



“STRATOS”

Red Bull

M.S.M. Shakir

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Introduction

Red bull, appreciated worldwide from athletes, university students, busy professionals to travellers on long journey is an energy drink sold by Red Bull GmbH, an Austrian company started in 1987. The Austrian entrepreneur Dietrich Mateschitz was inspired by a Thai energy drink and took the idea to introduce energy drinks to westerners by modifying the ingredients to suit the taste of westerners and a completely new product category is born-energy drinks.

The drink comes in tall, slim cans which comes in different colours. Originally it was only available in a single nondescript flavor and regular sugar-free formulas but since 2013 artificial fruit flavours were added to the brand. The English version of the slogan of the company is “Red Bull gives you wings”.

The brand is famous for extreme sport events such as Red Bull Cliff Diving World series, Red Bull Air race, Red Bull Crashed Ice etc. and through these the company has managed to create a “brand myth” and awareness. Also the company’s marketing strategies include multiple sport team ownerships, celebrity endorsements and music.[1]

The company has grown into a global brand and has over 12,618 employees in 171 countries by the end of 2020 and in just 2020 a staggering amount of 7.9 billion cans has been sold![2]

Target market

The main target of Red Bull’s marketing strategies are young people mostly involved in extreme sports. These may be people who are in motorcycle speedway, BMX, rowing, kayaking, mountain climbers, breakdancing etc. They are also people who like to put a drive in their life. They chase their passion risking anything and seek out new challenges and Red Bull, energy drink is a perfect partner to accompany them. The tie of energy drinks to sporting activities which require energy is obvious and a match made in heaven.[3]

“Stratos” campaign

One of the best campaigns that Red Bull did is the Red Bull Stratos campaign, where they completely changed marketing to a different level. And with different digital marketing techniques they made a big statement in the field of marketing. They raised the bar to a whole new level. The science, athleticism and engineering involved in this massive leap by Red bull

grabbed a large audience and was a nail-biting experience as this broadcast was much more than just a thrilling experience

What is the Stratos project?

This begun with Red Bull attempting to try something completely new, they set out to break a world record which has stood for more than 62 years, the record for highest free fall jump from 102,800ft. It was launched in October 14, 2012. An Austrian skydiver Felix Baumgartner was chosen for the project and after years of hard work, he astonished the world with a parachute jump from the edge of space, 127,851ft breaking the world record and setting some new ones as well. He also broke the sound barrier on the descent being the first human to do so without an engine paving new way for improvement in science and technology. The footage was streamed with the help of GoPro cameras.

Stratos campaign message

Red Bull tried to motivate and inspire people to push the limits. The message was that the human race has to push boundaries again and prove that limits are self-imposed barriers and we can overcome them.

Digital marketing of the campaign

The event was broadcasted in 50 countries and on close to 80 channels. The live webcast was distributed through 280 digital partners and had 52 million views setting another unofficial record, the most watched live stream in history. There were 8 million viewers on YouTube, one of the largest, powerful digital marketing platforms there is because of its enormous web traffic. The total live stream broadcast was over 3 hours long and had the Red Bull logo in every shot of the broadcast. It also generated a massive buzz in the social media platform.

The success of the campaign(impact)

Red Bull insisted on saying that this is not a marketing campaign and is just a project but it turned out to be one of the best marketing carried out in history. The success was huge and Red Bull made a big statement in the industry terrifying their competitors.

In the following 6 months, the sales of the company rose by 7% generating \$1.6 billion and sold more than 5.2 billion cans in the following year. Considering the prior year to this historic campaign there was a 13% increase and many regions in the company saw jumps of double figures. Red Bull didn't just set physical records but also in the brand marketing area.[4]

The buzz in social media and amount of audience that Red Bull gained from it is huge. Some of the highlights according to a report from, SocialBakers, a provider of social media analytical tools ,

- In the weeks leading to the jump, Red Bull's YouTube channel had an average growth of 2,142 subscribers on a daily basis.
- There were 87,801 subscribers in one day on the planned jump dates.
- The Red Bull Stratos Facebook page had 900,000 interactions and 83,000 shares on the day of the jump
- Over 20,000 mentions over 2 days for @redbullstratos.
- A post where Felix, the skydiver landing on the ground with his parachute had 51,000 shares, 21,000 comments and 489,000 likes which made it the most engaging post on the Facebook page resulting in average post engagement reaching to 19.3557%.

Its very clear that based on these statistics that Red Bull had massive success. The social media presence was over the roof and the customer engagement increased drastically.[5]

The campaign can also be associated with the high quality Red bull equipment of the Red Bull brand which never malfunctioned .This also established Red Bull as an innovative brand with this first-of-a-kind feat approach. They had invested heavily in the project so that showed how much the brand trust itself. This campaign managed to develop the entire brand equity of Red Bull, from base salience to resonance.[6]

And it can clearly be justified that the use of digital marketing had massive success for the growth of the Red Bull brand.

References

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