

INTRODUCTION

QUALITATIVE

QUANTITATIVE

RECOMMENDATIO



INTRODUCTION

Brief review of brand inventory

Found in 1987, distributed in 171 countries

Red Bull brand is valued at \$17.54B



2021 sales:\$ 2.89B with 75B cans sold

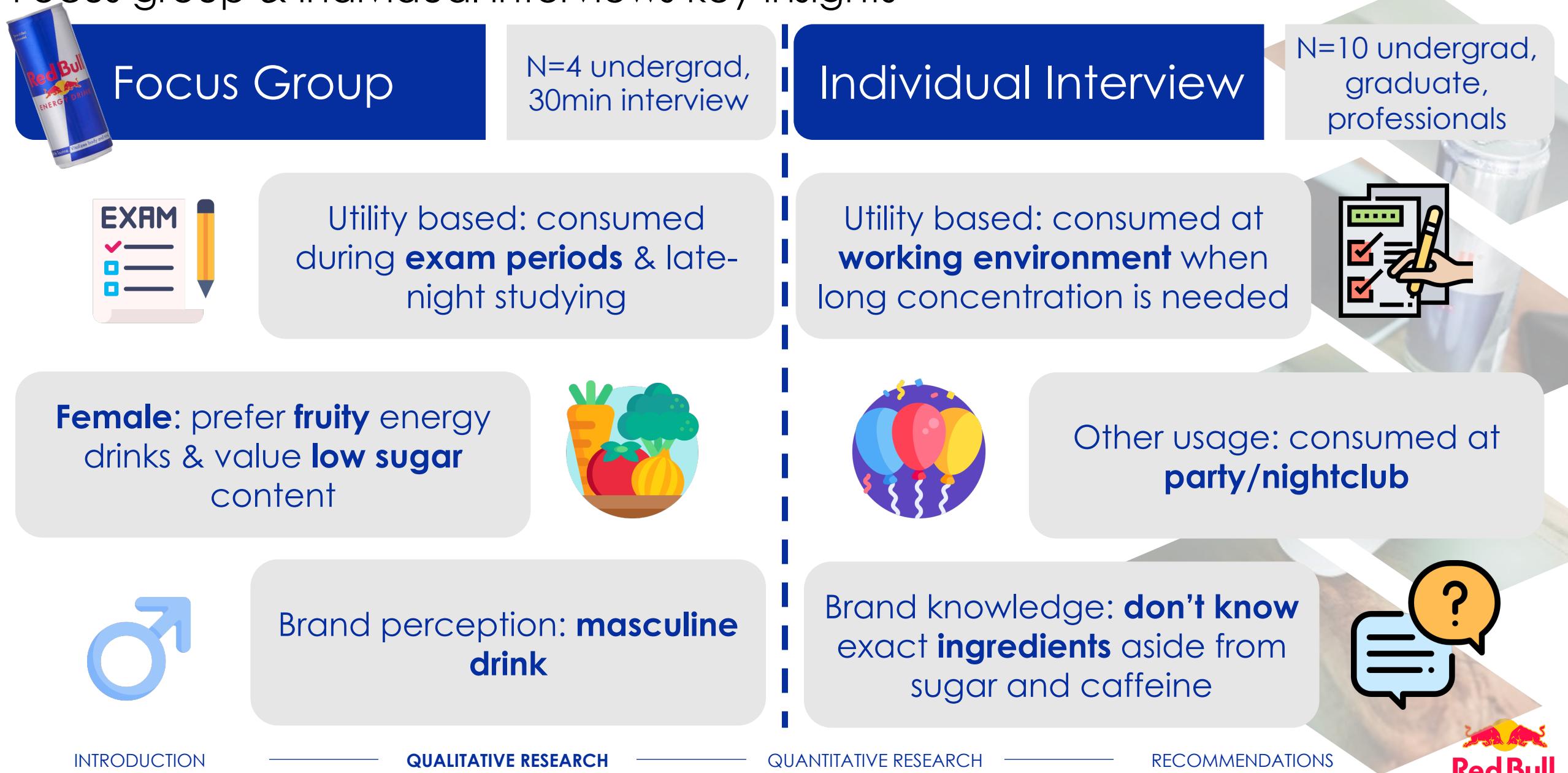


Known for sponsorship in diverse range of people, events, tournaments



QUALITATIVE RESEARCH

Focus group & individual interviews key insights



QUALITATIVE RESEARCH

Online review & social media key insights

Online Review



Mostly positive reviews: "it does the job"

