

Red Bull®



“Limitless” Campaign

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Red Bull®



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Red Bull®



Brand Overview

- **Red Bull, Energy Drinks** was founded in 1984 by **Dietrich Mateschitz** and **Chaleo Yoovidhya** in Fuschl, Austria. (Product release in 1987)
- Slogan : “**Red Bull Gives You Wiiiings.**”
- Mission: “**To give wings to people and ideas**” (redbull.com, 2025)
- Personality: Adventure, excitement, high energy lifestyle and extreme sports (McCabe, 2023),
- Positioning: **Lifestyle brand** (Pereira, 2024)
- **Vision Statement:**
“(The company) is dedicated to upholding Red Bull standards while maintaining the leadership position in the energy drinks category when delivering superior customer service in a highly efficient and profitable manner. We create a culture where employees share best practices, dedicated to coaching and developing our organization as an employer of choice.” (redbull.com, 2025)
- **Key Competitors:**
Monster, Rockstar, Lucozade, NOS, Burn, Mountain Dew (brandstruck.co, 2025)
- **Target Audience:**
Demographic: Young Adults and Teenagers Aged 18-34
Psychographic: Bold, Active, and driven thrill seekers, adventurers



“Limitless” Campaign Objectives

- **Repositioning** Red Bull as a brand that champions **mental performance, strength and fortitude**.
- **Boosting Public Engagement** as much as possible through the use of a barcode scan event allowing participants to get a chance to win lifetime Red Bull gifts.
- To **Boost Sales** as much as possible by appealing to young professionals who are looking to improve their **mental performance and Health**
- **Increase Brand Presence and Visibility** in places that are highly frequented by young professionals and students. (University Campuses, Gyms, etc.)
- **Boost Traffic** towards Red Bull TV and Red bull’s Website.
- Encourage people to take part in the **online Limitless event** by sharing their Limitless moments.
- **Increase brand loyalty** through emotional storytelling related to **mental hardship themes**.



Market Environmental Scanning

The table below displays multiple external factors that may affect the brand according to the PESTLE framework

| P | E | S | T | L | E |
|--|---|--|--|--|---|
| Inflation and Consumer Purchasing Power | Health Concerns and Policies | Rising Health Concerns about sugar and Caffeine Consumption | Digital Marketing (Social Media Marketing Especially) | Food and Drug Administration (FDA) Labelling Compliance | Recyclable /Sustainable Materials (Red Bull 100% Recyclable Materials) |
| US Energy Drink Market Growth | Advertising Restrictions and Laws | Expansion of Fitness Culture | Red Bull Media House | Age Restrictions | Use of eco-friendly energy |
| Competitors (Monster, Lucozade, Nos, Mountain dew, Burn) | Licensing and Sponsorships for Sports and Events | Social Media trends | Analytics facilitating smart customer targeting | IP (Intellectual Property) Laws | Extended Producer Responsibility (EPR) Programs and Eco Modulation |
| Foreign Expansion Cost and Risks | Customs Duties | Influencer Culture | Red Bull TV (24/7 live streaming) | Packaging Laws and Sustainability (Recyclability) | |



Swot Analysis

Swot Analysis helps evaluate a brand's position on the marketplace.
Identify it's weaknesses, strengths and opportunities.

| S | W | O | t |
|--|--|--|--|
| Market Leader: Red Bull has long acquired this title due to its domination of the world market as well as the US market | Few Product offerings: Red Bull's product range lacks variety | The brand can take advantage of Emerging Economies | Health Regulations (FDA Approved) |
| Firm Brand Identity: Red Bull never falters and always remains on brand | Premium Pricing: Red Bull drinks are seen as a premium product due to their higher markup. There are way better options on the market when price is considered. | Expand their lineup of products and offering more optionality for consumers allowing for a bigger market grab. | Health concerns regarding excessive use of caffeine |
| Intensive Marketing: Red Bull's Marketing strategy focuses on high energy and adrenaline-fueled extreme activities that are highly attention grasping. This gives Red Bull an edge over its Competitors | Unhealthy offerings: While Red Bull's product range is limited, it is also seen as quite unhealthy as it contains lots of sugar and caffeine | Introducing healthier alternatives for their drink | Copycats (No patent) |
| Youth Icon: Red Bull has long established its brand as one who champions and empowers the youth | The product is Not Patentable | | Competition (Cheaper brands) |



