

REDBULL IMC PLAN

RED BULL FLUX IMC PLAN No. Name 1 Muhammad Radzif Bin Mohd Nasri 2 Lee Chengyi Alan 3 Joshua Liew Jia Han 4 Stacey Yong Hui Ru 5 Lim Li Na 6.

Business Used in a case study: Red Bull There are many energy drink manufacturers around the world and currently it is one of the most competitive beverage markets. This promotional activity will prove that the product can be drunk neat, while being versatile enough to be mixed with other liquors to exude a unique taste of its own. It is shown higher in market share, brand image, distribution channel, has the best taste and has the lowest price compared to the other 2 energy drinks. It will restrict the competitors from manufacturing, copying and selling the drink. Narration: No youth has a right to be an amateur in the matter of their passion. However Red Bull has forecasted potential in the soft drink and entertainment sector. It is more of an adult contemporary broadcast channel which caters to the working adult and has programmes concerning current affairs and businesses. A different approach was taken by sponsoring events such as Formula 1 driving, BMX biking and other extreme sports. Positioning A Star Perceptual Map will be used to compare the key benefits and advantages of Red Bull against its competitors in the energy drink industry. Current customers are : 1. Having When you see this commercial, you may know how many kinds of extreme sports that the company sponsors to. The company has been thinking about what would be effective to advertise their brand. Carbohydrates will be able to give the young sports enthusiasts energy for their everyday lives. Additionally, a trail-size cup will be used for all the samplings. Upon trying the beverage, he found it to have a relieving effect on his jet lag. Thus it would be important maintain the Red Bull presence, and at the same time use this opportunity to introduce Red Bull Flux to our target audience. Farris: A marathon will also be held in June in conjunction with the launch of the event and we will be there! It played an active role in expanding the energy beverage market to become what it is today. Electromyograph monitors can be used to detect changes in muscle tension to determine level of interest in the advertisement, with relaxed muscles signifying disinterest while spikes in muscle tension denote a high level of interest. Free Red Bull Flux will be distributed in their respective schools or events, and the Red Bull Girls will be deployed to the schools to distribute the drink, do sampling, demonstrations and educating the audiences on the new product. Media Strategy Promotions has its own mix of communications tools. It is has been the market leader till now in the very niche segment but it has still not been able to penetrate to the burgeoning middle class society of India. Nevertheless, many countries have accepted Red Bull as an energy drink brand. Creative Strategy Over the next financial year, beginning from April , Red Bull aims to introduce its new product to its target audience through various advertising strategies. This is to prevent competitors from entering the market easily. Evaluation and Control A series of questions will test the level of detail the participants remember about the ad. The caffeine content of Red Bull is 80mg and mg for Monster and Rockstar. Furthermore, competitors may then use this as a starting place to launch its own unique selling point. These events carry high traffic volume of our target audience. Furthermore, perspiration levels can be measured through the Galvanometer as changes correspond to emotional reaction. Kiss 92FM is another English language radio station that would steer more to the working generations. A contest will be held on Facebook for users to participate and stand a chance to win attractive prizes. The promotion will be done throughout Singapore. Those companies usually support artist or sports team. These help to advertise and promote the product, therefore providing a new way of communicating with the consumers. Further, it discusses the main criteria or essential elements required for the success of any IMC campaign. In associating with creating buzz for the product, various social media will be used. For example, pupil tracking technology can be employed to determine what part of the ad catches their attention most. In retrospect, the purpose of using radio broadcasting would be to inform and educate the public, especially the youth, about Red Bull Flux.