

TOOLS TO ADDRESS COLD RED BULL AVAILABILITY AND
INCREASE SHOPPER BASKETS.

INSIGHTS: WHAT DO WE KNOW?



**SHOPPERS SEEK MORE
THAN ENERGY.**

Energy (35%), refreshment (21%) and hydration (20%) are the top 3 needs for purchasing NABs in small formats.



**COOLERS DRIVE INCREMENTAL
CATEGORY GROWTH.**

Profit Zone (a consumer and shopper-centric cashier cooler solution) will help increase efficiencies in store.



**IMPULSE SHOPPERS
BUY ADDITIONAL SNACKS**

59% of impulse shoppers buy additional snack items with their energy drinks: candy (25%), gum (24%), ready to eat meals (23%), salty snacks (23%).

ACTION CHECKLIST: HOW DO WE MAXIMISE THE OPPORTUNITY?

Site a Red Bull cooler in the Profit Zone and prioritise top brands

Place top selling brands across each need state to maximize sales and deliver on shopper needs.



It's recommended to use **Red Bull branded coolers** for the profit zone concept with minimum 50% space dedicated to Red Bull exclusively.

Red Bull branding helps to **catch shoppers' attention** and **ease navigation**. Where it's not possible, use unbranded Red Bull coolers.

Increase shopper baskets with functional placement

Site a cross category placement that combines a Red Bull or profit zone cooler with correlated snack categories.



In case cooler is NSF certified, ready to eat food items (e.g. sandwiches) can be placed in the cooler. Based on market tests, this concept impacts not only **Red Bull** (up to **+15%** vs control stores), but also the **entire range merchandized** with the cooler (up to **+20%** vs control stores). Pick me up zones can be placed anywhere in store based on shopper traffic but should not replace any existing Red Bull placement. Associated categories should be selected based on specific shopper needs, an occasion or a basket analysis.