Market Segmentation

|  Demographic |  Geographic |  Psychographic |  Behavioral |
|--|--|--|--|
| Age: 26 | Continent: North America | Values: Traditional Conservative Values | Purchasing History: Buys Lucozade and Occasionally Monster |
| Gender: Male | Country: America | Beliefs: Meritocracy, Hard& Smart Work | Social Media Usage: Active on Instagram, Facebook and LinkedIn |
| Nationality: American | Region: California | Attitude: Very extroverted and outgoing. Friendly attitude. Supportive of others. | Social Media Engagement: Engages a lot on social media to maintain a very active social media presence |
| Race: Caucasian | City: San Diego | Personality: Friendly, Outgoing, extroverted, supportive, always positive, hard worker | Tech Habits: Uses cameras to record content at the gym, Phone for everyday use and gadgets such as GoPro's to record more extreme activities such as Skydiving |
| Religion: Christian | Size: 64.5 km2 | Interests: Content Creation, Skydiving | Cell Phone Usage: 3-4 hours per day, mostly uses his personal computer |
| Language: English | Population: Approx 1.4 Mil | Hobbies: Skydiving, Mobile& Console games | Attitude towards brand: Familiar with the brand as he follows esports. Would like to engage more with the brand |
| Education Level: University Graduate | Language: English | Lifestyle: Upbeat and adrenaline filled lifestyle. Very dynamic and not for everyone. | |
| Income: 60k - 80k USD per Year | Transport: Car | Conscious Motivators: To improve performance during work sessions, to lighten fatigue and a quick and easy way to pack on some energy. | |
| Job: Content creator | Climate: Hot Mediterranean Climate | Subconscious Motivators: Desire for power and strength, Desire to feel empowered, and the desire for adventure and excitement | |



Marketing Communication Strategy

Core Messaging

“Push past your mental barriers and unlock your Limitless potential with Red Bull”

The “Limitless” messaging revolves around helping people push past their mental barriers to unlock their full potential.

To be able to achieve greatness by improving your mental resilience and doing things that seem impossible to others. It may be overcoming your fear of heights and breaking the limits of what’s possible by undertaking a world record plane jump,

or pushing through a sleepless night to get the best grade possible.

You can choose to stay comfortable and live a mediocre life, Or choose Red Bull and unlock your Limitless Potential!



Digital Marketing Channels

- *Instagram & Facebook: Visual Storytelling through the use of Campaign Ad Video and Event Reels, #RBLimitless Contest, Static Ads*
- *YouTube: Visual Storytelling through the use of long form content*
- *TikTok: Dynamic videos with attention grabbing hooks and images*
- *Red Bull TV: 24/7 Live Event streaming of Limitless related events (E-sports Sponsorships, Limitless Runs)*
- *X (Twitter): Event Follow Ups and Updates.*

Traditional Marketing Channels

- *Red Bull Limitless Event Barcode Scan: To drive brand engagement and Boost Pop UP Event Participation*
- *Pop Up Events: To Engage Audience with real world experience and create brand loyalty through emotional storytelling*
- *Billboards: To be displayed in busy areas (Over Traffic, Near Campuses, Schools, etc.)*
- *IRL Static Ads (Posters): To grab attention in everyday life*



