



BABIES BRING THE NEED FOR WINGS



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Executive Summary



Red Bull is one of the top energy drink providers on the market. They have many competitors, but still manage to keep their position as the largest energy drink brand. However, there is one opportunity in the marketplace that Red Bull should explore before their competitors take advantage of it. Currently, all energy drink brands market towards younger, energetic people with active lifestyles. There is a huge opportunity for Red Bull to expand their audience to include people with everyday lifestyles, such as mothers. There is a large market of mothers with young children who love caffeine, and we see this as an opportunity for Red Bull to swoop in and be there for them. This will also give Red Bull an opportunity to work towards their business objective to sell more product to more people. This campaign will introduce #supermom, and let mothers everywhere connect and relate to each other through Red Bull. This campaign will not only encourage mothers to buy Red Bull, but it will communicate to them that Red Bull is behind them. This campaign will remind mothers that their work is essential, and they have the power to accomplish great things.

Opportunity Statement

Competitors



Monster Energy is one of Red Bull's largest competitors. Their website explains how they are all about making dreams a reality. They say, "What kid dreams about landing a 9 to 5 job? We all dreamed about being pro athletes, musicians, and living the life. We know it takes encouragement and support to make that dream a reality..." Monster's target audience is primarily teenagers and extreme sport athletes.

Monster currently has a partnership with Scratch DJ Academy, to further reach the DJ community. This increased their presence in hip-hop culture.

Opportunity Statement

Competitors



Bang is another one of Red Bull's competitors. As a company, Bang creates a major emphasis on the ingredients and the nutrition facts of their product. They target the Gen-Z audience through influencers and being health conscious. They know that young people in today's culture want to know what's going into their bodies, and want to know that it's beneficial to them.

Bang focuses heavily on influencer marketing. They are constantly looking for content creators and fitness trainers to show off their product on social media.

Opportunity Statement

Competitors



Rockstar's mission is, "To make an energy drink for those with an active lifestyle, from athletes to rockstars." Rockstar Energy Drink markets itself as a drink for thrill seekers. They have had multiple events put on where they partner with festivals and musicians to attract young, hip, energetic consumers.

Rockstar recently partnered with NRG Esports for a multiyear deal. They will be on outfits for multiple NRG programs and Rockstar will be allowed to create gear for NRG team members. This partnership is heavily geared towards Gen-Z culture, and will help Rockstar gain more traction with that crowd.

Opportunity Statement



Red Bull

What does this mean for Red Bull?

All of Red Bull's competitors are solely focused on keeping their target market as young, energetic, high stakes thrill seekers. Why not go further? With the whitespace in the market for broader markets, Red Bull should be the first energy drink company to go beyond extreme athletes. Red Bull needs to market to other groups of people, and to start, let's expand to young mothers! The world is full of people that need energy to keep them going. Let's help them all! We plan to use influencer marketing and paid media to attract the attention of our new target audience.



Our Goal & Business Objective

What is our goal?

Our goal is to be the most inspirational drink, by giving wings to people and ideas.

What is our business objective?

Our business objective is to sell more Red Bull energy drinks to people of every lifestyle.





Tired Tammy

- Age: 23
- Gender: Female
- Geography: Minnesota, US
- Income: \$48,000/year
- Education Level: High School Diploma

Tammy is a single mother of 9 month old Jack. She wants to enjoy her time as a mother to cherish every moment. She fears that she's too young and too exhausted to be a good mom. She's frustrated because she is constantly tired. Tammy needs energy and motivation. She feels that her exhausted nature is holding her back from experiencing motherhood! She needs to feel like she can fly!





Show-off Sharon

- Age: 35
- Gender: Female
- Geography: Georgia, US
- Income: \$140,000/year
- Education Level: College Degree

Sharon is married with two young girls. She always looks put together. She strives to be the "supermom" that can do it all.

However, she fears that others will see how exhausted she truly is and people will think she is a mess. Sharon wishes that her mental state could always be as awake as her physical state appears. Sharon needs the wings to fly like the superhero she strives to be!



Target Audience Mood Board



Marketing Strategy

New Audience

Mothers of young children

We found an opportunity in the energy drink marketplace to gear this product towards mothers of young children. This is a new target audience that has not been targeted by any other energy drink brand.

Influencers

Social Media

We want to use a portion of our budget for this campaign to pay influencers to show off their experience with Red Bull and encourage their network to purchase it. We will go into more details about influencers later in this presentation.



Campaign Message:

BABIES BRING THE NEED FOR WINGS

What is it?

