Case Study: The World of RedBull
SMAD 443-0001: Creative Advertising Campaigns
October 18, 2017
Talia Faigen, Patrick McGrath,
Corinne Schmidt, Laura Tworek
# Table of Contents

About Red Bull

- Client/Company History
- Brand
- Target
- Competition
- Previous Campaign Approaches
- Agency of Record/Profile

The Campaign

- Campaign Needs/Purpose
- Target Markets
- Style
- Approach Mix
- Start and End Dates
- Media Used
- Campaign Uniqueness/Memorability
- Comparison to Previous Campaigns
- Costs
- Chatter
- Legal Details
- Evolution of the Campaign

Appendices

- Appendix A: Powerpoint
- Appendix B: References
About Red Bull
Founding

-Inspired by functional drinks from the Far East, Dietrich Mateschitz, who created the formula of the energy drink and developed the unique marketing concept as well, founded Red Bull in the mid 1980's.

-In 1987, on April 1, Red Bull Energy Drinks were sold for the very first time in its home country of Austria. This was the birth of a totally new product category; the energy drink (Pangarkar, 2013).

-The introduction of the drink in 1987 in Austria marked the beginning of the global energy drink industry.


Purpose

-What Red Bull stands for is that it “gives you wings…,” which means that it provides skills, abilities, power, etc. to achieve whatever you want to.

-Red Bull as a brand has created an invitation as well as a request to be active, performance-oriented, alert, and to take challenges.

-When you work or study, do your very best. When you do sports, go for your limits. When you have fun or just relax, be aware of it and appreciate it (Fontinelle, 2015).

Principals

-Mateschitz has financed most of Red Bull’s expansion through internal profits rather than issuing shares to the public or raising debt. For the first fifteen years of its existence, little profits were taken out of the company (Davidson, n.d.),

-Red Bull’s award-winning Canadian HQ is also spectacular and has been described as “more nightclub than office.” The company building typifies the two aspects of its culture—quirkiness and passion about the brand (Davidson, n.d.).
- The Canadian HQ has been seen as being “for the young or the young at heart” (Davidson, n.d.).

- Red Bull’s freewheeling culture goes beyond office symbolism. However, it is also about freedom for each country operation to pursue strategies that they believe to be most appropriate to their local market (Davidson, n.d.).

Evolution

- Mateschitz spent one year changing the formulation of the drink from the original Thai version and another two years fine-tuning its marketing and communications strategy.

- The drink was launched in Austria in 1987 and in many European countries before the end of the millennium (Pangarkar, 2013).

- Through its stand-alone content arm, Red Bull Media House, the company that created a beverage category, is now pioneering the new role of brand as media company (Iezzi, 2013).

- Over the years, Red Bull’s content distribution has become a way to tell consumers and friends about the company’s multiple different assets (Iezzi, 2013).

- Red Bull has over 600 athletes worldwide, which all have notable achievements and projects; band launches and hit songs from Red Bull Records; happenings in nightlife, people, events, culture, and Formula 1, amongst many other content pieces (Iezzi, 2013).

- Recently, Red Bull as a brand is supporting the sports and culture community that it immerses itself in, and consequently, the sports and culture community is supporting Red Bull.

- Red Bull’s goal is to establish a global media network, which covers all individual segments, such as print, TV, mobile, music, and new media (Iezzi, 2013).

Reputation

- Red Bull has created an incredibly powerful brand, largely through the use of online videos. Its YouTube channel currently has roughly 6.5 million subscribers, and is regarded highly by the high-intensity sports and recreation culture (Davidson, n.d.).

- Red Bull has positioned its beverage as the go-to drink for people with a lot of energy who want to do adventurous things. People who drink Red Bull are adrenaline junkies or, more importantly, they’re people
who want to be adrenaline junkies (Davidson, n.d.).

-The video content Red Bull puts out revolves around extreme sports, skateboarders, snow sports, and anything else with a dangerous edge to it. It also puts out a wide variety of videos, from short 30 second teasers to TV-length features, therefore appealing to a wide variety of users (Davidson, n.d.).

-Telling stories gives Red Bull a humanity its viewers can relate to, which strengthens the bonds people feel towards the brand.

-Giving back to its community and resisting the temptation to make the actual product the focus of the videos is a more subtle way of connecting with the audience. This shows a certain respect towards the viewers, which in turn means the viewers respect the brand right back (Davidson, n.d.).

Financial/Stock Performance Prior to Campaign

-Dietrich Mateschitz owns most of the company, and because it is privately held, limited financial information is available.

-The company states it sold 5.387 billion cans worldwide in 2013, which was a 3.1% increase over 2012. In the US market, the drink had sales of $3.433 million from July 2012 through June 2013, according to market research firm IRI, making Red Bull the leader in US energy drink sales.

-Forbes estimated the company’s market value at $20 billion in December 2014 (Fontinelle, 2015).

