



Red Bull

Red Bull "WINGS UNLEASHED" - Campus Activation Plan

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Engineering &
Technology



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EVENT CONCEPT & THEME

"WINGS UNLEASHED: The Ultimate Energy Battlefield"

Core Concept:

Transform the campus into a high-energy battleground where students unlock their potential across four dynamic zones - each representing a different facet of human performance and culture. The theme revolves around "unlocking your wings" through challenges that test physical prowess, mental agility, creative expression, and digital dominance.

Tagline: "Every Challenge. Every Victory. Every Wing Earned."

Visual Identity:

- Military-inspired aesthetics with neon accents
- Wing-shaped checkpoints and totems
- Energy-charged color palette: Electric blue, silver, red
- Interactive LED installations showing real-time energy levels



DETAILED ZONE-WISE EVENT FORMAT

ZONE 1: ADRENALINE ARENA (Sports Zone)

Duration: 2 hours | Space: Main Sports Ground

- Wing Challenge Obstacle Course: 5-station course with tire flips, battle ropes, agility ladders
- Red Bull Ring Toss: Precision-based game with branded cans as targets
- 1v1 Basketball Shootout: Quick elimination rounds
- Strength Test Station: Digital grip strength meter with leaderboard
- Prize Pool: ₹15,000 worth of sports gear + Red Bull merchandise



ZONE 2: DIGITAL BATTLEGROUND (Gaming Zone)

Duration: 6 hours | Space: Indoor Auditorium/Hall

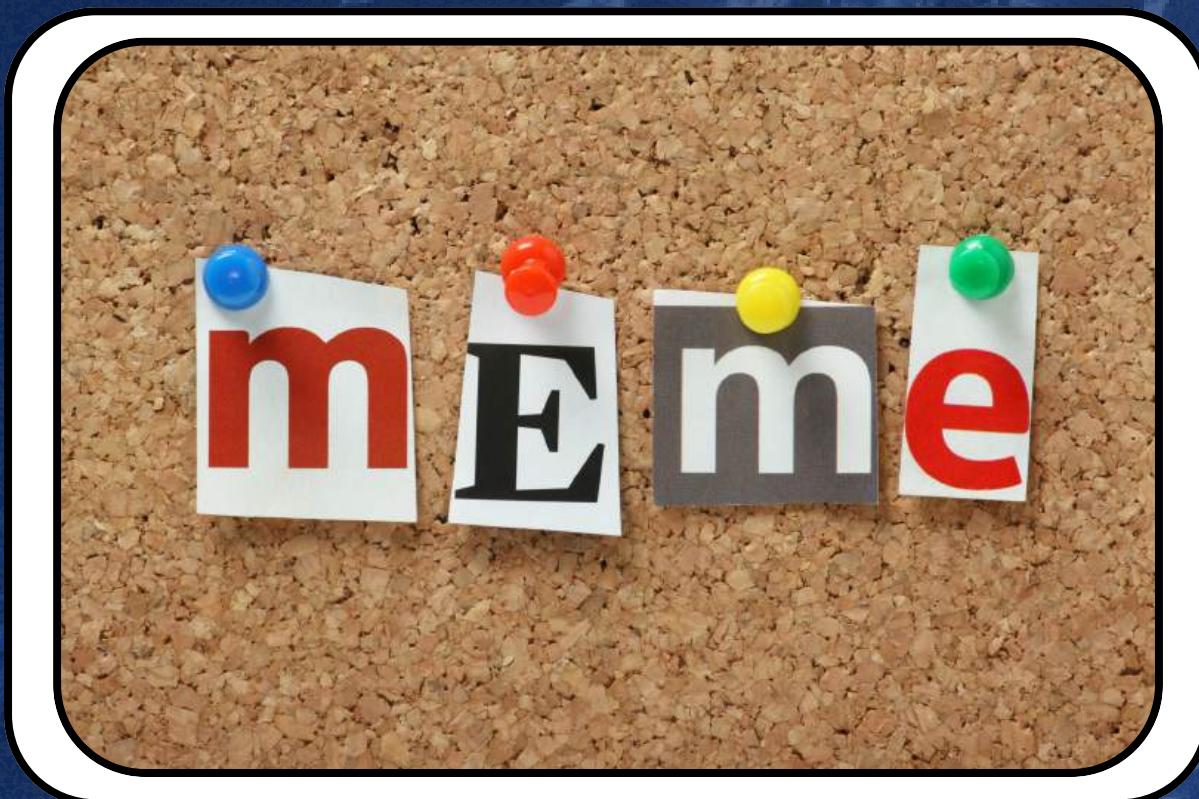
- BGMI/Free Fire Tournament: 4-hour knockout tournament (64 teams)
- FIFA 24 Championship: Console gaming setup with livestream
- VR Gaming Station: Immersive VR experiences (racing, adventure)
- Retro Arcade Corner: Classic games with modern twist
Prize Pool: ₹25,000 cash prizes + gaming peripherals



ZONE 3: CULTURE COLOSSEUM (Arts & Culture)

