

## **Analysis of Industry**

Before understanding where Red Bull stands within the energy drink industry, it is important to define the energy drink industry itself. Red Bull is an energy drink, which is defined as, “beverages that contain, besides calories, caffeine in combination with other presumed energy-enhancing ingredients such as taurine, herbal extracts, and B vitamins,” (Heckman, Sherry, & De Mejia, 2010). The same article places energy drinks in the “functional” category of drinks, a category that also includes, but is not limited to, sports drinks and work-out supplemental drinks (Heckman, Sherry, & De Mejia, 2010).

Now that it is clear what industry Red Bull belongs to, take a look at how they fit into the functional drink industry. According to an article in Nutrition Journal, Red Bull is the current leader in the energy drink market (Malinauskas, Aeby, Overton, Carpenter-Aeby, & Barber-Heidal, 2007). Supporting evidence was supplied in an assessment of the energy drink market size in 2010 stating that energy drinks account for 62 per cent of their market in the United States, Red Bull holding 42 per cent of that 62 per cent (Heckman, Sherry, & De Mejia, 2010). Simply put, Red Bull, a single and private company, dominates almost half of the functional drink market. This proves they make trends. They were the first company to distribute such a drink, which is why they are still the most popular. Not only is Red Bull the originator, they are the best.

Because Red Bull has the best product on the market, nothing seems to affect their sales. Everyone knows the past few years have been slow economically. While it seems to affect other products and industries, Red Bull seems to be experiencing minimum negative effects. “The numbers indicate that energy drinks will see their strongest growth between the years 2007 and 2012,” (Heckman, Sherry, & De Mejia, 2010). If this assessment had been published or

researched prior to 2007, it would not have much validity. However, because it was published in 2010, mid-way through the expected growth dates, the assessment proves the energy drink market is still growing, with Red Bull leading the group. Since not even horrible economic times can hurt the sales of energy drinks, specifically Red Bull, there is no emerging industry that will infringe on Red Bull sales.

### **Analysis of Company**

Red Bull Energy Drink was developed by Dietrich Mateschitz. While in Asia on business, he tried some syrups that people would add to their drinks to give them energy. Mateschitz worked to develop an energy drink called, Red Bull Krateng Dang. This original drink was only sold in Asia. After, making some changes to the drink, Mateschitz founded the company. In 1987 Red Bull was launched in Austria (Hoover's Inc., 2011).

Every company goes through highs and lows. One low for Red Bull was when it was initially created. The original drink was not carbonated and very syrupy. This was not good for sales. Red Bull re-developed the brand, took out the syrup, and made it carbonated (Hoover's Inc., 2011). Since then Red Bull has been growing. Red Bull is experiencing the high point of the brand. Currently Red Bull commands about 70 percent of the energy drink market (Gorse, Chadwick, & Burton, 2010).

The philosophy behind Red Bull is to never give up, it is shown in their history that they keep doing more and reaching out in new ways to promote the brand. Whether it's buying a sports team or creating a magazine, Red Bull does not give up. (Gorse, Chadwick, & Burton, 2010).

The main way media has covered Red Bull is through the sports that Red Bull sponsors. A lot of Red Bull's marketing is done through extreme sports, which is a new and innovative approach to promote a brand (Gorse, Chadwick, & Burton, 2010).

Red Bull is very involved with the community. The company hosts many sports events in a way to market their product. Red Bull has come into the community by being such a big sponsor of sports(Gorse, Chadwick, & Burton, 2010). Finally, Red Bull has become immersed in the community is by their existence in night clubs (Cirillo, 2009).

In some ways Red Bull is innovative. Red Bull was one of the first to break into the industry of energy drinks. However, over the course of Red Bull's history there has been little innovation within the company in relation to the product. Red Bull has only added the sugar free drink, an energy shot and a cola to their energy drink list. These new products have not been as successful as the original. One main way Red Bull has been innovative is in their advertising strategies (Cirillo, 2009).

Some of the key personnel and managers in the Red Bull company are, Dietrich Mateschitz who is the founder, Nigel Trood the Director in United Kingdom, Elton Sawyer the director of competitions, John Probst who works with Red Bull Racing, Ellen Applen the director of communications, Walter Bachingerthe head of controlling and accounting, and Patrice Radden the director of the corporate communications (Hoover's Inc., 2011).

The employees who come in direct contact with the consumers are people who work the specific Red Bull events. An example would be the "Red Bull Girls." These girls go to heavily populated areas or events and give out Red Bull (Boostmyproduct.com, 2011).

Red Bull offers the standard energy drink, as well as a sugar free energy drink, an energy cola, and their newest addition the energy shot (West, 2011). The primary energy drink for Red

Bull is the staple of the company. It is very important, because it is the product that continues to sell to the largest population of consumers and it is what took Red Bull from small company sales to global (Gorse, Chadwick, & Burton, 2010).

### **Analysis of Brand**

Customers feel that the Red Bull brand is relatively expensive as an energy drink option, but it still works and is effective towards their needs and wants, (Red Bull Survey Instrument , 2011).

The Red Bull brand matches up with the consumers' needs for a boost of energy to either jump-start their day or to get ready for a sporting event, while meeting their problems of tiredness. Red Bull also matches up with the consumers wants for a mixer to add to an alcoholic drink and/or an energy boost while satisfying their interests of sports and being active, (Lowry, 2004).

Red Bull exceeds consumer expectations by surprising the consumer with free handouts of the product by attractive looking promoters (Boostmyproduct.com, 2011). Red Bull also has introduced a sugar free version and a cola to the product line up which broadens the availability of a product that fits the customer (Redbull.com, 2011).

### **Analysis of Consumer Analysis**

Some of Red Bull's consumer demographic characteristics include athletes, workers, and clubbers. Red Bull is known to revitalize your mind and body giving you that extra energy to boost you through your day. According to Smith Kline Beecham Energy & Sports Drinks Report, "has shown that 53% of the people who drink energy/ sports drinks are within the age between 14-34 years," (Drawert). The age targeted fits all the categories listed above.

Some competitors include Monster, Rockstar and Five-hour energy shots. These are the leading competitors, but according to the Hoover Company records, “Red Bull now dominates the world's energy-drink market with a 40% market share,” (Hoover's Inc., 2011). This relates to the competitive customers because it indicates that there are few competitors, which translates to fewer competitor customers.

The energy-drink market is dramatically growing with new products being marketed each year. Since Red Bull emerged it Five-hour energy has had a huge impact on energy drinks. For example, “The red-hot segment of the energy drink market currently is ‘energy shots,’ which is growing at a rate of about 35% annually, compared with 10% for energy drinks like Red Bull and Monster. Shots, including 5-hour Energy and a long list of imitators, rang up \$1.5 billion in sales in 2010 and make up about 14% of the energy drink market(Hoover's Inc., 2011). This emerging market increases the amount of energy-drink or shot users.

