RedBull
Creative Brief and Campaign Ideas

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What is RedBull?

- Energy Drink
- Number 1 among energy drinks
- Been around since 1987
- Current target market is the thrill seeker generation
- 100% recycled cans
- Sold in over 165 countries
- Variety of flavors
- Sold over 35 billion cans
- Possible competitors: Other energy drinks, caffeinated drinks, and sport drinks
Who are we targeting?

Ronald: a new grandparent

- Uses some technology, but still trying to get into the new trends. Better with it than their peers and the influencers among their peers.
- New grandkids- enjoy playing with them and being involved
- Open to change- not afraid to try innovative products. Early majority among peers
- More upscale/ not quite retired yet but planning
- Watches shows like Amazing Race or Survivor, reads magazines like TIME, National Geographic, Travel, and reads the newspaper
- Enjoy going on vacations, to parks, being active and experiencing new things
- Care about staying fit and healthy for family and self. (Yoga, jog, ski, healthy diet)
- Have never tried energy drinks before, but are open to them
What's the problem?

Business Problem: Trial

- Energy Drinks don't have a strong appeal to the coffee/coke generation
- Why targeting coffee/coke generation? - They don't buy Red Bull as much = opportunity to expand variety in people that drink Red Bull
Strategic Goals:

**Measurable Goals:** Increase Redbull's coffee/coke generation users by **10% in the next 6 months**

**Non-measurable Goals:** Get the coffee/coke generation to consider Redbull over other caffeinated drinks and become aware of the benefits
The Creative Brief

The Agenda:
1. At-A-Glance Top Line View
2. Business Problem/Competition
3. Tension around Redbull
4. What will get talk value
At-A-Glance Top Line View

"Make Everyone Scream Grandpa's Here!"
The question we want to solve

Business Problem: Trial

What can Red B offer this demographic over the competition?

<table>
<thead>
<tr>
<th>Coffee Based Drinks:</th>
<th>Carbonated Sodas:</th>
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</thead>
<tbody>
<tr>
<td>● Cool beverage</td>
<td>● Greater variety</td>
</tr>
<tr>
<td>● Convenient</td>
<td>○ Less sugar</td>
</tr>
<tr>
<td>○ No brewing time</td>
<td>○ Less calories</td>
</tr>
<tr>
<td>○ To-go cans</td>
<td>■ Based off of the</td>
</tr>
<tr>
<td>○ Easy to grab and go!</td>
<td>amount of caffeine</td>
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</table>

Red Bull really wants to give consumers the energy to do the things they love
Tension around RedBull

Energy drinks aren't always viewed as:
- Safe
- Healthy
- Socially acceptable

Image around RedBull and Energy Drinks
- Uses young girls to hand it out
- Seen as "hardcore" drink
- Associated with extreme sports and today's generation
What will get talk value?

Support Points:

● **Convenient:**
  ○ Can buy it anywhere
  ○ Already made in packages
  ○ Easy to grab and go
  ○ No brewing time

● **Innovative:**
  ○ Next best thing to soda
  ○ Variety of flavors - juice flavors

● **Effective:**
  ○ Gives you a compact kick start that soda can't
The Campaign Ideas

The Agenda:

1st
Campaign 1: Don't Be a Yawn

2nd
Campaign 2: Be Active

3rd
Campaign 3: #1 Grandparent

4th
Recommendations For RedBull
Campaign 1- Don't Be A Yawn

Reason Why: There's a stigma around grandparents that they might be tired, dull, sitting in the rocker, not physically engaging with their grandchildren. These are what we call the “yawns” of the world. Our target market doesn't want to fall into this stigma or become a yawn.

3 Executions:
1. Grandpa's on the billboard
2. Life-size yawns
3. Retire your Yawns
Grandpa's on the billboard

Don’t Be a Yawn
Red Bull
Life-size yawns

Don't Be A Yawn

Special poster for "Oldtimer", a big Austrian chain of motorway rest stops.
Retire your Yawns
Campaign 2- Be Active

Reason Why: Our target market feels very strongly about staying healthy and active for themselves and their family. We want to let them feel like they can crawl on the floor and play with the grandkids, run in the park, and do things with their family without being bound by fatigue.

3 Executions:
1. Grandparent's Day run/walk
2. The Active Grandparent App
3. Running with the Bull
Grandparent's Day Run Walk
The Active Grandparent App

Activity 1: Played with grandkid on the floor
Activity 2: Ran through the park
Activity 3: Took grandkid to get ice cream at Benny’s

Heart health for the day = 😊
Running with the Bull
Campaign 3- #1 Grandparent

**Reason Why:** Kids love going to their grandparent's house. We wanted to dig deep into why? This campaign will get our target market to see that we can offer the chance for any grandparent to be the one the kids love to see!

**3 Executions:**
1. Coolest Grandparent Contest
2. Surprise the Grandkids
3. Grandpa always arrives on time
Coolest Grandparent Contest

You are the
To Grandma
This looks like you
from Tyler
Coolest Grandma Ever
Surprise the Grandkids
Grandpa arrives on time

6:45 Shower
7:15 Coffee
8:00 Work
11:00 Lunch
12:00 Coffee
1:00 Work
3:00 Coffee
4:00 Nap
5:00 Grandkid Play

6:45 Shower
7:15 Red Bull
8:00 Work
11:00 Lunch
12:00 Work
3:00 Gym
4:00 Grand Kid Play
Recommendation

Campaign #3 "#1 Grandparent!"
Why?
1. We feel it fits our target market well.
2. It will reach our target market the most.
3. It will resonate with our target market's family values.
4. It will show our target market how Red Bull fits in with their lifestyle.
5. Theses methods will bring the most trial.
Thank You!

Any questions?