**Red Bull in America**

Group 2

First, it must be stated that we do not propose changing anything in the existing Red Bull advertising or engagement campaigns.  Red Bull has been at the forefront of extreme sports promotions and remains the industry leader in innovation within this segmentation.  It has been estimated that Red Bull will sell 10 cans, per person, per year in America.  While this is an optimistic statistic, it should be noted that certain heavy users (as is the case with alcohol) are consuming the Red Bull in vastly greater quantities while others consume none.  These heavy users cannot be ignored.  We must continue to court them with our marketing dollars to ensure that they remain brand loyal. What we do propose is an expansion of Red Bull’s product offerings and customer base.

**Strategy:**

Red Bull has been a global dominator in the energy drink market for over a decade. However the influx of new competitors in the field has created a highly competitive market. Red Bull needs to look to the future to ensure its position at the forefront of this industry. The overall goal of our brand strategy is to diversify our product offerings in order to increase the breadth of our brand penetration. We need to expand our consumer base by introducing a line of products that address the rising health concerns in the energy drink industry.

One of the previous marketing teams proposed targeting women. We believe this to be a great proposition. However, instead of using Victoria’s Secret Angels to appeal to this segment, we would like to offer a different strategy. Rather than follow our competitors into the airbrushed world of idealized beauty we seek to espouse a more complex type femininity. We view this as an opportunity to differentiate ourselves while winning the attention of this segment.

We propose a strategy that is twofold:

1. Introduce new product lines
2. Use spokeswomen who are relatable to the average person but still fit the Red Bull identity

**1. New Product Lines**

We will introduce a hybrid energy/elixir drink that will offer energy and well-being to a segment of the population that would not traditionally indulge in these products.  By opening ourselves up to a new audience we can sidestep our fragmented market and ensure that our brand will survive a rising tide of health concerns surrounding the energy drink industry. The new formula will be a divergence from caffeine-based sugar drinks that contain taurine which are flooding the market today.  Our new product will provide organic, sustainable energy to health conscious consumers.  We are exploring the possibilities of using high-quality alkalinized water mixed with young Thai coconut water (a nutrient rich, natural energy promoter) along with a cocktail of other naturally occurring energy boosters like vitamin B12, B6, B3. Not only will this product give Red Bull a healthier product option, it will also appeal to women. What we are offering is increased energy output needed in the modern workaday world without an overload of harmful sugars or caffeine.

Possible product options include:

* Anti-Inflammatory Agents:  Primrose oil, Omega 6 fatty acids, and Fish oil
* Digestive Health: Kombucha could combine a natural carbonation with probiotics
* Anti-Oxidants: Ginger, Tumeric, Cayenne Pepper and Garlic
* Essential Vitamins:  B, C & D
* Anti-Anxiety: chamomile extract, Green tea extract, Valerian Root, Lemon Balm
* Natural Energy: Coconut Water, Aloe Vera

In addition to this new, healthy, energy drink Red Bull needs to improve its sugar-free offering. Diet Coke and Diet Pepsi have proven the demand for this category. However, Red Bull Sugarfree is not a strong competitor. Many consumers avoid it because of its unsatisfying taste. Red Bull should find a way to reformulate this drink. We need to consider switching to another sugar substitute or rearranging the other components to improve the flavor.

These two new drinks should both appeal heavily to the female consumer base. They are ways to stay active while still leading a healthy lifestyle and monitoring sugar intake. To this end we are not presenting a fully vetted, industry tested product.  Rather, we are working with carefully selected spokespeople who do not drink energy drinks. With their insights we can help develop a solution to the problems they face on a daily basis. In this way we are making no assumptions, but rather reverse engineering our new product line.

**2. Using Relatable Spokeswomen (Red Bull Angels):**

Red Bull will branch out to a new segment in the market: young, health-conscious, active women. To reach this target effectively we must construct messaging that will attract them and build the brand in a more relevant way. This will become a basis for future messaging as concerns may arise about energy drinks and health. The brand ambassadors that we have chosen are just as important as the product formula itself.  They are helping us to develop the product as well as communicate its benefits to the public. Because of this every aspect of their lives must align with our brand.

