

Red Bull didn't give us wings to fly; it grabbed us by the jugulars and sent us soaring.



Red Bull

Background / Overview:

America received her wings in 1996, when "bulls balls" were introduced to the beverage industry. Red Bull focuses on bringing dynamic energy to all realms of life, let it be Nascar, extreme sports, study habits, etc. In that, Red Bull created a niche market based around "energy enhancing beverages." With its "wing enabling powers," Red Bull is considered a "youthful drink" that speaks solely to the youth...until now.

What is the objective, the purpose of the ad?

To expand Red Bull into the older adult market as a beverage that can give them the focus needed to tackle their deepest desires.

Target audience: who are we talking to? What do we know about them that can help us (insight)?

Middle-aged men and women reaching the "midlife crisis" aspect of their lives. They are in need of an internal change and lack the motivation and direction to make it happen. They feel they have wasted away their lives and fear only doom lies ahead.

What's the single most important thing to say? What is the big idea?

Get your balls back.

What are the supporting rational and emotional 'reasons to believe and buy?'

Red Bull increases performance, increases concentration and reaction speed, improves vigilance, stimulates motivation, and makes you feel more energetic and thus improves your overall well-being. About 5%-12% of middle-aged people experience a midlife crisis. They have fears and anxieties about growing older, and are willing to try new and adventurous things to reach a sense of internal stability in their lives.