



**Red Bull**  
*Moments*

# Campaign Goals



**Awareness:** Product awareness. Creating intense interaction between with the product and consumer. Creating/supporting strong brand identity with giving information about the product and brand.



**Interaction:** Participation(moment), shareable moments (words of mouth and social media).

**Conversions:** Product sales, to create awareness of consumers about brand events and products. Aiming to inspire people by organized creative events.

**Consumers:** The final customer view, the feeling we created.

Create **curiosity** and **passion**.

Create **reasons** and **inspiration** for customers to consume continuously.



# What does Red Bull expect from the activations?

What does

Red Bull expect  
from the  
activations?

- Increasing Sales
- Raising awareness
- To reach to target audience with the right message
- Measurable data



# What do consumers expect from the activations?

What do

consumers expect  
from the  
activations?

- Having fun, spending good time
- Get information
- Chance to be heard
- Feeling special



# Method



Creating experience based, high product and emotion interactive, trend-topic instagrammable moments by using Red Bull's leadership power and high energy perspective.



# Keywords

High energy  
Focus  
Mental  
Physical  
Concentrated

# Target audience

Public; especially students  
Athletes  
Creative industry members  
Artsy people





## The must-haves

The must-haves

Creating events, connected/related directly with the effects of Red Bull products which, requires mental/physical processing.

## Discriminative points of the events

Discriminative points of the events

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Original, sensational, high energy and emotion evocative event concepts.

Maximizing the emotional reactions to get from the target audience with brand collaborations exclusively for Red Bull. Collaborating with other brands to increase the emotional reactions of the customers.

Global workforce and organizational structure.

I IDEAS  
IDEAS



# TRAM PARTY

Turning the historical tram of Beyoglu into a DJ Cabin.

The tram is designed like an open-bar with Red Bull energy drinks around it. The wings, which are decorated in front of the tram, reminding the audience #GivesYouWings and motivating them to pose with this scene and share their pictures on social media platforms.

## Target Audience:

Energetic, adventurous and social people between the ages of 18 and 60; keen interest in music industry.

## Platforms:

Social media  
Google  
Online Tv  
Radio  
Print release  
Cinema

## Tools:

Influencer marketing  
Content marketing  
Gerilla marketing  
E-mail marketing  
Telemarketing  
Real time marketing



Energy needs on a mass scale!  
**#UnderWings**



# Event Planning:



## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.
- Contracts for services.  
(DJ, artists, sound and lightning technicians, catering etc.)
- Presenter selection.

## 3 months prior to the event:

- Finding financial sources and sponsors.
- Safety issues: such as traffic permissions are organized and if needed other bureaucratic permissions are obtained.
- All kind of insurances are obtained.
- Creating the events social media accounts: content marketing and influencer marketing campaigns start.

## Last 1 month:

- The necessary materials are purchased or rented.
- The event schedule is confirmed. A "plan B" is also created for alternative situations.
- If needed, v trainings for volunteers for the event.
- Information packages are shared on the event website and social media account.
- Interviews and video content for presenters and DJs is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you email.

# Lazer Room:

The container is a microprocessor-centric parkour with lasers in it. Participants are expected to reach to gold-covered egg without touching any lasers.

Participants who have successfully completed the course and received the golden egg are asked to break the egg they have won. Inside the egg there is a QR code with a "You made it!" message.

## Target Audience:

Energetic, adventurous and social people between the ages of 18 and 50; outdoorsy, energetic.

## Platforms:

Social media  
Google  
Online Tv  
Radio  
Print release

## Tools:

Influencer marketing  
Content marketing  
Gerilla marketing  
Real time marketing



The challenging parkour, where you will struggle physically and mentally, **#YouCanMakeIt** with Red Bull energy drink.



# Event Planning:



## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.

## 3 months prior to the event:

- Finding financial sources and sponsors.
- Safety issues: such as official permissions are organized and if needed other bureaucratic permissions are obtained.
- All kind of insurances are obtained.
- Creating the events social media accounts: content marketing and influencer marketing campaigns start.