**Ronda Rousey**

One such candidate is MMA (Mixed Martial Arts) Fighter Ronda Rousey.  “Rowdy” Ronda Rousey was the UFC’s (Ultimate Fighting Championship) first female Bantamweight Champion, she is a pioneer in the female martial arts world, and she earned a gold medal in Judo at the Summer Olympics in 2008.  She has overcome scrutiny and prejudice to become the top of her field.  American popular culture has also said yes to her, as she will be starring in both *The Expendables 3* and *Fast and Furious 7* movie franchises.  As a fighter Rousey must stick to a very stringent diet in order to keep her weight to a minimum while still fueling her intensive workouts.  She is on a diet known as the Paleo-diet wherein she only eats foods that were naturally available thousands of years ago.  Because of this she does not imbibe chemicals or processed foods.

Despite her highly structured regiment Rousey has one guilty pleasure: coffee.  She is hopelessly addicted to caffeine and can barely get out of bed in the morning without a big cup of coffee.  What we propose is to work in tandem with her in order to develop a coffee substitute that fits into her organic Paleo-diet.  Throughout this process we also aim to glean real-world information from her surrounding the day to day issues she faces and how we can maneuver our messaging to solve those issues.  Through this campaign we will learn how to effectively communicate with a brand new target audience in order to carve ourselves out a new niche market of consumers who are in need of a boost of energy, but who don’t want to drink energy drinks.

**Hope Solo**

Another spokesperson to target is US Women’s Soccer phenomenon Hope Solo. Hope is known for being an amazing athlete, fitness guru, and avid party animal. She hits multiple Red Bull segments by being a fitness enthusiast, a party-goer and a businesswoman. A sample commercial could include her putting in a long day on the soccer field, going out at night, and waking up early the next morning to do it all again. Each time she transitions to a new environment (i.e. on the field, getting ready to go out, then when she wakes up) she has a can of our new product in her hand.

Being a professional athlete it is unlikely that she drinks Red Bull for energy. Like Rousey, this makes her a perfect candidate to be a spokeswoman for our new line of natural, healthy, energy drinks. At the same time, Hope’s wild side can show consumers that this new product will help them stay awake through the party then recover the next day.

**Gwen Stefani**

Another chosen spokeswoman for this campaign is singer Gwen Stefani. Gwen is a great example of dedication to her work, family and fans. She has kept a consistent level of professionalism throughout the years and also maintains a very active lifestyle. Keeping in mind that she is 44 years old, she successfully keeps her look youthful and fashion forward despite leading a very busy life.  In addition to being a rock star with a grueling tour schedule, she is the mother of two kids. Gwen is not only a singer, she also has her own clothing line, fragrance, and she took the position of L’Oreal Paris’s spokesperson in 2011.  To many women she exemplifies who they want to be when they get older in regard of look, health and energy. She also entered the movie industry by acting in several movies in 2003-2004. On top of being a public figure she is also a philanthropist, after Japan’s earthquake she was very active in charities that aided their reconstruction.

**Jennifer Lawrence**

The Academy Award winning actress Jennifer Lawrence is a female film star whose image would fit well into this campaign.  Jennifer Lawrence has been a rising star in the U.S. and worldwide for the past few years. She is young (23) and seen as a strong female character who faces many issues that affect young women. The biggest reason to include her in this campaign is her starring role in the successful movie franchise “The Hunger Games.” Lawrence plays a rebellious young woman who is very strong, healthy and athletic. She pushes herself to the brink both physically and emotionally in order to save her loved ones and herself. Her looks, attitude and capability are what many young women aspire to be- if they only had something to help them get moving!

**Conclusion:**

Our marketing strategy, while maintaining Red Bull’s successful methods, will ensure the longevity and continued relevance of our brand. By opening up our product to a new demographic we look to the future of the athletic, business, and entertainment industries. Guided by our Red Bull Angels we will integrate ourselves into the lives of a burgeoning group of forward thinking consumers. Rather than entrenching ourselves in a grudge match of one-upmanship in a highly competitive and largely homogenous energy drink market we aim to open up the gates to a new market segmentation. We aim to appeal to an underrepresented yet culturally relevant sector of society. Through this campaign we will continue to pioneer our way through the beverage industry.