The geographical characteristics for Red Bull are vast. Red Bull is a global company that originated in Austria. For instance, “Red Bull, which makes several variations of its energy drink -- including Red Bull Simply Cola (launched in 2008) -- claims that about 4 billion cans of Red bull are consumed annually worldwide. Its 2009 turnover was E3.3 billion (\$4.4 billion), with increases from the previous year in the Far East (+43%), France (+32%), Brazil (+30%), and Germany (+18%),” (Hoover's Inc., 2011). Red Bull is growing globally in both and consumer base, and market shares.

Psychographics include attitudes, buying history etc. Since Red Bull is such a large company and is spread so vast globally it is hard to place specific psychographics. Instead, “the best solution would be to set the target market as a behavioral segmentation. The reason for that decision is because in a behavioral segmentation the individual’s relationship with the product

and the use and benefit sought from the product,” (Drawert). This helps identify and pinpoint various benefits that normally you could not achieve.

A consumers schedule effects how and when they drink Red Bull. There are peaks in the morning, mid-afternoon and late nights in sales. A consumer of Red Bull utilizes the kick it provides to help assist them through the day.

Consumers base their buying behavior on necessity, in addition to societal pressures. On average consumers buy Red bull at large in the nighttime as well as the early morning. A heavy consumer of Red Bull buys on average two a week, while a light consumer drinks one a month.

Red Bull uses the end product for consumer sales. They market their product globally in about twenty different countries. Red Bull sells, “Red Bull, Sugar Free Red Bull, Red Bull Cola, and the newest edition the Red Bull energy-shot,” (Hoover's Inc., 2011). Red Bulls target market range from 14-34 years of age.

Consumer buying decisions are based upon social pressures, trends, needs, and desires. All of the above affect the sales and amount of purchases. Red Bull is the main competitor in the market, which also increases the buying decision.

Red Bulls information regarding the ingredients and effects of the products are their most important. According to Red Bull, “Red Bull Energy Drink has been developed for people who want to have a clear and focused mind, perform physically, are dynamic and performance-oriented whilst also balancing this with a fun and active lifestyle,” (Red Bull). This information describes the intent and reasoning behind the drink.

Red Bull gets most of their information from scientists and researchers that back up and support the product. The owner, “Dietrich Mateschitz often traveled to Asia as part of his job. During one of these travels, he was introduced to syrups that Asian business executives added to

their drinks for energy,” (Hoover's Inc., 2011). Experts in the field also provide information about the product, which is how the creation was sparked.

Red Bulls best customers would be athletes, workers, and clubbers. Red Bull is known to revitalize your mind and body giving you that extra energy to boost you through your day. According to Smith Kline Beecham Energy & Sports Drinks Report, “has shown that 53% of the people who drink energy/ sports drinks are within the age between 14-34 years,” (Drawert). This information shows our best customers.

### **Analysis of Competition**

Competitors are providing more flavors than Red Bull. While Red Bull has only one flavor other competitors offer up to as many as 10 different flavors(Monster, 2011). Other competitor’s offer more caffeine and more sugar per can, while others use pricing to their advantage. Full Throttle offers their product for seven cents less per fluid ounce than Red Bull (Healthyplanetdiet.com, 2011).

Red Bull sets the standard in the Energy Drink Industry, so they need little improvement. Red Bull owned 42% of the market in 2008 (Gonzalez, Heckman, & Sherry, 2010). They are not like other energy drink companies. Other energy drink companies may offer a wider variety of products or at a discounted rate but there is only one Red Bull. Red Bull is known for expanding and finding new ways to market their great product. Red Bull sponsors extreme athletes like snowboarder Shawn White, produce films such as The Art of Flight, and sponsor events extreme as The Red Bull Air Race (Evenets). Red Bull is continuous process of keeping Red Bull in front of the competition.

Monster, which is Red Bull’s biggest competitor, uses a very similar advertising strategy. Monster also targets extreme athletes and extreme sporting events. Monster will also sponsor

extreme athletes and entertainers such as Rob Dyrdek(Monsterenergy.com, 2011). At the same time Monster uses a very different strategy than Red Bull. While Red Bull has a larger global audience Red Bull chooses to advertise worldwide. A typical Red Bull commercial that can be viewed on television can be showed in many countries. All Red Bull would have to do is edit the language. Monster chooses to use a more local approach. Monster chooses to sponsor less high profile events and uses their money to buy smaller apparel items such as T-shirts, banners, skateboards, and stickers.

The local approach appears to be working, because ever since Monster has come into the market it has been pulling away from Red Bull's market share(Rexrode, 2011). Red Bull is still having to please and entertain more consumers on a worldwide basis and is still the leading brand in the energy drink market so the global approach is working as well(Fundinguniverse.com, 2011).

Consumers who drink Red Bull feel they live a lifestyle that is fast paced and full of moments that are mentally and physically stimulating. Red Bull is the energy drink of their choice that helps them get through their demanding day. Red Bull is an extreme energy drink for people who have an up tempo lifestyle that expects them to be aware and alert.



## **Analysis of Red Bull's Current Advertising**

Red Bull's campaign strategy today does a great job of meeting the definition of creativity because it is progressive and individualistic at this current point in time. Other companies are trying to follow in Red Bull's footsteps by using the same techniques and ad strategies like using sports events to promote their brand (Supercrossonline.com). This shows that Red Bull is doing something right and being proactive in their methods of advertising, rather than being reactive and responding to competitor's ideas and creative strategies with their own similar take on the same idea.

The current Red Bull campaign is strong in most countries due to its advertisements being easily recognizable before an ad shows that it is for Red Bull. Red Bull is able to be easily recognizable by a customer due to their sleek and simple yet effective ad placements (Rogers, 2001). However, as Red Bull flourishes in some countries, others are getting tired of the same ads time after time for 23 years. For Dutch customers In March of 2010, Red Bull began ignoring its advertising agency and holding a "make your own Red Bull ad." The best commercial ads were chosen and produced into new commercials for the company. This eliminated the weakness that Red Bull had with the Dutch people and kept sales at their high (Beuker, 2010).

Red Bull would be smart to look for a new advertising agent because they have found their way to become well known, which is an advertising company's specialty in some ways. Now, Red Bull should be looking for a company to keep them at the level that they are now and even transcend that level.

### **Analysis of Red Bulls Brand Identity**

Red Bull's name and logo are both unique when looking at the competitors. The logo is an image of two bulls facing each other with a sun in the middle. The colors that represent Red Bull are blue, silver and red. Red Bull's tagline is, "Red Bull Gives You Wings!" Their headquarters is a very sleek innovative building that accents the existing brand theme and identity.

### **Analysis of Competition's Brand Identity**

Monster's name and logo are both unique to their competition. The logo is an "M" that's in claw marks, which looks like it is ripping through the can. Monster's traditional colors are lime green and black. Monster's tagline is, "Unleash the Beast."

Rockstar's name and logo are both unique to its brand. The logo is a gold star. The colors that represent Rockstar are black, gold, and red. Rockstar's tagline is, "Party like a Rockstar!"