Negative reviews: shipping

Amazon: 4.5/5 stars with 10,480 reviews



Demographic: most are written by **men** who work **late nights or early mornings**



Walmart: 4.5/5 stars with 231 reviews

Strong preference of Red Bull over coffee for **convenience**



Social Media

Instagram: 15.7M

Facebook: 48M

Twitter: 17M

Sports oriented & challenge physical capabilities



Seen as **fun**, exciting, more social



Demographic: **young athletes** / professional extreme sport



QUALITATIVE RESEARCH

Key takeaways of qualitative research & integration into quantitative research

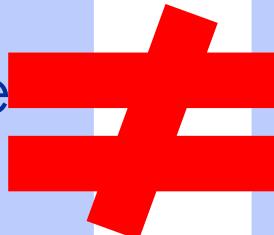
Problem

Inconsistency among interviews & web research

Evidence

Focus Group &
Individual Interviews:

- People **don't like** the taste of Red Bull
- Heavily **utility based**



Online & Social Media:

- People **like** the taste of Red Bull
- Portrayed as **fun**, exciting, sporty



Plan

Conduct quantitative research:

- In what situation do people use Red Bull?
- What are people's perception of energy drinks & their key attributes?

QUANTITATIVE RESEARCH

Overview of quantitative survey analysis

Two Main Directions

In what situation do people **use** Red Bull?

For Fun Events

For Utility

What are people's **perceptions** of energy drinks & their **key attributes**?

Red Bull consumers v other energy drink consumers

Heavy energy drinkers v light energy drinkers



12:29

Red Bull

Rate the caffeine content compare to a medium sized black coffee

Extremely Low Caffeine Compare to Black Coffee	Similar to Black Coffee	Extremely High Caffeine Compare to Black Coffee				
1	2	3	4	5	6	7

