

Integrated Marketing communications Final

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Brand Profile

Brand Attributes:

Band of Choice: Red Bull

Product Category: Energy Soft Drink

Brand name: Red Bull

Brand quality: Premium quality, High Performance, Red Bull is extreme in everything they do. They are constantly channeling their consumers to push themselves to new limits.

Physical characteristics of the brand: Red Bull is a carbonated uniquely flavored liquid. The drink provides energy to its consumer.

Different Flavors of Red bull – Red Bull Sugar Free, Red Bull total zero, Red Bull Editions (Red, Silver, Blue)

Brand Strategy: Is to be

- Clear, Engaging, Unique, and Relevant to their target audience
- Able to incorporate an element of positive emotional attachment that is better than just good
- To evolve their business both internally and externally
- Be consistent across multiple marketing and advertising media outlets (online, commercials, magazines...
- Also deliver on the brand promise and to be able to adapt to a changing marketplace.

Brand Image: Red bull has become a huge name in action and adrenaline sports. Red Bull considers and presents itself as a premium product. Red Bull likes to sponsor huge events as well as the best athletes. The athletes that are picked to represent Red Bull are always clean and well kept, as well as good role models. Red Bull's race cars, planes, and motorcycles are

outfitted with the best equipment possible. Its events are always taken to the largest scale. Allowing give their athletes to show off and promote the brand of Red Bull.

Brand reputation: Red Bull is one of most popular well know premium energy drinks in the world.

Brand Price: Since Red Bull priced as a premium product an

8.4oz can is \$2.59

12oz can is \$3.25

16.9oz can is \$3.75

20oz can \$4.75

Brand Core Value (If competition lowered its price, why would consumers still buy?): Yes, Red Bull's competition has lowered their prices in order to try and compete in the market, but Red Bull still remains on top as the number 1 energy drink in the world.

Brand Logo and tag line: Red Bull's brand logo consists of two Red Bull's running head to head at each other. **Red Bull's tag line is:** "Red Bull gives you wings"



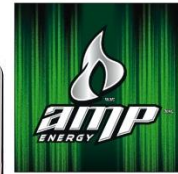
Brand customer satisfaction/warranties/ Warning: Not recommended for children, pregnant or nursing women and persons sensitive to caffeine.

Brand equity: Red Bull is known as premium energy drink brand. So for those who drink Red Bull feel as if they are not just drinking an energy drink but they are drinking the highest quality of energy drink. Consumers might also feel inspired because of the different celebrities that represent the Red Bull brand. Red Bull has also expanded its brand line from energy drinks to many other industries from clothing line, events, to dj'ing/music competitions.

Brand's Primary Competitors:

Red bulls competitors are

- **Monster Energy (Coca Cola product #2), Full Throttle**
- **Amp Energy, Nos Energy , Gatorade Energy Drink**
- **Rock Star (Pepsi- co #3), Mountain Dew**
- **5/6 Hour energy, SoBe Adrenaline Rush ,**
- **Alcoholic drinks (Smirnoff Range)**



Product Packaging: Product Packaging

- **How does it provide product protection:**
- Red Bull uses an aluminum can. That is oxygen-proof and neutral in taste. This allows the drink to stay in fresh, top quality for a long time. This means it tastes as good at the source as at its destination.
- Red Bull cans are light weight which makes them easy to carry and transport. The cans are virtually unbreakable. Their durability is not only useful for transport; it also makes them very safe for physical activities and events.
- Red Bull cares about the environment and each can is 100% recyclable. It can be melted down and reused an infinite number of times with absolutely no loss in quality – and with huge savings in energy.
- The cans are designed for easy transportation and stocking. Thanks to their compact and efficient form, they use about 40% less transport space than glass bottles and 30% less than PET bottles.
- Once chilled, the beverage remains cool in the can for a very long time. This is essential to the perfect Red Bull drinking experience.
- **Persuading consumers/marketing Red Bulls can-** Red bull uses distinctive brand colors know by customers, (blue and silver) which alternates in a patten around the can. For Red

Bull's sugar free drink that can color is a light blue. The Red Bull "bull" is always in the center of the can written in bright red lettering.



Pricing

Suggested retail price (what you pay):

- 8oz- \$2.59
- 12oz \$3.25
- 16oz \$ 3.75
- 20oz \$ 4.75

Product Value (what you get):

- **Product components/features/ingredients:** caffeine, taurine, glucuronolactone, B-Group Vitamins, Sucrose and glucose, alpine spring water "alpine water of the highest quality, which comes from the production sites in Austria and Switzerland"
- **Product benefits:** Red Bull is a functional beverage drink. That is specially developed for those who want to be physically and mentally active. Red Bull's benefits can be applied to any deal situation: playing sports, at work, while driving or simply having fun.

Red Bull

- **Increases performance-**
- **Increases concentration and reaction speed**
- **Improves vigilance**
- **Stimulates metabolism**
- **Make you feel more energetic and thus improves your overall well-being**

Red Bull's pricing in the marketplace is set above the rest of its competition. Red bull is known as the premium of energy.

- **Pricing Strategy: Market-Skimming Pricing**

Red Bull

Consumer Buying Behavior /Primary Target Audience/ Consumers Demographics:

- **Age 15-60**
- **Red Bull mainly advertises to the "Y generation" also called the "millennial" generation: people born after 1981.**

Consumer Buying Decisions:

Who most influences the buying decisions? Red Bull influences the buying decisions through their strategies advertising and marketing.