## **Red Bull & Diversity**

Red Bull's current marketing strategy is not a new face in the crowd. Since Red Bull's began, the company has set, and maintained a very aggressive advertising style. Red Bull continues to expand their brand while not overexposing one certain market. That is why Red Bull is always adventuring into new markets and mediums.

Red Bull has recently used production and print to elevate their brand. Red Bull has already conquered new feats in both categories. Red Bull brought a documentary to the big screen with producing *The Art of Flight*. The company also launched a new magazine called *Red Bulletin* (Bloomberg). Just like a similar campaign in the past, Red Bull's current campaign is still being based off of the well-known slogan, "Red Bull gives you Wings."

The company is targeting active people who tend to be younger. The company does not discriminate or perpetuate any negative stereotypes. Red Bull advertises in over 100 different countries and sponsors athletes from all over the globe. The company is too diverse to perpetuate any stereotypes. Red Bull advertises with heavy sports marketing. They also sponsor events from BMX Biking, to the best pilots in the world racing in the sky around an air track, which is called Red Bull Air Race World Series.

## **Primary & Secondary Research on Red Bull**

### Trends in the Energy Drink Industry

The energy drink industry is a fairly new market and has only been around for a few decades. In recent years the industry has exploded in popularity, and has taken on an identity of its own. Even through rough economical periods and other drink markets seeing significant losses, the energy drink market has seen a global jump in sales of over 240% from 2004-2009 (Mintel, 2009).

Energy drinks make up 62.6% of all functional drink market shares in the U.S. The energy drink industry is supposed to surpass 19.7 billion in sales by 2013(Heckman, Sherry, 2010). That means from 2008 to 2011 the energy drink market will have seen just below 160% sales increase (Heckman, Sherry, 2010). An ongoing trend within the industry is sponsoring events and extreme athletes.

The three major U.S brands Red Bull, Monster, and Rockstar all sponsor dirt bike riders to snowboarders. It is no secret that energy drinks go after extreme audiences. A current trend in the uprising market is energy shots. The less liquid, quick dose energy shots saw a significant jump in sales when they first hit the market but has recently been leveling out with 5 Hour Energy Shots leading all brands. These new fast to drink shots have appealed to the older audience of the energy drink industry. The industry trend is expansion. The industry has been growing rapidly and it doesn't look like it will slow down too soon.

### Comparison Between Red Bull & Competition

Red Bull not only stacks up to the competition it is its own competition. With Red Bull being credited as one of the first major energy drink companies to come out, the company

has had a great advantage on the competition. Red Bull was reported to own 40% of the energy drink market share (Hoover's Inc., 2011). Red Bull is offered in over 150 countries worldwide and has great following of consumers(Bloomberg, 2011).

Red Bull will remain over the competition by staying with their aggressive marketing and advertising strategies. Red Bull reported selling over 4.2 billion cans of the energy drink in 2011 which was a 7.9% increase from the year previous (Bloomberg, 2011). Red Bull has a significant amount of funding compared to other energy drink companies, which allows them to reach a wider and newer audience with their highly complex and expensive market schemes.

#### Consumers Views on Red Bull & Competition

Consumers know when they need to stimulate their mind and body they choose Red Bull Energy Drink. Red Bull has been one of the oldest and longest trusted brands of energy drinks on the market. Consumers not only know but also expect Red Bull to be more than just an energy drink. Red Bull is an experience. You can experience Red Bull whether you are watching the Red Bull Formula-1 car or attending a New York Red Bulls soccer match. Red Bull hosts thousands of events and concerts throughout the year around the entire world. Consumers know they are not only choosing an energy drink, but also a brand. Red Bull is known for having amusing TV commercials, sponsoring extreme athletes, and events.

Consumers also acknowledge Monster as another respected brand in the industry. The product was released in 2002 and currently is the second leading energy drink on the market (Hoover's Inc., 2011). Monster is also related to extreme athletes and sporting events like Red Bull. Consumers see Monster as a more localized energy drink and not as mainstream as Red Bull. Monster does not advertise through TV and barely any media. Monster uses low budget

ways of getting their brand name out such as giving out accessories. Monster gives out shirts, towels, water bottles, banners and other memorabilia at sponsored events and promotions. Consumers also know Monster is cheaper. Strategies such as these have helped Monster see goodmarket share gains in recent years.

### What Makes the Client Special?

Red Bull is known for being one the first energy drinks to hit the market. This has given the company extreme advantages. The second leading energy drink brand on the market didn't arrive until 15 years later than Red Bull. This has allowed Red Bull to establish a wide variety of brand loyal customers throughout the years. Being one of the first energy drinks out also allowed Red Bull to expand to other countries and become an international brand before other energy drink companies were even in business.

Some real and perceived differences that make Red Bull special are the vast number of sponsorships and events. Red Bull is known for its sponsorships for extreme sports athletes which include, Shaun White, Travis Pastrana, and Ryan Sheckler to name a few. In addition, the Red Bull events include a vast array of sports such as skiing, snowboarding, surfing, and motocross. These global events are perceived as competitions, where only the most elite athletes have the opportunity to take home the gold medal. Therefore, Red Bull is a highly prestigious and competitive brand.

## Primary Research Instrument

1. Age?
  - 15 and under (0)
  - 16-24 (18)
  - 25-35 (1)
  - 36-49 (1)
  - 50 and above (0)
  
2. Gender?
  - Male (9)
  - Female (11)
  
3. Do you play sports? If so, which sport?
  - Basketball (7)
  - Football (11)
  - Baseball (2)
  - Skateboarding (1)
  - Snowboarding (1)
  - None/ Other (8)
  
4. How often do you drink Red Bull?
  - Once a day (1)
  - Once a week (3)
  - Once a month (7)
  - Never (9)
  
5. How many hours do you exercise each week?
  - Fewer than 2 hours (6)
  - Between 2 and 4 hours (5)
  - Between 4 and 6 hours (6)
  - More than 6 hours (3)
  
6. How many cups of coffee do you drink each day?
  - None (14)
  - Between 1 and 2 (4)
  - Between 2 and 3 (2)

- More than 4 (0)
7. I am usually very energetic and full of energy.  
Strongly Disagree (0) Disagree (4) Neutral (12) Agree (3) Strongly Agree (1)
8. I rely on coffee to get me through my week.  
Strongly Disagree (12) Disagree (3) Neutral (1) Agree (3) Strongly Agree (1)
9. I am always tired.  
Strongly Disagree (2) Disagree (9) Neutral (5) Agree (4) Strongly Agree (0)
10. Do you drink energy drinks?  
○ Yes (16)  
○ No (4)
11. If yes, how often do you drink energy drinks in a week?  
○ Many times a day (0)  
○ Daily (2)  
○ Often, not daily (3)  
○ Sometimes (4)  
○ Rarely (9)  
○ Never (2)
12. What is your most consumed energy drink?  
○ Rockstar (0)  
○ Monster Energy (5)  
○ Red Bull (8)  
○ Other (7)
13. Would you consider yourself athletic? Explain.  
Yes (16)  
  
No (4)



14. Do you think energy drinks are healthy, and if so, how many is a safe number to consume?

Yes (2)

No (18)

