

RED BULL

CASE STUDY



ADVANCED
MARKETING
COMMUNICATION
HENRY ESLING

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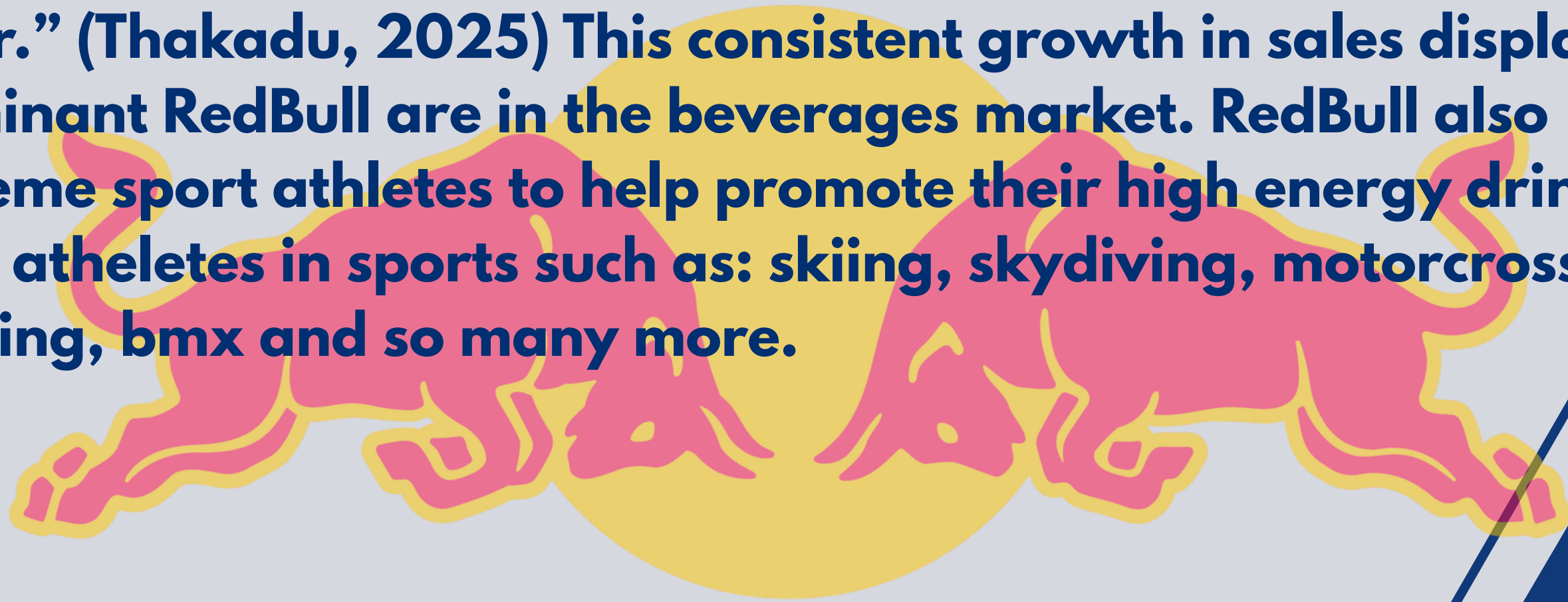


REFERENCE LIST



SUMMARY

RedBull is a globally popular energy drink originating from Austria in 1987. “Red Bull UK saw its revenue for the financial year ending on 31 December 2024 increase by 12.5% to £668.3m, compared to £594.2m in the year prior.” (Thakadu, 2025) This consistent growth in sales displays just how dominant RedBull are in the beverages market. RedBull also sponsor extreme sport athletes to help promote their high energy drink. They sponsor athletes in sports such as: skiing, skydiving, motorcross, mountain biking, bmx and so many more.



