



SAN FRANCISCO BAY  
UNIVERSITY

# MARKETING PLAN REDBULL

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Strategic Marketing Project  
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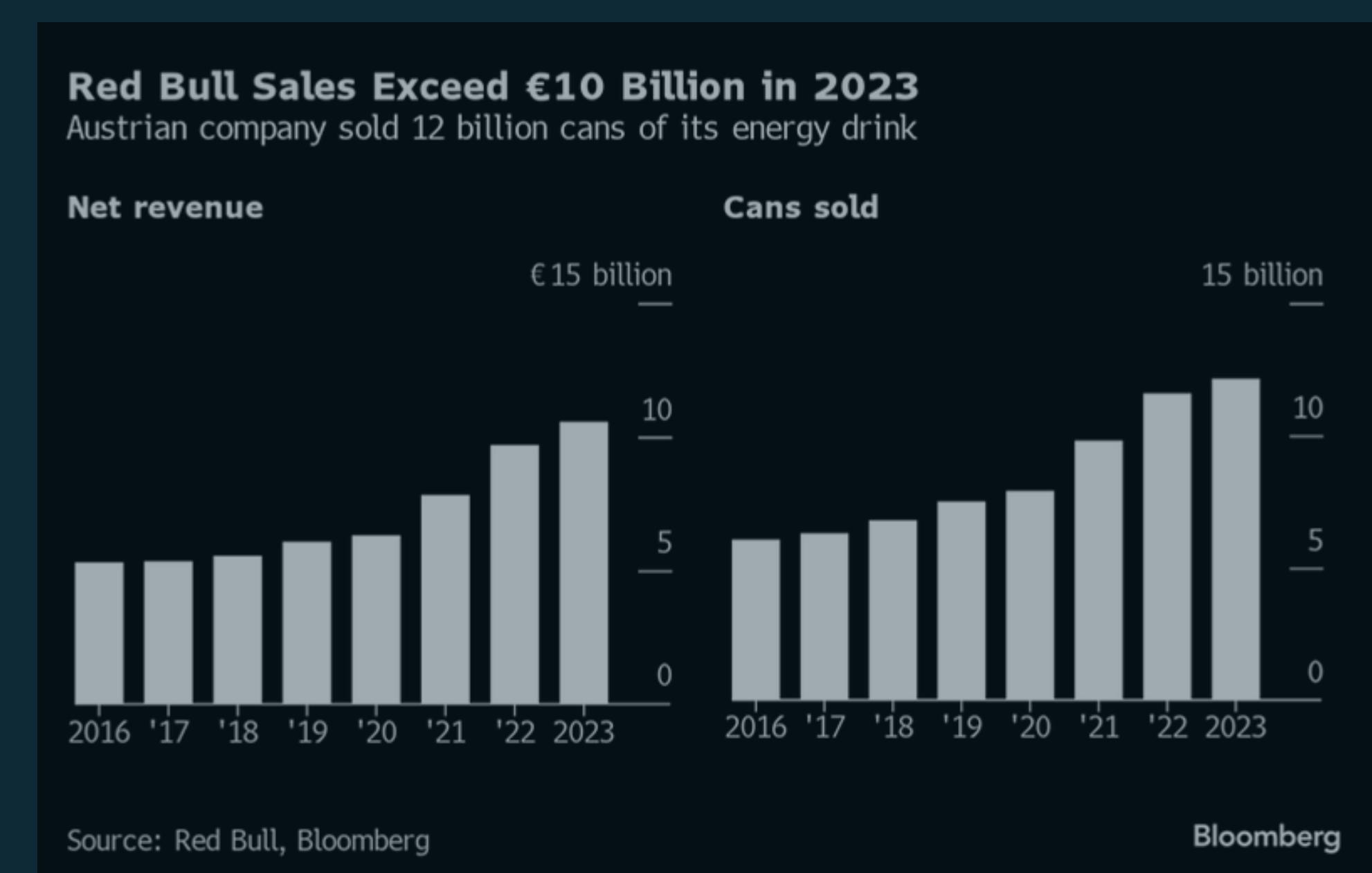
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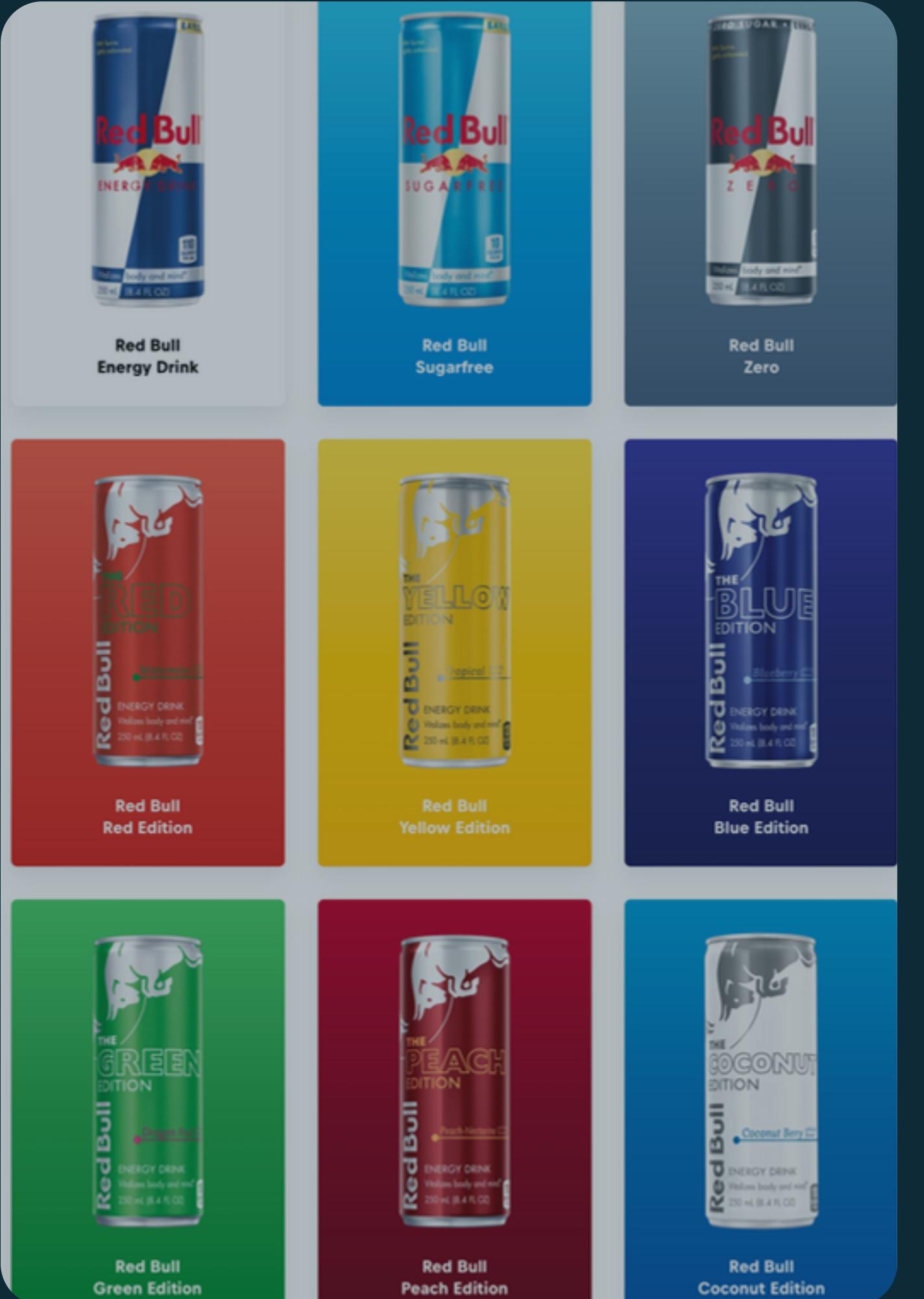
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**Strategic Ideas**