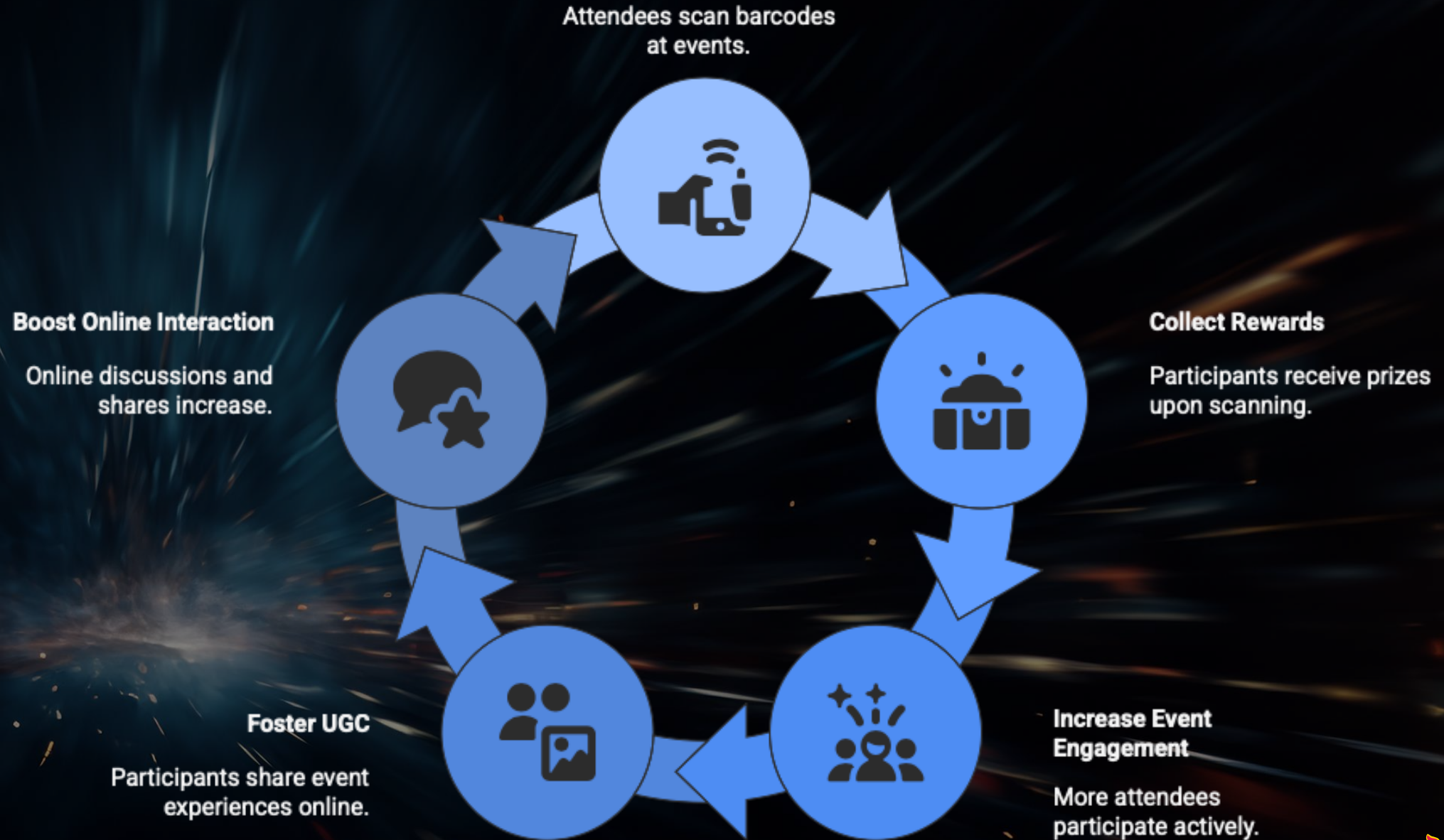
Marketing Communication Strategy

Communication Smart Objectives

- To increase Brand association with mental strength ad Fortitude by 40% over a period of 6 months measured through the use of Public Sentiment surveys.
- To achieve 300K Barcode Scans within the first month and 60K contest entries
- To increase Net sales by 15% within the first 4 months of the campaign launch
- Host 30 “Limitless” Pop-up events over a period of 3 months, and reaching 100k people.
- Climb Digital Traffic By a whopping 30% within the first Month of campaign Launch
- Increase UGC content by 10k posts within the first 3 months of the campaign launch. Measured by Meta analytics.
- To increase Repeat purchases by 13% within the first 4 months after the campaign launch.



Channel & Event Integration



Campaign Planning and Budgeting

Barcode Game Concept and Mechanics:

While Red Bull is not the first to ever implement a strategy such as this one. We have still managed to Implement it in a way that pulls in engagement.

- Make use of phone to scan Barcode
- Barcode brings participants to an online Game where they will have a random game assigned to them. (Memory Run, Mind Balance)

Budgeting:

According to Alonso (2024), Red Bull's annual Budget is around 25- 30% of their total annual Revenue.

Total 2024 Revenue: 11.7 B (Redbull, 2025)



Campaign Planning and Budgeting

- Upon completing the game, participants are presented upon by a Barcode that will allow them to claim a prize at one of our events.
-
- The more games they complete, the more prizes they receive.
- Players are consequently faced with the difficult choice of either abandoning the price or come to our events.

Barcode Event Budget Allocation:

\$500M



Campaign Planning and Budgeting

#RBLimitless

Social Media Contest:

- Contest Will be hosted on social Media (Mainly Instagram) offering participants a chance to win a lifetime of prizes
- Share their Limitless Moments

Event and Sponsorship Budget Allocation:

\$800M



(NanoBanana, 2025p)



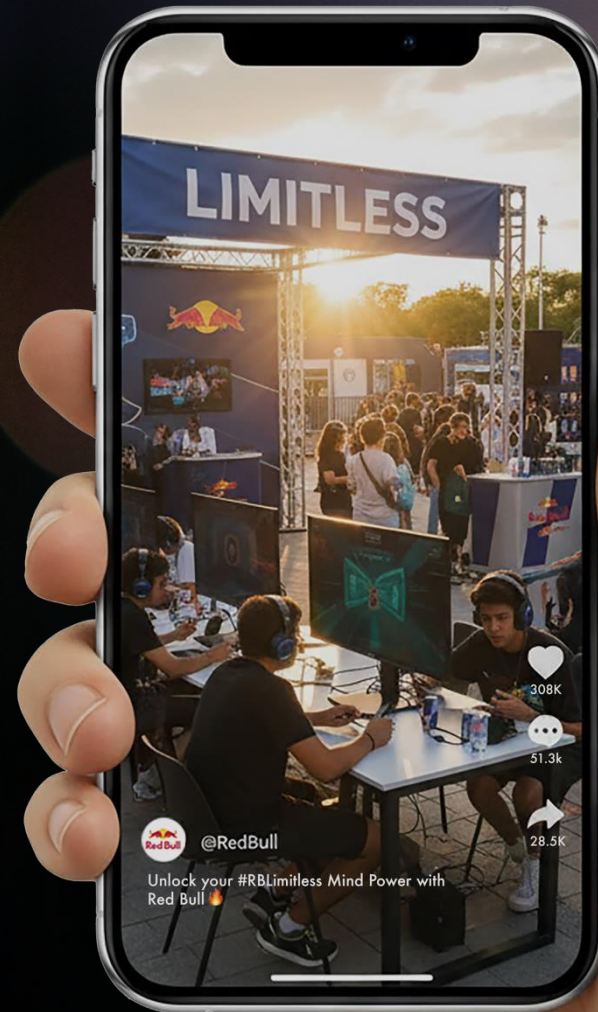
(NanoBanana, 2025o)

