

COMM 550 MIDTERM

Red Bull®

C.ESPADA FALL 2023



CONTENT

01

ABOUT

02

SUMMARY

03

NICHE & COMPARISON

04

COMPANY CULTURE

05

MISSION

06

VALUES

07

COMMUNICATION

08

EVENTS

09

CAMPAIGNS

10

DEMOGRAPHICS

11

SWOT

12

PESTEL

Summary

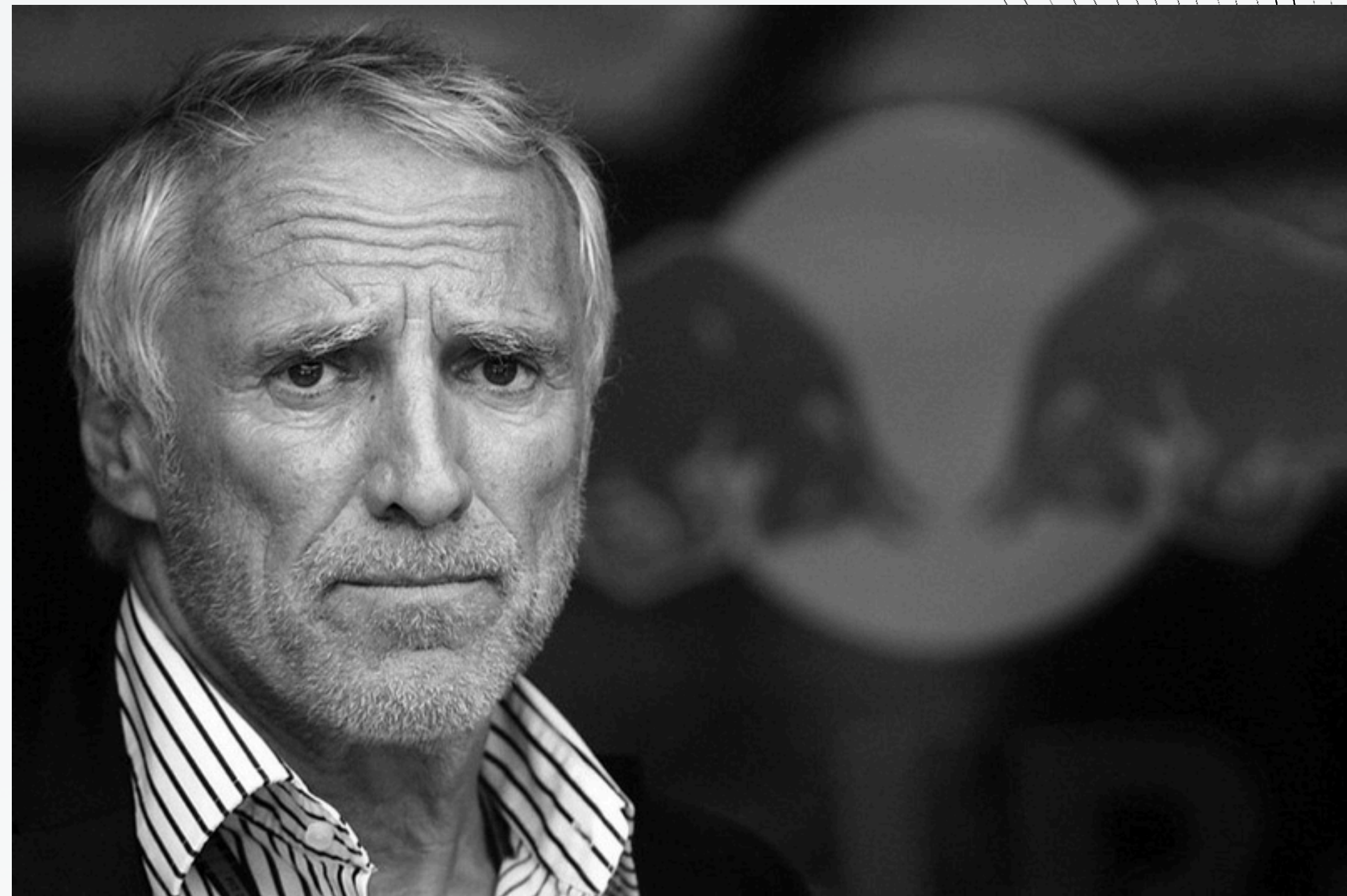
Red Bull is a market leader and is renowned for its unconventional and creative marketing strategies. They focus on creating experiences rather than just selling a product.