15. When do you drink energy drinks the most?

- Exercising (0)
- Mixing with alcohol (5)
- Feeling tired (10)
- All the above (5)

16. At what time of the day do you most need a boost of energy?

- Waking up (7)
- After Breakfast (3)
- After Lunch (9)
- After dinner (1)

17. If Red Bull came out with a healthier alternative would you buy it?

- Yes (13)
- No (7)

18. Do you think Red Bull is overpriced?

- Yes (18)
- No (2)

19. Would you rather drink an energy shot or energy drink? Why?

20. Do you like the taste of Red Bull?

Strongly Disagree (2) Disagree (2) Neutral (5) Agree (5) Strongly Agree (6)

## **Summary of Findings**

After surveying 20 college students, we found many different trends. First, when we asked about the amount of coffee consumed and the amount of energy drinks consumed, we found that coffee is more popular than energy drinks. We found that while people do drink energy drinks they realize that energy drinks are not healthy, to quote one of the answers from one of the surveys, “We do what we have to do to get through the homework and exams. That amount of sugar is not healthy at all.”

In our research we found that when an energy drink was selected as the drink of choice, Red Bull was the top brand. The other competition such as Monster, and Rockstar were not a very popular choice amongst the surveyed. Red Bull is the leading competitor in the energy drink market. According to Hoover Company Records, “Sales of the drink grew quickly from the beginning and Red Bull now dominates the world's energy-drink market with a 40% market share” (Hoover's Inc., 2011). This shows that compared to the other competition Red Bull is at the top of the market.

When we asked about the kind of energy drink people drink, nearly everyone said Red Bull, even people who said they do not consume energy drinks, preferred Red Bull to the rest of the industry. One person surveyed said, “Red Bull is Delicious.” There was no mention of other energy drinks being more favorable than Red Bull. However, one person stated that they “like 5-hour energy shot because it was easier to consume and carry around.” The energy drink market has changed a bit in the past few years, with the introduction of energy shots. For instance, “The red-hot segment of the energy drink market currently is "energy shots," which is growing at a rate of about 35% annually, compared with 10% for energy drinks like Red Bull and Monster. Shots, including 5-hour Energy and a long list of imitators, rang up \$1.5 billion in sales in 2010

and make up about 14% of the energy drink market” (Hoover's Inc., 2011). Even with the introduction and growing popularity of “energy shots,” Red Bull is still the top contender when compared to all competitors in the energy drink market.

## Creative Brief

### 1. Insights:

- a. Age: Between 18 and 24. No gender bias.
- b. Our consumers play sports
- c. They currently drink Red Bull every now and then, not a lot.
- d. Red Bull is the leading energy drink in the industry.
- e. They would like a healthy version.
- f. They would like a cheaper drink.
- g. The taste does not blow them away.
- h. Red Bull seems to target males and females, almost equally in the age range of 18-24.

In this group, 70% of participants play a sport yet 80% consider themselves athletic.

Also, mostly this group of participants did not drink coffee, but none drank more than 1 Red Bull a day. Out of all of the participants who did drink an energy drink, the top choice was Red Bull, despite the majority vote of being overpriced. Not only was it overpriced, most participants did not think Red Bull was healthy. However, 65% noted they would purchase a healthier version of Red Bull. And lastly, only a tiny more than 50% actually enjoy the taste.

### 2. Target Interaction:

- a. Based on our research, our users interact with our brand because they appear to relate to the lifestyle of athleticism that Red Bull promotes. These users know energy drinks are unhealthy but use them in moderation continually. If they really thought they were so unhealthy they would stop using. The price, while considered too high, does not seem to be as much of an influence as the health factor. If red bull were to come out

with a healthy alternative without sacrificing the taste (and preferably lowering the price), they could expand their market share.

3. Want them to know:

a. Red Bull gives you the boost you need, to do cool stuff.

4. Big idea

a. We want to market to 18-24 year- olds seemingly in need of proving their ability to be in control and to be successful. These “big kids” are rebelliously proving their capabilities and we need to support them. This will support brand loyal customers and remind them to continue using our product.

## Twenty Advertisement Ideas

1. **Print:** A photograph of a runner flying over a group of runners, in the flying runner's hand is a Red Bull Drink. The copy would say, "When it is Time to Rise Above the Rest" At the bottom of the ad would be Red Bulls slogan "Red Bull Give You Wings."
2. **Print:**A photograph of a dancer with wings, mid leap on a stage in the spot light, drinking a Red Bull. The copy would read, "When it's time to shine." And the slogan underneath the headline, "Red Bull Gives You Wings."
3. **Print:**A Photograph of a cup of coffee and a bottle of Red Bull with wings behind it, side by side with a split down the middle. The copy would say "Why have the usual, when you can have wings?" Underneath the headline would be the slogan, "Red Bull Gives You Wings."
4. **Print:**A Photograph of a pair of running shoes. The copy would read, "Who needs shoes ..." The Slogan would be in a large font, saying "... When Red Bull Gives You Wings!"
5. **Print:** Illustrate an implied Olympic gold medal winner hovering above the awarding blocks because he still has wings from his red bull.
6. **Print:** Shaun White wearing Red Bull paraphernalia, at his highest point on a snowboard jump where he is inverted or upside down. The camera angle should maximize the space between him and the ground to show people how high he really is. At the, bottom near the snow in the picture: Feet Off the Ground (this could be part of a campaign with Famous Athletes, and the tag line "Feet off the Ground.)
7. **Print:** The ad is a picture of Shaun White doing a Mc-twist 1080 with a Red Bull in his hand. At the bottom of the ad it would utilize one of the current themes for Red Bull and say, "Welcome to my world, the world of Red Bull."

8. **Print:** The ad is a picture of Kelly Slater riding a 75 ft wave with a Red Bull in his hand. At the bottom of the ad it would utilize one of the current themes for Red Bull say, “Welcome to my world, the world of Red Bull.”
9. **Print:** A picture of a can of Red Bull freshly in the hand of a construction worker while he uses the other hand to push a large piece of concrete. “Just the push you need to get through the day.”
10. **Print:** Picture of a can of Red Bull on a white background with the outline of wings behind the can. “Red Bull. Keep attacking,” this is Red Bull’s philosophy.
11. **Radio:** Have a girl pole-vaulter vault over a blimp to break the world record, she then tells a reporter in an interview all she did differently today was drink a red bull because she heard it gives you wings.
12. **Radio:** This radio ad starts out with a person with a Jamaican accent rambling on, but listeners cannot understand what the individual is saying. Suddenly you here a crack of a can top and then gulping of a drink. A clear voice then speaks stating, “Red Bull revitalizes your body and mind!”
13. **Television:** Depict a person jumping out of a plane to skydive, without a parachute. Just before the instructor gives the call to jump out, the person chugs a red bull. Maybe he can save the instructor if his/her parachute malfunctions?
14. **Television:** College students studying for finals in the library. As more students come to the table it becomes crowded. An innovative student, kind of geeky with glasses, probably not very attractive, drinks a red bull to fly to the top of a bookshelf to study. This starts a trend, so of course the kid becomes some super genius and he creates Facebook or Apple.