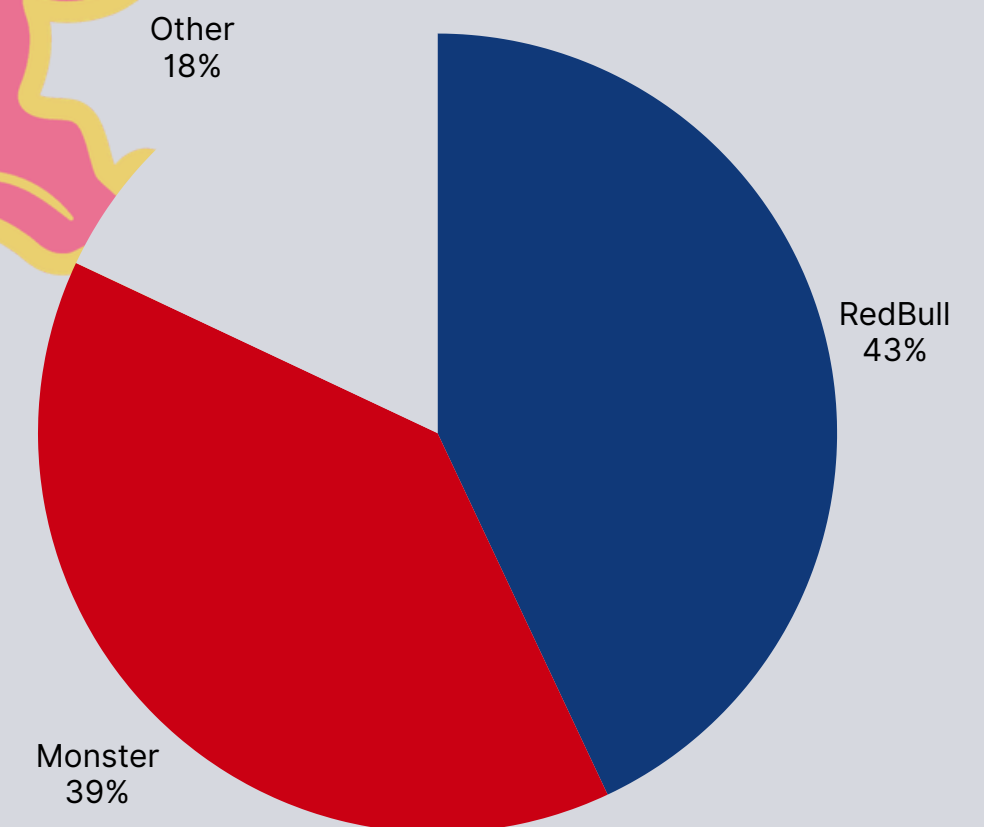
BRAND INTRODUCTION

Red Bull are best known for sponsoring great athletes in various disciplines. Around the world, Red Bull sponsors more than 800 athletes.” (Matt, 2024) RedBull have built their brand massively by sponsoring high level athletes to promote their drinks.

RedBull’s mssion states “giving wings to people and ideas” (RedBull,2025) This mission personifies their eagerness and drive to inspire and empower people with their output. This mission can be seen throughout the whole company in their drinks, events and sponsorships, every single one is high adrenaline, exciting and refreshingly different.

Redbulls main competitors include Monster energy, CocaCola and Pepsi. each of these companies are giants in this specific market and will always pose a threat to RedBull. RedBull and market completely dominate the energy drink market with a very similar market share.

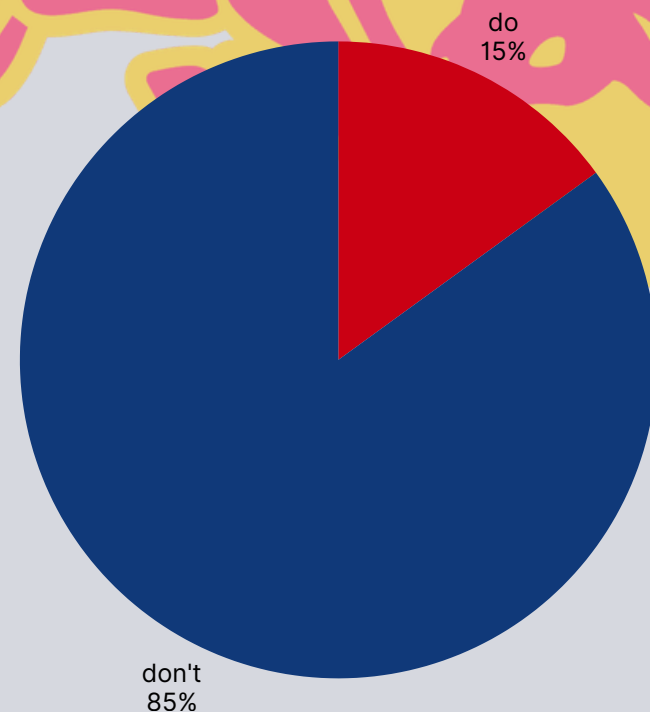
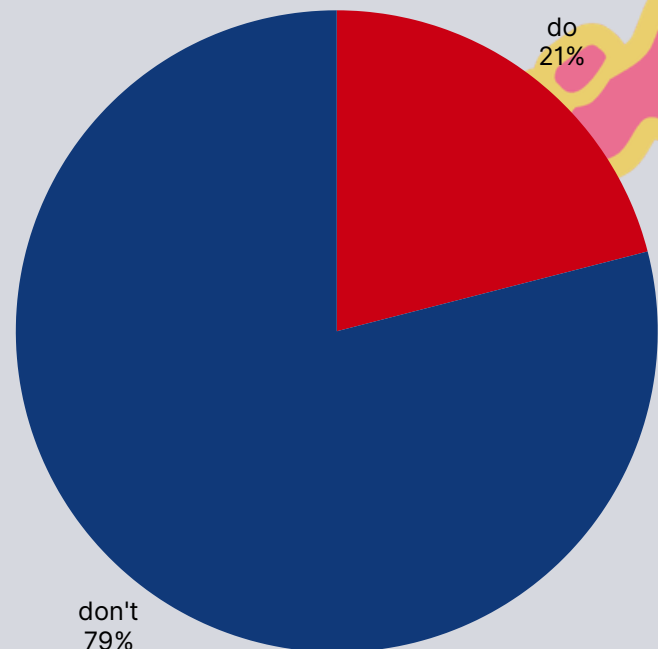
ENERGY DRINK MARKET



