

The Red Bull Brand Campaign

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There are two important marketing approaches: customary marketing and content-focused marketing. It is imperative to take into reflection that this is a generalization and there are indeed gray areas, but for the campaign's determinations, it is important to place emphasis on these two distinctive notions. Customary advertising includes the pull tactic, which is the driver behind the idea of interlude. The idea is fundamentally disturbing a customer who is absorbed in roughly other ideas in order to uncover them to the company's product or services. Disruption characteristically takes the system of TV commercials, radio advertisements, posters, and many others, including how it has become progressively problematic to drive sales using these approaches.

Over the past years, content marketing has materialized as a more operational method to influence users and construct an attractive brand. Content marketing is a pull tactic, which means it entices consumers by providing data that is instructive, enjoyable, and appealing. It is more about being open to users when they are observing your organization and is considerably more efficacious than intermission-based methods.

Red Bull has been prominent in the approach of content marketing.

Once we see the arrival of their advertising approach, Red Bull rests unrivaled in their aptitude to develop, revolutionize and get a feel for in a world that relies on content. Their approach has not been motivated by and on supporting the widespread energy drink, but in its place, generating a brand that exemplifies a diverse lifestyle and viewers.

The Content Pool is a place where Red Bull offers extraordinarily superior stock photos and videos for journalistic use by producers, news organizations, TV stations, and more, frequently via a Red Bull logo anywhere in the content. This means not only is their brand visible to persons who are enthusiastically observing the progress on their site, but it is now being seen by anybody who is viewing the newscast or reading that article (Wang, Dou, Li & Zhou, 2013).

Retaining The Market

The notion that is dominant to content promotion is that a product must offer to some degree a level that is appreciated to get approximately respected in return. As an alternative to the commercial as a demonstration. Even if it acts as a substitute for the banner advertisement, be it the feature story or otherwise. The worth of giving back is regularly that individuals associate good equipment with and return to participate in the brand's activities.

Utilizing Promotion Mediums

Influencer Marketing is no publicity stunt. Influencer promotion is now conceivably one of the very top means through which a product can expand exposure and subsequent acquiring of new patrons. Through the development of social media and the always-increasing disintegration of millennial markets, where social authentication is now a very real and important factor in consumption decision-making, this concept adopted by Red Bull seems clearer (Lou, 2017).

At the time this campaign was originally discussed, Red Bull had over 40 million Facebook followers and approximately 100,000 followers on Vine. Vine ceased operating as a social-media platform in January 2017, so its follower count is historical rather than a current brand metric. The company also maintained a large presence on Instagram and related accounts such as Red Bull X-Fighters, Red Bull Air Race, Red Bull UK, Red Bull Surfing, and Red Bull Desert Wings.

Research has established and counted more than 30 official pages just on Instagram alone. These contacts feature pro sportspersons, deejays, aviators, and motorcyclists, all rival groups in Red Bull occasions. Red Bull fiercely finds influencers who share mutual core standards with its brand and keep up with their content formation and distribution. In detail, an enormous share of content pooled by Red Bull is devoted to its influencers, a tactic that steered Red Bull to smash the astonishing landmark of a billion views on its YouTube channel in previous years! And with the mind-blowing development of Snapchat, Red Bull capitalized on that in the past by offering a generous amount to the Canadian snowboarder and X Games championship. On the other hand, involvement of the company in competitions, frequently consuming Red Bull and endorsing the brand through snapshots of their branded gear has proven to be vital.

The Rational And Emotional Appeal

Some nations in Europe, like France and Norway, aided in boosting the cold drink seemed jumpy appearance the minute they barred it on healthiness grounds, subsequent statements that besides much caffeine being present, it might be harmful. Once the Red Bull drink was sprung in Great Britain years ago, sponsored by capricious Television ads asking for the recognition that 'Red Bull gives you wings', most countries rapidly developed into the drink's number one marketplace.

The Red Bull Taste

Red Bull's taste is deep and exclusive; it is sweetened and zesty, somewhat like fluid candy. A prevalent alcoholic drink at discotheques and festivities is the choice of Red Bull mixed with vodka, and one of the explanations for its attractiveness is that the overwhelming flavor of Red Bull is so durable that it disguises the flavor of alcohol.

The Impact

These ads and their remarkable slogan efficiently represent Red Bull's capacity by advertising the product's benefits, including the consumption of Red Bull rouses you both physically and emotionally so that you can be the best. These entreaties are profitable in that they both show the physical and emotional way.

Summary

Red Bull's physical and rational assertions are certainly true; various studies have revealed that consumption of Red Bull offers the needed effects of amplified watchfulness, better memory, and improved mood swings. But it is through their imaginative marketing and the tremendous achievement that Red Bull has realized in shaping emotional ties with its clientele that brands Red Bull stand out from the crowd. When you ponder on the impacts of other brands that count on emotional classifying to shape robust emotional ties with their users, Red Bull still emerges as a real leader (Jun & Park, 2014).

Conclusion

several examples of how Red Bull skillfully charms our emotions, along with a lively commitment from its customers, have allowed the business to become the global brand it is today, with a momentous attendance in over 150 countries. It has been seen just how these concentrated exertions have empowered the entire Red Bull company to exemplify a sense of its own, a marking phenomenon discussed by most business organizations and media houses around the globe.

References

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