

Category: Energy Drinks

Brand Blueprint



Red Bull is a premium energy drink containing a blend of the amino acid, taurine, B-complex vitamins, caffeine, and carbohydrates trusted by customers to provide them with the desired burst of energy.

Direct Competition	Indirect Competition
Monster beverage	Starbucks Ready-to-drink beverages
Rockstar Energy (PepsiCo)	Gatorade (Sports Drink)
Bang Energy	Vitaminwater

Primary Target Audience

Demographics:

Age: 18-35 years old
Income Level:
Average to high income
Location: Urban and suburban areas

Psychographics:

- Ambitious and Goal-Oriented
- Values personal achievement and breaking limits.
- Adventure Seekers/Risk Takers
- Desire Enhanced Performance
- Social trendsetters who enjoy nightlife and extreme sports

Secondary Target Audience

Demographics:

Age: 35-50 years old
Professionals with demanding schedules

Psychographics:

High Productivity Seekers
Desire for Youthful Vitality



Features:

- Unique Taurine Blend.
- Premium Quality.
- Dynamic Brand Image.
- Global Presence and Community.
- Portable and Convenient.

Benefits:

- Enhanced Energy and Performance.
- Sense of Community.
- Improved Mental Alertness.
- Social status and lifestyle association
- Convenient on-the-go consumption



Brand Persona

Person: Max Verstappen

Characteristics:

Bold and Fearless
Premium Performance Brand
Record Breaking Culture
Dynamic and Energetic
Inspiring and Aspirational

Positioning Statement:

“For ambitious young adults aged 18-35 with active lifestyles, Red Bull is the premium energy drink that gives you wings by boosting performance and fueling passions.”