## Last 1 month:

- The necessary materials are purchased or rented.
- The event schedule is confirmed. A "plan B" is also created for alternative situations.
- If needed, trainings for volunteers for the event.
- Information packages are shared on the event website and social media account.
- Interviews and video content for participants is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you email.

# Online Pop-up Store:

Red Bull finds people with hobbies such as free running, scooters, skateboarding, BMXing and make them marginal members of the Red Bull Online pop-up store couriers team.

Their journey of delivery will be live from Go Pro's on their helmets, for the customer.

## **Target Audience:**

Younger generation between the ages of 18 and 30.  
Active, dynamic, outdoorsy, funny, energetic;  
have hobbies, have jobs that require high attention and skill.

## **Platforms:**

Social media  
Google  
Online Tv  
Tv  
Radio  
Print release  
Cinema

## **Tools:**

Influencer marketing  
Content marketing  
Gerilla marketing  
E-mail marketing  
Telemarketing  
Real time marketing



It's a different look at the streets and routes that people go through every day. The message is that life is more energetic with Red Bull.



# Event Planning:



## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.
- Contracts for services (courier team, software team).

## 3 months prior to the event:

- Finding financial sources and sponsors.
- Safety issues: such as traffic permissions are organized and if needed other bureaucratic permissions are obtained.
- All kind of insurances are obtained.
- Creating the events social media accounts: content marketing and influencer marketing campaigns start.

## Last 1 month:

- The necessary materials are purchased or rented.
- The event schedule is confirmed. A “plan B” is also created for alternative situations.
- Information packages are shared on the event website and social media account.
- Interviews and video content for couriers is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you e-mail.

# Valorant Red Bull Tournament:

Red Bull organizes a friendship tournament with popular Twitch broadcasters. Broadcasters will be invited to a venue to attend this online event. In this venue, there will be invited audiences to watch players live.

Playgrounds inside the game will be equipped with Red Bull visuals, Red Bull-specific weapon costumes and weapon decorations will be available throughout sessions.

## **Target Audience:**

Younger generation between the ages of 18 and 30.  
Active, dynamic, outdoorsy, funny, energetic;  
keen interest in game industry.

## **Platforms:**

Social media  
Online Tv

## **Tools:**

Influencer marketing  
Content marketing



Red Bull gives you wings, both for teams and individuals!

# Event Planning:



## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.
- Contracts for services (Gamers, technicians).
- Presenter selection.

## 3 months prior to the event:

- Finding financial sources and sponsors.
- Official permissions are organized and if needed other bureaucratic permissions are obtained.
- All kind of insurances are obtained.
- Creating the events social media accounts: content marketing and influencer marketing campaigns start.
- The event is introduced and the registration process begins.

## Last 1 month:

- The necessary materials are purchased or rented.
- The event schedule is confirmed. A “plan B” is also created for alternative situations.
- If needed, trainings for volunteers for the event
- Information packages are shared on the event website and social media account.
- Interviews and video content for gamers and participants is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you email.

# Balance Board Event:

Standing on the balance board is a process that requires high concentration. The mind's interest in nothing but balance is key to doing this job.

Participants are assisted on their first attempt, then the moments of success are shared with Red Bull with the slogan #FullFocus with Red Bull.

## **Target Audience:**

Energetic, adventurous and social people between the ages of 18 and 30.

## **Platforms:**

Social media  
Online tv  
Print press

## **Tools:**

Influencer marketing  
Content marketing



**#FullFocus with Red Bull.**



# Event Planning:

## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.
- Balance athlete selection.

## 3 months prior to the event:

- Finding financial sources and sponsors.
- Safety issues: official permissions are organized and if needed other bureaucratic permissions are obtained.
- All kind of insurances are obtained.
- Creating the events social media accounts: content marketing and influencer marketing campaigns start.