Campaign Planning and Budgeting

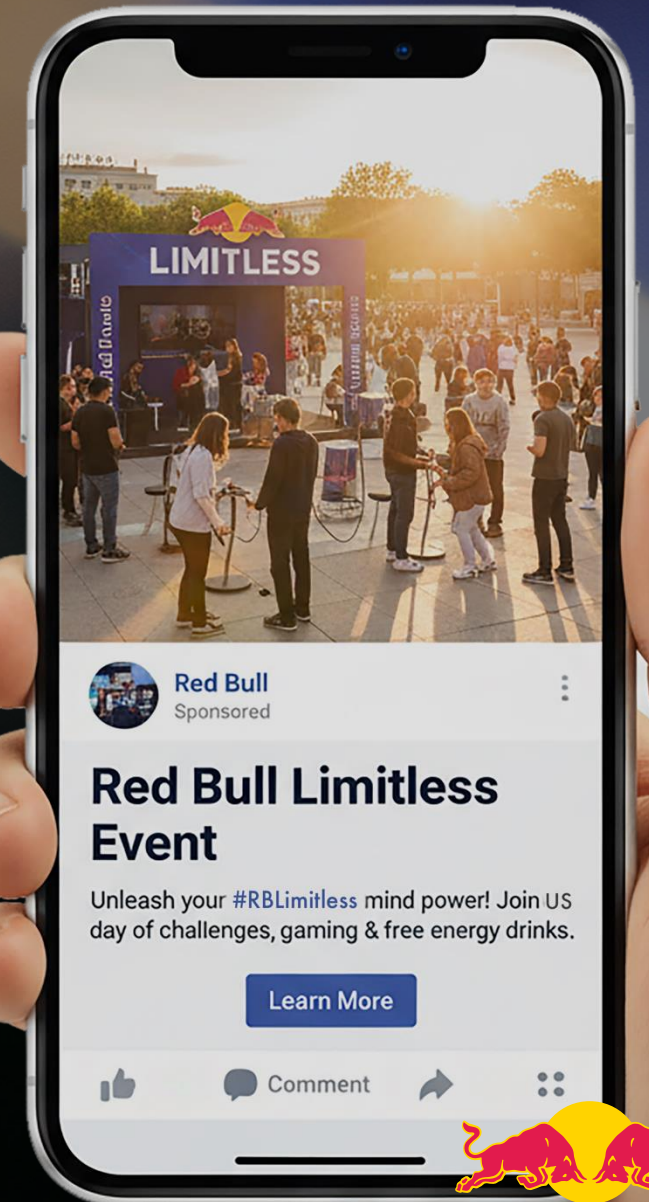
Social Media Marketing:

Instagram, Facebook, TikTok Will be used as the main campaign Channels.

- Instagram & Facebook: Static Ads, Campaign Video, Event Follow Ups (Boosted by Meta Ads- **Paid Media**)
- TikTok: Will be used to share fast, dynamic and attention-grabbing videos. (Mostly Event Highlights)
- YouTube: Long form content & UGC Influencer Videos (**Shared & Earned Media**)
- X (Twitter): Exclusively for event follow ups.



(NanoBanana, 2025 d)



(NanoBanana, 2025 e)



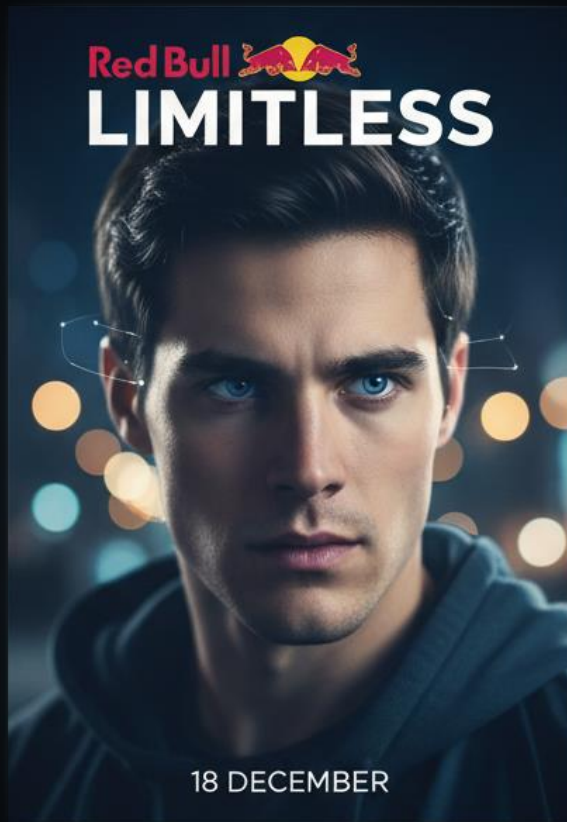
Campaign Planning and Budgeting

**Social Media Ad Spend (Budget Allocation):
\$500M – Paid ads, Sponsorships, Paid UGC**

Traditional Channels:
Billboards, Posters, Static Ads

- These methods will mostly be employed to infiltrate people's everyday lives. Billboards on the way to work, Bustop Static ads, Posters in street corners, etc..
- Tiny reminders that Red Bull is here, with something big happening (Subtle yet powerful)

