

KASTNER & PARTNERS

RED BULL.
A SUCCESS-STORY.



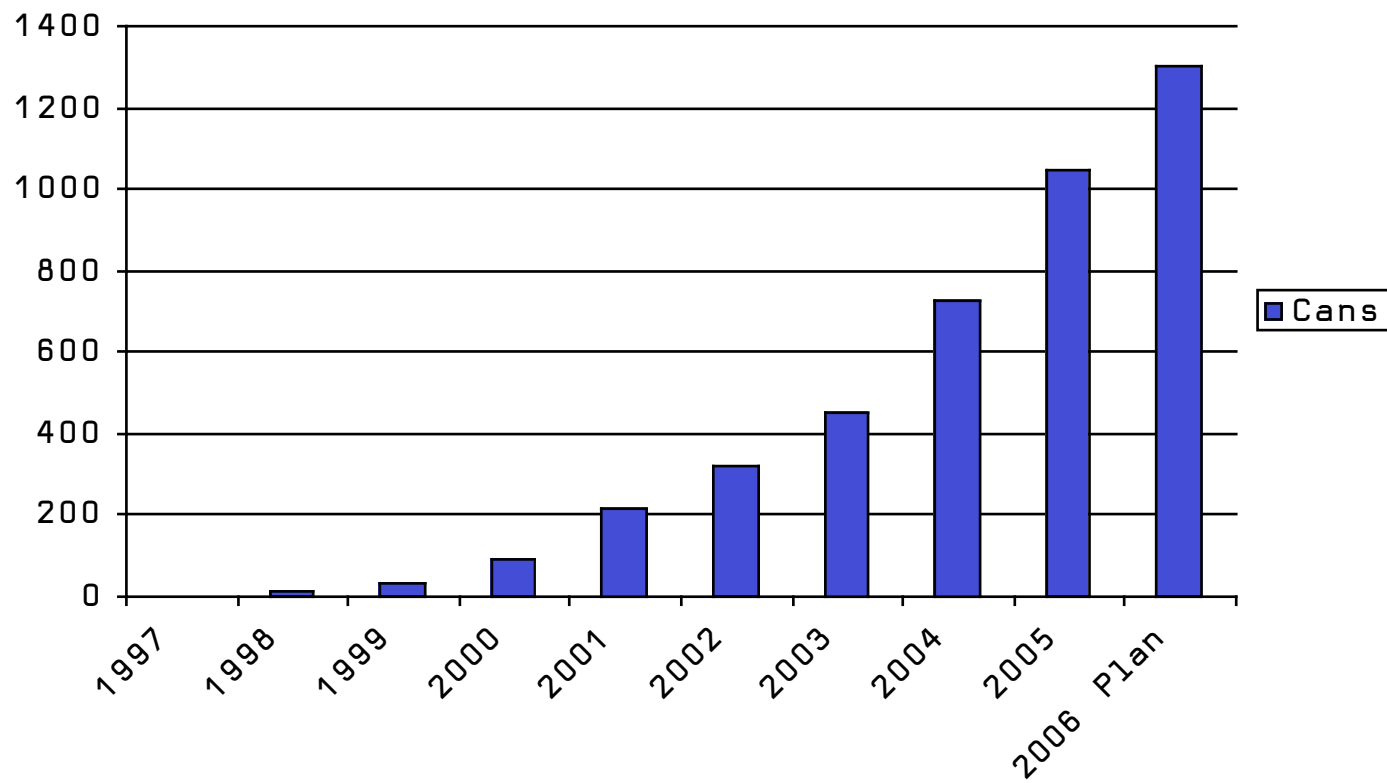
A SUCCESS-STORY

The launch of Red Bull has been the most successful beverage launch of the last decade.

It's success is due to partnering a quality product with well-thought out original communication strategy.

Which resulted in establish Red Bull, not as fashion phenomenon, but as premium brand with continues growth.

US SALES (IN MILLION UNITS)



BRAND POSITIONING

The brand positioning comes from out of the product benefits:

Red Bull vitalizes body and mind.

This then became the basis for the unique brand personality of Red Bull:

- Innovative
- Self Ironic
- Intelligent
- Nonconformist
- Self-confidence
- Witty, charming
- Polarising
- Unpredictable

DOING THINGS DIFFERENTLY

An innovative and unique product needs an innovative and unique communication strategy.

So for Red Bull we questioned everything.

- Category
- Packaging
- Price
- Distribution strategy
- Communication strategy.

ONE BRAND - ONE PRODUCT

In order to put the entire focus on this one product, this one can, this one brand.

We said:

No diversifications.

No licenscing.

No brand-merchandising.

No umbrella brand.

ABSOLUTE PREMIUM PRICE

Red Bull's real product benefits justified a premium price.

It is by far the most expensive non-alcoholic drink on the market.

Red Bull is 3 to 6 times more expensive than Coke.

TARGET GROUP

Red Bull's target group is not determined by a demographic, but by a "state of mind".

Red Bull consumers have drive, are active and dynamic. They want to be physically and mentally fit and wide awake.

COMMUNICATION CONCEPT

- 1) **Above-the-line Advertising**
To build up awareness and image
- 2) **Opinion Leader Marketing**
To support credibility of the product and the brand
- 3) **Event Marketing**
To prove that the brand is up-do-date and different
- 4) **Sampling**
To convince consumers

ABOVE-THE-LINE-ADVERTISING

Red Bull gives you wings.

Aim of the campaign is to reflect the brand personality:

Cheeky, witty, self-ironic, unpredictable and unique.

While the distinctive execution style helps establish it as beyond fashion.



OPINION LEADER MARKETING

Opinion Leaders, especially in the sport and cultural area, are a perfect target group for Red Bull.

Red Bull develops relationships with them and treat them like friends. Red Bull worldwide has over 250 agreements with top athletes, but not one written contract.



EVENT MARKETING

Red Bull's event marketing also covers both areas, sports and culture, through a variety of events like Flugtag, Creative Contest, Music Academy, Local Hero Tour and many more.

Red Bull doesn't sponsor events, Red Bull creates, organizes and supports new, innovative and image building events.



SAMPLING

Sampling is done by highly motivated and well-educated employees of Red Bull and not “professional” promotion teams.

Their briefing is simple: Find tired and exhausted people.

They do it in a charming, non offensive way. All we give them is the product, a free range of clothes and a tiny, but very attractive sampling car:

