W05 Draft: Project Proposal

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Red Bull

Organization of the company

* The founder, Dietrich Mateschitz, worked on his drink/company idea from 1984-1987. On April 1, 1987, Mateshitz founded and launched Red Bull, the first ever energy drink, in Austria. Mateschitz was inspired by East Asian, functional drinks and decided he wanted to make his own functional drink, one that both tasted great and gave consumers an energetic boost. In 1988, the first Red Bull event was hosted, an intense and challenging race involving biking, running and swimming. In 1989, Red Bull signed their first professional athlete, Gerhard Berger, an F1 racer. After these 2 events, Red Bull began to dive into the athletic event and sponsorship world and has become the massive energy drink company it is today.

Key customers/clients

* athletes, students, professionals

Employees

* 15,779

Locations

* Santa Monica, CA (Headquarters)
* Atlanta, GA
* Bloomington, MN
* Boston, MA
* Chicago, IL
* Columbus, OH
* Dallas, TX
* Los Angeles, CA
* Mammoth Lakes, CA
* Miami, FL
* Minneapolis, MN
* Raleigh, NC
* Waco, TX
* Washington, DC

Subsidiaries

* Red Bull Racing
* Scuderia AlphaTauri
* New York Red Bulls
* New York Red Bulls II
* FC Red Bull Salzburg
* FC Liefering
* RB Leipzig
* Red Bull Brasil
* Red Bull Bragantino
* EHC München
* EC Red Bull Salzburg
* Red Bull Records
* Red Bull OG

A brief history of the company, including major developments or milestones

* Red Bull was founded in the 1980’s by Dietrich Mateschitz. Mateschitz was inspired by the functional drink concept seen in East Asia and went on to revolutionize the drink industry by introducing a new kind of drink, energy drinks. In the following years, Red Bull began signing athletes to be sponsored by Red Bull as well as hosting events to gain attention. In 1997, Red Bull entered the United States and in 2001 Red Bull sold their billionth Red Bull!

Key competitors

* Monster
* Rockstar Energy
* NOS
* Lucozade
* Burn
* Oronamin C
* Shenzhen Eastroc Beverage Co. Ltd.
* Xyience.

Customer demographics

* 18-34 year old college students, athletes and professionals, with typically an average to above average income

Products

* Energy Drink
* Sugarfree
* Zero
* Red Edition
* Yellow Edition
* Blue Edition
* Green Edition
* Peach Edition
* Coconut Edition
* Amber Edition
* Winter Edition

Issues or problems the organization is currently dealing with. This may include changing markets, growing or decreasing demand, increased competition, or regulatory or legal challenges

* As of 2022, Red Bull is the leading energy drink brand and continues to grow larger. There has been an increase of companies joining the energy drink industry yet few have been able to reach the heights of success Red Bull has earned

Your rationale for selecting the company

* I am currently a marketing major and am fascinated with product design and marketing. Red Bull has always been known for marketing their drinks in huge, awesome and inspiring ways. To name a few of their most famous events; Red Bull Stratos, Red Bull Cliff Diving, Oslo's Bjørvika Barcode District and Red Bull Conquer the Castle. I have always been impressed with how involved Red Bull’s advertising, products and marketing are in our sports and day to day life. I am excited to learn more about Red Bull, especially the aspect of studying their strategies, history and organization.