

Red Bull: Success using buzz marketing

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ABSTRACT

This paper will explore how Red Bull has established itself as an international brand and how they can maintain their position as the most popular energy drink on the market. A person would be hard pressed to find someone between the ages of fifteen and fifty who hasn't heard of Red Bull. Whether you love it, or hate it for its medicinal taste and high price, it is undeniable that it has become a symbol of today's youth. This paper will explore the success strategy of this energy drink pioneer, as well as give recommendations as to how they can maintain their position of power despite new threats. I will do so by analyzing the current position of the company using a strengths, weaknesses, opportunities, and threats (SWOT) analysis. I will then use Porter's Five Forces to determine what the future of Red Bull might look like based on their current position in the industry. Then, based on research gathered from a number of articles and personal interviews, I will make the following recommendations for Red Bull: (1) permanently expand their limited edition line to North America, (2) establish a coffee line of the drink, (3) engage in charity work to improve brand image, and (4) employ more forms of conventional marketing to stay abreast of the competition.

ABOUT RED BULL

This section provides information regarding Red Bull's company history according to the article *The Powerful Sales Strategy Behind Red Bull* (Gschwantner, 2004). Information from other sources will be indicated as needed.

Red Bull Gesellschaft mit beschränkter Haftung (GmbH) is a private energy drink manufacturer with headquarters in Fuschl, Austria. The product, Red Bull, is an energy drink created by Austrian entrepreneur Dietrich Mateschitz. After graduating from the University of Vienna with a degree in World Trade, Mateschitz worked for a number of years as a travelling toothpaste salesman. It was a sales trip to Thailand that sparked Mateschitz's ingenious creation. During this trip, he became fascinated with the success of a Thai energy drink called "Kratindaeng" that proved very popular with truck drivers who worked long hours and stopped at convenience stores to regain energy by consuming the drink. The recipe for the drink was outlined on the can and the company had no patent for protection. Mateschitz saw this as an entrepreneurial opportunity. When he returned home, he sought partnership from the son of his boss, Chalerm Yoovidhya. The duo collectively put down a million dollars to nurture their new venture and hoped for the best. It took the pair three years to finally attain their license to sell the drink and another two years after that to find a company that would bottle it.

Red Bull was founded in 1984, but did not begin sales in Austria until 1987 (Red Bull, 2011). After establishing great success amongst students and club goers in Austria, the company decided to broaden its market. They began selling the product in Singapore in 1989, Hungary in 1992, Germany in 1994, and

the UK in 1995 (Red Bull, 2011). The success of their expansion led them to believe there was potential for success in North America, so they opened a branch in California in 1997 (Red Bull, 2011). Since the early days of development, Red Bull is now found in 161 countries (Red Bull, 2011). Most recently, the company has enjoyed great financial success in Turkey, Japan, Brazil, Germany and the United States of America (Red Bull, 2011).

According to Red Bull's official website, the product is a carbonated beverage that claims to "increase performance, concentration and reaction speed, improve vigilance, stimulate metabolism and make you feel more energetic and thus improve your overall well-being" (Red Bull, 2011). Currently, they only produce four product lines: Red Bull Energy Drink, Red Bull Sugar-free, Red Bull Energy Shot, and Red Bull Cola (Red Bull, 2011). The company has also recently released a limited edition line of the drink in a few European countries. The limited edition line consists of three fruity flavours: the Red Edition, Blue Edition, and Silver Edition. Unfortunately, due to the recent release of the products and their lack of existence in the English-speaking world, there is limited information available in English regarding its profitability and popularity. As listed on the standard version of the drink, the main ingredients include taurine, glucuronolactone, caffeine, B vitamins, sucrose, and glucose (Red Bull, 2011). The sugar-free version of course contains aspartame as well as the ingredients listed, while the Cola version of the drink contains traces of coca leaves (Red Bull, 2011).

Red Bull has been credited with the extreme success and profitability of the energy drink category that it virtually created. As the pioneer of the product, Red Bull enjoyed a monopoly over the industry in its early stages; however, that did not last long. The company is now facing competition from a number of new entrants including, but not limited to, Monster, Rockstar, and Amp. Despite the increase in competition, Red Bull still continues to be the world's number one energy drink (Red Bull, 2011).

Red Bull is constantly finding new, innovative ways to promote the brand. (Specific techniques will be discussed in the section titled 'Use of Buzz Marketing.')