**Traditional channel Budget:
\$200M**



Red Bull TV

Owned Media

- Cost Free
- Red Bull TV will be livestreaming events 24/7 related to the Limitless Event.
- Events Sponsored by Red Bull (E-sports mostly).
- Pop Up Events will also be live streamed for people who may not be able to come.



Campaign Planning and Budgeting: The “Limitless” Campaign

Smart Objectives & KPIs

| Channel | KPI | Goal / objective | Measurement Method | Time Frame |
|--|--|--|---|------------|
| Social Media (Instagram, TikTok, Facebook, Twitter, YouTube) | Impressions & Engagement rate | To measure the amount of online engagement being fostered by the “Limitless” Campaign. | Meta Ads Analytics | Bi-Weekly |
| | Hashtag usage: #RBLimitless | To increase audience engagement on social media platforms by offering a prize for those who participate in the event | Meta Ads Analytics | Bi-Weekly |
| | Growth in following | To improve social media visibility | Meta ads Analytics | Monthly |
| | UGC (User Generated Content) | 10k UGC Vids within 3 Months | Meta ads analytics | 3 months |
| Barcode Event Scans | Unique Scan Participation Rate (USPR) | To foster the most amount of “Unique User Interactions.” (300k Barcode Scans – 1 Month) | Event analytics: Amount of Unique Scans & amount of cans sold | 1 Month |
| | Follow through rate: How many people interact with the digital game and earn a prize | To increase Red Bull sales nationwide by offering a prize for every Barcode game completed (60k – 1 month) | Event analytics: Amount of people who have completed the game and earned a free prize | Monthly |
| | Repeat Participants | To track persistence and interest in the event | Event analytics | Quarterly |



Campaign Planning and Budgeting: The “Limitless” Campaign

Smart Objectives & KPIs

| Channel | KPI | Goal / objective | Measurement Method | Time Frame |
|--------------------------|--|---|---|------------------|
| Red Bull Tv & Tv | Reach and frequency | Increase Viewership by 18% and consequently improve “Limitless” Campaign Awareness | Red Bull Tv Analytics and Nielsen Ratings | 3 Weeks |
| | View Through Rate (VTR) | To measure Audience engagement and effectiveness of “Limitless Ad.” | Red Bull TV Analytics | Weekly & Monthly |
| | Improving Public Brand Sentiment | To improve overall Brand Sentiment and track the audience’s feelings towards the Campaign | Surveys and Analysis of Public Sentiment Analysis | Monthly |
| Limitless Pop Up Events | | Reach 100k People (30 Events) | | 3 Months |
| Digital Traffic | Website and Social Media Traffic | 30% Increase in Digital Traffic | | 1 Month |
| Overall Campaign Welfare | Brand Association with MENTAL Strength and Fortitude | Increase by 40% | Public Sentiment Surveys | 6 Months |
| | Net Sales | 15% Increase in Net Sales | Company Analytics | 4 Months |
| | Repeat Purchases | 13% Increase in repeat purchase | Company analytics | 4 Months |





THANK YOU!



Red Bull®



Limitless



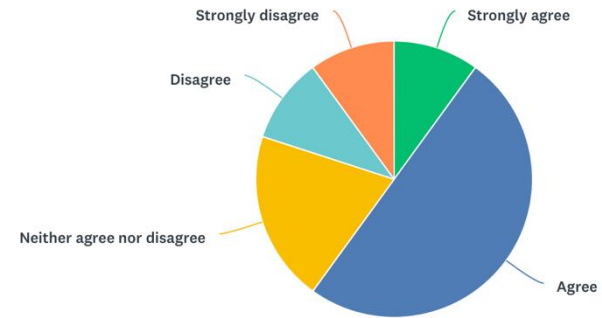
18 December
Gaslamp Plaza, San Diego

Appendix

Official Campaign Poster & Key Survey Findings

How strongly do you agree that a brand such as Red Bull can also inspire Mental strength (Motivation, Focus, Discipline)

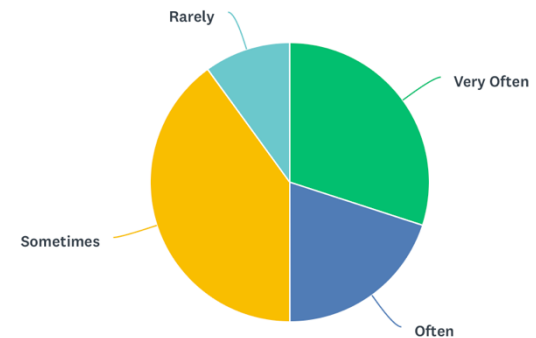
Answered: 10 Skipped: 0



(SurveyMonkey, Fig1, 2025)

How often do you feel the need for Mental Focus & Clarity?

