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When a brand gets wings. Red Bull's secret of marketing success

Sabine Buchholz

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Essay from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Southampton (University of Southampton - Centre for Language Study), course: Intermediate English for Business, 10 entries in the bibliography, language: English, abstract: The high energy drink Red Bull has been profitably sold since 1987. The companysquo;s figures confirm its success around the

world. Red Bull's secret is an extraordinary marketing consisting mainly of the organisation of fun sport events to create a cool image and make teenagers loyal costumers. With this unique concept the enterprise will go on governing the growing energy drink branch.