The company has a strong communication style with content creation. The core messaging seeks to inspire and motivate their audience with a sense of community among its consumers creating continued loyalty.

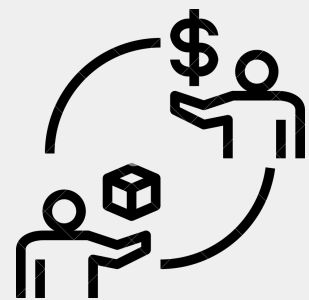


REDBULL

Red Bull is an Austrian company founded by Dietrich Mateschitz and Chaleo Yoovidhya. Red Bull has become one of the most well-known and best-selling energy drinks available in more than 170 countries. With significant impact on the overall market, it is recognized for its innovative marketing strategies.



WHAT THEY DO



Company's Niche:
Red Bull Energy Drinks | Sports |
Automobile Assembly | Arts



How they compare:
Red Bull dominates the US market and is the
global leader. In 2021, the company earned
USD 8 billion from sales of 9.8 billion cans
alone. Red Bull sold over 11 billion cans in
2022, earning USD 10.2 billion.



The background of the slide is a photograph of four skydivers in formation, silhouetted against a bright, hazy sunset sky. The sun is a large, glowing orb in the center-right, creating a lens flare effect. The skydivers are arranged in a staggered line from the bottom left towards the top right. The person in the foreground is wearing a dark jumpsuit with a white patch on the chest and a helmet with a visor. The other three skydivers are also in similar gear. On the far left, there are several thin, white, curved lines that sweep across the frame. On the right side, there is a large, white, semi-circular graphic element that contains the text.

MISSION

**“Giving wings to
people and
ideas.”**

COMPANY CULTURE

Red Bull's culture is defined by its mission to "give wings to people and ideas." Indeed, this mission in the company focuses on promoting creativity, innovation, and the pursuit of personal passions.

Red Bull encourages its employees to think outside the box and take risks to achieve their goals.



VALUES

Investing in its employees and giving them a sense of ownership over their work. This helps them capitalize on ideas and grow from innovative insights.