15. **Television:** This ad would be of Red Bull's signature cartoon characters. The scene would be intended to be funny and sarcastic making fun of how much farther Red Bull can get you than a gallon of gas for the same price. The character pulls up to a gas station on a hot day. The character is parked in front of the pump, reaches in his pocket, and realizes he only has enough money for a gallon of gas or a can of Red Bull. The character walks inside the gas station with the camera still focused on the outside of the store (the audience is waiting to see which one he will choose, the gas or the Red Bull?). All of the sudden the character flies out shattering the gas station window. The ad ends with, "Save on gas, Drink Red Bull it gives you wings."
16. **Television:** This ad concept is to follow an extreme athlete's full day with sarcasm. The athlete wakes up (screen shows 6am) and immediately drinks a Red Bull. The day demands him to do all these things he doesn't want to do with business, press, and interviews. Than as soon as he is done you seem chug a Red Bull and jump into his extreme sport what he has wanted to do the whole time.
17. **Television:** A student falls asleep in class and jolts his head from the desk like the individual had just been struck by lightning. The student behind him asks, "Are you ok?" The sleeping student responded, "Yeah I am fine, I just didn't sleep very much last night." A Red Bull is then handed to the student, which he chugs and suddenly grows wings. Revitalized from the energy drink the student fly to the chalkboard solving every question. He then shatters the window and flies out screaming, "Red Bull gives you wings!"
18. **Television:** An office worker is strolling around a crowded street corner waiting to purchases some food from a local food truck. While the gentleman is waiting he cannot



stop yawning. The individual looks down at his watch seeing that it was only 1 pm. He saw a stranger passing by with a Red Bull in his hand. He asked, “I’ve seen the commercials, but does Red Bull really help you get through the day?” The individual exclaimed, “OH YEAH!! RED BULL revitalizes mind and body!” The office worker buys one of his own and agrees, “Red Bull really does help you through long afternoons!”

19. **Television:** The ad would open with students running down the hall wearing sports equipment throwing a ball to each other. Then another student rolls down the hall in his wheelchair looking sad. After noticing the sad student, one of the sports playing students stops and says “need a lift,” and hands the boy in the wheelchair a Red Bull. The student drinks the Red Bull, grows wings and flies along to play sports with the rest of the students. “Red Bull gives you wings.”

20. **Television:** Camera is on the upper torso and head of Travis Pastrana. “When I need that extra something, I do it big...I always go for a Red Bull. Now let’s fly.” The camera zooms out to show him in a helicopter on a motocross bike as he rides off onto a super tall ramp and does the first triple back flip done on a motocross bike.

## **Evaluation of Creative Brief & Twenty Advertisement Ideas**

Behind the Scenes met with members of the advertising and public relations company Brunet-Garcia. We met with Vice President and Partner Diane Brunet-Garcia, Vice President Tim Kinney, Creative Director Jefferson Rall, Account Executive Vanessa Harper, and PR and Social Media Coordinator Kate Heller.

Our meeting was extremely helpful and informative. The professionals reviewed our creative brief and 20 advertisement ideas. The main critique they gave on our creative brief was to keep it simple, and to limit it to only a few ideas. They said our brief was too complex and it becomes hard to satisfy everything you want to accomplish in your brief if there is too much to do.

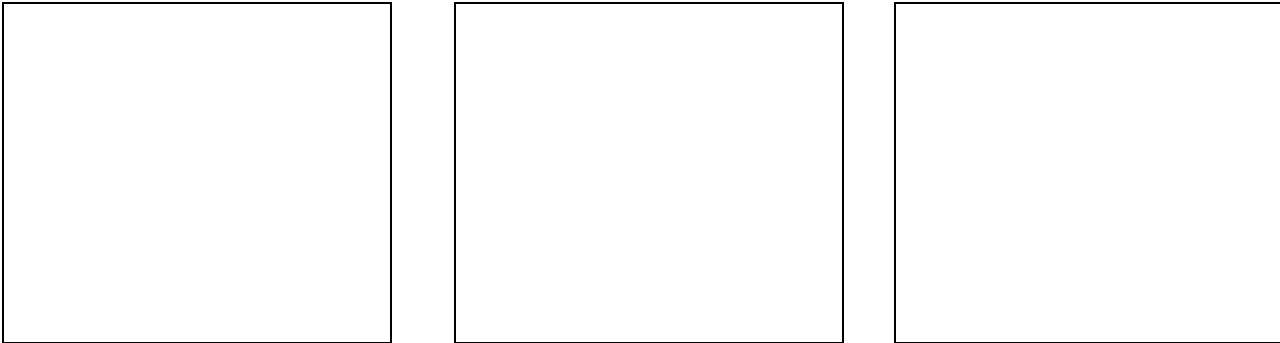
They thought we were on a great start with our advertisement ideas. They advised us to organize our ideas in regards to type of medium we will use for our ads. They also said that if we decide to have a series of ads we should have the series be three ads. They each talked about their favorite ads and the ones that need work.

With the help of the professionals from Brunet-Garcia we decided to use the theme of “Do It BIG” for our advertisements for Red Bull. It was an amazing experience to meet with Brunet-Garcia and to see how a good advertising firm works together to develop their ideas. This meeting gave our group an excitement to enter into the field of advertising!

## Sketches for Print Advertisement

**Copy:** Why Just Do It, When You Can Do It BIG, with Red Bull Energy Drink.

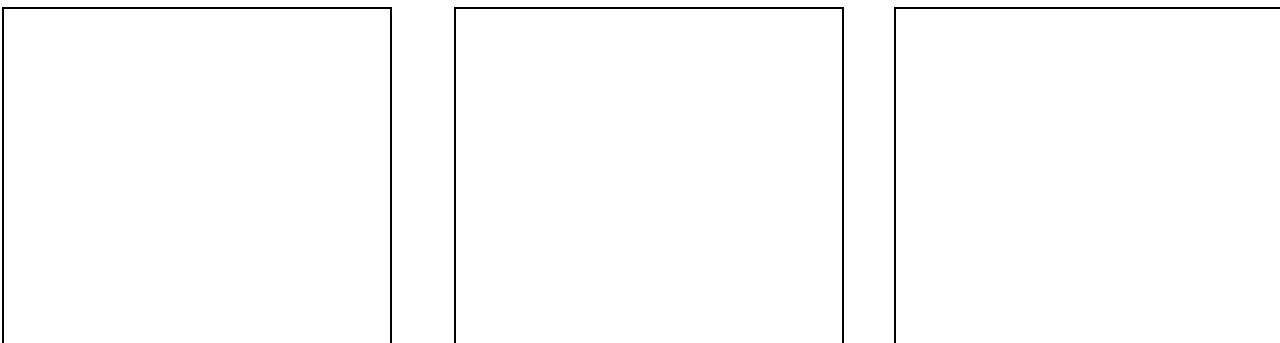
Advertisements using surfer Kelly Slater.



