MKTG -410

Professor:

IMC Topic Proposal

**Selected brand;**RED BULL

**Description of the brand**

Red Bull, an energy drink, was born in the early '80s after an encounter between Dietrich Masteschitz, a toothpaste salesman from Austria, and Chaleo Yoovidhya, a Thai businessman. On tasting KratingDaeng, the local energy drink manufactured by Yoovidhya's company, Masteschitz went into partnership with Yoovidhya and spent the next few years perfecting the brew to launch it internationally.

Red Bull is an [energy drink](https://en.wikipedia.org/wiki/Energy_drink) sold by [Austrian](https://en.wikipedia.org/wiki/Austria) company [Red Bull GmbH](https://en.wikipedia.org/wiki/Red_Bull_GmbH), created in 1987. Red Bull has the highest market share of any energy drink in the world, with 5.387 billion cans sold in 2012

Through endorsements, sponsorships, web, social, TV, etc., all efforts lead back to “Red Bull gives you wings.” Whether it’s literal wings per certain TV spots, or metaphoric with extreme sports, everyone can recall and relate to the tag line.

**Identification of the brand problem that needs to be solved;**

There are a lot of competitors in the market and they have their own USP, which leaves Red Bull behind.  The Company only markets one branded product, Red Bull Energy Drink (along with a sugar free variety). A number of new energy drinks have been launched in 2004. Other firms are making headway in the market by introducing sports drink packaging and other initiatives. With little change in its product format, Red Bull is being left behind from the majority of its competitors.

 Red bull is vulnerable to market fluctuations, especially as the energy and sports drink category in which it operates. With consumer interest turning away from Red Bull’s major strength of carbonates towards healthier alternatives, the firm is finding itself as less of a giant in the playing field. The company would therefore benefit from introducing drinks into other, more successful drinks categories

**Identification of target market characteristics**

RedBull really did not targeted on any demographic or psychographic segments. Their attempt was toreach the broad range of consumers. They had only two dimensions people who are mentally fatigued and physically fatigued or both. This dimension covers five broadly defined categories:“ students, drivers, clubbers, business people and sports people” Bye using this strategy Red Bull grew into numerous markets segments.

Red Bull's been mainly targeting a segment of 18- to 34-year-old men based on their interests—being outdoors, taking risks and having fun. The brand began sponsoring "edge sport" athletes, like base jumpers, BMX racers and mountain bikers, as well as "[e-sports](http://battlegrounds.redbull.com/about/)," which did not have many big brands attached to them. This meant Red Bull pulled its audience in, rather than pushing messages out. Even though these were niche sports, each one Red Bull picked had strong audiences and followers who fit its target audience profile.