-In the six months immediately following the space jump stunt, Red Bull’s sales rose 7% to $1.6 billion in the U.S., according to research firm IRI (Zmuda, n.d.).

-The brand spent $73 million on measured media in the U.S. last year alone (2012), according to Kantar Media (Zmuda, n.d.).

Reputation Relative to CSR (Corporate Social Responsibility)

-Red Bull funds, sponsors, and invests in talented extreme sports athletes, giving them exposure and helping them build a career around what they love. The athletes’ names are always featured in Red Bull’s videos.

-By featuring the athlete’s names, it not only provides Red Bull with the material it needs to put its videos together – it also shows its wider community (its consumers and fans who watch the videos) that Red Bull is actively helping these athletes find their place in the world (Davidson, n.d.).
Image

-The company has a holistic approach to brand experience that ensures every expression, from product to corporate culture to communications, is part of a master creative vision. For Red Bull, marketing is not a department; it’s a genetic part of the brand itself (Iezzi, 2013).

- With a meticulously produced and managed stream of high end action sports- and youth culture-oriented content that spans web, social, film, print, music, and TV, Red Bull has become a full-on media company (Iezzi, 2013).

- The emphasis in Red Bull’s videos are placed on the imaginative stunts that the company’s sponsored athletes are pulling off, rather than the product itself. Additionally, although the logo is featured on the clothes the athletes wear or on a backdrop behind a ramp, that is typically the extent of the company’s actual branding (Davidson, n.d.).
Benefits of Red Bull

-Contains high amounts of many of the B vitamins (riboflavin, niacin and vitamin B-6)
  -B vitamins, which include eight vitamins total, help metabolize food into energy
  -Contains vitamin B-12, which is naturally only found in animal foods. Red Bull contains high amounts of this B vitamin.
  -B-12 also helps the body get energy out of the food you eat and is needed to help make red blood cells and DNA.
-Contains a significant amount of pantothenic acid (LD, 2017).
-Significantly (P < 0.05) improved aerobic endurance (maintaining 65-75% max. heart rate) and anaerobic performance (maintaining max. speed) on cycle ergometers.
-Significant improvements in mental performance included choice reaction time, concentration (number cancellation) and memory (immediate recall), which reflected increased subjective alertness (Alford, Cox, & Wescott, n.d.).

History/Evolution

-Dietrich Mateschitz was a toothpaste salesman
  -Took a trip to Thailand and learned that energy drinks were popular, tried one, and it worked.
  -Since he loved it, he created his own business.
-Took three years to get a license to sell the product in Austria.
-Was not received well at first, so Mateschitz moved the product to Hungary, Germany, and the UK.
-Used buzz marketing to make it popular.
-Now has 70-90% market share (Amazing Story Behind Red Bull, 2008).
-April 1, 1987 was when the first Red Bull was sold in its home market of Austria (Red Bull founder, n.d.).
Ingredients

- Product made in Austria, where it was first sold, because that is where the owner is from (Milestones 1987, n.d.).

- Caffeine, taurine, b-group vitamins, sugars (Caffeine, n.d.).
Demographics

-Predominantly male.

-Aged 18-24 and 25-34.

-All races with a slight advantage to Asian and Hispanic.

-Predominantly childless.

-Earning <$40,000.

-Mostly no college degree or bachelor’s degree.

Behavioristics

-Purchased mostly in gas stations/convenience stores.

-Mostly purchased in the afternoon.

-Slight spike in purchasing on the weekends (Consumer Insights and Demographics, n.d.).

-More than 50% of college students drink at least one energy drink per month (Heckman, Sherry, & Gonzalez, 2010).

Geo-demographics

-United States (C.B., 2013).

Psychological Profile

-Strivers (VALS Types - Strivers, n.d.)
  
  -Have revolving employment; high temporary unemployment.

  -Use video and video games as a form of fantasy.

  -Are fun loving.
- Are imitative.
- Rely heavily on public transportation.
- Are the center of low-status street culture.
- Desire to better their lives but have difficulty in realizing their desire.
- Wear their wealth.

- Experiencers (VALS Types - Experiencers, n.d.)
  - Want everything.
  - Are first in and first out of trend adoption.
  - Go against the current mainstream.
  - Are up on the latest fashions.
  - Love physical activity (are sensation seeking).
  - See themselves as very sociable.
  - Believe that friends are extremely important.
  - Are spontaneous.
  - Have a heightened sense of visual stimulation.

**Need vs. Want View of Brand**

- Physical and Social Needs
  - When you are physically tired, *Red Bull* will awaken you, social needs to fit in with the crowd
  (Marketing Red Bull, n.d.).