Red Bull Not Applicable

Bang Not Applicable

Monster Not Applicable

Celsius Not Applicable

Consider the following drinks and rate the taste of the drinks

Doesn't Taste Taste Very

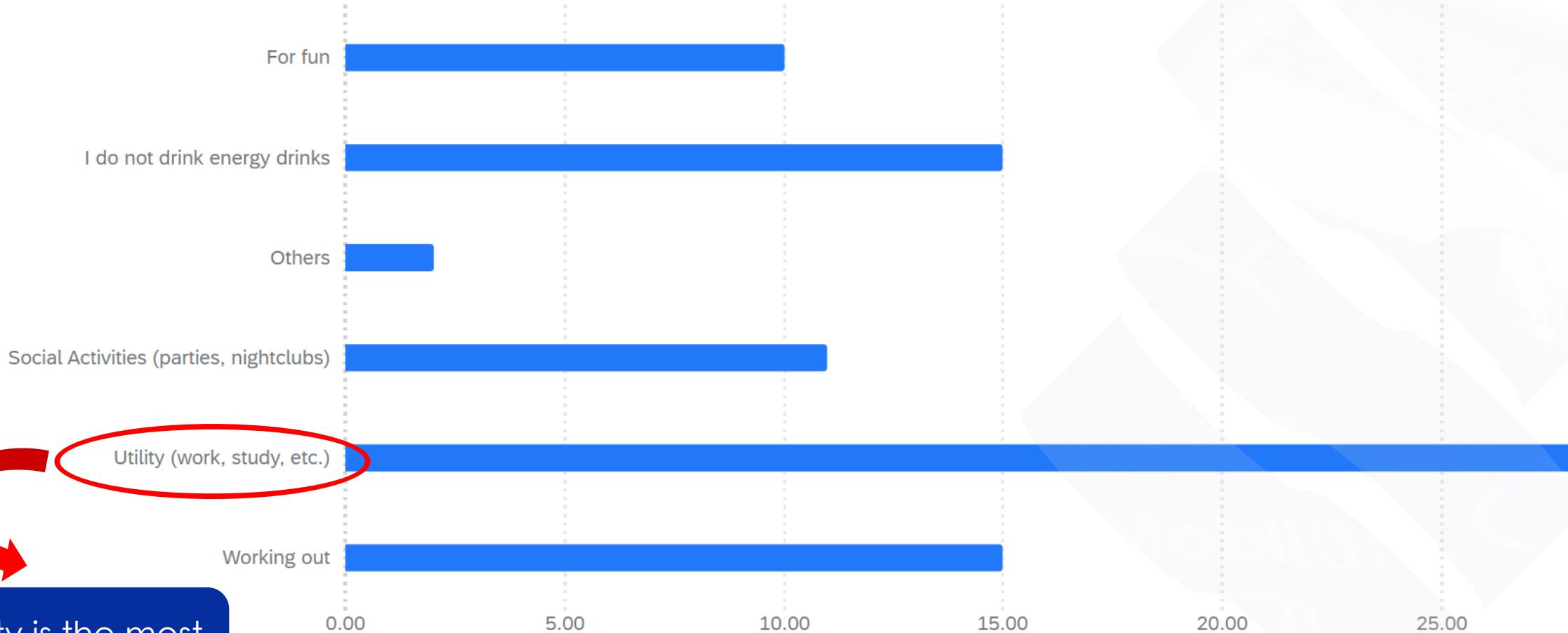
A smartphone screen showing a survey application for Red Bull. The top part asks about caffeine content relative to black coffee. Below that, it lists several energy drink brands (Red Bull, Bang, Monster, Celsius) with a "Not Applicable" option. At the bottom, it asks to rate the taste of these drinks on a scale from "Doesn't Taste" to "Taste Very".

QUANTITATIVE RESEARCH

In what situation do people drink Red Bull?



