Red Bull Marketing Plan 2011-2012
Roaring Haus Studio

Marketing Director: Emily Brol
Production Director: Kari Evans
IT Director: Evan Deane
Art Director: Sky Park
Copy Manager: Michael Gross
Background


Marketing Goals

• Increase interest in Red Bull among males and females age 35 to 65.
• Increase revenue growth.
• Position Red Bull as an alternative to coffee.

Product

Red Bull is a lightly carbonated drink that enhances mental and physical activity. It is a blend of ingredients found naturally in your body. The standard serving size of Red Bull is 8 ounces, conveniently found in the standard 8.3 ounces can. The serving contains 110 calories, 27 grams of sugar, and 80mg of caffeine. The sugars found in Red Bull are sucrose, commonly known as basic table sugar, and glucose, a simple sugar that is found naturally in the body, most commonly realized in blood sugar. Caffeine is added to improve reaction speed, alertness and concentration; caffeine helps burn fat during endurance activities. Additional ingredients include taurine, glucuronolactone, and B vitamins. Taurine is an amino acid that naturally occurs in the human body to act as an antioxidant. Taurine attaches itself to harmful substances and accelerates the flushing of them from the body. Standard foods that contain taurine are scallops, fish and poultry. Glucuronolactone is a carbohydrate. Within the body, glucuronolactone helps detoxify the body. Common foods you that contain glucuronolactone are grains and red wine. B vitamins energize and increase metabolism.
Audience

Phil, the working class business man, has trouble remaining alert and focused at work. Balancing a job and a family is tiring for a 35-65 year old. Phil currently invests his $35,000 to $100,000 annual income in ways to keep him awake at work. Coffee doesn’t seem to be doing it; especially through the 10 mile bike rides, kids soccer games, and boxing classes he participates in after he leaves the office. Phil strives for perfection. He’s not going to be one of those disorganized, frazzle-minded slackers that lounge around the office. Phil is looking for a health conscious way to accomplish his busy schedule on a daily basis.

Marketing Message

Red Bull is an essential step to stay concentrated and productive all day. Negativity in the work place, rather than the work itself, is what really kills concentration. Laziness, constant complaining, disorganization etc of your fellow coworkers are productivity villains. Let Red Bull help, and take on the real productivity villains.

Current Status

Revenue History Over Past 5 Years

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Revenue</th>
<th>Percent Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>$3.70 billion</td>
<td>N/A</td>
</tr>
<tr>
<td>2007</td>
<td>$4.19 billion</td>
<td>13.24%</td>
</tr>
<tr>
<td>2008</td>
<td>$4.28 billion</td>
<td>2.15%</td>
</tr>
<tr>
<td>2009</td>
<td>$4.43 billion</td>
<td>3.50%</td>
</tr>
<tr>
<td>2010</td>
<td>$5.12 billion</td>
<td>15.58%</td>
</tr>
</tbody>
</table>
Market Share History

Market Share 1

Energy drinks only hold 2% of the market share within the non-alcoholic beverage market.

Market Share 2—IRI-tracked sales

<table>
<thead>
<tr>
<th>Company</th>
<th>CAGR</th>
<th>Sales</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Bull</td>
<td>48%</td>
<td>$272 million</td>
<td>43%</td>
</tr>
<tr>
<td>Hansen Natural Inc.</td>
<td>111%</td>
<td>$102 million</td>
<td>16%</td>
</tr>
<tr>
<td>Rockstar International</td>
<td>106%</td>
<td>$77 million</td>
<td>12%</td>
</tr>
<tr>
<td>PepsiCo</td>
<td>N/A</td>
<td>$84 million</td>
<td>13%</td>
</tr>
<tr>
<td>Coca Cola Co.</td>
<td>71%</td>
<td>$63 million</td>
<td>10%</td>
</tr>
</tbody>
</table>

*CARG or Compound Annual Rate Growth is the investment growth over time.

**Numbers recorded are for 2002-2006.
Marketing Tactics
- Web
- Trial
- Sponsorship
- Promotions
- Viral
- Television

**Forecast**
Goals Recorded are for the following year (March 2011-February 2012)

Revenue
Through the following year, Red Bull has set a goal to increase revenue by 20% $6.22 billion. By gaining customers in a new demographic, as well as releasing a revamped campaign, Red Bull believes this is possible.

Market Share
Red Bull anticipates through the following year to be able to increase its market share by 10%, raising it to 58% of the market share. Through various media channel, Red Bull has set a goal to set itself further ahead from all competitors and build an undeniable brand loyalty among a different demographic.

Marketing
- Print
- Outdoor
- Ambient
- Point of Purchase
- Promotional
- Web
Competitors

Red Bull can compete within the market share of soft drinks, non alcoholic drinks and energy drinks. The competitors are product lines of larger brands, whereas Red Bull is a private company. The top three competitors are as follows:

Monster—Hansen’s Natural
   The average serving size for Monster is 8 ounces, although it comes in a 16 ounce can, as well as larger sizes. Per serving, Monster contains 100 calories, 27 grams of sugar and 80mg of caffeine. Additional ingredients include: l-carnitine, glucose, guarana, inositol, glucuronolactone, and maltodextrin.