**Attitude Towards Packaging**

- *Red Bull* cans are lightweight and 100% recyclable (Can lifecycle, n.d.).
- 9.2/10 consumer rating (Survey Red Bull Consumers in Our Research Panel, n.d.).
- “‘Packaging is critical,’” Koehn agrees. “*Red Bull* really looks like a product from a global economy. It
doesn’t look like a traditional American soft drink — it’s not in a 12-ounce can, it’s not sold in a bottle,
and it doesn’t have script lettering like *Pepsi* or *Coke*. It looks European. That matters’” (Staff, 2012).
- It is the company’s only offering. One size. One color. One sticky, sweet taste (Staff, 2012).
- Original *Red Bull* occupies 43% of the energy drink market (NY Times, 2012).


- It is hard for smaller, emerging companies to compete with the saturated energy drink market today (Fontinelle, 2015).

**Monster Energy**

- Based in California, *Monster Beverage Corp. (MNST)*, formerly *Hansen Natural Corp.*, was founded in 1990 and began selling *Monster Energy Drinks* in 2002.

- Associates with “action sports, punk rock music, partying, hangin’ with the girls, and living life on the edge.”

- Owned by *Coca-Cola* since 2014.

- U.S. sales of $3.147 million from July 2012 through June 2013 (Fontinelle, 2015).

**Demographics**

- Millennials (Bailey, 2015).

- Strivers (VALS Types - Strivers, n.d.)
  
  - Have revolving employment; high temporary unemployment.
  
  - Use video and video games as a form of fantasy.
  
  - Are fun loving
  
  - Are imitative.
  
  - Rely heavily on public transportation.
  
  - Are the center of low-status street culture.
  
  - Desire to better their lives but have difficulty in realizing their desire.
  
  - Wear their wealth.
-Experiencers (VALS Types - Experiencers, n.d.).
  - Want everything.
  - Are first in and first out of trend adoption.
  - Go against the current mainstream.
  - Are up on the latest fashions.
  - Love physical activity (are sensation seeking).
  - See themselves as very sociable.
  - Believe that friends are extremely important.
  - Are spontaneous.
  - Have a heightened sense of visual stimulation.

**Geo-demographics**
- United States (Monster Energy Consumer Insights and Demographics, n.d.).

**Relative Position**
- Red Bull’s top competitor.
- Compared to the original Red Bull’s 43%, Monster Energy enjoys a 39% market share of the energy drink market (Top Selling Energy Drink Brands, n.d.).
- Monster Energy was recently occupied by Coca-Cola. With its help, Monster Energy hopes to surpass Red Bull’s first place spot (Mitchell, 2015).
- Red Bull’s lead in sales over Monster is small domestically, but is large internationally.
- According to Euromonitor International, in 2013, Red Bull had about 32% of the worldwide market, while Monster had about 14% (Difference Between Monster and Red Bull, n.d.).

**Differences**
- Size
  - Monster comes in a 16oz can while Red Bull comes in a 8.3oz can (Gould, 2014).
-Price
- Depending on the location of purchase, the average price for a 16oz Monster can is $2.50, while the average price for a 8.3oz Red Bull can is $2.00 (Gould, 2014).
- For about the same price, you can get more from buying Monster than Red Bull (Difference Between Monster and Red Bull, n.d.).

-Taste
- Monster tastes sweeter than Red Bull due to its higher sugar content (Difference Between Monster and Red Bull, n.d.).
- Based on a Houston Press taste test of Monster Energy Zero Ultra, taste testers like the slightly textured can, say it smells like Squirt soda, is carbonated, and tastes like anything that's blue raspberry flavored.
- Would drink and (are ashamed to admit) to have done so when didn't have time to stop at a coffee shop for tea (Steinberg, 2016).

-Caffeine
- Monster Energy has the same caffeine content as Red Bull at 160mg (Difference Between Monster and Red Bull, n.d.).

Reputation
- #13 on Forbes’ list of World’s Most Innovative Companies (Monster Beverage on the Forbes World’s Most Innovative Companies List, n.d.).
- 4.1/5 stars on Glassdoor, so employees generally like working there (Monster Energy Careers, n.d.).
- Monster faced several lawsuits due to serious health conditions and death in 2015. The company faced financial damages and greatly hurt its reputation (Monster Energy Careers, n.d.).

Rockstar Energy
- “Designed for those who lead active lifestyles.”
- In 2013, Rockstar had $821 million in US sales and $670 million in revenue (Fontinelle, 2015).
Demographics

-Millennials (Bailey, 2015).

-Strivers (VALS Types - Strivers, n.d.)
  - Have revolving employment; high temporary unemployment.
  - Use video and video games as a form of fantasy.
  - Are fun loving
  - Are imitative.
  - Rely heavily on public transportation.
  - Are the center of low-status street culture.
  - Desire to better their lives but have difficulty in realizing their desire.
  - Wear their wealth.