Duration: 4 hours | Space: Amphitheater/Open Stage

- Battle of the Bands: Live music competition
- Freestyle Rap Cypher: Open mic sessions with beats
- Street Dance Face-off: Crew battles and solo competitions
- Live Art Creation: Graffiti wall with Red Bull theme
- Prize Pool: ₹12,000 + performance opportunities



ZONE 4: VIRAL VELOCITY (Digital Content Zone)

Duration: 6 hours | Space: Nirvana Area

- TikTok/Reel Challenge Stations: 6 themed content creation spots
- 360° Photo Booth: AI-powered instant content generation
- Livestream Studio: Professional setup for student influencers
- Meme Creation Contest: Real-time meme battles
- Prize Pool: ₹8,000 + social media promotion packages

PRE-EVENT HYPE CAMPAIGN



Phase 1: Mystery Launch (15 days before)

- Cryptic Social Media Posts: Wing-shaped QR codes around campus
- Influencer Teasers: College micro-influencers drop hints
- Campus Radio Takeover: Mysterious announcements during peak hours



Phase 2: Reveal & Registration (10 days before)

- Epic Reveal Video: High-production announcement featuring student athletes
- Registration Portal Launch: Gamified sign-up process
- Society Ambassador Program: Each major society gets exclusive preview access



Phase 3: Countdown Intensifies (5 days before)

- Daily Challenges: Mini-games on Instagram Stories
- Leaderboard Updates: Pre-event ranking system
- Final Countdown: 24-hour countdown with hourly surprises



SAMPLING + GAMIFICATION STRATEGY

"Energy Passport" System

Every participant receives a digital passport (QR-based) that tracks:

- Zone completion status
- Red Bull consumption checkpoints
- Challenge performance scores
- Social media engagement points

Sampling Integration:

- Performance Fuel Stations: Strategic Red Bull dispensing points at each zone
- Victory Rewards: Free Red Bull for challenge completions
- Taste Test Challenges: Blind taste comparison games
- Energy Boost Moments: Timed challenges requiring energy drink consumption

Gamification Elements:

- Wing Collection: Earn digital wings for zone completions
- Power-Up System: Red Bull consumption unlocks bonus challenges
- Leaderboard Dynasty: Real-time rankings across all zones
- Achievement Badges: 25+ unique achievements to unlock

SOCIETY COLLABORATION PLAN



Strategic Society Partnerships:

Sports Societies (Team Thapar, TFC):

- Co-organize obstacle course design
- Provide volunteer referees and coordinators
- Leverage existing athlete networks for participation

Cultural Societies (Virsa, Mudra):

- Curate performance lineup for Culture Colosseum
- Provide equipment and technical expertise
- Cross-promote through society channels

Technical Societies (CCS, ACM, MARS):

- Design and manage digital infrastructure
- Create custom gaming tournaments
- Develop real-time tracking systems

Content Creator Societies (FAPS, Echoes):

- Document entire event professionally
- Create behind-the-scenes content
- Manage social media amplification

Student Council & Hostels:

- Campus-wide promotion and mobilization
- Logistics support and crowd management
- Inter-hostel competition integration

**Incentive Structure for Societies:

- ₹5,000 per society for active participation
- Exclusive Red Bull merchandise for volunteers
- Society branding opportunities during event
- Post-event collaboration opportunities

MARKETING & BRANDING PLAN



Visual Brand Integration:

- Campus Transformation: 200+ Red Bull Posters, flags, and standees
- Zone Theming: Each zone gets unique Red Bull-inspired design language
- Photo Opportunities: 10+ Instagram-worthy branded installations
- Uniform Branding: All volunteers in Red Bull co-branded merchandise



Digital Marketing Strategy:

- Hashtag Campaign: #WingsUnleashedThapar #RedBullThapar
- Influencer Network: 15+ college micro-influencers (500-5K followers)
- Content Calendar: 50+ posts across pre, during, and post-event
- Live Coverage: Multi-platform livestreaming on Instagram, YouTube





Traditional Marketing:

- Campus Radio Partnership: Hourly announcements and live coverage
- Poster Campaign: 500+ posters across hostels, academic blocks
- Email Marketing: Newsletter to all registered students
- WhatsApp Group Marketing: Society and batch group penetration



Experiential Branding:

- Red Bull Wings Installation: 15-foot wing sculpture at main entrance
- Energy Tunnel: Entrance archway with sound and light effects
- Branded Rest Zones: Chill areas with Red Bull furniture and branding
- Victory Podiums: Photo-worthy podiums in Red Bull theme



ESTIMATED BUDGET BREAKDOWN (₹3.2 Lakhs)

Infrastructure & Setup (₹85,000)

- Stage and sound systems: ₹35,000
- Gaming equipment rental: ₹25,000
- Obstacle course materials: ₹15,000
- Lighting and electrical: ₹10,000

Prize Money & Rewards (₹60,000)

- Cash prizes across zones: ₹45,000
- Merchandise and branded items: ₹15,000

Marketing & Branding (₹45,000)

