, ADVENTURE, AND TO PUSH CONSUMERS TO PROPEL THEIR PHYSICAL LIMITS.

SERVICE

RED BULL OFFERS CONSUMERS A BOOST OF ENERGY WITH THEIR FORMULATED PRODUCT THAT CONTAINS 80 MG OF CAFFEINE, B GROUP VITAMINS, REAL SUGAR, AMINO ACIDS, AND WATER



Red Bull

TARGET AUDIENCE

DEMOGRAPHICS:

- 18-34 AGE RANGE
(MILLENNIAL, GEN Z)
- MALE AND FEMALE
- AVERAGE - HIGH INCOMES
- STUDENTS
- ATHLETES
- URBAN/SUBURBAN LIVING SITUATIONS

Psychographics:

- REDBULL “GIVES YOU WINGS” IS BRANDED TOWARDS **AMBITIOUS, ENERGETIC, THRILL-SEEKING YOUNG ADULTS**
- **STUDENTS** STUDYING/JUGGLING THE DEMANDS OF THEIR EDUCATION (CRAMMING FOR EXAMS, STAYING UP LATE FOR HOMEWORK, ETC.)
- **YOUNG ADULTS INVOLVED IN EXTREME SPORTS/HIGH-PERFORMANCE** ATHLETES, STUNTS, GAMING, MUSIC/CONCERTS, AND ATTUNED TO THE NIGHTLIFE SUCH AS PARTYING, CLUBBING, GOING OUT.
- **PROFESSIONALS** WHO HAVE KICK-STARTED THEIR RIGOROUS JOBS - I.E. STAYING LATE TO COMPLETE WORK



Red Bull

PHASE OF THE AIDA MODEL

Interest and Desire Phases

Red Bull is mainly focused on the **Interest and Desire phases of the AIDA Model**.

Even though the brand is relatively new, it's now expanded into over 170 countries, so the brand has already gained a lot of awareness and at this point almost everyone knows what Red Bull is.

Red Bull now collaborates with influencers on social media, hosts sporting events, and host music events to continue to build interest and desire for their drink.



GOALS OF THE CAMPAIGN

AWARENESS

SPONSORING SPORTING EVENTS, PERFORMING LARGE PUBLICITY STUNTS, AND USING INFLUENCERS SUCH AS HIGH-PERFORMING ATHLETES TO CREATE CONTENT THAT INSPIRES THEIR AUDIENCE TO BE MORE ACTIVE AND ADVENTUROUS

SOCIAL MEDIA

- INSTAGRAM: 19.1 MILLION
- FACEBOOK: 49 MILLION
- YOUTUBE: 13.6 MILLION
- TWITTER: 1.9 MILLION
- LINKEDIN: 1 MILLION
- TIKTOK: 10.9 MILLION
- REDDIT: 14K

BRANDING

A MAJOR GOAL FOR THE RED BULL “GIVES YOU WINGS” CAMPAIGN IS TO BUILD ITS BRANDING. BY IMPLEMENTING THEIR SLOGAN IN EVERYTHING, AND BUILDING PLATFORMS ON SOCIAL MEDIA, THEIR AUDIENCE ASSOCIATES “RED BULL GIVES YOU WINGS” WITH EVERY SPORTS EVENT, ATHLETE THEY SEE, AND TIME THEY ARE ACTIVE.

REDBULL HIT GLOBAL HEADLINES BY SPONSORING AUSTRIAN SKYDIVER FELIX BAUMGARTNER TO FREE FALL JUMP FROM THE EARTH STRATOSPHERE IN A HELIUM BALLOON.

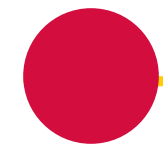


THE BIGGEST OBJECTIVE OF THIS CAMPAIGN IS TO BUILD THE NAME OF THE BRAND.



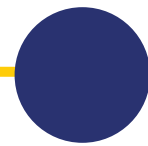
Red Bull

WHAT ARE THE METRICS(S) TO MEASURE



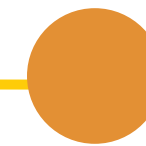
Brand Awareness

91% of energy drink consumers in the U.S. know Red Bull



Brand Loyalty

42% of energy drink users in U.S. use Red Bull. 35% say they would choose it again.
83% of Red Bull users show brand loyalty.



Reach

43% of energy drink consumers heard about Red Bull through ads, social media, and general media.



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THE CHANNELS AND VEHICLES USED

Red Bull has a YouTube channel where they create original sporting content.

Including biking, motorsports, snow sports, dance, surfing, etc.



Sponsorships to the world's largest sporting events.

Including Nascar, BMX, skydiving, esports, ice hockey, etc.

Red Bull media house where they produce and license a broad selection of media.



REACHING THE TARGET AUDIENCE.



Red Bull ads are presented at a lot of sporting events that they sponsor such as the Red Bull Air Race, Red Bull Cliff Diving, Red Bull Rampage, and more. In these type of high-energy settings, people are more drawn towards Red Bull.



Red Bull is sold at a lot of bars and clubs, and most times it's used there to make drinks like Vodka Red Bulls, which became popular in the 2000s and promoted Red Bull to their target audience.

Red Bull sponsors a lot of big music events where a lot of people are looking for something like Red Bull to keep them energized for the show.



Red Bull

WAS THE CAMPAIGN SUCCESSFUL?

THE “RED BULL GIVES YOU WINGS” CAMPAIGN, IN OUR OPINION, WAS A HUGE SUCCESS.

IT HAS LANDED ON THEIR TOP 5 MARKETING CAMPAIGNS LIST.

- AS WELL AS REPOSTING THAT IT IS ONE OF THE MOST WELL-KNOWN TAGLINES FROM A BRAND.
- COMPETING WITH “JUST DO IT”-NIKE AND “I’M LOVIN IT” -MCDONALDS.

"RED BULL GIVES YOU WINGS" ENCAPSULATES THE VERY SPIRIT OF RED BULL: DARING, ASPIRATIONAL, AND RELENTLESS IN ITS PURSUIT OF EXCELLENCE. IT'S NOT JUST A TAGLINE; IT'S A PROMISE, A PHILOSOPHY, AND A CALL TO ACTION.



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THANK YOU

Any Questions?

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