Answered: 10 Skipped: 0



(SurveyMonkey, Fig2, 2025)

Appendix

Pop Up Event Mockups



(NanoBanana, 2025i)



(NanoBanana, 2025i)

Appendix

Billboard and Poster mockup Concepts

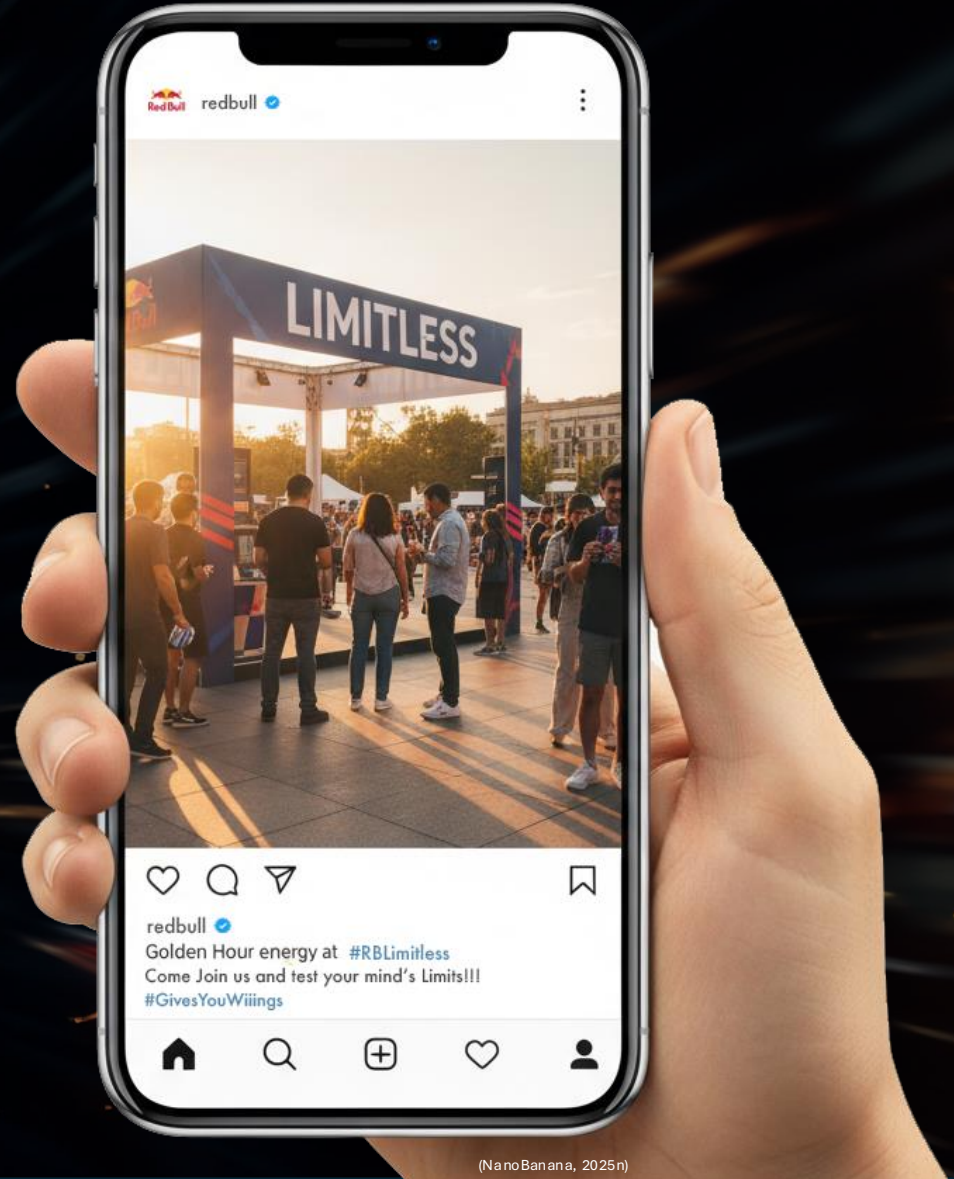


Appendix

Customer Persona & Red Bull Insta Post mockup



(Nano Banana, 2025m)



(Nano Banana, 2025n)

AI Documentation

AI Documentation

- All prompts used to create Mockup Images have first been optimized through the use of ChatGPT.
- ChatGPT – “Provide me with an optimized prompt format that I can use to Create Mockups for my Red Bull: “Limitless” Campaign. The prompt should be extremely detailed and descriptive and make use of elements such as a subject, environment, shot style, special effects inspired from the “Limitless” starring Bradley Cooper and Robert De Niro. Be as detailed as possible and make use of the format to improve my prompts”

Provided Prompt format:

“Create a **hyperrealistic** [mockup type: poster / billboard / Instagram post / event scene / product shot / phone UI / outdoor activation].