-Experiencers (VALS Types - Experiencers, n.d.)
  - Want everything.
  - Are first in and first out of trend adoption.
  - Go against the current mainstream.
  - Are up on the latest fashions.
  - Love physical activity (are sensation seeking).
  - See themselves as very sociable.
  - Believe that friends are extremely important.
  - Are spontaneous.
  - Have a heightened sense of visual stimulation.

Geo-demographics

- United States (Rockstar Consumer Insights and Demographics, n.d.).

Relative Position

-Rockstar is a strong but distant competitor of Red Bull’s with a 10% market share (Rockstar Energy Drink,
Annual average sales growth has slowed dramatically recently, from 103% annually in the company’s first six years to just 8% annually since then (Fontinelle, 2015).

Differences

- Size
  - *Rockstar Energy Drinks* come in 8.4-ounce, 16-ounce, and 24-ounce cans (Fontinelle, 2015) while *Red Bull* come in 8.3oz cans (Rockstar Energy Drink, n.d.).

- Price
  - Depending on the location of purchase, the average price for a 16oz *Rockstar* can is $2.50 while the average price for a 8.3oz *Red Bull* can is $2.00 (Gould, 2014).

- Taste
  - Based on a *Houston Press* taste test, taste testers claim that *Rockstar Pure Zero Silver Ice* smells like *Sprite*, is carbonated, and tastes like orange juice from concentrate mixed with *Sprite* and *Squirt*.
  - Would drink only it if they were craving something sweet and wanted to drink it instead of eat it (Steinberg, 2016).

- Caffeine
  - *Rockstar Energy* has the same caffeine content as *Red Bull* at 160mg (Rockstar Energy Drink, n.d.)

Reputation

- 2.2/5 stars on *Glassdoor*, so employees do not generally like working there (Working at Rockstar, n.d.).
- In 2015, *Rockstar Energy Drinks*’ founder, Russ Weiner, said that *Rockstar* has had a hard time breaking through the brand loyalty *Red Bull* and *Monster* have (Brown, 2014).
- Abrams Brown, a *Forbes* staffer, claims that Weiner “starved the company of resources” (Brown, 2014).

**NOS Energy Drink**

- Founded in 2005 by the *Fuze Beverage* company. Today, *NOS* is manufactured by the *High Performance Beverage Company* (NOS Energy Drink, n.d.).
-Named after a brand of Nitrous Oxide (NOS Energy Drink, n.d.).
-Popular with car and racing enthusiasts (NOS Energy Drink, n.d.).
-NOS' slogan is, "Human horsepower"(Cee, 2017).

Demographics
-Millennials (Bailey, 2015).
-Strivers (VALS Types - Strivers, n.d.)
  -Have revolving employment; high temporary unemployment.
  -Use video and video games as a form of fantasy.
  -Are fun loving
  -Are imitative.
  -Rely heavily on public transportation.
  -Are the center of low-status street culture.
  -Desire to better their lives but have difficulty in realizing their desire.
  -Wear their wealth.
-Experencers (VALS Types - Experencers, n.d.)
  -Want everything.
  -Are first in and first out of trend adoption.
  -Go against the current mainstream.
  -Are up on the latest fashions.
  -Love physical activity (are sensation seeking).
  -See themselves as very sociable.
  -Believe that friends are extremely important.
  -Are spontaneous.
  -Have a heightened sense of visual stimulation.
Geo-demographics

-United States (NOS Consumer Insights and Demographics, n.d.).

Relative Position

- *NOS Energy*’s market share is about 3% compared to the original *Red Bull*’s 43% (NOS Energy Drink, n.d.). It is a distant competitor of *Red Bull*.

Differences

- **Size**

  - *NOS Energy Drinks* come in 16oz cans while *Red Bull* come in 8.3oz cans (NOS Energy Drink, n.d.).

- **Price**

  - Depending on the location of purchase, the average price for a 16oz *NOS* can is $2.50 while the average price for a 8.3oz *Red Bull* can is $2.00 (NOS Energy Drink, n.d.).

- **Taste**

  - The original *NOS Energy Drink* is grapefruit/citrus flavored (NOS Injected Energy Drink, n.d.).

  - According to *Caffeine Informer*, *NOS* is a great tasting drink overall, has a great grapefruit flavor, and the energy ingredients are almost undetectable, even though it is a bit too sweet (NOS Energy Drink, n.d.).

- **Caffeine**

  - *NOS Energy Drinks* have the same caffeine content as *Red Bull* at 160mg (NOS Energy Drink, n.d.).

Reputation

- 4.5/5 stars on *Glassdoor*, so employees generally like working there (Working at NOS Energy Drink, n.d.).

- In 2015, *NOS Energy* was linked to an incident where a teenager was rushed to the hospital unconscious after drinking two *NOS Energy Drinks*.

  - Doctors said that high doses of caffeine could have caused his seizure.