# COMPANY

- 1984, created by Chaleo Yoovidhya
- 1987, launched to market in Austria
- 2023, 12 billion sales





# PRODUCT

5 ingredients

Caffeine, B-group vitamins, Sugars,  
Taurine, Water

Slim cans featuring 2 charging bulls

Available in various flavors

# TARGET MARKET



## Demographics

- Young adults aged 18–35
- Students, athletes, adventurers



## Psychographics

- Adventurers, risk takers



## Syncographics

- Socially active individuals
- Red Bull X-Fighters (freestyle motocross), Red Bull Cliff Diving World Series, and Red Bull Rampage



Plaza De Toros De Las  
Ventas, Madrid, Spain

# MARKETING MIX

## Product

- Quick & effective energy boost
- Iconic logo
- Various flavors

## Price

- Premium pricing strategy
- Cost structure + premium product  
->Maintain the current price

## Promotion

- Experiential marketing, sponsorships
- Sports events, music festivals, gaming competitions ->Brand visibility, engagement-> brand loyalty & affinity
- Digital engagement -> connection on personal level

# MARKETING MIX

## Place

- Selective distribution strategy
- Supermarkets, fitness centers, travel hubs, campuses
- Strategic partnerships
- Bars, clubs



# SWOT ANALYSIS

## STRENGTHS



Strong Brand Equity & Global Presence

Innovative Product Formulation & Packaging Design

Extensive Distribution Network

Strategic Partnerships & Sponsorships

Diversified Product Portfolio

# SWOT ANALYSIS

## OPPORTUNITIES

Expansion to New Markets & Categories

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Continued Investment in Product Innovation

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Leveraging Digital Platforms for Marketing

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Collaborations with Influencers

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Capitalizing on Emerging Trends

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# PRODUCT LIFECYCLE

## MATURE STAGE

### Product

- Product differentiation
- New flavors, formulations, or packaging options
- Functional beverages or sports nutrition
- Sustain growth

### Price

- Maintaining market share & profitability
- Premium positioning with affordability
- Pricing promotion, bundle deal, loyalty program



# PRODUCT LIFECYCLE

## MATURE STAGE

### Place

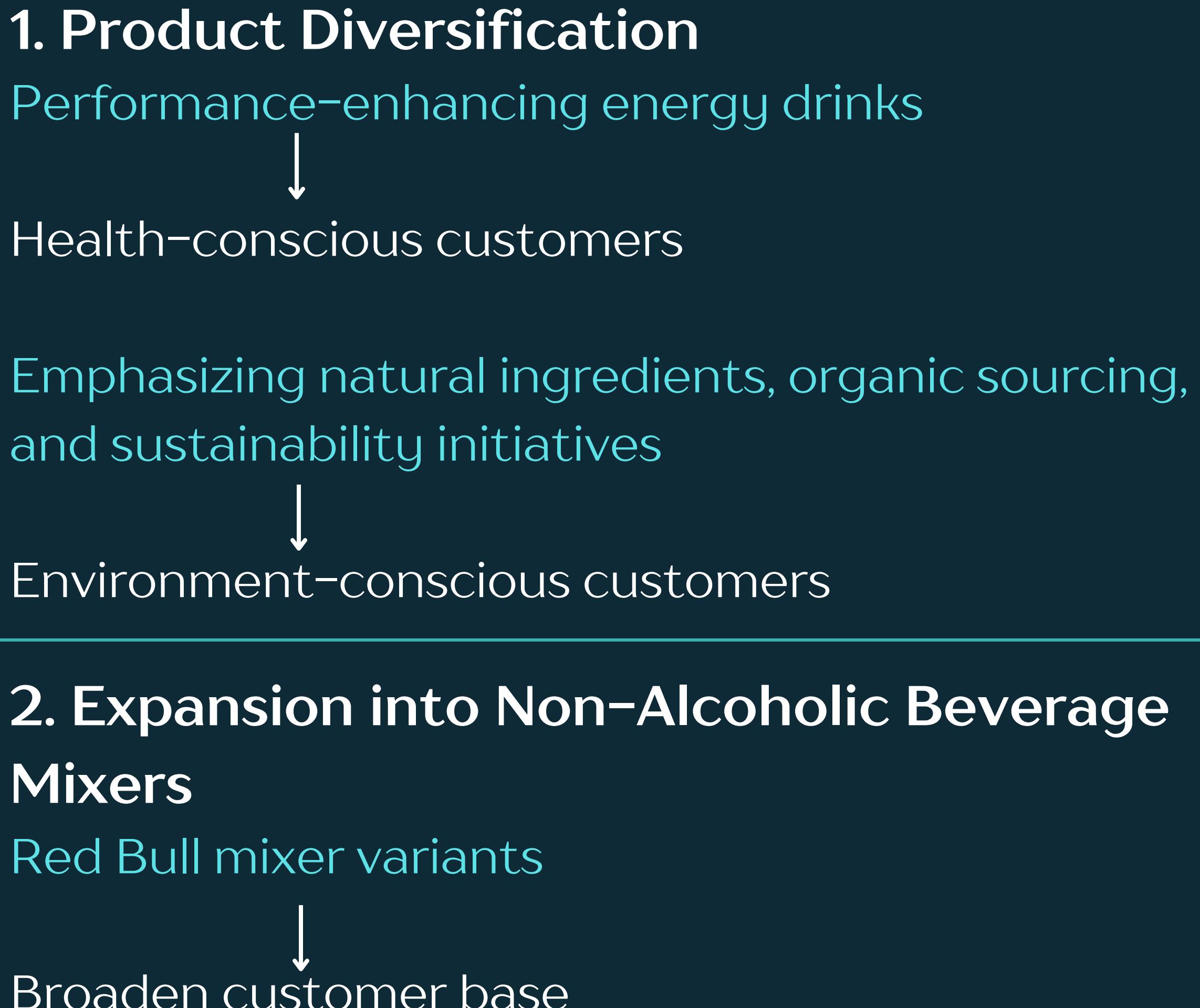
- Maximizing market coverage
- Existing distribution network + new channels
- Outdoor recreation areas, corporate events, conferences