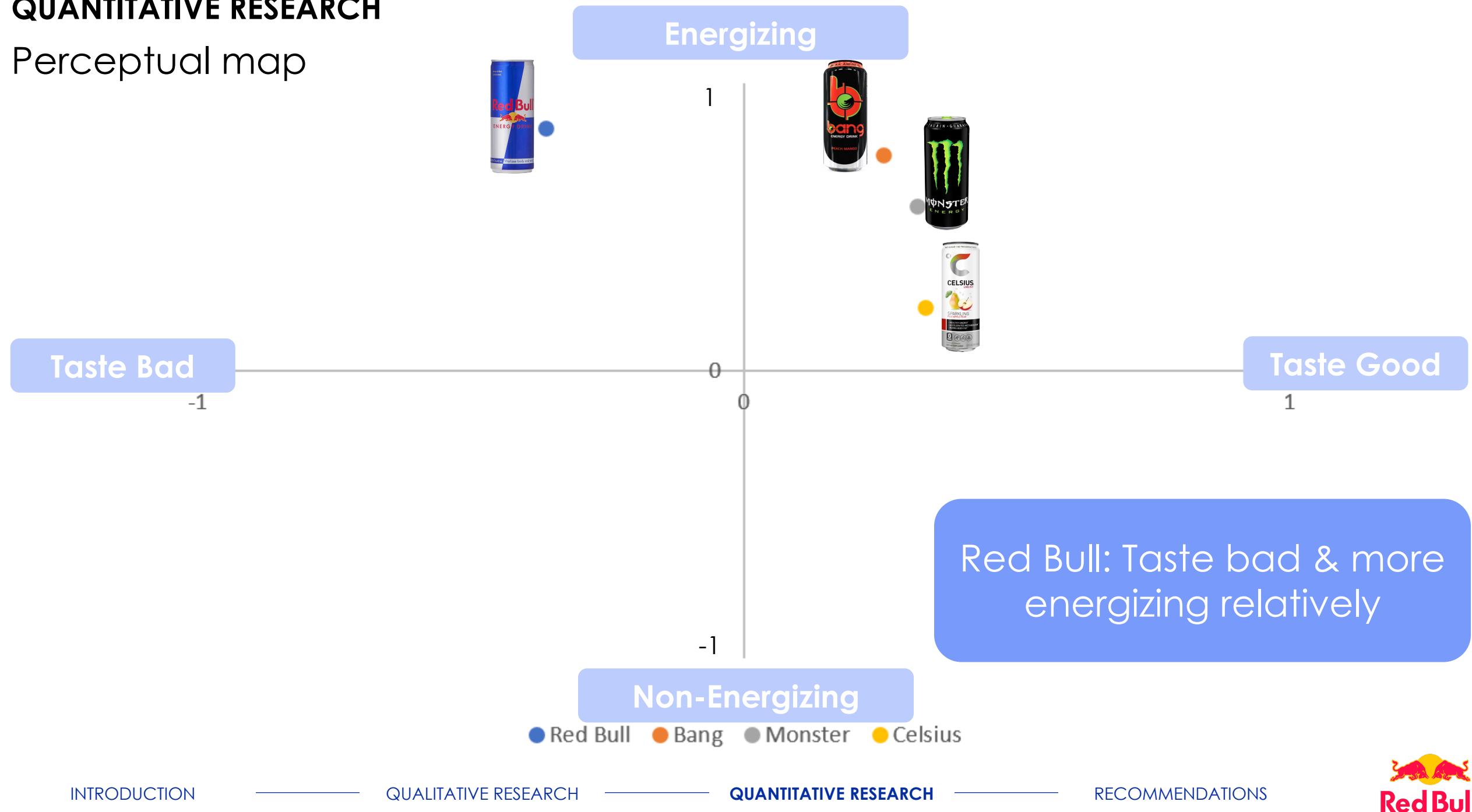
For what occasion do you consume energy drinks? ⓘ