  - Soon after, *NOS* reformulated their energy drink to contain 160mg of caffeine per can rather than 260mg per can.
-This hurt the company's reputation for a while (NOS Energy Drink Sends Teen to Hospital, n.d.).
Previous Campaign Approaches

Red Bull Editions Campaign

- Red Bull came out with new editions to their original drink, adding flavors of cranberry, lime and blueberry.
- The tagline: “Wings for every taste.”
- Showed only the new flavors of the cans in flight for a full length video (Red Bull, n.d.).
- Used online banners that were half print showing the new can, half video showing the bottles in flight (Red Bull, n.d.).
- Approach: visual - having the bottles take flight connected to the feeling of drinking Red Bull.
- Billboards that showed the new bottles in flight (Red Bull, n.d.).
- The theme was similar in each ad: showing off the new can, with the same slogan “Red Bull editions, Wings for every Taste.”

Zero Calorie and Tropical Flavor Campaign

- 2015 campaign.
- New Red Bull tropical flavor and zero calorie editions in orange and cherry; provided a wider range of products and flavors.
- Billboards used color and light to show off the new drink and were placed near retailers and venues that sold Red Bull. (Adweek, 2015).
- Copy read: “Choose your wings”, or “Wings for every taste.”
- Launched close by Daylight Savings, when customers are losing an hour of sleep (Adweek, 2015).
- Heavy on social and digital media with ads on Pandora, Spotify, and Thrillist (Adweek, 2015).
- Campaign approach: visuals and common themes: colorful, light, and same copy
Red Bull Gives You Wiiings: Cartoon Campaign

-A series of cartoons on television and pop displays (Partners, n.d.).

-Approach: same slogan at the end of all the ads “Red Bull Gives you Wiiings.”

-Same theme throughout the TV and print display of cartoon figures.

-Uses a humorous approach.

-Common theme of drinking Red Bull when tired (Greenwald, 2017).
Agency of Record/Profile

Agency Used
-Kastner & Partners.

Company History
-The company was founded in Austria in 1985 by Johannes Kastner. The ad agency is international and has offices in Los Angeles, Milan, Budapest, Madrid, London, and Frankfurt.

Organizational Structure
-Full Service; the company is not listed by organizational structure, but by the positions.
- The positions are: Senior Integrated Designer, Chief Creative Officer, Production Artist, Senior Content Producer, Cartoonist, Junior Art Director, Assistant Account Executive, Finance Director, Print Producer, Account Supervisor, Head of Client Services, Senior Designer, Illustrator, Copywriter, Account Director, Account Executive, Account Director, Studio Manager, Senior Account Executive, Office Manager, Senior Project Manager, Account Supervisor, Project Manager, Operation Director, Human Resources, Junior Copywriter, IT Director, Designer, Senior Art Director (Kastner & Partners, n.d.).

Reputation
-Kastner & Partners is known for its brand work with Red Bull, expanding it to a worldwide media company.
Length of Association with Client Brand/Service

**Purpose**

-To engage the audience’s inner adventurer by introducing them to the world that *Red Bull* has created.

-To encourage the audience to share their own personal “Gives You Wings” moments.

-This component of the campaign will be driven by social media outlets, such as *YouTube* and *Facebook*, with the hashtag #GivesYouWings to bring the community together.

-The creator content aspect of this campaign will make the audience feel as if they are personally involved with the campaign and the brand as a whole (C.B., 2013).

**Needs**

-Personal testimony from professional athletes and other social media influencers.

-Willingness of the audience to participate.

-The budget to film large scale events such as the Stratos space jump (C.B., 2013).
Target Markets

Demographics
-Predominantly male.
-Ages 18-24 and 25-34.
-All races.
-Predominantly childless.
-Earning <$40,000.
-Mostly no college degree or bachelor’s degree.

Geo-demographics

Psychological Profile
-Strivers (VALS Types - Strivers, n.d.)
  -Have revolving employment; high temporary unemployment.
  -Use video and video games as a form of fantasy.
  -Are fun loving.
  -Are imitative.
  -Rely heavily on public transportation.
  -Are the center of low-status street culture.
  -Desire to better their lives but have difficulty in realizing their desire.
  -Wear their wealth.
-Experiencers (VALS Types - Experiencers, n.d.)
  -Want everything.
  -Are first in and first out of trend adoption.
  -Go against the current mainstream.
  -Are up on the latest fashions.
  -Love physical activity (are sensation seeking).
  -See themselves as very sociable.
  -Believe that friends are extremely important.
  -Are spontaneous.
  -Have a heightened sense of visual stimulation.

Behavioristics
- Athletic and adventurous background.
- Thrillseekers.
- Shop for product mostly in gas stations/convenience stores.
- Make purchases mostly in the afternoon.
- Slight spike in purchasing on the weekends (Consumer Insights and Demographics, n.d.).
- This campaign relies on famous athletes and other influencers. The people on the advertisements do not just speak about their experiences, they show the experiences themselves.