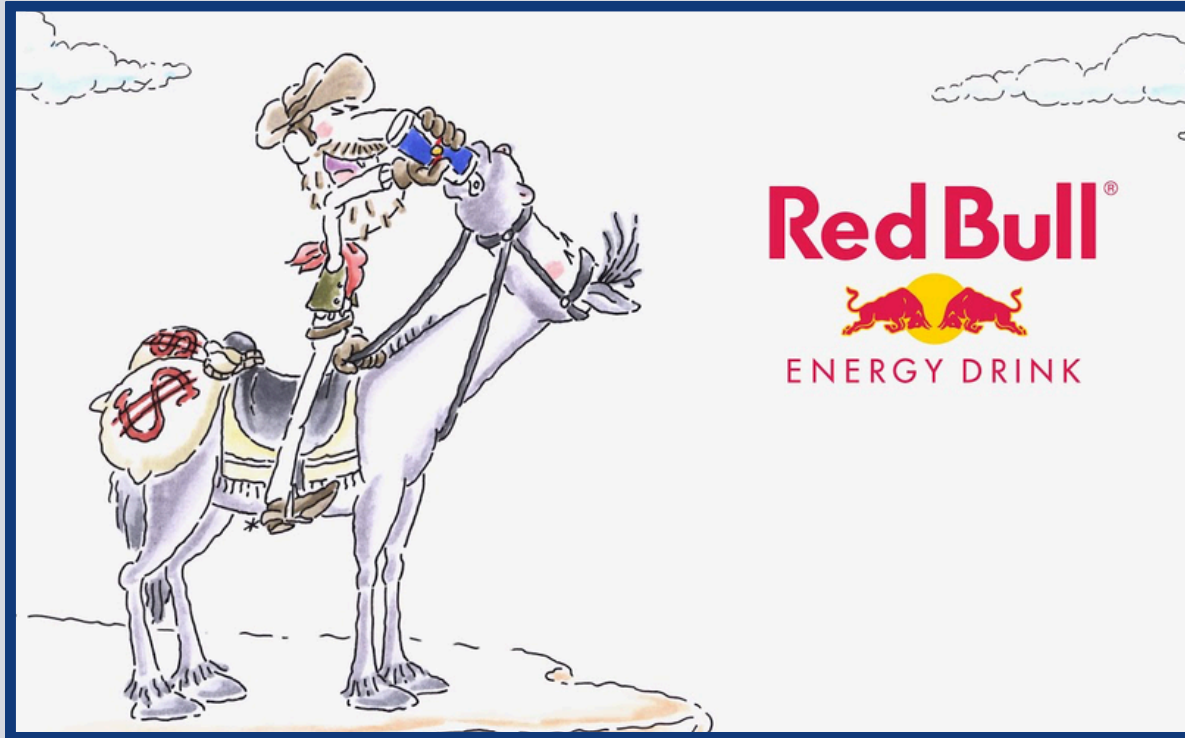
TARGET AUDIENCE

“Red Bull’s mastery in understanding its target audience is particularly noteworthy. Just imagine a vibrant and youthful crowd, predominantly aged between 15 and 35.” RedBull has a wide target audience due to its diverse approach. RedBull are much more than just a drinks company as they sponsor athletes, football teams and f1 teams. Due to this variety they have to appeal to a wide variety of demographics.

The target audience for drinks is mainly men as the charts below display that men are more likely to consume an energy drink atleast once per week. This researcho allows RedBull to get a better undertsnaidng of who they need to appeal too.



