



# Red Bull



Red Bull is more than an energy drink—it's a global lifestyle brand that thrives on adrenaline, intensity, and edge-defining self-expression.

## **Goal:**

This campaign aims to reinforce Red Bull's leadership in energy while evolving its cultural relevance with younger audiences. The goal is to create a high-impact creative direction that feels as bold and focused as the people who drink it.

## **Objective**

Develop a brand campaign that drives reappraisal among Gen Z by positioning Red Bull as the fuel for not just physical energy, but mental clarity, ambition, and creative edge. The campaign should build brand preference while deepening emotional connection.

## **Target Audience**

### **Demographics:**

- Ages 18–26
- Urban, college-educated, mobile-first
- Located in the U.S. or global metros

### **Psychographics:**

Blur the lines between work, art, and performance—and seek out brands that match their intensity, reflect their individuality, and elevate their grind.

## **Insight**

This generation doesn't just chase adrenaline—they manufacture it. They crave momentum, not hype. For them, energy isn't just about going faster—it's about going further, deeper, and staying locked in when the pressure spikes.

## **The Big Idea - Fuel the Mindset.**

Red Bull isn't just about wings—it's about the mental edge. Whether it's a 6 a.m. training session, a midnight edit, or a freestyle battle in a parking lot, Red Bull is there to amplify the moment when intensity meets control.

## **Call to Action**

Follow @RedBull or visit [redbull.com](https://redbull.com) to experience the brand across action, art, and culture.