

Première partie de l'épreuve**More than just Marketing: The 5 Pillars of Red Bull's Success**

Guerilla marketing, sports sponsorship, content marketing. For over 30 years, Red Bull has been setting numerous milestones in marketing and branding and has become a blueprint for start-ups eager for marketing success. Rather than reproducing the usual details of the marketing genius that has made Red Bull one of the world's most
5 recognisable brands, we wanted to take a look at five universal principles that give wings not only to the energy drink maker but also to any start-up that wants to rise to the top.

1. Innovation: Something old, something new

Red Bull did not arrive out of the blue in 1987 – the canned, non-carbonated energy
10 drink was invented by Thai businessman Chaleo Yoovidhyah, who sold it across his home country under the name of Krating Daeng (translation: red bull). But Dietrich Mateschitz, who was on a business trip and, according to legend, overcame his jet lag with Krating Daeng, recognized the potential of the product. He and Yoovidhyah agreed to adapt it and make it successful in Europe.

15 2. Instinct: Listen to all concerns, then follow your gut

Innovation all too often encounters resistance. When preparing for the launch of Red Bull, Mateschitz's plans were received by a chorus of critical voices. Mateschitz decided to listen to his instinct and continued to pursue his vision for Red Bull, and we all know what happened next. As important as data, facts and preliminary studies are,
20 if your gut feeling tells you to press on, it is often worth keeping the course against all odds¹. After all, consumers usually listen to their guts when making a buying decision too.

¹ Against all odds : contre vents et marées.

3. Patience: Think long-term

25 Red Bull has committed itself to long-term success right from the beginning. For
example, they spent three years preparing the product for Western palates and refining
their marketing strategy before introducing Red Bull to the Austrian market. When they
finally ventured into the U.S, the company had already been successful in Europe for
10 years. In contrast to the investor-driven rapid expansion of tech companies, Red
30 Bull took its time growing, taking one step at a time.

1. Emotions: Stick to the bigger picture

Through their marketing, Red Bull has always signalled that it was more than an energy
drink. If you look at their official communication channels, the word drink is mentioned
absolutely nowhere. Instead, the logo with the two charging red bulls is omnipresent
35 when it comes to events around extreme sports, adrenaline, energy, adventure, in
short anything outstanding. The message: you want to achieve a lot; you are innovative
and energetic – and we push you further.

2. Consistency: Stay true to your brand's core

Interestingly, Red bull invests far less in the expansion of its products than in its brand,
40 spending around 40% of its revenue on marketing efforts. As diverse as the areas in
which Red Bull has been involved all of the messages keep hammering home² the
same brand. So chances are pretty good that Red Bull will remain one of the world's
top brands.

Adapted from www.marmind.com, Peter Ramsenthaler, July 3, 2019

² Hammer home : rappeler avec force