

# Evaluation of Red Bull's Marketing Mix

Creates awareness and interest in Red Bull  
Attract publicity

Excellent

Builds relationship with core youth market  
Social media makes it easy to speak directly to  
Real connection

Promotion

Innovative promotion techniques  
Organises own events, Red Bull Air Race

Uses digital and social media  
20 million consumers like Red Bull on Facebook  
Developed Red Bull phone app

Very well distributed  
Many different locations  
Easy for consumers to obtain

Place

Intensive distribution strategy  
Available in a variety of places  
Shops,garages,pubs

Price

Uses a premium pricing strategy  
Above competitors  
Consumers pay a premium for (poison) quality

Excellent pricing strategy  
High price reinforces quality  
Encourages people to buy  
High revenue and profit

Product

Energy drink  
Idea from a Thai energy drink  
Modified ingredients for Western tastes

Excellent product  
Distinctive product  
USP is unique taste  
Functional benefits - energy&concentration  
Sales - 4 billion cans per year