Utility is the most common usage

QUANTITATIVE RESEARCH

Perceptual map

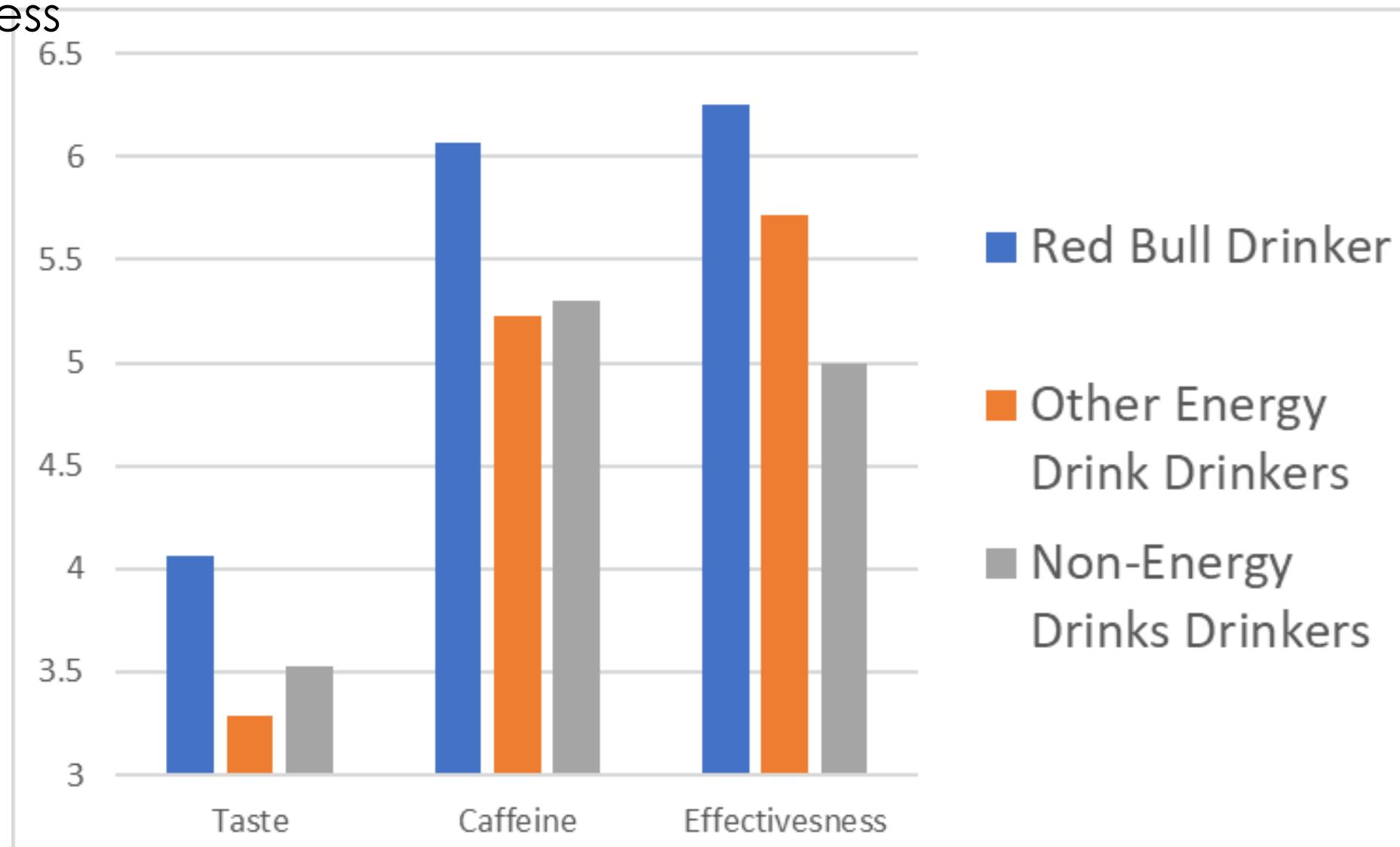


QUANTITATIVE RESEARCH

Red Bull Drinkers v Other Energy Drink Drinkers' perception on Red Bull's taste, caffeine, effectiveness