Advertisements using Shaun White



Advertisements using Lindsay Vonn



## Print Advertisement

To create this print advertisement we took the initial idea of surfer, Kelly Slater idea from our twenty ideas. This advertisement will show our “Do It BIG” theme. Because of the extreme sport photograph and intense copy, this advertisement will successfully grab our target audience.



**Red Bull Gives You Wings**

Why Just Do It, When You Can

**Do It BIG**

With Red Bull Energy Drink

Lightly carbonated.  
Keep chilled.

**Red Bull**

ENERGY DRINK

With taurine. Vitalizes body and mind.  
8.4 FL OZ (250 ml)

The advertisement features a dynamic photograph of a surfer, Kelly Slater, performing a high takeoff from a wave. The surfer is captured mid-air, with water splashing around him, emphasizing the extreme nature of the sport. To the right of the surfer is a large, detailed image of a Red Bull Energy Drink can. The can is blue and white with the Red Bull logo and text. The background is a clear blue sky and ocean waves. The overall composition is energetic and visually striking.

## **Radio Advertisement**

Our print campaign can effectively translate into radio because we are using an interview between a reporter and a single person. Also, we have a significant tag line: “Do It Big” that is running in our other ads, bringing the listener back to the previous ads and linking the tag line together. Our interviewee is an athlete, who just broke a world record and won her competition; not to mention, for many years, people have listened to sports broadcasts on the radio quite happily. Furthermore, the fact that our commercial is mostly a dialogue between these two people allows the listener to know exactly what is going on, even without a visual.

RED BULL “Do It Big”: 30 Radio

NOV 16, 2011

PRODUCED

SFX: WINGS FLAPPING. FADE UNDER.

REPORTER (eagerly): Suzi, AMAZING! What did you do differently for competition today? That was quite an impressive vault! Not only did you blow the competition away, you completely obliterated the previous pole-vaulting record!

SFX: CROWD CHEERING. FADE TO STOP. RESUME WINGS FLAPPING.

SUZI (out of breath, ecstatic): Ya know, I’ve just been training as hard as I can, and I added Red Bull to my pre-game warm up; this was the last competition of the season, just wanted to Do It Big!

REPORTER: Well, thank you Suzi, and congratulations! There you have it: Do It Big! With Red Bull energy drink.

SFX: WINGS FLAPPING. FADE OUT.

ANNCR: Red Bull vitalizes body *ANNND* mind!

SFX: BULL HORNS CRASHING TOGETHER.

## Television Advertisement

Red Bull “All I see is shoes”:30 TV

1. (Camera slowly zooms in to podium)      SFX: Crowd screaming in the background.  
Three athletes are standing on the podium.
2. Second and third place winners of the race are looking around for the first place winner.
3. An interviewer is trying to get a few words from the winner of today’s race.
4. The camera man keeps flashing up to the contestant but all you can see is his feet floating in the air.
5. Suddenly you hear the contestant shout, “Who needs shoes when Red Bull gives you wings!”
6. Cut to full screen Red Bull logo.
7. Cut to title (Do it Big!) flashes across the screen      SFX: The crowd screaming.

Direct Mail Piece



Red Bull Gives You Wings

Do it **BIG** with Red Bull Energy Drink

See Back For Exclusive Red Bull Offers

Lightly carbonated.  
Serve chilled.

Red Bull  
ENERGY DRINK

With Taurine. Vitalizes body and mind.  
8.4 FL OZ (250 ml)

The advertisement features a large can of Red Bull Energy Drink on the left. The can is blue and white with the Red Bull logo and text. On the right, a snowboarder is shown in mid-air, performing a trick against a blue sky. The background is a snowy mountain landscape. The text 'Red Bull Gives You Wings' is at the top right. Below it, 'Do it BIG with Red Bull Energy Drink' is written in large, bold letters. At the bottom, 'See Back For Exclusive Red Bull Offers' is written in red.



Scan with your smart phone to get exclusive deals on your next Red Bull purchase!

Red Bull

Red Bull is the Leader in Energy Drinks. Whether you need a boost to get through exams or win the race, Red Bull is the push you need. But don't take our word for it, try Red Bull today!



The advertisement has a dark blue background. At the top left is the Red Bull logo (two red bulls facing each other with a yellow sun between them). Below the logo is the text 'Red Bull' in large, bold, red letters. To the right of the logo and text is a white box containing a QR code. Above the QR code is the text 'Scan with your smart phone to get exclusive deals on your next Red Bull purchase!' in white. Below the QR code is a paragraph of white text: 'Red Bull is the Leader in Energy Drinks. Whether you need a boost to get through exams or win the race, Red Bull is the push you need. But don't take our word for it, try Red Bull today!'.

## Website Evaluation

Red Bull's website does an excellent job of reflecting their brand image. As shown throughout our research, Red Bull's main advertising point is reaching out to those interested in extreme sports or sports in general. This idea is reflected extremely well through their website. The site is very busy and has a lot going on. That is something that relates very well to the product in itself, because Red Bull is not simple, it is complex and energetic.

The site while being complex is fairly simple to navigate. The site is very busy so it is overwhelming at first. However, once you begin looking through the site it is easy to find your way around.

While the site's main focus is on extreme sports and the athletes competing in those sports, the site gives their product very little space. There are five tabs and eight sub-tabs, out of these thirteen tabs only one sub-tab is given to promoting the product. And throughout the entire site there are no photos promoting the beverage itself.

This idea of not showing the product is able to pull in their consumer and capture them with what Red Bull stands for, sports. They are able to pull in their target audience and hook them with the sports. Once they have fallen for the things Red Bull promotes, then they will feel a connection with the company and will want to buy and encourage others to purchase this brand of energy drink.

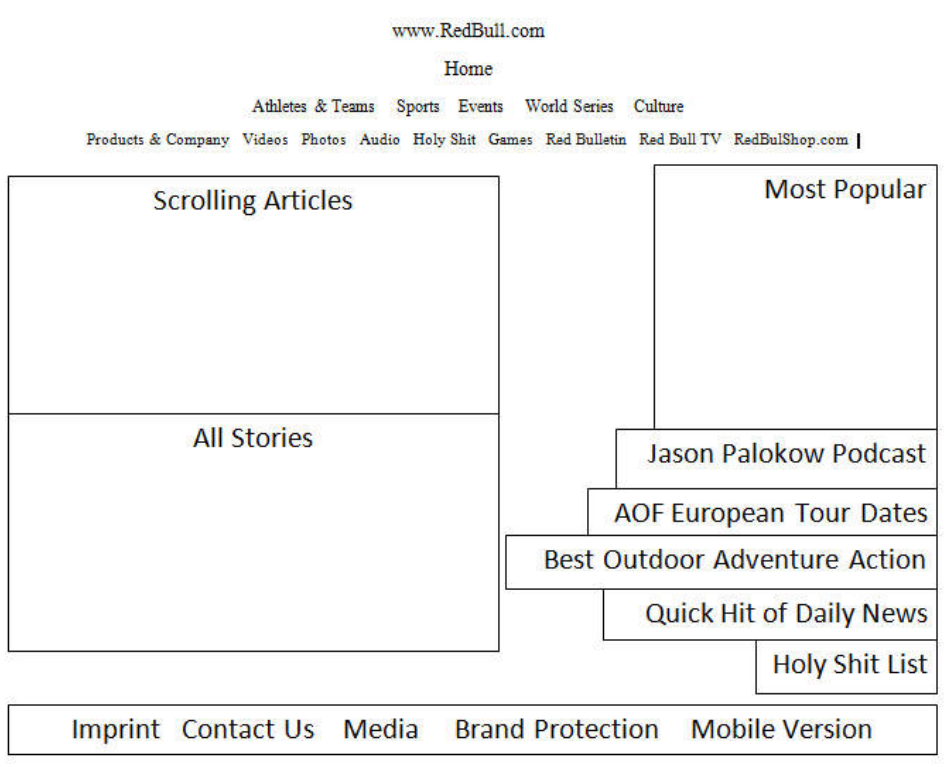
To improve this website I would have minimal changes. I would move the "Products & Company" sub-tab to the first tab on the site. I would de-clutter the site by taking away the news stories, and focusing on the sports themselves. I would have scrolling extreme photos and I