## Last 1 month:

- The necessary materials are purchased or rented.
- The event schedule is confirmed. A “plan B” is also created for alternative situations.
- If needed, trainings for volunteers for the event
- Information packages are shared on the event website and social media account.
- Interviews and video content for athlete and participants is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you email

# Red Bull Jet Ski Team:

To be deployed in various coastal regions of Turkey, especially famous marinas, Red Bull will launch the marine operations of the Wings Team.

At this event, only flavored Red Bull products will be served to participants.

This event, which is intended to engage the participant with summer and party modes, was born with the aim of creatively increasing the energy levels of the individuals.

## **Target Audience:**

People who loves summer season and summer events between the ages of 18 and 55.

## **Platforms:**

Social media  
Google  
Online Tv  
Radio  
Print release  
Cinema

## **Tools:**

Influencer marketing  
Content marketing  
Gerilla marketing  
E-mail marketing  
Telemarketing  
Real time marketing



"Don't lower your energy during the holidays. Let Red Bull's high energy and delicious aromas to company your holiday."





# Event Planning:

## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.
- Contracts for services (Wings sea team members).

## 3 months prior to the event:

- Finding financial sources and sponsors.
- Safety issues: such as official permissions are organized and if needed other bureaucratic permissions are obtained.
- All kind of insurances are obtained.
- Creating the events social media accounts: content marketing and influencer marketing campaigns start.

## Last 1 month:

- The necessary materials are purchased or rented.
- Information packages are shared on the event website and social media account.
- Interviews and video content for participants is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you email.

# Mee(t)Wing Rooms and Wing Suites:



The lives of travelers and digital nomads are often energetic and outdoorsy.

## For Working:

This campaign can be in partnership with co-working spaces (such as Kollektif House, Impact Hub Workinton, Withcoworking, Servcorp etc.) or co-working space reservation websites (Such as coworker.com, coworkingistanbul.com etc.)

## For accommodation:

This campaign can be in partnership with online booking websites/apps. (Airbnb.com, booking.com, hotels.com) both for digital nomads, business travelers and for touristic travelers.

This homelike rooms containing Red Bull fridge with working desk, Red Bull fridge will motivate the business travelers to work better even without leaving the room.

## Target Audience:

Digital nomads, travelers.

People who have jobs that travel requirements.

Have jobs that require high attention and skill.



## Platforms:

Social media

Google

Online Tv

Radio

Print release

Cinema

## Tools:

Influencer marketing

Content marketing

Gerilla marketing

E-mail marketing

Telemarketing

Real time marketing

# Event Planning:



## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.

## 3 months prior to the event:

- Finding financial sources and sponsors.
- Official permissions are organized and if needed other bureaucratic permissions are obtained.
- All kind of insurances are obtained.
- Creating the events social media accounts: content marketing and influencer marketing campaigns start.

## Last 1 month:

- The necessary materials are purchased or rented.
- If needed, trainings for volunteers for the event.
- Information packages are shared on the event website and social media account.
- Interviews and video content for participants is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you email.

# Blockchain Economy Summit İstanbul

## Sponsorship of Red Bull:

### Blockchain Economy Summit İstanbul

## Sponsorship of Red Bull:

Crypto exchange investors are a large, unexplored target audience. Red Bull is a great supporter for this audience that needs high concentration level and energy, all day long.

Turkey is one of the most active countries in cryptocurrency markets when compared to the population.

There will be Red Bull visuals in various parts of the conference room. There will be a Red Bull can on the meeting tables and speaker's podium.

### Target Audience:

People who interested in the stock market and investment between the ages of 18 and 60.  
High level of mental activity.  
Ambitious, hardworking.  
The sensible, smart consumer.

### Platforms:

Social media  
Google  
Online Tv  
Tv  
Radio

### Tools:

Influencer marketing  
Content marketing  
E-mail marketing  
Telemarketing



# Event Planning:



## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.
- Presenter selection.

