
Red Bull



Creative Brief

Dalya Taman & Bridget Perez

Project Description/Overview



The Goal of the advertising is to remind Red Bull consumers that Red Bull energy drinks stimulates metabolism, increases concentration & reaction speed, and

improves performance, and also to remind consumers of Red Bull's longevity as a brand.

Copy Strategy

Advertising will convince energy drinkers that Red Bull will provide long lasting energy and improved performance.

Who are we talking to?

- Primary: Young Adults
- Secondary: Middle Age Adults

What are they like?

They are busy, driven individuals who are overwhelmed by the demands of modern lifestyle and need that extra little boost. They are motivated to get the job done while performing at the highest level.

What's the main idea we're trying to convey?

Red bull vitalizes the body and mind. It improves performance, concentration, and

reaction speed. Red Bull unleashes your inner power and makes the impossible within reach. Red Bull supplies tired minds and exhausted bodies with vital substances that have been lost, while reducing harmful substances. It provides immediate energy and vitamins.

What supports this idea?

Red Bull contains ingredients such as:

- Taurine, which is an amino acid created by the body in situations of high stress or physical exertion
- Caffeine, which has been shown to improve reaction speed, alertness and concentration.
- Glucuronolactone which is a carbohydrate involved in detoxification

Competition

- Rockstar- Rockstar targets themselves as Bigger. Better. Faster. Stronger, the world's most powerful energy drink. Rockstar also has 8 different varieties.
- Monster- "unleash the beast", Monster claims to have twice the buzz of a regular energy drink.
- Amp- energy drink provided by pepsiCo that claims to keep you connected and on top of your game at all times

- Lost- Lost is a Surf company that took a sarcastic approach at creating an energy drink for their surfer consumers, their number one reason for creating an energy drink was so that they can get someone else to make it and be able to put their name on it.
- Full throttle- "Let your man out", product of The Coca Cola Company and includes 4 different varieties of drinks

Emotional/Psychological Barriers- Negative Perceptions?

- Too much Caffeine, Red Bull actually contains the same amount of caffeine found in a cup of coffee.
- Too much sugar, Red Bull also has a sugar free alternative.

Brand History

The original Red Bull drink was developed in Thailand by the company TC Pharmaceutical, where it was sold under the Thai name 'Krating Daeng'. The recipe was based on Lipovitan, an earlier energy drink that had been introduced to Thailand from Japan. Krating Daeng sales soared across Asia in the 1970s and 1980s, especially among truck drivers, construction workers and farmers. Truck drivers used to drink it to stay awake during the long late night drive. The working class image was boosted by sponsorship of Thai boxing matches, where the logo of two red bulls charging each other was often on display. Red Bull GmbH launched the "Austrian" version of Red Bull in 1987, which is carbonated and not as sweet as the original Thai recipe. "Austrian" Red Bull entered its first foreign market (Hungary) in 1992, and the United States (via California)

in 1997. A sugar-free version has been available since the beginning of 2003. On March 24, 2008 Red Bull introduced their first foray into the cola market with a product named 'Simply Cola'.

What's the brand personality?

Energetic, Stimulating, Strong, Cool, Wise

What's the tone of the advertising?

Energetic, Fast Paced, and will take on the archetype of the magician to show that Red Bull affects transformation

What are the Execution Mandatories?

- Create a concept
- Write a script
- Create a story board
- Film a TV commercial
- Show product being used
- Show the benefits of the product
- Incorporate new tag line ("Charge Your Bull")

What is the production schedule?

New concept presentation	April 10
Revisions/approvals	April 17
Casting	April 25-29
Shoot	May 1-4
Edit/approvals	May 7-21
On-air	May 26
(based on approvals)	

What Business are we in?

The Motivation Business

Brand Value

Vitalize the body and mind

Red Bull



Concept

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Our concept is to have a series of everyday people performing rigorous tasks and turning to red bull for the extra support. We want to take an animalistic approach. In each segment the character will find themselves overwhelmed by a situation and after a drink of red bull the character will transform into an animal that would be most equipped in that certain situation. For example, a student studying all night will take a drink of red bull only to find himself or herself transformed into a studious owl ready for the long night ahead of them.

Red Bull



Red Bull Energy Drink
Charge Your Bull

Dalya Taman & Bridget Perez

VIDEO	AUDIO
<p>FADE IN:</p> <p>TRACK: FEMALE ATHLETE (JESSICA) STARTING A 100M RACE</p> <p>CU ON JESSICA: JESSICA GLANCES AT COMPETITION WITH CONCERN, SHE THEN WALKS TO HER BAG PULLS OUT A RED BULL AND TAKES A DRINK OUT OF IT.</p> <p>WIDE SHOT: AS THE COMPETIORS STEP INTO THEIR LANES, JESSICA MORPHS INTO A CHEETAH</p> <p>CU ON RACE STARTER: STARTER SHOOTS THE GUN TO START THE RACE</p> <p>WIDE SHOT ON RACE: JESSICA TAKES OFF LEAVING THE COMPETITION BEHIND.</p> <p>CROSS FADE</p> <p>DORM ROOM: STUDENT (BOBBY) IS UP LATE TYPING ON A COMPUTER AS HE GLANCES AT HIS CLOCK.</p> <p>CU CLOCK: CLOCK SHOWS 1:42 AM</p> <p>CU BOBBY:</p>	<p>MUSIC BG (THROUGH OUT COMMERCIAL): AERODYNAMIC BY DAFT PUNK.</p>

BOBBY GRABS A REDBULL FROM HIS MINI FRIDGE AND TAKES A DRINK

WIDE SHOT ON STUDY AREA: BOBBY TRANSFORMS INTO A STUDIOUS OWL AND GETS THROUGH THE NIGHT

CROSS FADE

GYMNASIUM:
2 GUYS ARE IN A WRESTLING MATCH (STEVE & JOE) STEVE IS OBVIOUSLY THE COMPETITOR TO BEAT AND JOE IS THE UNDER DOG

CU ON JOE:
JOE GOES TO HIS GYM BAG AND GRABS A RED BULL AND DRINKS IT

WIDE SHOT WRESTLING RING:
JOE TRANSFORMS INTO A RED BULL AND CHARGES AT HIS OPPONENT. AS JOE CHARGES HE TURNS TO THE CAMERA AND STATES THE TAGLINE

FADE

BLACK SCREEN WITH LOGO AND TEXT THAT SAYS "CHARING YOUR BULL SINCE 1984"

JOE: CHARGE YOUR BULL