would add the featured athletes to the home page. Finally, I would move the popular news in the side bar to a tab. These changes would help make the site easier to navigate.



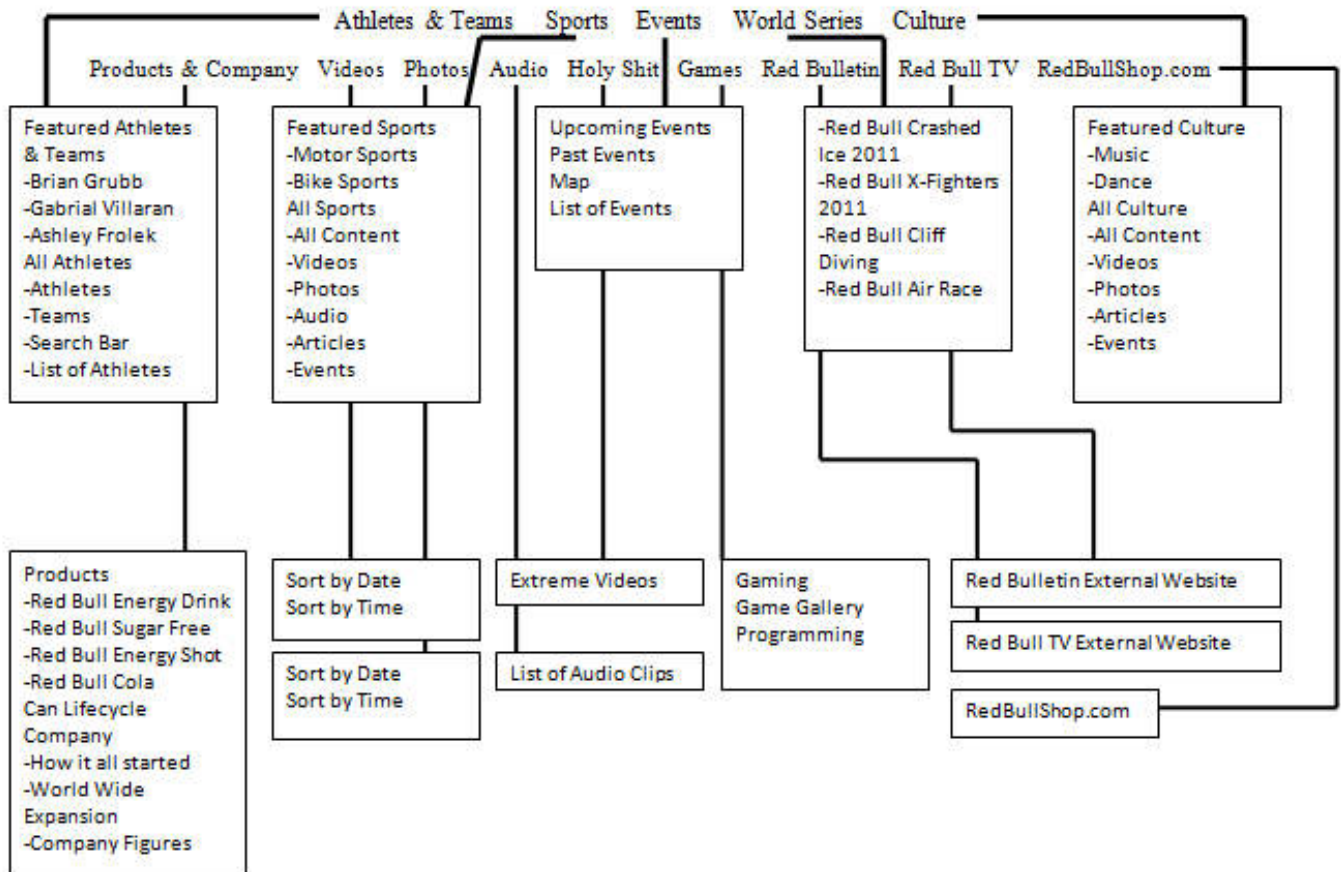
### Current Homepage



# Current Site Map

www.RedBull.com

Home



## New Homepage

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[www.RedBull.com](http://www.RedBull.com)

[Home](#)

[Products & Company](#) [Popular News](#) [Sports](#) [Events](#) [World Series](#) [Culture](#)

[Videos](#) [Photos](#) [Audio](#) [Holy Shit](#) [Games](#) [Red Bulletin](#) [Red Bull TV](#) [RadBulShop.com](#)

### Scrolling Extreme Photos

### Athletes & Teams

[Imprint](#) [Contact Us](#) [Media](#) [Brand Protection](#) [Mobile Version](#)

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## **Alternate Advertising Strategy**

Behind the scenes made a special edition alternative packaging for Red Bull on July 4<sup>th</sup>. The can is wrapped to look like the American flag. In the advertisement it shows the can and our tagline, “Do it big with Red Bull on July 4<sup>th</sup>!” In addition, there is a flash of lightening next to the can showing how energizing Red Bull is. The whole alternative packaging promotion is aimed to get consumers to buy Red Bull on July 4<sup>th</sup>.