This campaign will inspire mothers everywhere to attack the day and achieve their goals. This will be a trendy, novel campaign to open mothers' minds to the world of Red Bull and all that it has to offer.

This campaign will bring mothers all over the world together, as they relate to one other through the struggles of being a mom! We want Red Bull to be the companion that brought them together.

We propose the use of television commercials showing everyday moms being energized by Red Bull. We also want to use influencers that are mothers to young children, posting with the hashtag #supermom.



Communication Objectives

Awareness Stage

(TOFU)

To introduce mothers of young children to the world of Red Bull, we will create television advertisements portraying Red Bull as an energy source for all of the mothers of the world.

Consideration Stage

(MOFU)

To inform potential customers about the benefits of purchasing Red Bull, we will use influencer marketing to create videos and vlogs with the hashtag #supermom. This will consist of moms sharing one or multiple things they accomplished that day with the help of a Red Bull energy drink.

Decision Stage

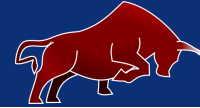
(BOFU)


To persuade our target audience to purchase Red Bull, we plan to use giveaways and coupon codes on those who have engaged with the media we will have out thus far.

After Purchase

To turn this target audience into loyal consumers of Red Bull, we will announce giveaways and challenges through our influencers. We would also like to post from the Red Bull Instagram account and introduce a suggestion box for current or new customers to fill out anything they think we could be doing differently!

Multi-Channel Tactics



Platform			
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Instagram

Instagram will be used to introduce and inform our audience about the new campaign. There will be paid advertisements and posts to present the new campaign. This will play a major part in the awareness stage of the campaign. Red Bull will use sponsored posts through influencers to promote their product through stories showing why they love Red Bull.

Facebook

Facebook will also be used to help introduce this campaign to our new audience. Red Bull will use paid advertisements and influencers will post sponsored content of the product helping mothers all around the world accomplish their goals. This will be used to help push potential customers into the consideration stage.

TikTok

TikTok will play heavily into the consideration stage (mofu) of the campaign. Micro-influencers will post sponsored content that will encourage other mothers to participate in this campaign, and therefore purchase Red Bull. This will work towards pushing consumers to the decision stage (bofu) and eventually towards keeping loyal customers.

Success Metrics

ROAS

Product Sales

Sample Posts

Content Planning



Platform: Instagram

RED BULL GIVES YOU WIIINGS. 

Copy: Dear beloved moms,
Your work is cherished. Your work is honored. But your work is hard. Let Red Bull help you buys giving you the energy of a superhero. We'll give you wings!
#supermom #babiesbringtheneedforwings

Communication Objectives: The primary communication objective of this post is to introduce mothers to the world of Red Bull. This post will be in the awareness stage. This is meant to inform moms that Red Bull isn't only for rockstars and sky divers.