The scene should feature **Red Bull branding** with colors **electric blue, silver, and red**, and the theme of **Limitless mental strength**.

Include:

- **Main subject:** [describe person/object – e.g., “a young athletic adult opening a Red Bull can,” “a phone scanning a barcode,” “a crowd at a pop-up event”]
- **Setting:** [urban plaza / bus stop / gaming area / white studio background / night street]
- **Mood:** energetic, sharp, cinematic, bold
- **Visual style:** hyperrealistic, crisp lighting, detailed textures, natural colors with subtle light streaks inspired by the movie *Limitless*
- **Composition:** [close-up / mid-shot / wide shot / centered character / top-down]
- **Special effects:** subtle motion blur / soft neon streaks / warm glow / depth haze (kept minimal and realistic)
- **Red Bull elements:** [can placement, logo visibility, campaign hashtag #RBLimitless, event date, etc.]

Typography:

- Title: ‘**Red Bull Limitless**’ (optional if needed)
- Extra text: [event date, location, call-to-action]

Mockup style:

- realistic reflections
- perfect shadows
- natural human proportions
- commercial advertising quality”

AI Documentation

AI Documentation

- The Optimised prompt format was used as a starting point to come up with deep and detailed prompts that were then input into NanoBanana to come up with the required Images. (Example: “Make use of the optimized prompt format and enhance my following prompt: A man standing straight, focused towards the camera, with neon and blur effects around him similar to the “Limitless” Movie, the background seems accelerated and the scene feels surreal.”)
- Necessary requests were made to adjust the prompts in order to get desired outcomes:
“Add the “Limitless” movie blur effect, the image has to show the mind’s infinite potential, stick to the Red Bull theme colors, RBLimitless in a post talking about how Red Bull helps you gain mental strength and resilience and win a chance to win a lifetime supplies of Red Bull and Merch, Make it more festive, add warmer colors, place it on a bar table with warm lights in the background, add a hand holding the phone, add: Congrats, you’ve won a RBLimitless prize, use the unique barcode below to claim your prize at one of our events, etc..”

Prompt List

NanoBanana, 2025, a “Ultra-realistic mockup of a smartphone held in one hand against a late night warm background. On the phone screen, show the camera app open and focusing on a Red Bull can. The can appears close to the camera, with a small, subtle barcode placed low on the side of the can. The camera interface shows a focus square around the tiny barcode, with realistic camera UI elements such as exposure icons and a soft zoom slider. The Red Bull can looks metallic and authentic, set on a bar table with warm lighting and natural reflections. The hand, phone, and background should be clean, bright, and professionally lit.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 16 November 2025

NanoBanana, 2025, b “Ultra-realistic mockup of a smartphone held in one hand against a clean white background. On the phone screen, display a Red Bull Limitless game congratulations page. The headline reads: ‘Congratulations! You’ve won a #RBLimitless Prize.’ Below, include the text: ‘Use the Unique Barcode below to claim your prize at one of our events.’ Display a scannable barcode prominently in the center of the screen. Add festive celebratory elements such as confetti, sparkles, and subtle energy effects around the screen. Use Red Bull colors (blue, silver, red) with clean, modern, and energetic UI design. Include a small Red Bull bull logo. The phone and hand should appear ultra-realistic with natural lighting, crisp details, and soft shadows, giving a lively, celebratory feel.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 16 November 2025

NanoBanana, 2025, c “High-quality, realistic mockup of a smartphone held up by a human hand against a clean white background. On the phone screen, display the Red Bull ‘Limitless Memory Run’ mobile game interface: a minimal, energetic design with Red Bull colors (blue, silver, red). The game shows a sequence of glowing icons or colored circles arranged in a grid, with the text ‘Memorize the Pattern’ at the top in bold Red Bull style typography. Include subtle Red Bull branding such as a small bull logo or a thin blue-and-red frame around the screen. The phone and hand should look ultra-realistic with natural lighting, soft shadows, and sharp details. No distractions, just a clean product-style mockup focusing on the mobile game UI.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 19 November 2025

NanoBanana, 2025, d “Ultra-realistic mockup of a smartphone held naturally in one hand against a clean white background. On the phone screen, display a TikTok post showing a Red Bull ‘Limitless’ event taking place in an outdoor plaza during golden hour, with warm tones and soft sunlight. The event scene includes realistic people participating in mental-challenge stations and Red Bull-branded booths, with a bold ‘LIMITLESS’ banner visible. Use warm color grading to enhance the plaza atmosphere. The TikTok interface should be clearly visible: profile picture, username, caption text, side icons (like, comment, share), and progress bar at the bottom. The phone, hand, and lighting should appear crisp, clean, and professional.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 19 November 2025