Who makes the final buying decision/ purchase? The consumer and loyal repeated brand purchasers.

Advertising:

- **Primary consumer selling message: "Red Bull gives you wings"**
- **Tagline: Red Bull "vitality body and mind"**
- **Types of media: TV (MTV) (VH1) , Internet www.redbullusa.com, Radio , Concerts, Sporting Events (mainly action sports, BMX, Moto Cross, Skateboarding, Snowboarding, Basketball, Race Car driving,**
- **Other Social media,**
- **Facebook, Twitter, HI-5.**

- **Red Bull has created cheap cartoons with simple but recognizable drawing, telling funny and simple stories, about how Red Bull “gives you wiings” and Vitalizes body and mind”**

Sales Promotion/Sponsorships and Events:

Some people have said that Red Bull’s Branding, Marketing Strategies are consider revolutionary. It has been noted that Red Bull is known for ‘anti-brand strategy.

- **Red Bull marketing strategies**
- **“Buzz marketing”**
- **“Work of mouth marketing”**
- **“Street marketing”** – through **“The wings team’s”** (Most of Red Bulls Wing team members are attractive female students)
- Their role is to establish a relationship with the consumer
- Give/hand out free samples of Red Bull
- Red Bull also has a Student Brand Manager who is an ambassador of the brand at their school.
- Their objective is to Promote Red Bull throwing huge parties, going to sporting events and other social events on campus.
- The Red Bull Car is a Mini One Copper that a giant Red Bull can attaches to it, that he Wing Team will drive there College camps, Major cities, events etc...

Red Bull

Product Distribution

- Red Bull uses Both Direct and Indirect Distribution methods

- Red Bull production facilities are located in Austria.
- Red Bull uses what it likes to call the known as the wall-to-wall principle – meaning that production and filling take place on the same site. The can is manufactured in one part of the factory, while the drink is prepared in another. Can and content are united in the filling unit.
- Once the cans have been filled, they're transported from Austria and Switzerland to more than 160 countries worldwide.
- The cans travel long distances, whenever possible by ship and rail. Transportation by truck is the last resort when there's no other means of delivery – and it remains Red Bull's priority to allocate ever more transport to rail and shipping.

Indirect Means of Distribution:

- **Super Markets (Wal-Mart, Cost Co, Target, Meijer)**
- **Gyms/ Health Clubs**
- **Coffee Houses, Restaurants, Bars Pubs**
- **Convenience Stores/ Gas Stations**
- **Night Clubs, Hotels**
- **College Campus/ Lunch Rooms "Schools"**

Direct Means of Distribution:

- **Online**
- **Red Bull has their own Sales force called the (Wings Team) Student Brand mangers**
- **Red Bull Car- a Mini One Cober with a can above it, painted with Red bull colors**



Red Bull

SWOT

Strengths:

- Red Bull controls about 70% of the energy drinks market share. Within the energy drink market Red Bull continues to be the industry's leader. (United States and Internationally)
- Red Bull has a strong brand Identity and a log of loyal customers.
- Red Bull offers energy drinks the energy boost they need with the nasty crash like for those who drink soda of other caffeinated drinks.
- Red Bull does a great job at appealing to their main target audience, as well as creating value for their customers.

Weaknesses:

- One Of Red Bull's main weakness is that it only has to main products Red Bull (regular) and Red Bull Sugar free.
- Red Bull did not patent their recipe so it easy for other company to copycat from Red Bull and attempt to make it better.
- Their Prices are extremely high.

Opportunities:

I think Red bull should team up with a group of doctors and attempt to make a better energy drink that is less harmful.

- Despite that many health concern with this type of product there are many people such as me and others like me who benefit and need an energy supplement to function. This past year I was diagnosed with Narcolepsy and I need stimulants in order for me to function. Red Bull is a drink that I know I can depend one when I need to most.

- Many of Red Bull's competitors have more than type of drink under the same brand from example AMP and Monster energy each different flavored drinks, if Red Bull where to come up with a Different flavored drink they would be able to target to another audience.
- Since Red Bull is normally consumed before participation in a sporting event the company could create a pre-sport hydrating drink that also replenished vitamins and minerals.
- New partner ships can be from i.e (Facebook).

Threats:

- If the government imposes health and safety restrictions on the amount of energy drinks that should be consumed, it would affect that amount of energy drinks that are bought.
- Many 'copycat' energy drinks threaten to take the brand share from Red bull.
- Health concerns have been brought on by the government because the amount of caffeine that Red Bull uses is too high.
- Red Bulls customers might start to drink other alternative drinks because they want to live a healthier life style.

Just a Few Sorceress that I used:

1. <http://www.redbullusa.com/>
2. <http://www.docstoc.com/docs/63001751/Red-Bull-Pricing-Strategies>
3. <http://www.slideshare.net/neha17tyagi/redbull-energy-drink>
4. <http://wearedevelopment.net/2011/12/28/red-bull-a-brand-built-on-marketing/>
5. <http://kyleschwarz.wordpress.com/portfolio/market-research-red-bull-vs-rockstar/>
6. <http://www.ukessays.com/essays/marketing/red-bull.php>