ONLINE AND OFFLINE MARKETING EXAMPLES



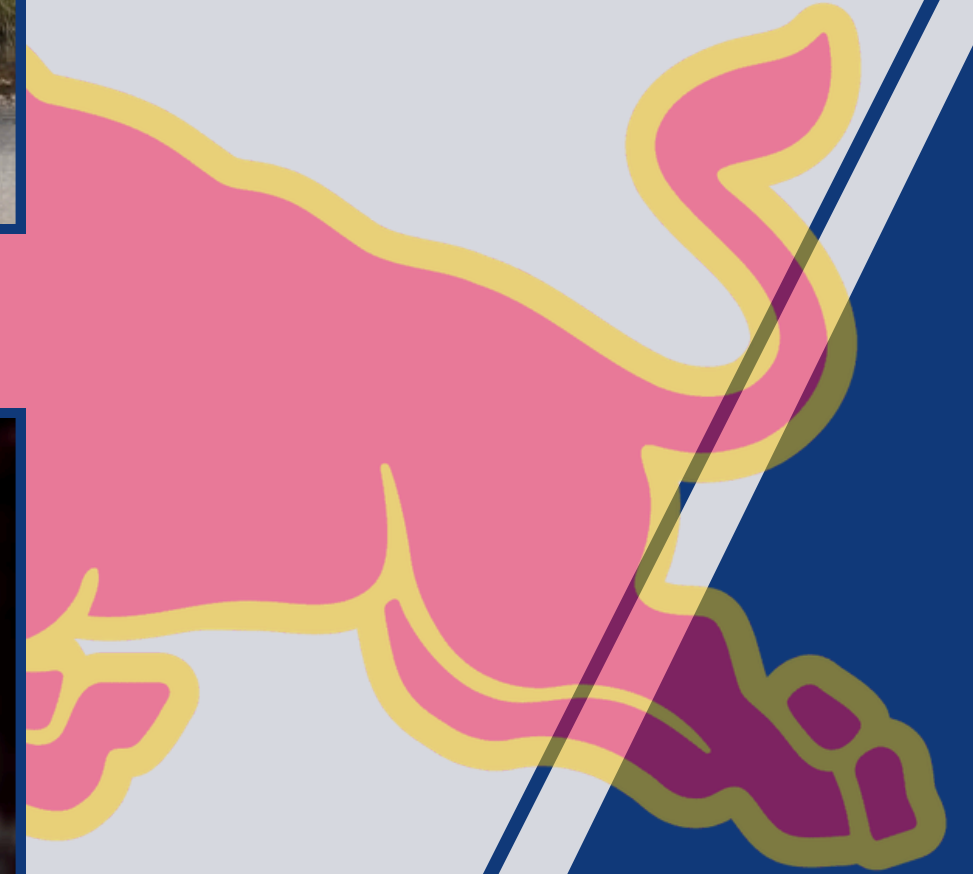
TV ADVERTS



REDBULL CAR



SPONSORSHIPS



MARKETING EXAMPLES

TV ADVERTS

Red Bull use Tv adverts to promote their product. They are renowned for using a cartoon/animated style to show the burst of energy that someone gains from their drink. Every advert features their iconic tagline 'Red Bull gives you wings' this tagline also shows that Red Bull gives you the energy you need to 'fly'



SPONSORSHIPS

Red Bull are renowned for their sponsorships across a variety of sports and events. Some of these sponsorships include Leeds United FC, New York Red Bulls and RB Leipzig. They host major events like Red Bull Hardline which is a huge mountain biking tournament full of the very best of the sport competing on one of the toughest mountain biking courses in the world.

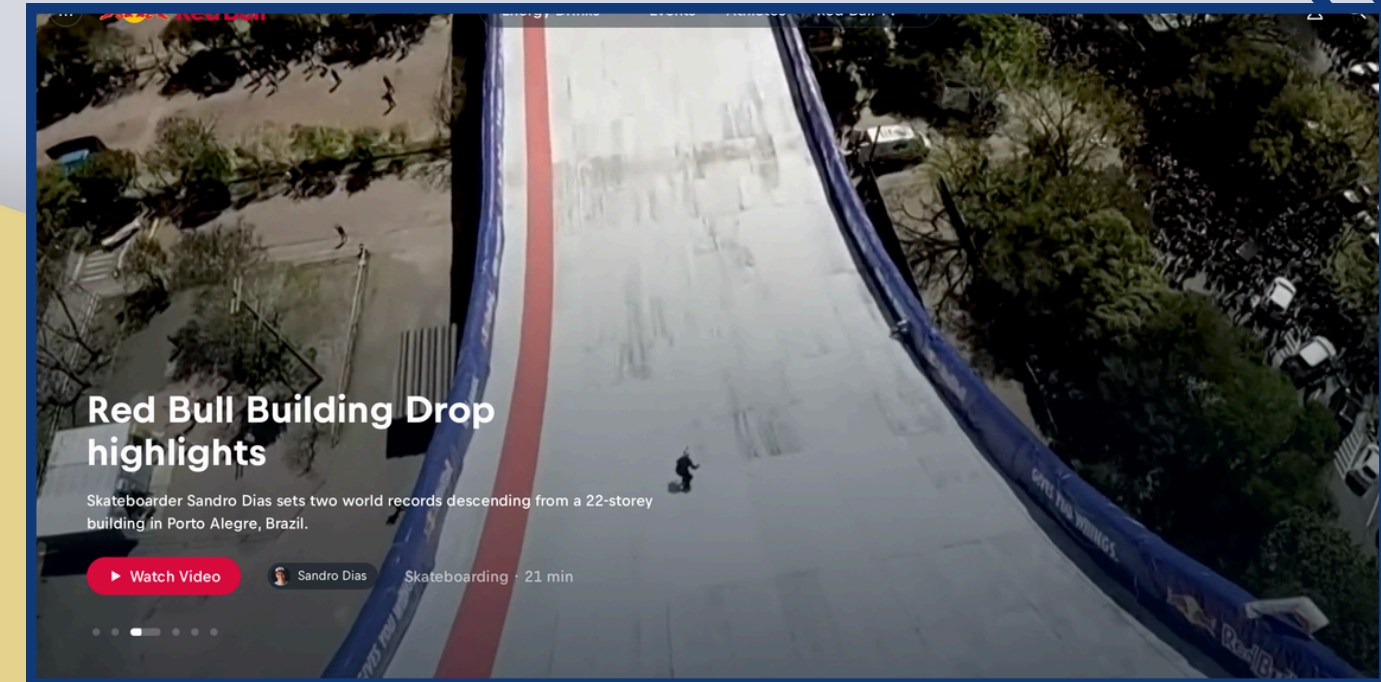
REDBULL CAR

“The Red Bull Mini Cooper served as a mobile marketing tool designed to increase brand visibility and support sampling activities” (Shifting Lanes, 2022). This mobile marketing tool allows Red Bull to constantly place their products throughout to create brand awareness and keep them as the market frontrunner