According to a Red Bull generic email response from the company's 'Contact Us' section on their website, part of their success is attributed to keeping a lot of its marketing a secret. A quick look at the official company website will reveal that Red Bull does not like to give away too much information about anything that could be copied by competitors. It does however have a huge section dedicated to its numerous athletic teams, sponsorships and events.

USE OF BUZZ MARKETING

Red Bull's domination of the energy drink industry was greatly brought forth by their experimental marketing techniques. From the beginning, Mateschitz has steered clear of traditional forms of mass marketing such as billboards, banners, and Web-marketing (Rodgers, 2011). Some insight into the benefits of experimental marketing came from the article Refocusing Marketing, which indicated that traditional marketing methods are less successful than experimental methods at catering to a wider range of segments and demographics (McCole, 2004). For example, this means that a commercial that may appeal to an athlete may not have the same effect on a university student.

Another powerful result of Red Bull's use of buzz marketing was the strong connection that it allowed them to establish with their customer base. According to Refocusing Marketing, unique events are an exemplar method of creating these types of customer relationships (McCole, 2004). Unique events form meaningful relationships with the target market and not only differentiate it from other products, but also greatly contribute to brand loyalty. Development of strong relationships with customers is a catalyst for brand loyalty, which is something that proves essential to success in an industry with such vast competition. For this reason, Red Bull has been able to establish a strong and loyal following.

As mentioned, the Austrian entrepreneur chose to take a more innovative marketing route with non-traditional methods commonly referred to as buzz marketing. One way in which Red Bull promoted their product to university students was by seeking out their target market directly and offering them free samples (Gschwantner, 2004). This method was effective at reaching all demographics and targets markets directly because they could actually experience the effects of the drink. This was accomplished by establishing marketing teams from Red Bull that would go to campuses to find trend-setting students to give cases of Red Bull to free of charge (Kumar, Linguri & Tavassoli, 2004). From there, the selected students would be hired to showcase the brand by hosting a party (Kumar et al., 2004). The logic behind this is that the product would become popular from experience and word-of-mouth, not by the media telling people that it is cool. One example of their non-traditional marketing techniques was presented to me during a personal communication with Johannes Kepler University student, Megan Hallar. Hallar informed me that on October 31st, 2011, two Red Bull marketers dressed as werewolves stormed into classrooms on campus and began wildly howling at students and staff. The two wolves left the classrooms only to return with free cases of Red Bull for the students to enjoy either after class, or for their Halloween celebrations that night (personal communication, M. Haller, November 2011). According to Megan, the unexpected event impressed students and made them feel more elite (personal communication, M. Haller, November 2011).

Additionally, Red Bull's debut on the bar scene resulted from employees that Mateschitz deemed "Musketees" going to popular clubs and handing out free products for bartenders and staff to experiment with (Gschwantner, 2004). Needless to say, the craze of mixing alcohol and Red Bull did not take long to figure out. The drink virtually masks the taste of alcohol and allows patrons to consume a lot more.

In addition to nightclub promotion, Red Bull promotion staff also worked with outlets such as supermarkets, colleges, gyms, and convenience stores to establish connections with industries in which the drink would be consumed away from the actual sales point (Hein, 2001). When emphasizing his less aggressive advertising techniques, Mateschitz was quoted as saying "We don't bring the product to the consumer, we bring consumers to the product" (Gschwantner, 2004).

These experimental forms of marketing were helpful in saving the company a lot of money that they otherwise would have poured into advertisements during their early stages. Now that they have developed further, the Red Bull is comfortable with spending huge sums of money on brand awareness of the product. In 2004, Mateschitz spent 30% of company revenues on brand awareness through marketing (Dolan, 2005). A lot of this money has been contributed to underscoring the company's focus on athletes. To cater to athletes, Red Bull has expanded its original marketing techniques to include the sponsorship of a number of extreme sporting events. Some examples include X Fighters motocross freestyle, Flugtag flying contest, Street Dogs street skateboarding, Red Bull Rampage free ride mountain bike competition, and numerous others (Gschwantner, 2004). As of 2005, the company also provided financial support to over 500 athletes worldwide (Dolan, 2005). Additionally, Red Bull has been able to plaster their logo on the jerseys and uniforms of a number of company-owned sports teams including four football teams, two ice hockey teams, two Formula one racing teams, and a fighter jet team (Boome, 2011).

