**RED BULL MARKETING CAMPAGIN**

Red bull is a brand of energy drinks which was founded by a company called Red bull GMBH. It has a market share around 43%, it is the most popular energy drink brand as of 2020 & the third most soft drink brand in the world. Red bull has sold over 100 billion of can since when the company started in 1987.

Red bull is very famous for its marketing campaigns which they have done in the past. The most famous slogan of Red bull is “**Red bull gives you wings**”

The best part of Red bull is the marketing campaigns

1. In 2012 Red bull hit the global headlines all over the world where an Austrian Skydiver jumped from the Earth stratosphere. This project was known as **Stratos project**. The skydiver had jumped 39km above the ground level. The whole project was shown live on YouTube & Facebook channel and became the most viewed live stream & main stream at that time. This campaign expressed the company slogan “**Red bull gives you wings**” & created the strong brand image in the customer’s mind. After this project the company sales just increased by 7% in just 6 months generating $1.6 billion & selling 5.2 billion can in the following year.