HOW REDBULL USE DATA DRIVEN MARKETING

RedBull uses data driven marketing by analysing their online resources like their social media and website. RedBull extract and review data from their social platforms such as TikTok and Instagram to review what demographic is mostly reviewing their content in order to optimise their output in order to maximise the company's appeal



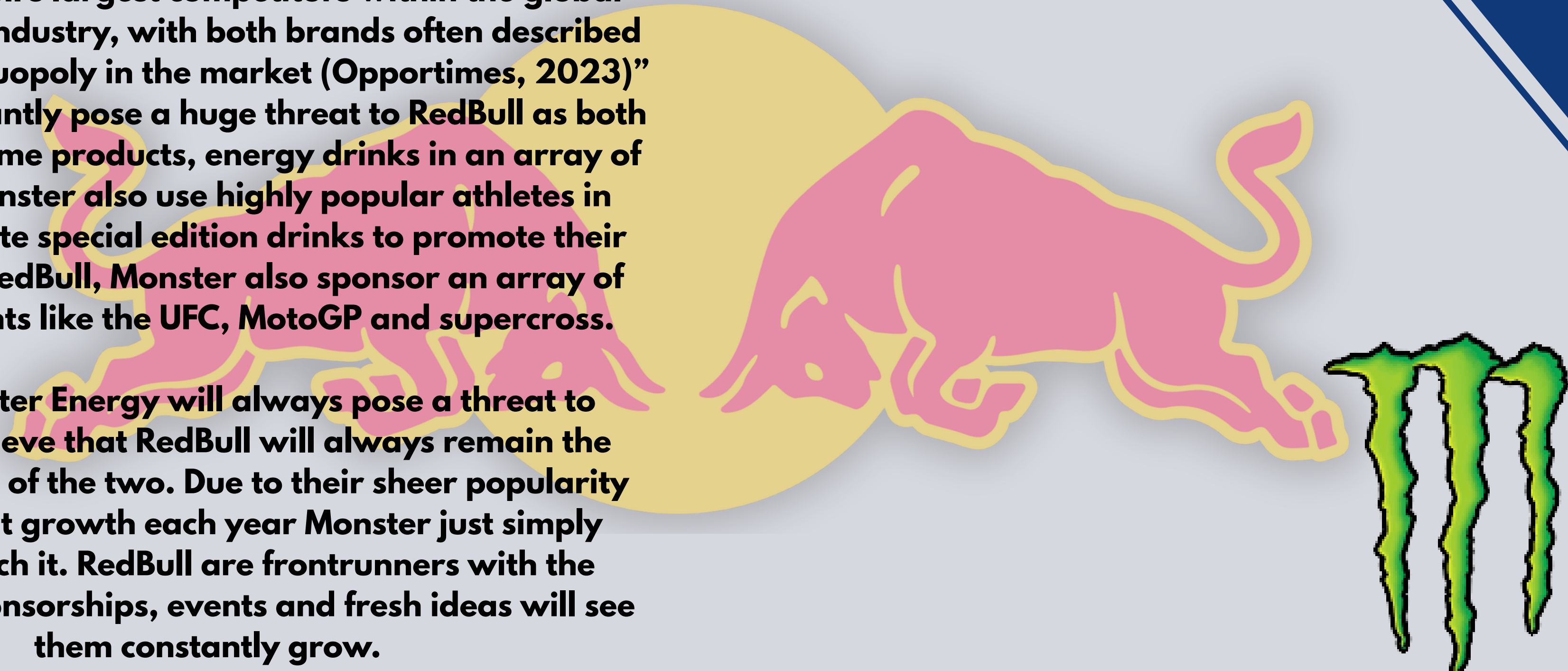
Another way RedBull use data driven marketing is through the company website. RedBull utilise cookies in order to review and analyse customer data. This data allows them to personalise their output to ensure customers keep returning as this personalised content will be optimised to appeal to their target demographic.



CHALLENGES REDBULL MAY FACE

One of the main problems that RedBull may face is their competitors, mainly Monster energy. “Monster Energy is one of Red Bull’s largest competitors within the global energy drink industry, with both brands often described as forming a duopoly in the market (Opportimes, 2023)” Monster constantly pose a huge threat to RedBull as both provide the same products, energy drinks in an array of flavours. Monster also use highly popular athletes in sports to create special edition drinks to promote their brand. Like RedBull, Monster also sponsor an array of sporting events like the UFC, MotoGP and supercross.

While Monster Energy will always pose a threat to RedBull I believe that RedBull will always remain the more popular of the two. Due to their sheer popularity and constant growth each year Monster just simply cannot match it. RedBull are frontrunners with the amount of sponsorships, events and fresh ideas will see them constantly grow.



RECCOMENDATIONS

My personal reccomendation for RedBull to maximise their opportunity for continued growth would be to collaborate from outside of their market. Competitors like Monster Energy have used collaborations with people like Lewis Hamilton to bring audiences from different markets to increase their company's users.