- Banner, standees, and prints: ₹20,000
- Digital marketing and content: ₹15,000
- Influencer partnerships: ₹10,000

Product Sampling (₹40,000)

- 2000+ Red Bull cans: ₹35,000
- Sampling accessories and coolers: ₹5,000

Society Collaboration (₹25,000)

- Society partnership fees: ₹20,000
- Volunteer incentives: ₹5,000

Operations & Logistics (₹35,000)

- Security and crowd management: ₹15,000
- Photography and videography: ₹10,000
- Miscellaneous and emergency fund: ₹10,000

Food & Management (₹30,000)

- Team meals and refreshments: ₹15,000
- VIP hospitality: ₹10,000
- Volunteer food arrangements: ₹5,000

TOTAL: ₹3,20,000



RISK MITIGATION & LOGISTICS

Risk Assessment & Mitigation:

Weather Contingency:

- Indoor backup venues identified for all zones
- Waterproof equipment covers and tents on standby
- Weather monitoring 48 hours before event

Crowd Management:

- Professional security team (8 personnel)
- Clear zone capacity limits and entry/exit protocols
- Emergency evacuation plans communicated to all staff

Technical Failures:

- Backup power generators for all electronic equipment
- Redundant internet connections for gaming zones
- Technical support team on 24/7 standby

Safety Protocols:

- First aid stations in each zone with trained personnel
- Safety briefings for all physical challenges
- Insurance coverage for all participants and equipment



RISK MITIGATION & LOGISTICS

Logistics Coordination:

Setup Timeline:

- Day 0: 6 AM start, final preparations by 9 AM
- Day 1: Infrastructure And Installation begins
- Day 2: Complete setup, Sound checks, final rehearsals

Staffing Plan:

- Event Manager: 1
- Zone Coordinators: 4
- Technical Support: 6
- Security Personnel: 8
- Volunteers from societies: 30
- Photography/Content: 4

Equipment Management:

- Centralized equipment storage with check-in/check-out system
- Dedicated transport for equipment movement
- Real-time inventory tracking via mobile app



POST-EVENT ENGAGEMENT STRATEGY

Immediate Follow-up (24-48 hours):

- Winner Announcements: Grand social media reveal with professional photos
- Highlight Reel: 3-minute epic recap video across all platforms
- Thank You Campaign: Personalized messages to all participants
- Media Coverage: Press release to local and student media

Week 1 Post-Event:

- Photo Gallery Launch: Professional photos available for download
- Feedback Collection: Comprehensive survey with Red Bull merchandise incentives
- User-Generated Content Showcase: Feature best participant-created content
- Society Recognition: Public acknowledgment of collaborating societies



Long-term Engagement (1-3 months):

- Red Bull Campus Ambassador Program: Select top performers as brand ambassadors
- Quarterly Mini-Events: Smaller scale activations to maintain momentum
- Alumni Network Integration: Connect event participants with Red Bull sponsored events
- Cross-Campus Challenges: Inter-college competitions with other Red Bull campus events

Digital Community Building:

- WhatsApp Community: Exclusive group for event participants
- Monthly Challenges: Online competitions with Red Bull prizes
- Content Creator Network: Ongoing partnership with discovered talent
- Feedback Loop: Regular surveys to improve future activations

KPIs TO MEASURE SUCCESS



Participation Metrics:

- Total Footfall: Target 3,000+ (Success: >2,800)
- Active Participants: Target 2,000+ (Success: >1,800)
- Zone Completion Rate: Target 70% (Success: >60%)
- Return Visitors: Students visiting multiple zones (Target: >40%)

Engagement Metrics:

- Social Media Reach: Target 100K + impressions (Success: >80K)
- Hashtag Usage: Target 2,000+ posts (Success: >1,500)
- User-Generated Content: Target 500+ student posts (Success: >400)
- Livestream Viewership: Target 5,000+ concurrent viewers (Success: >3,500)

Brand Metrics:

- Product Sampling: Target 2,000+ Red Bull cans distributed (Success: >1,800)
- Brand Recall Survey: Target 80% post-event recall (Success: >70%)
- Net Promoter Score: Target 8+ (Success: >7)
- Purchase Intent: Target 60% increased likelihood (Success: >50%)

KPIs TO MEASURE SUCCESS



Society Integration Metrics:

- Society Participation: Target 15+ societies involved (Success: >12)
- Volunteer Satisfaction: Target 90% positive feedback (Success: >80%)
- Cross-Society Collaboration: New partnerships formed (Target: >5)

Revenue Impact Metrics:

- Cost Per Engagement: Target <₹80 per active participant
- Media Value Generated: Target 5X of investment through organic reach
- Lead Generation: Target 200+ brand ambassador applications
- Scalability Score: Feedback rating for replication (Target: >8/10)

Real-time Tracking Methods:

- Digital passport system analytics
- Social media monitoring tools
- Live survey collection via QR codes
- Heat mapping for zone popularity
- Professional photography for documentation



Thank You
RED BULL GIVES YOU WINGS