- This mirrors the campaign’s overall style of showing the adventurous activities associated with Red Bull.

- The effect of this style is that viewers will want to emulate the figures they see in the advertisements, associating that lifestyle with Red Bull and therefore selling the product (C.B., 2013).
Approach Mix

-The commercial campaign premiered during the Men's Finals of the Australian Open (Australia’s equivalent to the Super Bowl) reaching about 2 million people (The World of Red Bull, n.d.).

-The campaign leans on digital media using the hashtag #GivesYouWings; as well as a digital portal, where you can explore stories from local and international Red Bull athletes (Mick Fanning, Robbie Maddison, Russ Henshaw, Sally Fitzgibbons and Josh Sheehan) and other opinion leaders (C.B., 2013).

-The integrated campaign sees engaging executions across TV/Web TV, cinema, Out of House Advertising, digital media, social media and via PR, along with POS materials and on-pack promotion (The World of Red Bull, n.d.).

- Out of House Advertising includes billboards and any other promotional material found on streets, highways, and public transit.

-The first TV commercial began airing during the 2013 Men’s Finals of the Australian Open. There have been many other commercials with the same theme of adventure since then (Red Bull TV Commercial, n.d.).
- **Start Date**
  - 2013.

- **End Date**
  - Duration of 2016 (AdAge Top 15 Campaigns of the 21st Century, n.d.).

*Red Bull* started the *World of Red Bull* campaign during 2013, premiering during the men’s finals of the Australian Open. Also around this time, health concerns were coming out about the safety of energy drinks (Sifferlin, 2013).

At the end of the campaign, *Red Bull* was recognized as one of the top brands with the most views and shares (Mulloy, 2017).
Media Used

- All video content
  - Facebook
  - Youtube
  - Twitter
  - Instagram
  - Red Bull website
-This campaign promotes brand more than the product; more than just a beverage company, it is a lifestyle encouraging consumers to use Red Bull as a key to their extreme lifestyles (What Gives Red Bull Wings:, n.d.).

-The camera angle cuts in unique ways to highlight the extreme sport that is being shown.

-The campaign is specific to the consumer and what is important to them; the product promotes the activities that the consumer engages in (Collier, 2017).

-Content is delivered by the visuals that are meant to communicate risk-taking behavior, extreme lifestyles, and adventure (Collier, 2017).

-It is selling the idea of what you can do after you drink Red Bull (Collier, 2017).
Comparison to Previous Campaigns

- This campaign is different because it focuses more on video than other media used in advertising such as print ads and pop displays that were used in earlier campaigns (Partners, n.d.).

- The content of the World of Red Bull campaign is more sport-focused in comparison to more sex or humor-focused in previous campaigns (Collier, 2017).

- The 2016 campaign features a more targeted audience of extreme athletes compared to older campaigns where it was less relatable to the audience (What Gives Red Bull Wings:, n.d.).

- The 2016 campaign uses different camera angles, cutting from sport to sport, including a wide variety of athletics, compared to older campaigns where it was only one main sport.

- The World of Red Bull 2016 campaign uses the same music throughout each commercial - the song, “Weight in Gold” by Gallant. In previous campaigns, Red Bull did not use music (Partners, n.d.).
Costs

-Costing an undisclosed amount, the price of Felix Baumgartner’s fall has been estimated to approximately $30 million (Puzzle, 2016).

-Austrian media outlets reported that Red Bull invested more than €50M ($64.8M) in the event (Sports Media & Technology, 2012).

-Red Bull is a privately owned company, meaning it does not sell shares of the company in the stock market. Therefore, it only discloses very sparse amounts of financial information when requested. For the World of Red Bull campaign, no financial information was disclosed in terms of costs.
A year after the Red Bull Stratos stunt, a video showing the fall from Mr. Baumgartner’s perspective—with just the sound of wind and the flapping fabric of his protective suit—racked up 5.3 million views. That brought the campaign’s cumulative views to more than 207 million (C.B., 2013).

The Red Bull Stratos event was carried on nearly 80 TV stations in 50 countries. The live webcast was distributed through 280 digital partners and racked up 52 million views, making it the most-watched live stream in history.


The Red Bull Stratos jump broke the world record and generated more media attention than any other branded advertisement could; with over 8 million people watching the live YouTube stream.

Red Bull printed their logo in several places on Baumgartner’s space suit, for all 8 million live viewers to see, and the YouTube video now holds over 40 million views (Puzzle, 2016).
Campaign’s Use of Legal Protections

-Must get consent from Red Bull before using any of their trademark signs or similar signs that are used by the brand (Red Bull Records, 2015).

-All content including text, software, music, sound, photographs, video, graphics, or other material is property of Red Bull and protected by copyrights, trademarks, service marks, and patents (Red Bull Records, 2015).