## 3 months prior to the event:

- Finding financial sources and sponsors.
- Official permissions.
- All kind of insurances are obtained.
- Creating the events social media accounts; content marketing and influencer marketing campaigns start.
- The event is introduced and the registration process begins.

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## Last 1 month:

- The necessary materials are purchased or rented.
- The event schedule is confirmed. A "plan B" is also created for alternative situations.
- If needed, trainings for volunteers for the event.
- Information packages are shared on the event website and social media account.
- Interviews and video content for participants is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you email.

# Red Bull Dating App Profiles:



Dating or getting to know someone is a process that requires high mental and physical energy.

- A) The first 1,000 people who swipe Red Bull profile to the right will gain “wing code”, which can be used at Red Bull dealers.
- B) Red Bull can be presented with Red Bull Athletes or Artists on these platforms.

## Target Audience:

Single and social peoples between the ages of 18 and 55.  
Active, energetic.  
Enjoying socializing.  
Who likes the event and the date.

## Platforms:

Social media  
Google  
Online Tv

## Tools:

Influencer marketing  
Content marketing  
Gerilla marketing



A date with Red Bull #GivesYouWings.

# Event Planning:



## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.
- Contract or agreement with Tinder (or other dating apps Okcupid Bumble).
- Presenter selection

## 3 months prior to the event:

- Finding financial sources and sponsors.
- All kind of insurances are obtained.
- Creating the events social media accounts; content marketing and influencer marketing campaigns start.

## Last 1 month:

- Information packages are shared on the event website and social media account.
- Interviews and video content for participants is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you email..

# Custom Car Races:

Candidates from Turkey and around the world who have passed the evaluation stage with their custom cars will race on the parkour established by Red Bull.

With this show, Red Bull will also introduce its new event vehicle, the lowrider, and perform jumping shows with it throughout the event.



## Target Audience:

People who has action passion.  
Active, energetic;  
enjoying socializing.

## Platforms:

Social media  
Google  
Online Tv  
Tv  
Radio  
Print release  
Cinema

## Tools:

Influencer marketing  
Content marketing  
Gerilla marketing  
E-mail marketing  
Telemarketing  
Real time marketing

# Event Planning:



## 4 months prior to the event:

- Delegations of the duties.
- Setting event budget.
- Scheduling the event.
- Spadework, drafting the event details.
- Contracts for services (drivers).
- Presenter selection.

## 3 months prior to the event:

- Finding financial sources and sponsors.
- Safety issues: such as official permissions are organized and if needed other bureaucratic permissions are obtained.
- All kind of insurances are obtained.
- Creating the events social media accounts: content marketing and influencer marketing campaigns start.
- The event is introduced and the registration process begins.

## Last 1 month:

- The necessary materials are purchased or rented.
- Event area picked.
- The event schedule is confirmed. A "plan B" is also created for alternative situations.
- If needed, trainings for volunteers for the event.
- Information packages are shared on the event website and social media account.
- Interviews and video content for drivers and lowriders is taken and shared on accounts and sites.

## After the event:

- Activity feedback form.
- Thank you email..



## Turkey Event Calendar 2021

**January**

Tram Party  
Blockchain Economy Summit

**February**

Lazer Room

**March**

Valorant Red Bull Tournament:

**April**

Red Bull Dating App Profiles  
Mee(t)Wing Rooms and Wing Suites

**May**

Balance Board Event

**June**

Tram Party  
Lazer Room  
Red Bull Jet Ski Team

**July**

Custom Car Races  
Balance Board Event  
Red Bull Jet Ski Team

**August**

Online Pop-up Store  
Mee(t)Wing Rooms and Wing Suites  
Red Bull Jet Ski Team

**September**

**October**

**November**

**December**

Mee(t)Wing Rooms and Wing Suites



**I'd spend \$1 million trying to come up with 10 more great ideas.**

Thank you