While Red Bull predominately uses buzz marketing techniques, they have expanded their marketing to include a few cartoon television advertisements boasting their trademark slogan "Red Bull Gives You Wings" (Hein, 2001). Another more traditional method of marketing that they have recently engaged in is celebrity endorsements. In 2009, the company announced that football star Reggie Bush would endorse the product (Roeningk, 2009). According to Hein (2011), Red Bull uses its marketing techniques to simply reinforce the brand to create awareness of the product.

CURRENT POSITION OF RED BULL- SWOT ANALYSIS

Table 1: SWOT Analysis of Red Bull

<p>Strengths</p> <ul style="list-style-type: none"> -Market leader -Established a unique identity -Brand loyalty -Strong brand recognition 	<p>Weaknesses</p> <ul style="list-style-type: none"> -Small product line -High price and small quantity compared to competitors -Unhealthy -Not as well liked by females
<p>Opportunities</p> <ul style="list-style-type: none"> -Conventional marketing to reinforce product -Development of fruity, coffee, and health conscious product lines -Expand limited edition line to other countries 	<p>Threats</p> <ul style="list-style-type: none"> -Bad publicity -Increased consumer access to health information -Threat of new entrants -Intense market competition

To identify the current position of Red Bull, I have conducted a SWOT analysis of the company. This will allow the reader to see what current characteristics of Red Bull have made it so attractive to the market. It will also show some inadequacies that could leave them at a disadvantage compared to the market competition. In general, the SWOT analysis tool is useful for management when making strategic decisions (Vanhoof & Houben, 1999). The opportunities section will show ways in which the company could profit, but has not yet taken advantage of. Lastly, the threats section of the analysis will provide insight into current external elements that could be worrisome for the company in the future.

Strengths

According to the Company Figures section of their official website, Red Bull was the number one selling energy drink in 2010 (Red Bull, 2011). This year marked a milestone in their history by boasting the highest sales, revenues, productivity, and operating profit since its establishment in 1984 (Red Bull, 2011). Moreover, a personal phone interview with Qui Pham, the owner of a Reddi Mart convenience store in Yellowknife, NT, indicated that the original recipe Red Bull has consistently been the best selling energy drink at her location, since they starting selling it about six years ago (Q. Pham, personal communication, October 2011). Further evidence of Red Bull’s long-time stronghold on the market comes from a study done by Energy Fiend indicating that Red Bull held a 40 % market share in 2008 (Energy Fiend, 2010).

Furthermore, Red Bull has established a unique identity compared to other competitors in the industry who do not have enough money and resources to invest in the amount of marketing that Red Bull does. This has been done through marketing techniques listed in the buzz marketing section. As previously mentioned, their unique events and personal contact with consumers have also served to establish strong relationships, and thus brand loyalty. Another way in which Red Bull has established its unique identity is through the monthly publication of a lifestyle magazine called “Red Bulletin” which outlines

current trends and stories in regards to art, culture, sports, and people (Red Bull, 2011). This is just further evidence that Red Bull has been able to diversify itself from the competition.

Lastly, Red Bull has successfully used their consistent slogans, stylish packaging, and logo to establish a strong brand identity that is recognized by people all over the world. In an attempt to put Red Bull's brand awareness to the test, I asked fifteen female university students and fifteen male university students from the University of Victoria and Johannes Kepler University if they could correctly identify the logo on a standard can of Red Bull, as well as the popular television slogan "Red Bull gives you wings" (Hein, 2001). Of the fifteen males, twelve were able to identify that the logo had two red bulls charging at each other. Only ten of the females were able to do the same. Similarly, all fifteen of the males identified the slogan of the company, while thirteen females could do the same. It is also interesting to note that the Austrian students that were interviewed were able to identify the slogan in both German and English. The survey was conducted over Facebook's chat function. Though limited in its scope, the results of this survey emphasize that Red Bull's brand is widely recognizable by its target market.

Weaknesses

With only four permanent product types available, Red Bull puts itself at risk of becoming monotonous and dull to the demanding market. This is especially worrisome to the company because industry competitors have already expanded way beyond the product line of Red Bull. This provides consumers with new and exciting products of which Red Bull has nothing to compete with aside from the original brand. To illustrate, in the same Facebook survey of thirty students, only seven said that Red Bull was their preferred energy drink brand. Monster was the number one selection with fifteen overall votes. Other favourite brands included Amp, Sobe, and Beaver Buzz. A more detailed explanation of this phenomenon will be explained in the industry competition section of Porter's Five Forces.