Copyright Components


- AWOLNATION is an artist under Red Bull Records (Red Bull, 2015).
Evolution of the Campaign

-When the *World of Red Bull* integrated campaign started in 2012, *Red Bull’s* target market saw engaging executions across TV/Web TV, cinema, OOH, digital, social media and via PR, along with POS materials and on-pack promotion.

-*Red Bull’s* intention with the campaign was to open its doors to the incredible world it had created, and to encourage consumers to share their own personal 'Gives You Wings' moments.

-The “Gives You Wings” component was heavily driven by social media, which paved the way for #GivesYouWings to become a hashtag people used to share their own amazing content (C.B., 2013).

-In October 2012, *Red Bull* helped Austrian skydiver Felix Baumgartner freefall jump from 24 miles above the earth, breaking five records, according to officials at *Guinness World Records*. Mr. Baumgartner became the first human to break the sound barrier without engine power (Zmuda, n.d.).

-Later, in 2016, *Red Bull* developed five separate TV commercials that were focused around athletes and artists, showing how *Red Bull* “gives them wings,” thus furthering the interactive campaign.

-The athletes and artists highlighted in this part of the campaign included basketball player Anthony Davis, professional surfer Carissa Moore, snowboarder Travis Rice, singer/musician Gallant, and dancer B-boy Victor.

-*Red Bull’s* main objective in this aspect of the campaign was to display how the company helps turn the artist’s and athlete’s ideas into reality, and celebrating with them their successes and achievements (Red Bull, 2016).
Appendices
Appendix A: Powerpoint

Case Study: The World of Red Bull
SMAD 443-0001: Creative Advertising Campaign
October 18, 2017
Talia Faigen, Patrick McGrath, Corinne Schmidt, Laura Tworek
About Red Bull

The Facts

Red Bull's slogan is “gives you wings...,” giving the consumer the skills and abilities to achieve whatever they want to.

History

- Dietrich Mateschitz founded Red Bull in the mid 1980’s; made and first sold in Austria
  (Amazing Story Behind Red Bull, 2008)

Target

- Predominantly males 18-24 and 25-34; Experiencers and Strivers
  (VALS Types, n.d.)

Competitors

- Monster Energy, Rockstar Energy, NOS Energy Drink
  (Mitchell, 2015)

Previous Campaign Approaches

- Visuals; common themes: colorful, light, and same copy; humor
Environment During the Campaign

Rising safety concerns about energy drinks
- In 2013, rising safety concerns about energy drinks arose (Sifferlin, 2013)

Monster Energy
- In 2014, Monster released a commercial spot similar to Red Bull's previous strategies (Monster Energy Video, n.d.)
- Sales increased and stock prices followed (Monster Beverage Reports, 2014)

Rockstar Energy
- In 2013, Rockstar made the most revenue it ever had at $670 million (Brown, 2014)
**Campaign Needs/Purpose**

**Purpose**
- To engage the audience’s inner adventurer by introducing them to the world that *Red Bull* has created
- Encourages the audience to share their own ‘Gives You Wings’ moments
- Driven by social media outlets, such as *YouTube* and *Facebook*, with the hashtag #GivesYouWings to bring the community together

*(C.B., 2013)*

**Needs**
- Personal testimony from professional athletes and other social media influencers
- Willingness of the audience to participate
- Budget to film large scale events such as the Stratos space jump

---

**Target Markets**

**Demographics**
- Predominantly male
- Aged 18-24 and 25-34
- All races
- Predominantly childless
- Earning <$40,000
- Mostly no college degree or bachelor’s degree

**Geo-demographics**
- Australia and the United States

**Behavioristics**
- Athletic and adventurous background
- Thrillseekers
- Shop for product mostly in gas stations/convenience stores, mostly in the afternoon

**Psychological Profile**
- **Experiencers**: want everything, against the mainstream, sensation seeking, sociable, spontaneous
- **Strivers**: revolving employment, fun loving, low-status street culture, wear their wealth, watch videos and video games

*(VALS Types, n.d.)*
Style

- The style of this campaign relies on famous athletes and other influencers. The people on the advertisements do not just speak about their experiences, they show the experiences themselves.

- The effect of this style is that viewers will want to emulate the figures they see in the advertisements, associating that lifestyle with Red Bull and therefore selling the product.

(C.B., 2013)

Approach Mix

- Premiered during the Men’s Finals of the Australian Open reaching about 2 million people.
- The campaign leans on digital media using the hashtag #GivesYouWings where you can explore stories from local and international Red Bull athletes.
- Uses TV/Web TV, cinema, Out of House Advertising, digital media, social media and via PR, along with POS materials and on-pack promotion.

(The World of Red Bull, n.d.)
Start and End Dates

Start Date: January, 2013
End Date: Duration of 2016

Media Used

All video content
- Youtube
- Facebook
- Twitter
- Instagram
- Red Bull website

(AdAge Top 15 Campaigns of the 21st Century, n.d.)