### Promotion

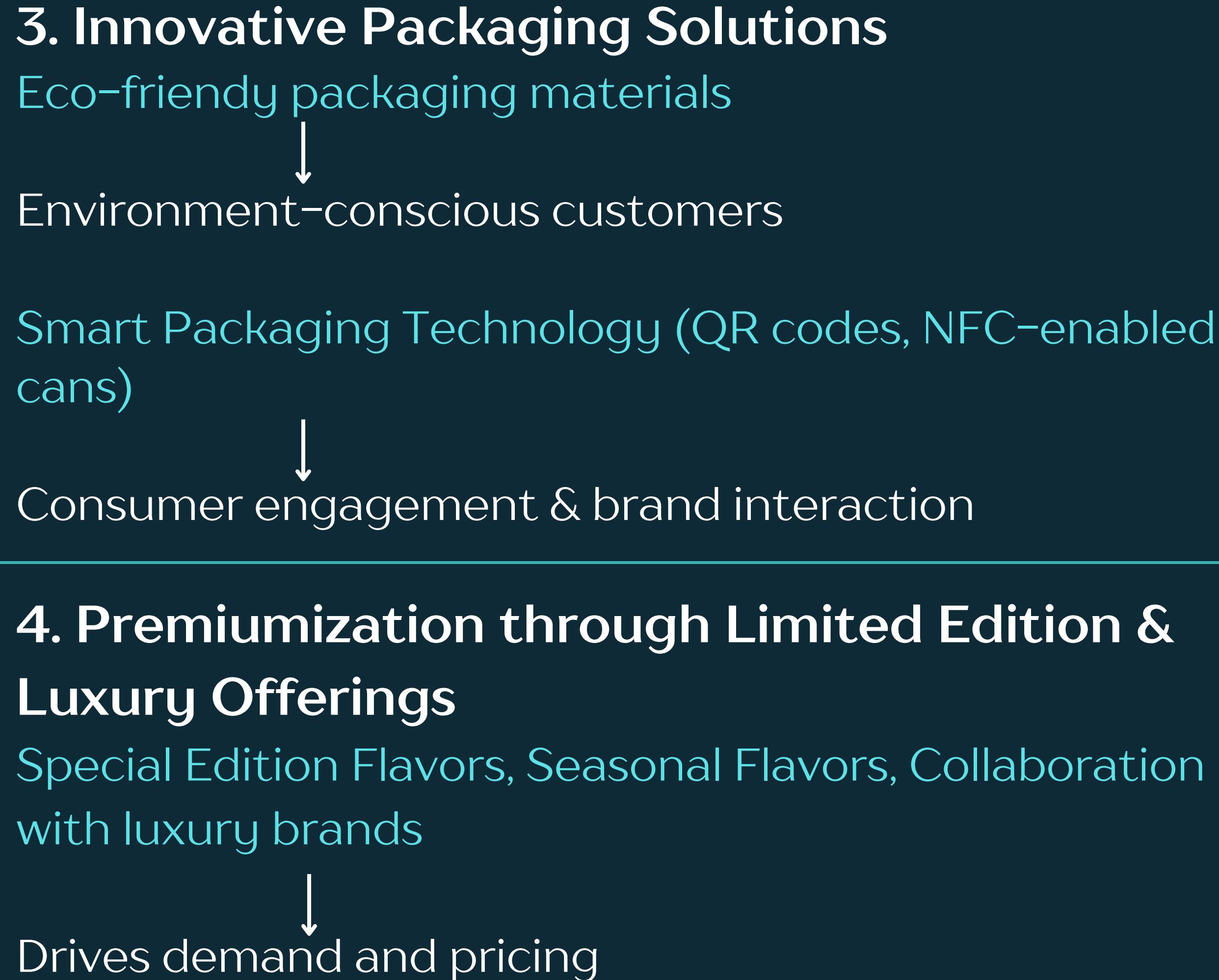
- Differentiate Red Bull from competitors
- Lifestyle branding, experiential marketing, and digital engagement
- Travel expeditions to iconic destinations worldwide



# STRATEGIC IDEAS



# STRATEGIC IDEAS



# CONCLUSION

Innovation

Customer-centricity

Adaptability

Symbol of energy, excitement, & adventure

*Thank You*