Additionally, compared to industry competitors, the price of a can of Red Bull is relatively high. According to an article in Forbes, the drink is over double the price and caffeine content of a can of Coke (Dolan, 2005). With so many available options for consumers, they may be tempted to stray from their brand loyalty to Red Bull and switch to a more reasonably priced and healthier choice.

Another shortcoming of Red Bull is that it is not as popular amongst females as it is amongst males. When I asked fifteen females what their favourite energy drink was, only two answered with Red Bull. While no exact statistical data could be found online, in a dialogue with Spanish club promoter Lara Uruga, she informed me that she rarely saw women drinking Red Bull during her shifts (L. Uruga, personal communication, October 2011). Lara speculated that this phenomenon was the result of the nutrition value, and medicinal taste of the product (L. Uruga, personal communication, October 2011).

Opportunities

While Red Bull certainly spends a lot of money on marketing techniques, they could profit from using more conventional methods such as print advertisements and more television ads. It could help to reinforce the image of the brand in the face of rivalry amongst competitors. This is not to say that they should discard their current strategies because they have clearly worked for them, but using more of a mixture of marketing techniques could be beneficial to them in the long run by reinforcing their product. The company could further benefit from catering more towards women, and other health-conscious consumers, by introducing a healthier, perhaps more fruity version of the drink. In addition, other energy drink competitors have introduced a coffee-flavoured variety that Red Bull has not yet established. For instance, their top competitor, Monster Energy, has released a variety of different

flavoured coffee energy drinks that they call Java Monster (Q. Pham, personal communication, October 2011). Moreover, Monster has surpassed them in another category by catering towards health-conscious consumers with a low carbohydrate version of their drink (Q. Pham, personal communication, October 2011). Furthermore, a quick glance at any convenience store would reveal that Monster Energy drinks provide consumers with an array of flavours under various lines of their product. Examples of lines of Monster drinks include Monster Rehab (the standard product), Monster Nitrous (more extreme product), Energy shots, tea, and coffee (Q. Pham, personal communication, October 2011).

More generally, Red Bull could increase sales through expansion of their product line. This could include moving their limited edition line to North America where it is currently not available.

Threats

In recent years, Red Bull has faced a lot of negative publicity in regards to health concerns. According to Global Calgary, consumers of Red Bull may be at risk of rising heart rates, increased blood pressure, and even heart disease as a result of the high caffeine content in the drink (2010). As a result, Red Bull has been completely banned in a few countries such as France and Denmark (Kumar et al., 2004). One specific incident occurred when a 15-year-old boy stopped breathing after a paint-ball tournament and later died in hospital from heart failure (Global Calgary, 2010). The boy had been seen drinking Red Bull before the event and rumours were circulating that the drink was the cause of his death (Global Calgary, 2010).

Moreover, the World Wide Web has given the young generation easy access to health information regarding the nutritional value and extreme caffeine content of Red Bull. This may cause them to consume the product less frequently, or even boycott it completely. During a Skype conversation, Aurora College student, Samantha Hicks, informed me that she no longer drinks Red Bull because she just became aware of the excessively high caffeine content and associated health risks (S. Hicks, personal communication, October 2011).

Red Bull successfully paved the way for an entire industry, despite opposing factors. Since then, many other companies have tried to profit from the great success of Red Bull by copying their original idea. A detailed analysis of the threat of new entrants, as well as existing competition, will be provided with the analysis of Porter's Five Forces.

FUTURE POSITION OF RED BULL - PORTER'S FIVE FORCES

Porter's Five Forces is a useful model developed by Michael E. Porter that can help with industry analysis, as well as strategy development for the future of a company. The tool uses the dimensions of threat of new entrants, threat of substitute products, bargaining power of buyers, bargaining power of suppliers, and rivalry amongst competition to determine the attractiveness of a market (Porter, 1996). By evaluating each of these five dimensions, insight will be provided as to how the company's current position has potential to change in the future. Within each category, I will further explain how the dimension can affect Red Bull specifically.