Campaign Uniqueness/Memorability

- Promotes brand more than the product; more than just a beverage company
  (What Gives Red Bull Wings?, n.d.)
- The camera angle cuts in unique ways to highlight the extreme sports
- The campaign is specific to the consumer and what is important to them
- Content delivered by the visuals that are meant to communicate risk taking behavior, extreme lifestyles, and adventure
- It is selling the idea of what you can do after you drink Red Bull
  (Collier, 2017)
Comparison to Previous Campaigns

**World of Red Bull Campaign vs. Previous campaigns**

- Focuses more on video than other media
- Features a more targeted audience of extreme athletes
- Uses different camera angles, cutting from sport to sport, and included a wide variety of athletics
- Uses the same music throughout each commercial
  - The song “Weight in Gold” by Gallant


---

**Costs**

- Austrian media outlets reported that Red Bull invested more than €50M ($64.8M) in the Stratos fall

- Red Bull is a privately owned company, meaning it does not sell shares of the company in the stock market
  - Discloses very sparse amounts of financial information, only when requested
  - For the World of Red Bull campaign, no financial information was disclosed in terms of costs

(Sports Media & Technology, 2012)
Chatter

- Only a year after the Red Bull Stratos stunt, a video of the fall from Mr. Baumgartner’s perspective racked up 5.3 million views
- The live webcast racked up 52 million views, making it the most-watched live stream in history
- Red Bull Media House earned a Sports Emmy for Outstanding New Approaches - Sports Event Coverage
- The Stratos jump broke world records and generated more media attention than any other branded advertisement could

(C.B., 2013)

Legal Details

Use of Legal Protections (trademark, copyright notice)
- Must get consent from Red Bull before using any of their trademark signs or similar signs that are used by the brand

Mandated or Affirmative Disclosures
- Must get consent from Red Bull before using any of their trademark signs or similar signs that are used by the brand

Copyright Components
- Uses the song “I Am” by AWOLNATION, an artist under Red Bull Records

Evolution of the Campaign

2012
- Target market saw engaging executions in traditional and social media
- Paved the way for the hashtag #GivesYouWings; people used this to share their own content
- Helped Austrian skydiver Felix Baumgartner freefall jump from 24 miles above the earth, breaking five records
  - Mr. Baumgartner became the first human to break the sound barrier without engine power


2016
- Developed five separate TV commercials focused around athletes and artists, furthering the interactive campaign
- Displayed how the company helps turn the artist’s and athlete’s ideas into reality, and celebrating with them their successes and achievements

Discussion Questions

- Do you think filming the Stratos jump was worth the cost? What other less expensive alternatives can you think of that would generate a sufficient amount of audience engagement?
- If you were in charge of this campaign, what would you do differently?
Questions?

References


Astronaut [Photograph]. (n.d.). Retrieved from

1331834457278_2/0010/1500/1000/1/which-red-bull-athlete-are-you.jpg

References (continued)


References (continued)


Consumer Insights and Demographics. (n.d.). Retrieved from https://infoscope.co.brand/red_bull


References (continued)


References (continued)


References (continued)

NOS Consumer Insights and Demographics. (n.d.). Retrieved from https://www.infoscout.co.brand/nos


https://www.adforum.com/creative-work/ad/player/12656266/driving/Red-bull-energy-drink


https://www.forbes.com/sites/forbesasia/2013/06/24/the-wind-behind-red-bulls-wings/#a999ef7b796


http://puzzelondon.com/red-bulls-success-sponsorship/


References (continued)


https://image.redbull.com/bvs/02156/0001/1/650603/logos/logos-homepage/logos/brandlogos/red-ball-records-logo_03.png


https://www.ispot.tv/ad/7qQ/L/red-bull-sports-and-music-song-by-pharrell-williams
References (continued)


References (continued)


Appendix B: References


https://www.youtube.com/watch?v=qJB8nzGV4W0

http://marketrealist.com/2015/06/parents-driving-energy-drink-sales-us/


party-ending-rockstar-energy-drinks-russell-weiner/#6b80b86e774a


https://www.livestrong.com/article/385319-information-on-the-nos-energy-drink/


Consumer Insights and Demographics. (n.d.). Retrieved from https://infoscout.co/brand/red_bull

red-bull-built-reputation-adventure-brand-using-video-005531464.html

Lunch-Advertising-Kastner-Partners-Formally-Establishes-International


NOS Consumer Insights and Demographics. (n.d.). Retrieved from https://www.infoscout.co/brand/nos


Red Bull Twitter [Photograph], (2012), Retrieved from https://d20h5kgqssydm0.cloudfront.net/wp-content/uploads/2012/03/redbull-twitter-brand-page2-e13509657173662.png