Red Bull drinkers think Red Bull taste good

Everyone agrees that Red Bull has high caffeine & very effective



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QUALITATIVE RESEARCH

QUANTITATIVE RESEARCH

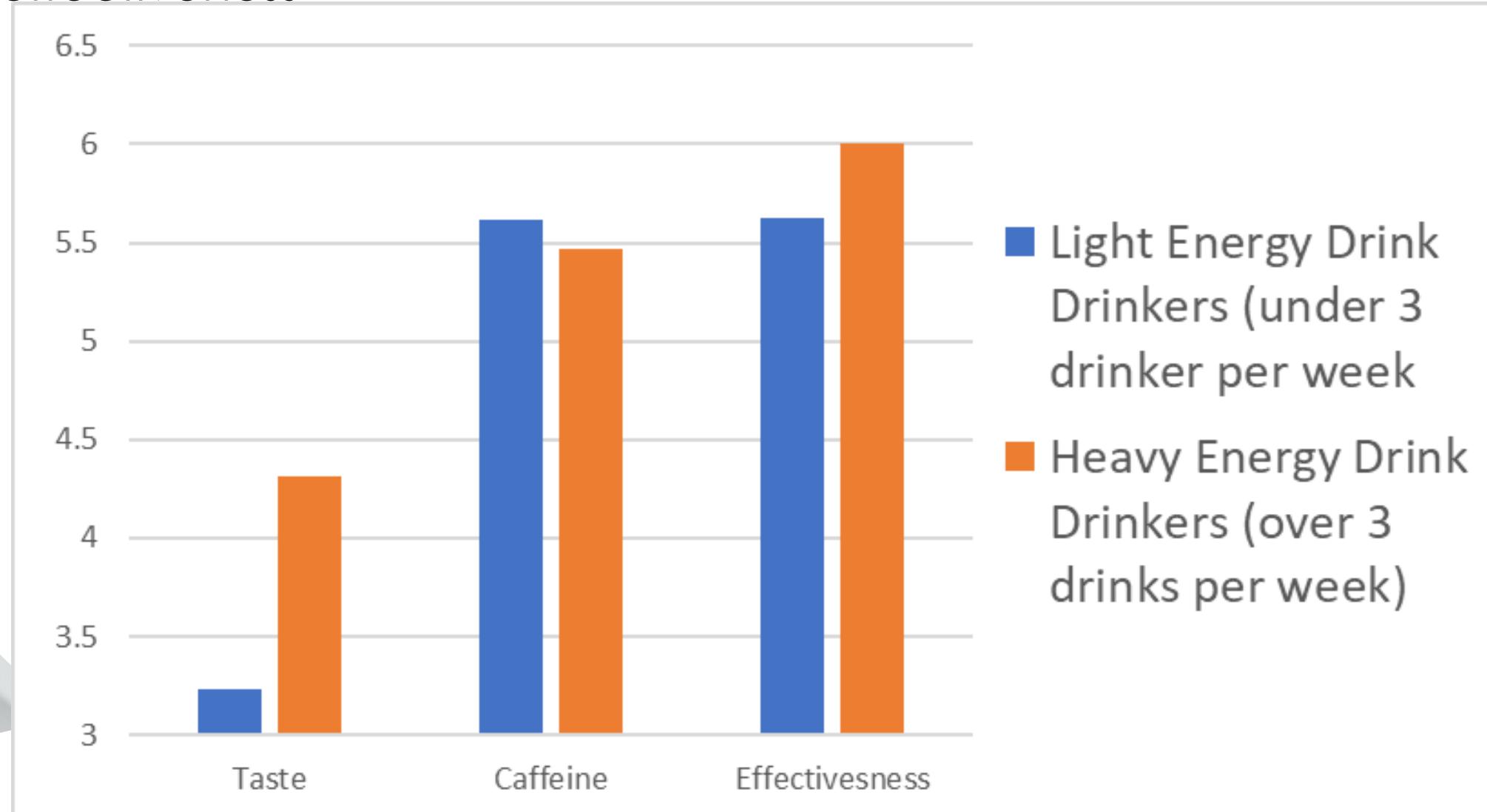
RECOMMENDATIONS

QUANTITATIVE RESEARCH

Light Energy Drink Drinkers v Heavy Energy Drink Drinkers' perception on Red Bull's taste, caffeine, effectiveness