Threat of New Entrants

When new competition arises, it becomes more challenging for Red Bull to hold onto their majority of the market share. According to Porter, when a new competitor enters a market, they have the power to affect price, cost and rate of investment (Porter, 1996). Red Bull's wild profitability led to a number of copycat brands trying to piggyback off of their success. To give a frame of reference, in 2000, Red Bull

was faced with twenty-three new competitors in the United Kingdom energy drink market; however, according to the article, Red Bull still held onto the majority of the market despite competition (Kumar et al., 2004).

One factor that can decrease the instance of new competition is barriers to entry; however, there is little information available about specific legal barriers to entry in the energy drink industry. That being said, one definite restriction would be the government's increasing strictness in terms of caffeine levels. According to the Globe and Mail article (2010), studies have shown that caffeine contents of energy drinks such as Red Bull can be detrimental to a person's health, especially for children. Not only has this resulted in the bans in France and Denmark, but it also raised concern due to the controversy over health risks in the United States, Turkey, Ireland and the Netherlands (Kumar et al., 2004). Moreover, mixing energy drinks with alcohol is a controversial topic and could end up resulting in a ban of Red Bull in nightclubs and bars (Health Canada, 2010). Another mitigation against the threat of new entrants was illustrated by the million dollars that Mateschitz and his partner put into simply founding the company. Similarly, the tremendous amount of capital required to compete on the same level as major industry players is a huge deterrent to new entrants.

Threat of Substitute Products

The risk of a consumers turning to a different product that performs the same function as Red Bull is fairly troublesome. When asked what drink she now prefers after becoming aware of the exact caffeine content in Red Bull, Sam Hicks replied "Gatorade" (S. Hicks, personal communication, October 2011). Due to increasing concerns about caffeine content and health risks, consumers could turn to alternative products such as electrolyte-based energy drinks or regular soft drinks. It is difficult to say how high the risk of this happening is since Red Bull has managed to survive in the face of a number of public criticisms. In general, Red Bull also faces rivalry from other traditional drinks such as milk, water, coffee, tea, cola and juice. That being said, the stated effects of Red Bull have created a particular niche in the market that has helped mitigate against this threat.

Bargaining Power of Buyers

According to Porter, customers with high bargaining power have the ability to manipulate industry by bringing down prices while seeking the best value for their money (1996). In the case of Red Bull, there are many major buyers. The most prominent intermediate buyers include convenience stores, clubs, supermarkets, college/university cafeterias and restaurants (Gschwantner, 2004). Since there are so many buyers, it limits the ability of a particular institute to actually affect the market. In terms of the end-users of Red Bull, they also experience low buying power due to a huge volume of buyers. Therefore, this threat is not high for the industry.

Intensity of Competitive Rivalry

Currently, the intensity of competitive rivalry is probably the most intimidating factor for Red Bull. According to a study shown on Energy Fiend's website, Red Bull held 42.6% market share in 2006, dropped to 35.2% in 2007, and climbed back up to 40% in 2008 (Energy Fiend, 2010). Fluctuations in market share are largely due to competitors such as Monster who held 14.4% in 2006, climbed to 27.3% in 2007, and declined to 23% in 2008 (Energy Fiend, 2010). This data is evidence that even the pioneer of the energy drink industry is not immune to competition. Moreover, according to their official website, Monster has adopted some of the same techniques as Red Bull by sponsoring extreme sports and using buzz marketing in clubs (2011).

The vast number of industry competitors drives up the amount of money that Red Bull is forced to spend on sponsorships and promotions, thus taking away a large sum of money that the company could have otherwise collected as profits. It is worrisome that the ongoing image contest amongst existing firms could become too expensive and drive companies, such as Red Bull, out of the market. This intensity is further illustrated by the fact that there are currently three hundred varieties and two hundred brands of energy drinks in the United States alone that all claim to fill the same niche as Red Bull (Heckman, Sherry & Gonzalez, 2010).

Bargaining Power of Suppliers

When bargaining power of suppliers is high, they have the ability to capture profits that could otherwise go directly back to the company. According to Porter, they do so by “charging higher prices, limiting quantities or services and shifting costs to industry participants” (Porter, 1996).

