

## Red Bull

### Problem

How does an energy-drink company convince non-brand aware consumers of the positive effects its drink has to offer?

### Solution

Design an OOH campaign that drives product awareness in situations that are relevant to consumption.

### Background

Red Bull had the opportunity to drive awareness among its core target of 18-34 year olds around different consumption occasions that are relevant to each market. The energy-drink company wanted to close the gap between consumers 18-34 who are 'brand aware' and those who have consumed Red Bull in the past 4 weeks. In addition, it wanted to maximize top consumption occasions by market, be locally relevant, and ensure investment in appropriate assets and channels by market.

### Objective

This campaign was designed to drive product awareness across different 'consumption occasions' and to encourage trial among new and infrequent consumers of Red Bull. The particular 'consumption occasion' for this effort was 'at work' consumption.

### Strategy

The strategy was to reach consumers on their way to work with messaging about how Red Bull can help them be more productive. The OOH locations were selected by targeting the biggest tech, design, new media, and new economy companies. Creative messaging was tailored by industry and/or specific location. For example, the team's hand painted wall on I-10 in Los Angeles compares the slow pace of the work day to the slow pace of the 10 freeway through Downtown LA.

### Plan Details

Markets: Los Angeles, Phoenix, and Seattle

Flight Dates: January 2016 - March 2016

OOH Formats Used: Hand Painted Walls, Bulletins, Transit Shelters, Wild Postings, Barricades

Target Audience: A18-34, skews 18-24, 60/40 M/F. Live an active lifestyle. Embody Gen Y traits. Social and group oriented

Budget: Worked closely with overall communications planning team to allocate budgets by market based on local OOH opportunities, reach, and other proprietary brand filters. A majority of the plan budget was allocated to OOH for the 'at work' occasions media plan



## Results

The campaign was noticed and picked up by local influencers and media outlets due to its use of contextually relevant local market placements and creative synergy.

## Audience Metrics

Target Audience Reach: 60%

Target Audience Frequency: 8.5