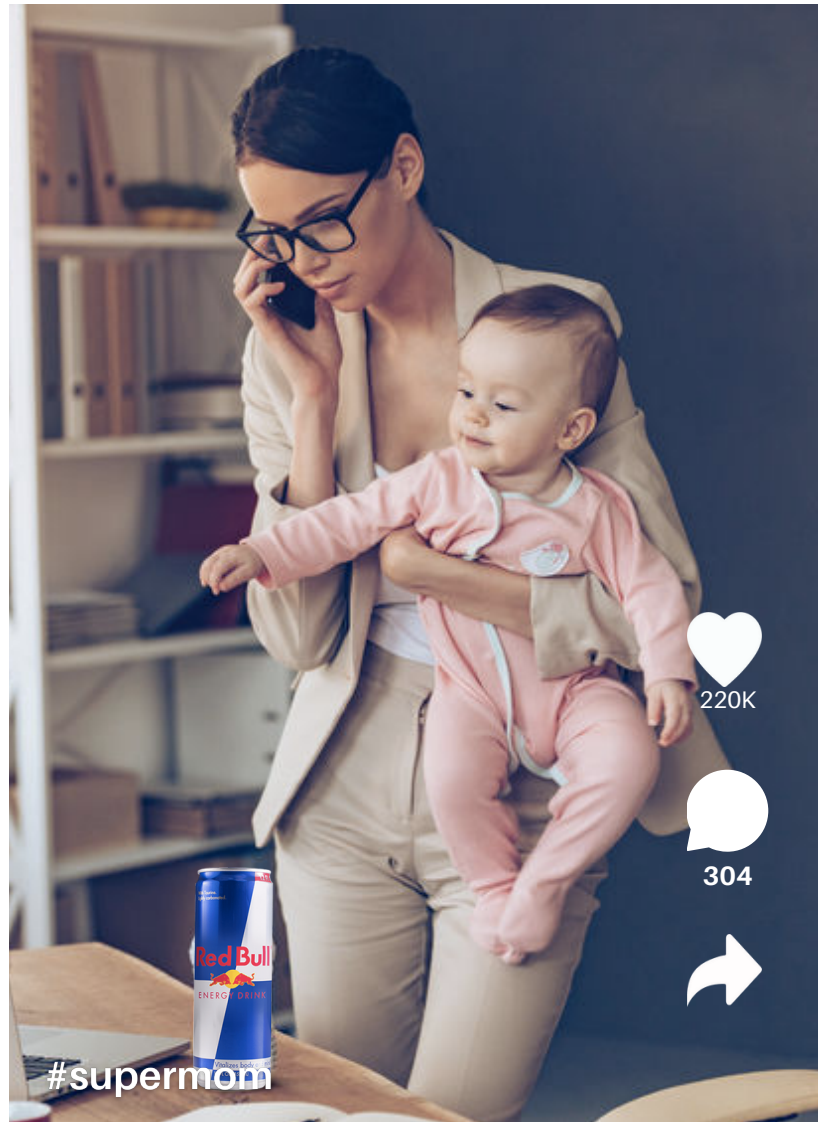
Sample Posts

Content Planning

Platform: TikTok

Copy: I'm a busy woman. I have two jobs, and being a mom is one of them. Life gets crazy, but let me show you all the things Red Bull gave me wings to do today. *Montage of chores and errands done throughout the day* All those things are great, but the greatest thing Red Bull did for me today, was save some daylight for me to spend with my girl. No chores or errands. Just quality time. That's being a #supermom.

Communication Objectives: This paid influencer post is meant to show moms that they aren't alone in needing energy, and it will encourage them to try Red Bull. The concept of social proof will be at work here, because moms listen to other moms. This post will be beneficial in gaining new customers since it is a real person showing how they use Red Bull.



Sample Posts

Content Planning



Platform: Instagram

Copy: My beautiful daughter Layla is only two years old, and we have had quite the morning! We've been running around the house, making breakfast, picking up toys, and playing outside, and we're exhausted! Thankfully Layla was tired enough for a nap, so now is my time to get my own work done! Thankfully I have Red Bull to keep me energized when I want to go take a nap with Layla. Red Bull helps me be a super mom! This message is for all of my fellow mothers! The next time you buy Red Bull, make your own post using the #supermom, tag me in it, and you'll be entered for a chance to win your next pack of Red Bulls for free! Lets all be super moms together!

Communication Objectives: This post will be an Instagram story using macro influencers. It is meant to help keep our target audience as loyal customers. This would be included in the after purchase stage. The purpose is for current consumers to circulate shared media by encouraging the use of the hashtag.

Editorial Calendar



INSTAGRAM

Paid Ad Posts: 2x per week and 1 bi-weekly
Paid Ad Stories: 1x per week
Influencer Posts: 2x per week



FACEBOOK

Paid Ad Posts: 2x per week
Influencer Posts: 3x per week



TIKTOK

Influencer Video
Posts: 3x per week

Editorial Calendar

June (06/06 - 07/01)

The month of June will be used to introduce mothers to the world of Red Bull through television advertisements and social media posts. This month, Red Bull will focus on making our new target audience aware of the product. Red Bull will feature mothers of young children (target audience) consuming their product in their commercials and social media posts. During mid-June, Red Bull will begin to launch the #supermom campaign.

July (07/02 - 07/31))

Red Bull will use the month of July to focus on the #supermom campaign. This month will focus heavily on the paid influencer marketing. Social proof will drive our audience to consume Red Bull and share their experience as well. Influencers will highlight giveaways and encourage customers to be loyal to Red Bull. The paid advertising on social media will highlight the importance of a mothers work and the energy it requires!

June and July will be the most beneficial months for this campaign because during these months, children are not in school. Mothers will spend more time at home with young children during these months. Many mothers during these months will feel the need for energy and a pick me up while taking care of their loved ones.