   Strengths:
   • Monster offers their product at twice the size of a Red Bull (16oz can) for the same price.
   • Monster sponsors teams, athletes, sports and bands such as wakeboarding, Chris Cole and Of Mice and Men as a pull for publicity.
   • Monster promotional items, hats, tee shirts, BMX bikes are given directly to the consumer rather than as prizes.
   • Belongs to a company that trades on NASDAQ.

   Weaknesses:
   • Monster contains additive ingredients such as guarana that have not been evaluated by the FDA.
   • Monster holds a significantly less percentage of the energy drink market share.
   • Monster is a product of a larger corporation, Hansen’s Natural, that was founded on juices and may experience neglect in terms of marketing.

Rockstar
   The average serving size of Rockstar is 8 ounces. The standard size of a Rockstar can is 16 ounces. Per serving, Rockstar contains 140 calories, 31 grams of sugar and 80mg of caffeine. Additional ingredients include: taurine, ginkgo biloba leaf extract, guarana seed extract, inositol, l-caratine, panax ginseng extract and milk thistle extract.

   Strengths:
   • Rockstar offers the most flavor options.
• Rockstar sponsors athletes, bands, sports and has its own models for publicity.
• Rockstar is double the size of a Red Bull (16oz) for the same price.
• Belongs to a company that trades on NYSE.

Weaknesses:
• Rockstar has more calories, sugars, and additional ingredients than its competitors.
• Rockstar was recently bought out by Pepsi Co, making it possible they may experience marketing neglect.
• Rockstar holds a significantly less percentage of the energy drink market share.
• Rockstar contains the highest levels of additional ingredients.

Amp—Pepsi Co and Sobe
The serving size of Amp is 8 ounces. The standard size of an Amp can is 16 ounces. Per serving, Amp contains 110 calories, 28 grams of sugar and 71mg of caffeine. Additional ingredients include: guarana seed extract, maltodextrin, taurine and panax ginseng root.

Strengths:
• Amp contains the same flavor base formula as Mountain Dew. This can pull loyal consumers who are seeking the beverage for a different purpose.
• Amp sponsors popular sports such as MMA, athletes and events for publicity.
• Belongs to a company that trades on the NYSE.
• Amp is twice the size of a Red Bull (16oz) but is the same price.

Weaknesses:
• Amp contains a significantly less percentage of the market share.
• Amp is owned by a larger corporation, Pepsi Co, therefore may experience neglect in marketing.
• Amp contains less caffeine than its competitors.
Media List

- Print
  - Full Page Magazine
  - Half Page Magazine
  - Posters
- Outdoor
  - Billboards
  - Transit Shelters
  - Telephone Pole
- Ambient
  - Bus Wrap
  - Stairs
- Point of Purchase
  - Floor Decals
  - Shelving Ads
  - Convenience Store
- Promotional (corresponding materials)
  - 5K Race
  - Community Clean Up
  - Video Competition
- Web
  - Banners
  - Promotional Pages
  - Email coupon
Timeline
Campaign will begin in the Third Fiscal Quarter of 2011.

Media Flow Chart for Red Bull 2011-2012

<table>
<thead>
<tr>
<th>Fiscal Quarters</th>
<th>Q3</th>
<th>Q4</th>
<th>Q1</th>
<th>Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Print Media
- Full Page Magazines
- Half Page Magazine

Outdoor
- Billboards
- Transit Shelters
- Telephone Pole

Ambient
- Bus Wrap
- Staircase Ad

Point of Purchase
- Floor Decals
- Shelving Ads
- Convenience Store

Promotional
- 5K Race
- Community Clean Up
- Video Competition

Web
- Banners
- Email Coupon
## Budget

<table>
<thead>
<tr>
<th></th>
<th>Fiscal Quarter 3</th>
<th>Fiscal Quarter 4</th>
<th>Fiscal Quarter 1</th>
<th>Fiscal Quarter 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>$167,572</td>
<td>$167,572</td>
<td>$167,572</td>
<td>$167,572</td>
</tr>
<tr>
<td>Outdoor</td>
<td>$245,740</td>
<td>$3,160</td>
<td>$243,740</td>
<td>N/A</td>
</tr>
<tr>
<td>Ambient</td>
<td>N/A</td>
<td>$25,000</td>
<td>N/A</td>
<td>$4,000</td>
</tr>
<tr>
<td>Point of Purchase</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$396,000</td>
</tr>
<tr>
<td>Promotional</td>
<td>$20,000</td>
<td>N/A</td>
<td>N/A</td>
<td>$10,000</td>
</tr>
<tr>
<td>Web</td>
<td>$80</td>
<td>$80</td>
<td>$225,080</td>
<td>$80</td>
</tr>
<tr>
<td>Total</td>
<td>$443,392</td>
<td>$205,812</td>
<td>$646,392</td>
<td>$577,672</td>
</tr>
</tbody>
</table>

**Campaign Total** $1,873,248

*print pricing based on Travel & Leisure Media Pricing, billboard and transit shelters pricing based on 5 cities (Chicago, Miami, Boston, Sacramento and Portland) pricing from LAMAR, bus wraps pricing based in 5 cities on pricing from buyerzone.com, floor decals based on placement in 2,000 grocery stores. Pricing from (Lundstrom). Web banner advertising based on $15 CPM, pricing from Web Marketing Today, email blast based on 600,000 recipients per blast. Pricing based on optinadvertising.com.*
Buyer Zone LLC. Buyer Zone. 2011. 14th February 2011.