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[http://www.redbull.com/cs/Satellite/en\\_INT/red-bull-sugarfree/001242937921959?pcs\\_c=PCS\\_Product&pcs\\_cid=1242937877523](http://www.redbull.com/cs/Satellite/en_INT/red-bull-sugarfree/001242937921959?pcs_c=PCS_Product&pcs_cid=1242937877523)
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## Links of Photographs for Print Advertisement, Direct Mail & Television Story Board

### Cover Page

#### Red Bull Can:

<http://www.google.com/imgres?q=red+bull+energy+drink&hl=en&sa=X&biw=1366&bih=634&tbs=isz:lt,isl:2mp&tbm=isch&tbnid=rTtef4qP1L6sdM:&imgrefurl=http://www.dailytitan.com/2010/08/23/caffeine/red-bull/&docid=UX845hGVjPn19M&imgurl=http://www.dailytitan.com/wp-content/uploads/2010/10/redbull.jpg&w=3744&h=5616&ei=7OS9TsfjKcKftwfE7eHEBg&zoom=1&iact=rc&dur=286&sig=113944616500627128788&page=1&tbnh=116&tbnw=76&start=0&ndsp=26&ved=1t:429,r:3,s:0&tx=38&ty=82>

### Direct Mail Piece

#### Shaun White Photo:

<http://www.andyjenkinsblog.com/2010/03/02/shawn-white-snowboards-his-way-to-list-building-gold/>

#### Red Bull Can:

<http://www.google.com/imgres?q=red+bull+energy+drink&hl=en&sa=X&biw=1366&bih=634&tbs=isz:lt,isl:2mp&tbm=isch&tbnid=rTtef4qP1L6sdM:&imgrefurl=http://www.dailytitan.com/2010/08/23/caffeine/red-bull/&docid=UX845hGVjPn19M&imgurl=http://www.dailytitan.com/wp-content/uploads/2010/10/redbull.jpg&w=3744&h=5616&ei=7OS9TsfjKcKftwfE7eHEBg&zoom=1&iact=rc&dur=286&sig=113944616500627128788&page=1&tbnh=116&tbnw=76&start=0&ndsp=26&ved=1t:429,r:3,s:0&tx=38&ty=82>

#### Bar Code:

[http://www.google.com/imgres?q=bar+code&hl=en&sa=X&biw=1366&bih=634&tbs=isz:lt,isl:4mp&tbm=isch&tbnid=ZnVvKF0A2BGNTM:&imgrefurl=http://www.teaching-goodies.com/tags/barcode&docid=Qc6RRINsGZRLcM&imgurl=http://www.teaching-goodies.com/system/files/sample.png&w=3000&h=3000&ei=w-69To\\_IJtC3tgfzleDnBg&zoom=1&iact=hc&vpx=915&vpy=191&dur=921&hovh=225&hovw=225&tx=108&ty=120&sig=113944616500627128788&page=1&tbnh=108&tbnw=118&start=0&ndsp=25&ved=1t:429,r:5,s:0](http://www.google.com/imgres?q=bar+code&hl=en&sa=X&biw=1366&bih=634&tbs=isz:lt,isl:4mp&tbm=isch&tbnid=ZnVvKF0A2BGNTM:&imgrefurl=http://www.teaching-goodies.com/tags/barcode&docid=Qc6RRINsGZRLcM&imgurl=http://www.teaching-goodies.com/system/files/sample.png&w=3000&h=3000&ei=w-69To_IJtC3tgfzleDnBg&zoom=1&iact=hc&vpx=915&vpy=191&dur=921&hovh=225&hovw=225&tx=108&ty=120&sig=113944616500627128788&page=1&tbnh=108&tbnw=118&start=0&ndsp=25&ved=1t:429,r:5,s:0)

#### Red Bull Logo:

[http://www.google.com/imgres?q=Red+Bull+logo&hl=en&sa=X&biw=1366&bih=634&tbs=isz:lt,isl:2mp&tbm=isch&tbnid=S4X8RtB0TAKqvM:&imgrefurl=http://www.imca-slotracing.com/INVITATION-2004.htm&docid=mJP5rZSt2QMtkM&imgurl=http://www.imca-slotracing.com/images/RedBull.jpg&w=2235&h=1270&ei=t\\_G9TvqQNtOUtwfq3NzsBg&zoom=1&iact=hc&vpx=1006&vpy=221&dur=30&hovh=169&hovw=298&tx=147&ty=85&sig=113944616500627128788&page=1&tbnh=86&tbnw=151&start=0&ndsp=21&ved=1t:429,r:5,s:0](http://www.google.com/imgres?q=Red+Bull+logo&hl=en&sa=X&biw=1366&bih=634&tbs=isz:lt,isl:2mp&tbm=isch&tbnid=S4X8RtB0TAKqvM:&imgrefurl=http://www.imca-slotracing.com/INVITATION-2004.htm&docid=mJP5rZSt2QMtkM&imgurl=http://www.imca-slotracing.com/images/RedBull.jpg&w=2235&h=1270&ei=t_G9TvqQNtOUtwfq3NzsBg&zoom=1&iact=hc&vpx=1006&vpy=221&dur=30&hovh=169&hovw=298&tx=147&ty=85&sig=113944616500627128788&page=1&tbnh=86&tbnw=151&start=0&ndsp=21&ved=1t:429,r:5,s:0)

## Print Advertisement

Kelly Slater:

[http://www.google.com/imgres?hl=en&sa=X&biw=1313&bih=603&tbs=isz:lt,isl:10mp&tbm=isch&prmd=imvnsuol&tbnid=aMi1oF\\_jeT76tM:&imgrefurl=http://www.surfsession.com/2009/11/07/kelly-slater/&docid=JJcscypaHEY\\_-M&imgurl=http://www.surfsession.com/wp-content/uploads/2009/11/Credit\\_Testemale\\_1-copie.jpg&w=4448&h=2842&ei=VR7ETsunFM-4twe4jc28DQ&zoom=1&iact=hc&vpx=493&vpy=327&dur=2964&hovh=179&hovw=281&tx=170&ty=155&sig=113944616500627128788&page=8&tbnh=163&tbnw=234&start=71&ndsp=10&ved=1t:429,r:2,s:71](http://www.google.com/imgres?hl=en&sa=X&biw=1313&bih=603&tbs=isz:lt,isl:10mp&tbm=isch&prmd=imvnsuol&tbnid=aMi1oF_jeT76tM:&imgrefurl=http://www.surfsession.com/2009/11/07/kelly-slater/&docid=JJcscypaHEY_-M&imgurl=http://www.surfsession.com/wp-content/uploads/2009/11/Credit_Testemale_1-copie.jpg&w=4448&h=2842&ei=VR7ETsunFM-4twe4jc28DQ&zoom=1&iact=hc&vpx=493&vpy=327&dur=2964&hovh=179&hovw=281&tx=170&ty=155&sig=113944616500627128788&page=8&tbnh=163&tbnw=234&start=71&ndsp=10&ved=1t:429,r:2,s:71)

Red Bull Can:

<http://www.google.com/imgres?q=red+bull+energy+drink&hl=en&sa=X&biw=1366&bih=634&tbs=isz:lt,isl:2mp&tbm=isch&tbnid=rTtef4qP1L6sdM:&imgrefurl=http://www.dailytitan.com/2010/08/23/caffeine/red-bull/&docid=UX845hGVjPn19M&imgurl=http://www.dailytitan.com/wp-content/uploads/2010/10/redbull.jpg&w=3744&h=5616&ei=7OS9TsfjKcKftwfE7eHEBg&zoom=1&iact=rc&dur=286&sig=113944616500627128788&page=1&tbnh=116&tbnw=76&start=0&ndsp=26&ved=1t:429,r:3,s:0&tx=38&ty=82>