RedBull should collaborate with a company outside their market to create limited edition flavour energy drinks to captivate consumers of other brands. By doing this RedBull will entice customers as special edition products are limited and unique which creates an excitement around the drink.

I recomend RedBull collaborate with Skittles. Skittles are a widely succesful sweets brand who have a high market share and repeatedly see growth within their market. "Skittles continues to perform strongly within the UK confectionery market, contributing to Mars Wrigley's 42 % market share in the sector" (Mars Wrigley Confectionery, 2024) RedBull should create a variety flavours surrounding the different flavours of skittles. This campaign should be marketed online and offline by a variety of videos online and teaser posters offline.



Skittles®

OVERVIEW

RedBull are a globally leading energy drink supplier birthed in Austria in 1987. They consistently grow year in year out due to their high variety of marketing techniques. They utilise sponsorships, online and offline outputs, events and guerilla marketing in order to increase sales and brand awareness.

RedBull are also famous for their Formula 1 team which, like their energy drinks, see constant success. The Formula 1 team adds to the energy drink success as fans of the team and its drivers are influenced to buy RedBull energy drinks.



MARKETING BRIEF

OBJECTIVES

The goal of this marketing brief is to gain customers from a different market and their demographic. With the use of online marketing outputs RedBull will see an increase in social media interaction as the campaign will reach multiple demographics.

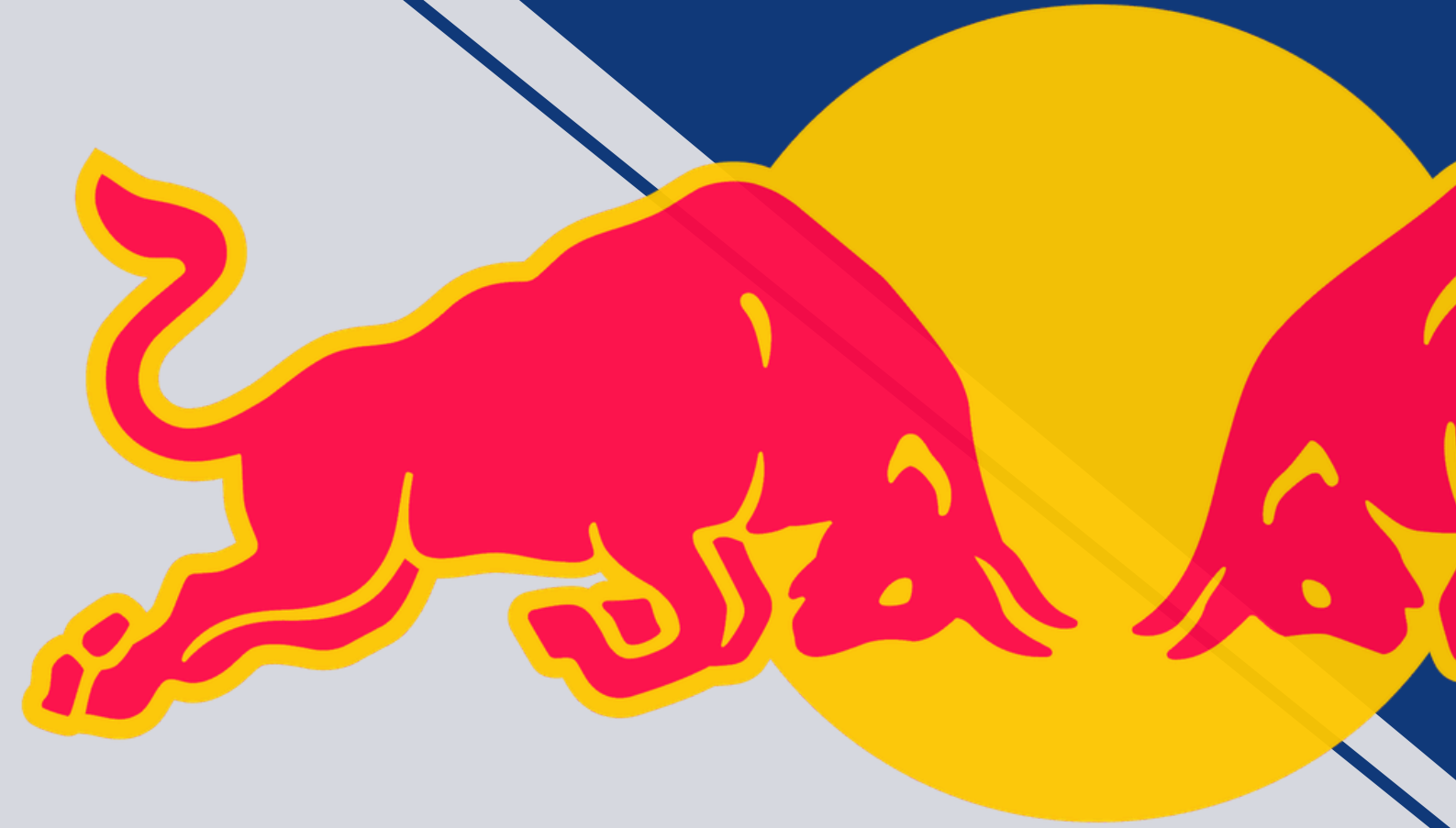
Three success factors that will be evaluated throughout this campaign are, social media growth, sales growth and social media interaction. These are all indicators that the campaign is effective and is reaching the correct audiences.