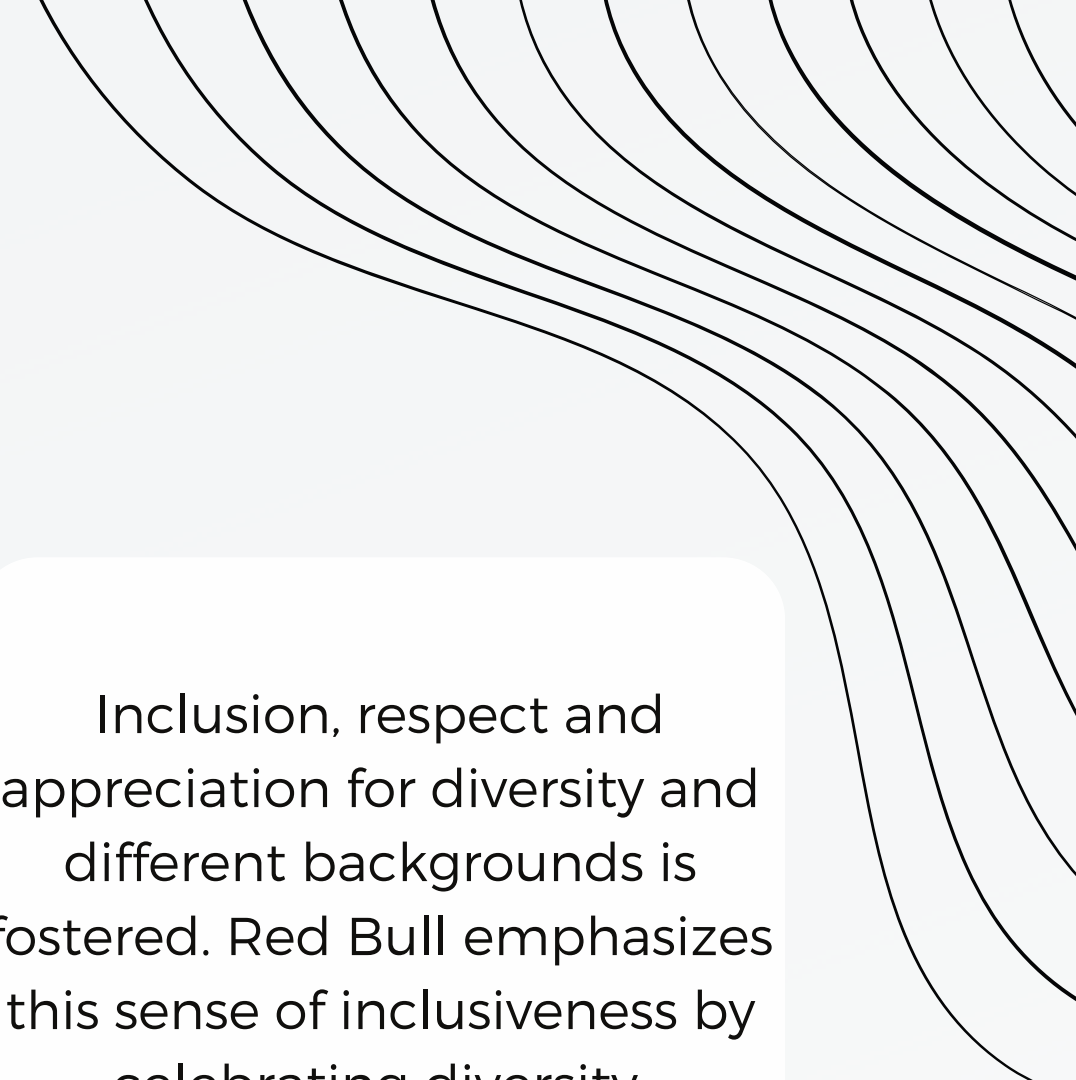
PEOPLE

By listening to their customers directly, Redbull modifies their strategy to meet needs. Allowing innovative solutions that push marketing communication across industries.

IDEAS

Inclusion, respect and appreciation for diversity and different backgrounds is fostered. Red Bull emphasizes this sense of inclusiveness by celebrating diversity.

CULTURE



How it Works



PR EVENTS

An expose of Red Bull's top 3 executives of their North American division were fired because of how poorly they responded to the Black Lives Matter campaign in 2020.

BLM

A campaign "Our ball is colorful" was meant to promote tolerance for diversity and inclusivity. It received some backlash when Mateschitz openly criticized the refugee policies of both Austria and Germany.

REFUGEES

With both issues, the company failed to show any response and their silence was questioned.

RESPONSES

Messaging Strength



Knowing your fans, content enjoying Red Bull in Extreme sports, concerts, and music festivals are just a few topics covered on the Red Bull website.

