

Strategy

How Red Bull started marketing

Energy drinks didn't exist when Red Bull first started. They had no possibility of funding advertising because it was too expensive. So Red Bull had to be creative and went straight to their target audience. Men of the age 18 – 35 were found at college parties, libraries, coffee shops, bars, and other places. Red Bull gave free samples and people who tried out their product started spreading the word about Red Bull Energy Drink. Even to this day Red Bull still hands out samples at events. Instead of a company that sells energy drinks, Red Bull is a media company that happens to sell drinks.

Which tactics does Red Bull use?

Red Bull uses three main tactics to reach their main group. First is publishing awesome content at the same level as other giant media companies. Second, they use massive publicity stunts with the motto: 'Go big or go home'. And last, they are very known for sponsoring and creating events to interact with their audience.

“Red Bull’s content core revolves around the intersection between their audience’s interest for extreme sports, festivals, and a fast-paced lifestyle with their product’s ability to keep people awake and give them energy during those events.”