Channel Goals

Monitoring and Optimization



Instagram

Paid Ad Posts & Stories

Reach: 5.3M

Engagement Rate: 6%

Influencer Posts

2,000 Likes

75 Comments



Facebook

Paid Ad Posts & Stories

Reach: 3.5M

Engagement Rate: 6%

Influencer Posts

1,000 Likes

50 Comments



TikTok

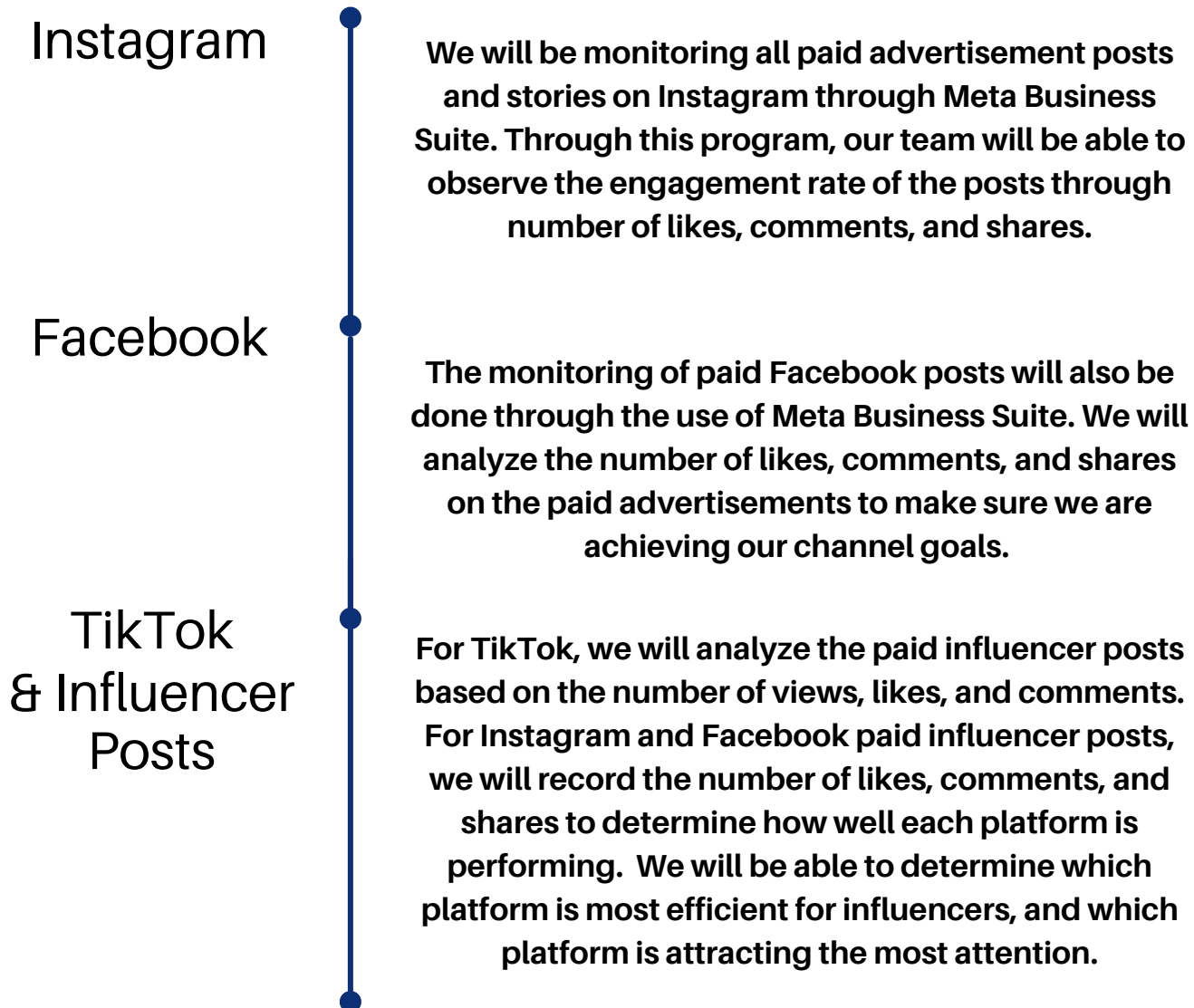
Influencer Posts

700K Views

95K Likes

50K Comments

Monitoring & Optimization



Optimizing

If our channel goals from the previous slide have not been met by the end of this two month campaign, we will shift focus to the highest performing platforms. For example, if our Facebook content does not reach our desired engagement rate, we will take money out of Facebook and put it into another media channel with a higher ROAS. In addition, we will be monitoring the suggestion box we will open to our customers to discover more ways to please our audience to keep loyal consumers.