TARGET AUDIENCE

RedBull has a wide target audience due to its diverse approach. RedBull are much more than just a drinks company as they sponsor athletes, football teams and f1 teams. Due to this variety they have to appeal to a wide variety of demographics.

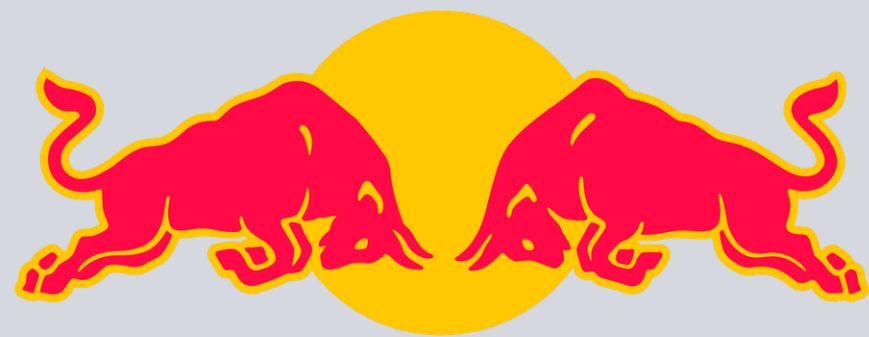
The message will not need to vary across this brief as RedBulls strategy already targets 16-34. “Red Bull focuses on youth marketing, targeting individuals between the ages of 16 and 34 seeking an energy boost for their active lifestyles.” (Pereira,2024) year olds which is similar to the demographic of skittles. The style of marketing may vary due to the collaboration so both marketing styles will need to be considered and utilised.



The Skittles logo is located in the bottom right corner. It features the word "Skittles" in a white, rounded, bubbly font with a thick red outline. A small red circle with a white letter 'S' is placed above the letter 'i'.

PROBLEMS REDBULL FACE

Monster Energy reported global net sales of US \$7.49 billion in 2024, marking a 4.9% increase from the previous year and highlighting its continued market growth (Monster Beverage Corporation, 2025). Monster Energy's continuous growth within the market will pose a huge problem to RedBull. Monster constantly collaborate with athletes and events to promote their product which rivals RedBull's methods.



Red Bull



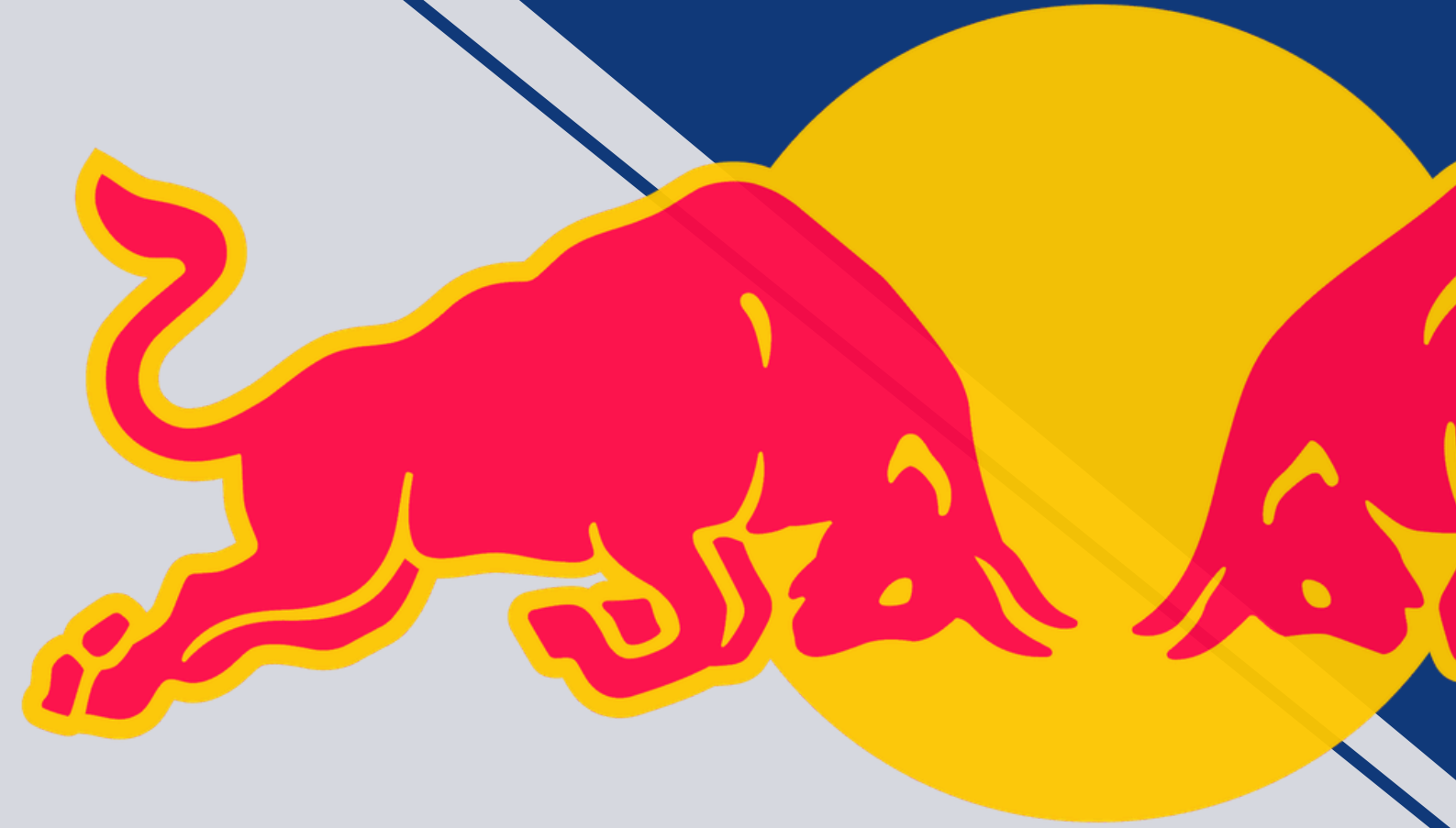
RedBull can counteract this problem by constantly coming up with innovative ideas to keep customers excited by the brand and their new products. New ideas and collaborations will create an energy surrounding RedBull and the products which will allow RedBull to consistently stay in the limelight of the market.