**AUDIENCE
INTEREST**



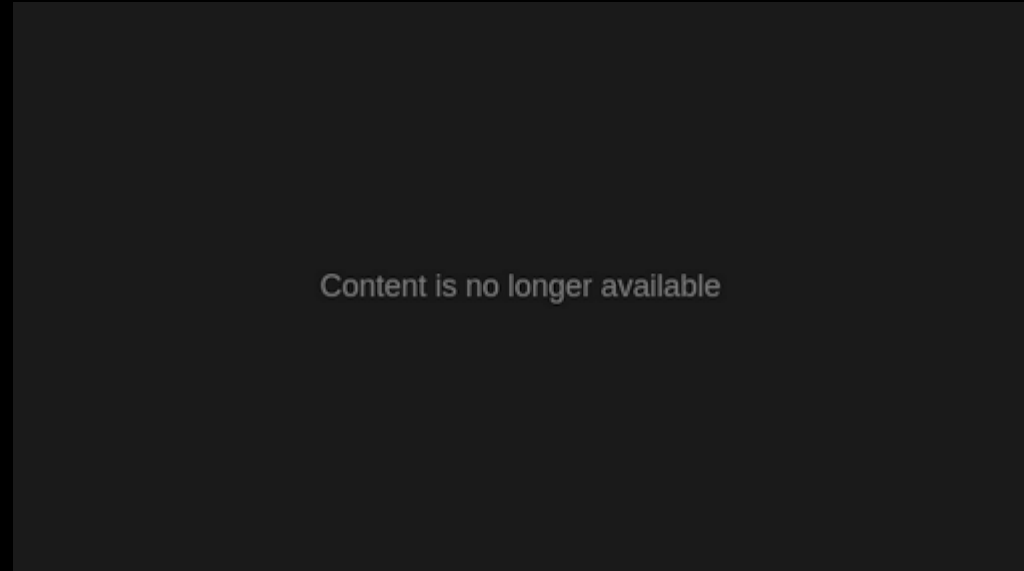
Sell the brand, not the product. Focusing on enjoyment, then their audience begins associating their product with content they enjoy consistently.

**BRAND OVER
PRODUCT**



Wide range of content at the same professional level as media sites where its target audience consumes content.

CONTENT



Content is no longer available



CURRENT CAMPAIGNS

INFAMOUS

Since 1997, Red Bull's slogan is "Red Bull gives you wings." From extreme sports athletes to animated sketches showing a positive turn to your everyday.

IS THE SKY THE LIMIT?

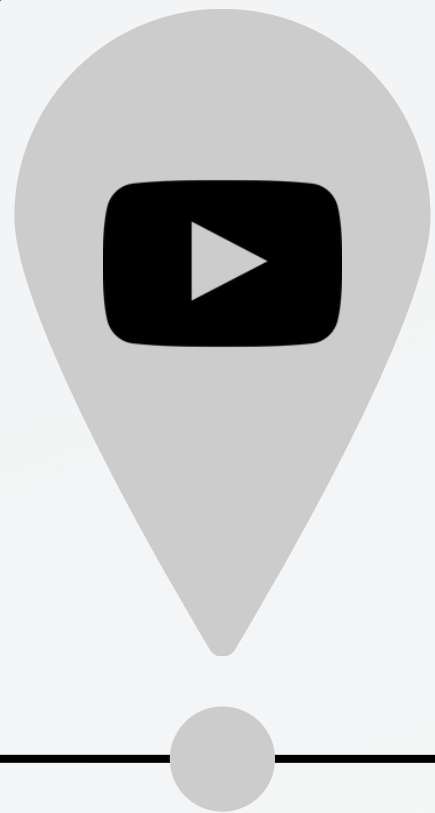


RED BULL GIVES YOU WINGS. 

MAKE SHORT WORK OF THE LONGEST DAY.



RED BULL GIVES YOU WINGS. 



YOUTUBE

Main Channel
Subscribers:
13.6 Million
Family of 12
channels



INSTAGRAM

Main Channel
Followers:
18.6 Million
Family of 36
handles



FACEBOOK

Main Channel
Followers:
49M followers
47M likes
Family of 29
pages



X

Followers:
18.6 Million
Family of 36
handles



TIKTOK

Followers:
10.2 Million
Family of 36
handles

REDBULL RACING



Since its Formula 1 debut in 2005, Red Bull Racing's mission has been “to win and to do it differently.”