Luckily for Red Bull, the bargaining power of their suppliers is quite low due to their fairly uncomplicated production process and short supply chain. This means that the suppliers actually rely on Red Bull for a lot of their profits, so they do not really have the ability to capture profit from Red Bull. According to their company website, the production facilities in Austria are the center for both packaging and production of the drink (Red Bull, 2011). This means that the production is not outsourced to another company and it is in complete control of Red Bull. In addition, the website also indicated that the drink is shipped right from the production plant in Austria to over 160 countries (Red Bull, 2011). This means that Red Bull relies on suppliers only for ingredients and packaging requirements. While there is limited information about availability of specific ingredients, the danger of relying on suppliers for aluminum was previously shown when Red Bull lost their number one position to an industry competitor called ‘Flying Horse’ when they could not find enough aluminum to meet production needs (Gschwantner, 2004). That being said, it would be relatively easy for Red Bull to simply change to another form of packaging like plastic or glass bottles if they had to. Overall, it seems that suppliers have little bargaining power over the energy drink industry. This dimension should not have a huge adverse affect on the market and potential for profit.

RECOMMENDATIONS

Based on my analysis of Red Bull’s current position, as well as the industry analysis, I will make some recommendations for strategic decisions that management could make in order to allow the company to continue to prosper in the current economic climate. These recommendations will be a result of my own opinions, insight gained from secondary sources, as well as some personal interviews that have been conducted throughout the course of my analysis.

Expansion of Product Line

During a personal interview with a student at the University of Victoria, Bryce Donnelly, he provided some interesting insight as to how Red Bull can stay afloat in the current competitive climate. To give a bit of context, Bryce is a 23-year old Mechanical Engineering student at the University of Victoria. His extreme academic workload, interest in athletics, and fondness of Victoria clubs make him the ideal target for Red Bull marketers. After recently spending some time in Austria and Germany, Bryce discovered the limited edition line of Red Bull. “It is the best tasting Red Bull that I have ever tried” he said in an interview (B. Donnelly, personal communication, October 2011). Bryce told me that he believes this product would be a huge hit in North America since it tastes quite a bit better than the versions available there and is available in three flavours (B. Donnelly, personal communication, October 2011). In addition to Bryce’s insight, I believe that marketing a better tasting version of the drink could

also capture the attention of more women. Lara S, who previously worked as a nightclub promoter in Spain, informed me that she found that most of the people drinking Red Bull at the Clubs she promoted were male; however, no exact statistical details could be located online (L. Uraga, personal communication, October 2011). While exact figures are not available in English, the amount of times that the Blue Version of the drink has been sold out at convenience stores in Linz is a true indication of its popularity. Knowing that the drink has gone over well in Austria would make Red Bull feel more confident bringing it into the North American market, and even other countries. In addition, Red Bull would also benefit from generally expanding its product line to compete with that of its competitors. If they expanded the limited edition line to a permanent position and brought it into all of their markets, they would cut research and development costs since the recipe has already been formulated and designs have already been created. That being said, the company should invest time and money into formulating a coffee line of the drink since a number of their competitors already possess one as indicated in the weaknesses section of the SWOT analysis.

Mitigation Against Bad Publicity

Without altering the recipe for Red Bull, and thus changing the taste, there is no way to avoid the health hazards that have been explored by the media. To counteract the bad publicity that Red Bull has faced in recent years, the company could greatly benefit from doing some charity work. They could go look beyond athletics and invest some money into a children's hospital or perhaps a wing dedicated to Heart Disease, just to show that they are sensitive to the issue. Red Bull could also reduce the concerns of health officials by reducing the amount of caffeine in the drink to a more acceptable level. This change could make countries like Denmark and France lift their bans, or at the very least could discourage sceptical countries from creating a ban that would adversely affect profits for Red Bull.

The Fight for Market Share

As indicated by the dimensions of Porter's Five Forces, Red Bull is also fairly vulnerable to new entrants and existing competition. Currently, Red Bull is in a fairly good position in terms of competition since they are the industry leader. To maintain this spot, they need to use a variety of conventional and non-conventional marketing methods to keep awareness of their brand high. It is difficult for the brand to completely get rid of the threat of substitutes because nobody is going to stop drinking tea or water. The most important thing for the brand is to maintain a niche in the market and keep on investing a lot of profits into its various marketing strategies to keep the company relevant and interesting to the consumers.

Overall, Red Bull is currently in a good position for success. By implementing some of the suggestions listed above, I believe that Red Bull would continue to be successful in the long term.

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