COMPETITORS

Monster Energy is without a doubt RedBull's biggest competitors. Monster constantly pose a huge threat to RedBull as both provide the same products, energy drinks in an array of flavours. Monster also use highly popular athletes in sports to create special edition drinks to promote their brand. Like RedBull, Monster also sponsor an array of sporting events like the UFC, MotoGP and supercross.

Monster Energy operate in a very effective way throughout everything they do. They constantly bring out collaborations with different athletes like Lando Norris and Lewis Hamilton. Using these athletes is a very clever strategy as both are people who are very popular worldwide at the moment so it brings excitement and hype to their product.

While Monster Energy operate effectively their product could be made more effective. Monster Energy's drinks do not vary in size compared to RedBull who offer various different sizes. This could damage their sales as some people may prefer to opt for a smaller drink.



PROBLEMS REDBULL FACE

RedBull's values and ethos centre around giving customers energy and excitement, not just through their energy drinks but also through their events and marketing output. RedBull's output is always extravagant whether its through who they sponsor, the events they create or the products they produce they always reflect their core values.

The company tone of voice adopts the energetic feel that surrounds everything they do. The company communicate with a sense of humour and light-heartedness, their online and offline advertising always includes a humorous array of characters consuming the product. This laid-back approach resonates with the target demographic and builds a strong rapport between company and consumer.



EXPECTED DELIVERABLES

Content will be created for both an online and offline output. In terms of the online content, RedBulls strategy needs to be a big influence. A video will be posted across social media which displays the new product/campaign. RedBulls strategy sees the company posting a short, snappy and fun content. This will influence the post as it will be under 10 seconds meaning it will be short and snappy. The video will display the brand new product and collaboration in a variety of colours. The video will adopt the same style as the offline artifact to reflect consistency throughout the campaign.

RedBull's offline output will clearly display the new product with the relevant information surrounding it. The offline artifact will be displayed world wide on billboards, buses, train stations and supermarket posters. By having a variety of placement it ensures that every potential customer will see the new collaboration and begin to get excited and intrigued about it. It creates excitement by featuring 'coming soon' this will intrigue customers and create anticipation around the product.

PROJECT TIMESCALES AND BUDGET

According to Impremis (2024), “most marketing campaigns require between one and three months to move from planning to full execution.” With this campaign being a collaboration with a huge company like skittles it can be expected to take longer as much more factors will need to be considered and finalised between the two companies. This campaign is introducing a limited edition product the campaign will need to be carefully considered in order to create as much excitement around it so every aspect. Due to the length of the process I believe is needed the campaign should take 2-3 months from start to finish.

The budget for this campaign could be quite expensive. When considering the time frame is 2-3 months the campaign will need a group of experts to work on it full time for the whole process. From ideation to the creation and placement of this campaign I believe that 9 people are needed to complete this project. “According to data for the UK, a typical salary for a marketing specialist is around £31,638 per year.” (Indeed, 2025) This average means that the average UK marketing specialist earns £609 per week, for 9 staff this would cost £5481 per week. For a whole 2-3 month period it would cost £47,684.70 - £71,253

It will also cost the company a lot of money to display the offline section of the campaign on billboards, posters and train/bus stops. “Billboard advertising costs in 2025: from around £500 per month in smaller towns to over £15,000 per month in prime city locations.” (Priority Outdoor, 2025) These costs will need to be considered in budget planning to avoid over-spending which could hinder the success of the campaign.

ONLINE AND OFFLINE ARTIFACTS

OFFLINE



ONLINE