Max Verstappen Formula One driver with Red Bull Racing
The 2021, 2022, and 2023 Formula One World Champion.

Sergio Perez is a Mexican racing driver who races in Formula One for Red Bull Racing.

Why it works:

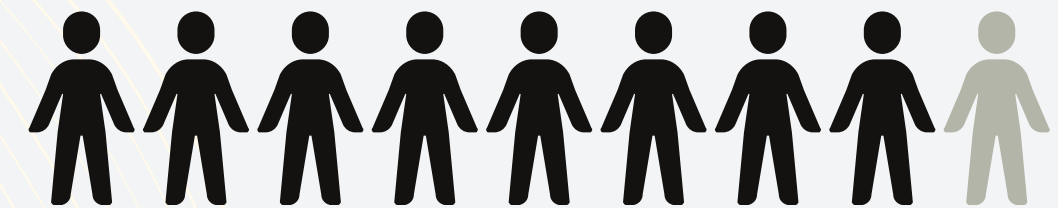
The team encompasses the brand by living the lifestyle of an extreme athlete and continuing to the the top of his game with Red Bull. Marketing surrouding enforces they are great because they drink Red Bull.



REACHING ALL GENERATIONS

Although Red Bull gears towards a youthful demographic, Generation X are the highest 96% energy drink consumers. Millenials are the lowest with a brand recognition of by 89% giving the brand a 93% recognition rating.

93%



SWOT



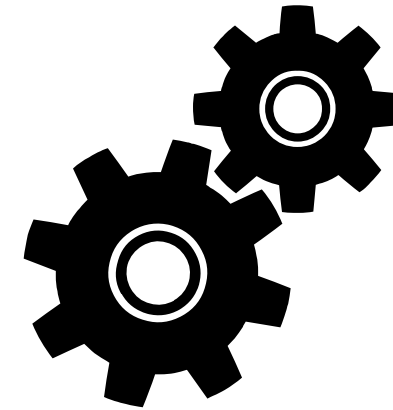
STRENGTHS

- Market Dominance
- Rapid Growth in Sales
- Intensive Marketing
- Global Presence
- Strong Brand
- Effective Supply Chain
- Youthful Icon
- Diversified Portfolio



WEAKNESSES

- Lack of Variety
- Unhealthy Products:
- Very Expensive
- Difficulty in Enforcing Patent



OPPORTUNITIES

- Focus on Emerging Markets
- Introduce Healthy Products:
- Engage in more Sports Fully
- Extend Product Lines



THREATS

- Tougher Regulations
- Increase in Imitations
- Growing Health-Consciousness
- Stiff Competition
- Looming Global Recession
- Burgeoning Costs

PESTEL

Political

Energy drinks are susceptible to the risk of being restricted or banned according to their laws on health and food consumption. No amount of marketing or negotiations can influence any country's policy in an industry which is known to be bad for health.

Economic

They were largely affected by the Covid-19 pandemic due to gym closures, Energy drinks have a very big market amongst fitness enthusiasts who need that boost before working out.

Socio-Economic

Red Bull is one of the most famous brands in terms of their social media related as well as real-time. They are associated with Formula One racing, music and German football. Some controversy arose in recent years with their football campaigns.

Tech

Red Bull is a passionate advocate for technological advancement, they started the Red Bull Basement University in 2018. These students then partake in competitions globally and has been an amazing platform for women to enter tech which is an otherwise male-dominated field.

Environmental

Over the years, Red Bull has had to deal with many legal issues, primarily being banned in certain countries. Customers also won a lawsuit of 13 million dollars against the brand because drinking their drink didn't give him wings. It legally came under the premise of false advertising.

Legal

Red Bull is a privately owned company, not a corporation, so they never release official reports of their CSR activities. Each can produced is 100% recyclable. They also reduce their transportation pollution using "wall to wall" production where they fill the cans at the main production sites.

THANK YOU!