Heavy energy
drinkers feel
neutral about
the taste

No significant
difference
between
caffeine &
effectiveness



QUANTITATIVE RESEARCH

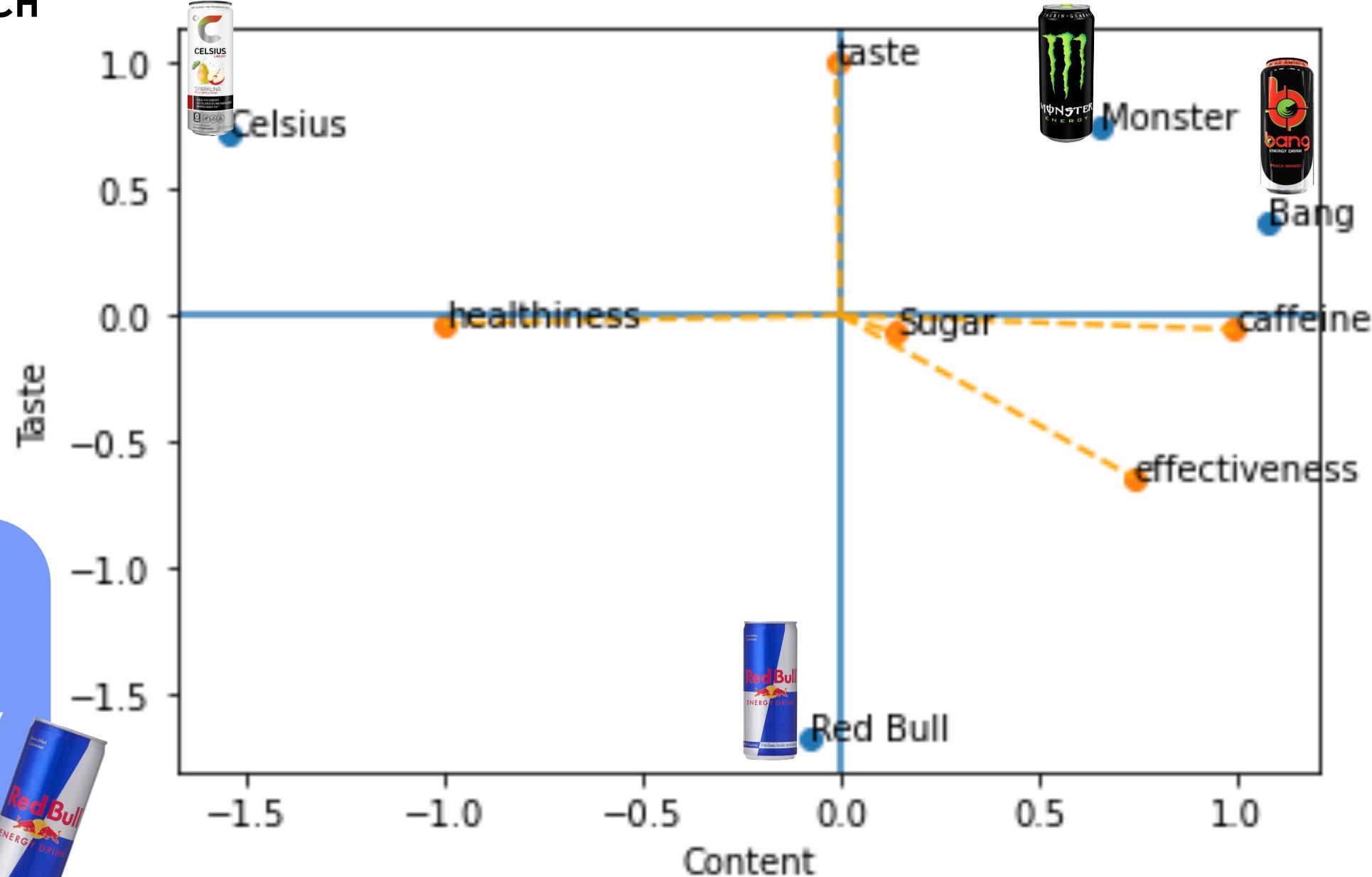
Factor analysis

Two main dimensions:

- Taste
- Content (sugar, caffeine, effectiveness, healthiness)

Key Insights:

- Monster & Bang are similar
- Celsius is relatively healthy
- Red Bull is not tasty



QUANTITATIVE RESEARCH

Key takeaways of quantitative research

Research Directions

In what situation do people use Red Bull?

What are people's perceptions of energy drinks & their key attributes?



Research Findings

People use Red Bull mainly for **utility** (work)



Most important attributes: taste & effectiveness
Red Bull: **effective but taste bad**

RECOMMENDATION

Recommendation based off qualitative & quantitative research

Identify
Needs 
Red Bull

Already Met Needs

Highly effective at
energizing

Unmet Needs

Terrible taste, low
enjoyment

Strategy 
Red Bull



Consolidate on the
energy



Introduce new flavors

Red Bull in the ZONE

INTRODUCTION

QUALITATIVE RESEARCH

QUANTITATIVE RESEARCH

RECOMMENDATIONS



RECOMMENDATION

Marketing strategy prototype

New product

Extra caffeine

New tasty flavor

Target Market

Utility seeking

Younger demographic
that like sweeter flavors

Now With Ginger



Go Hard or Go Home



**RED
BULL**
In the ZONE