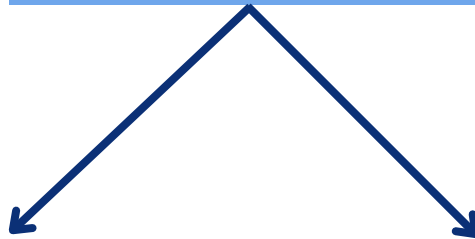
Budget & Expected Returns

Total Campaign Budget



Total Campaign Budget

\$240,000



**Content Development &
Management Fees**

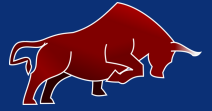
\$90,000

Advertising Expense

\$150,000

Budget & Expected Returns

Content Development & Management Fees



Total Content Development Budget

\$90,000



We had \$90,000 available in the budget for content development and management fees. However, we only used \$80,500 of it. We will take the left over \$9,500 and use it for influencers.

(\$10,000 for 30 images and copy)

45 Images

Image & Copy Production

\$15,000

(\$7,000 to produce a 3-minute video)

4 Videos

Video Production

\$28,000

(\$150/hr)

Campaign Development: 80 hours

Campaign Launch: 50 hours

Campaign Monitoring: 50 hours

Campaign Sunset: 30 hours

Performance Reporting: 40 hours

Management Fees

\$37,500

Budget & Expected Returns

Asset Allocation



Budget

\$159,500

(\$150,000 + \$9,500
left over from content
development and
management fees)

Advertising

\$130,000

Influencers

\$29,500

Instagram

\$60,000

Facebook

\$40,000

TikTok

\$30,000

Budget & Expected Returns

Advertising



Platform	Budget	CPM Cost per 1,000 Impressions	Impressions/ Reach
Instagram	\$60,000	\$11.20	5.3M
Facebook	\$40,000	\$11.20	3.5M
TikTok	\$30,000	\$9.75	3M

Platform	Reach x Engagement Rate		Expected Engagement	x Conversion Rate	Expected Conversions
Instagram	789.00	x6%	321,428	x2.8%	9,000
Facebook	246.00	x6%	214,285	x2.2%	4,714
TikTok	543.00	x9%	276,923	x3%	8,307

Budget & Expected Returns

Advertising



Conversion Value: This campaign will run for two months, and we are determined to find loyal customers of Red Bull. Therefore our conversion value will be defined by a customers purchase over the course of the entire campaign. A 12-pack of Red Bull is \$20, and for an average consumer to have Red Bull available to them throughout the whole campaign, they would buy an average of two 12 packs. Therefore our conversion value is going to be \$40.

Conversion Value: \$40

Platform	Conversion Value	x	Conversions		ROAS
Instagram	\$40	x	9,000	=	2.77:1
Facebook	\$40	x	4,714	=	1.45:1
TikTok	\$40	x	8,307	=	2.56:1

Budget & Expected Returns

Influencer Budgets & Returns



Total Influencer Budget: \$29,500

Instagram: \$11,000

Facebook: \$17,500

TikTok: \$1,000



Stories: \$11,000
CPE: .12

Expected Engagement x Conversion Rate = Expected Conversions

$$91,666 \times 2.5\% = 2,291$$



Images: \$17,500
CPE: .20

Expected Engagement x Conversion Rate = Expected Conversions

$$87,500 \times 2\% = 1,750$$



Videos: \$1,000
CPE: .01

Expected Engagement x Conversion Rate = Expected Conversions

$$100,000 \times 3\% = 3,000$$

Budget & Expected Returns

Influencer Budgets & Returns



Total Influencer Budget: \$29,500



Expected Conversions x Conversion Value = Expected Revenue

$$2,291 \times \$40 = \$91,666.67$$

Expected Revenue / Total Influencer Spend = ROAS

$$\$91,666.67 / \$29,500 = \underline{\underline{3.74:1}}$$



Expected Conversions x Conversion Value = Expected Revenue

$$1,750 \times \$40 = \$70,000$$

Expected Revenue / Total Influencer Spend = ROAS

$$\$70,000 / \$29,500 = \underline{\underline{2.37:1}}$$



Expected Conversions x Conversion Value = Expected Revenue

$$3,000 \times \$40 = \$120,000$$

Expected Revenue / Total Influencer Spend = ROAS

$$\$120,000 / \$29,500 = \underline{\underline{4.90:1}}$$

Conclusion & Call To Action



I could not recommend this strategy enough for Red Bull in their current state. Although Red Bull is doing very well, this new audience has the potential to generate massive revenue for them. Red Bull should fill this whitespace in the market before their competitors do. The campaign will last for two months, but the results from it will last a lifetime. I am very confident in this campaign and think Red Bull will profit greatly from this new audience.