Prompt List

NanoBanana, 2025, e “Ultra-realistic mockup of a smartphone held in one hand against a clean white background. On the phone screen, display a Facebook static ad promoting the Red Bull ‘Limitless’ event. The ad image shows an outdoor plaza during golden hour, with warm tones and soft sunlight. Include a Red Bull booth, a bold ‘LIMITLESS’ campaign banner, and realistic people participating in mental-challenge activities. Use warm, energetic color grading. The ad layout should look like a typical Facebook sponsored post: event image at the top, headline text that reads ‘Red Bull Limitless Event,’ a short description below, and a blue ‘Learn More’ or ‘Sign Up’ button. The Facebook interface elements (profile circle, three-dot menu, like/share/comment icons) should appear clean and authentic. The phone, hand, and lighting must look high-quality and photorealistic.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 25 November 2025

NanoBanana, 2025, f “Create a hyperrealistic bus stop advertising poster inspired loosely by the visual tone of the movie Limitless, but without a sci-fi or overly futuristic look. Feature a real, natural-looking person in the center, captured in a sharp, cinematic portrait as they experience a moment of intense mental clarity and focus. No supernatural effects – just subtle visual cues of heightened awareness. Use soft, natural lighting with a slight urban glow. Add very subtle motion blur in the background city lights to suggest mental momentum, but keep everything grounded in realism. Avoid neon light trails or exaggerated effects – keep it clean, photographic, and believable. At the top, place the title ‘Red Bull Limitless’ in bold, modern typography. At the bottom center, place ‘18 December’ in clean, minimal text. Render the final artwork inside a realistic bus stop mockup, with reflections on the glass, street lighting, and believable shadows. Overall style: cinematic, grounded, sharp, realistic, powerful but not futuristic.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 20 November 2025

NanoBanana, 2025, g “Ultra-realistic mockup of a Red Bull TV streaming interface displayed on a large flat-screen monitor or TV, showing the ‘LIMITLESS’ gaming event. The screen displays a live esports-style scene with multiple PlayStation stations and realistic people competing in mental-challenge games. Include Red Bull branding prominently on banners and digital overlays, and a bold ‘LIMITLESS’ logo in the corner of the screen. The interface shows typical streaming elements like live view count, Red Bull TV logo, and subtle UI graphics for chat or reactions. The environment is a modern indoor esports arena or urban event space with realistic lighting, neutral colors, and natural shadows. The monitor, people, and surrounding scene should look high-quality, photorealistic, and energetic, conveying excitement and interactivity.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 25 November 2025

Prompt List

NanoBanana, 2025, h, “Create a high-quality event poster inspired by the visual style of the movie Limitless. Show a realistic person in the center with a sharp, hyper-focused look, surrounded by dynamic neon light trails and motion-streak effects that symbolize boosted mental power and limitless potential. Use Red Bull’s color palette (electric blue, silver, red) blended with the golden tones seen in Limitless. The background should feature an abstract, slightly blurred cityscape with stretched lights to represent expanded awareness. At the bottom of the poster, include bold, modern typography that reads: ‘Join us on the 18th of December to take part in our #RBLimitless event and get free drinks and prizes’. Add a subtle Red Bull can near the bottom corner with a soft glow. Overall style: cinematic, sharp, energetic, futuristic yet grounded in realism.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 26 November 2025

NanoBanana, 2025, i, j, “A realistic mockup of a Red Bull “LIMITLESS” pop-up event. The setup includes a clean, modern booth with Red Bull branding and the word LIMITLESS clearly displayed on banners and signage. The scene shows several people seated at PlayStation stations, testing their “Limitless mind power” through focus-based games. The atmosphere feels lively but grounded – natural lighting, simple event furniture, and authentic human interaction. Include Red Bull cans on tables, a small sampling counter, and a few staff members engaging with visitors. The overall mood should feel energetic, social, and event-realistic without futuristic elements. High-quality, photorealistic, professional event mockup.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 22 November 2025

NanoBanana, 2025, k “Ultra-realistic mockup of a large outdoor billboard in a busy urban setting. Neutral daylight, clear visibility. The billboard features the Red Bull ‘LIMITLESS’ campaign with bold, striking typography. Headline: ‘NO LIMITS. ONLY FOCUS.’ Subheadline: ‘Test Your Mind. Join the #RBLimitless Event – 18 December.’ Include smaller text at the bottom: ‘Free Red Bull, prizes, and mental challenges.’ The design uses clean Red Bull branding with energetic, minimal graphics, strong contrast, and subtle metallic accents. The urban background shows realistic buildings, street details, and natural shadows. The billboard should feel commanding, dynamic, and instantly readable from a distance.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 22 November 2025

NanoBanana, 2025, l “Ultra-realistic mockup of a Red Bull ‘LIMITLESS’ campaign poster displayed inside a modern urban bus stop advertising frame. Neutral daylight, no dramatic lighting. The poster features bold Red Bull branding and the headline: ‘Push Your Mind. Test Your Focus. Break Your Limits.’ Below it, include the event text: ‘Join us on the 18th of December for the #RBLimitless event – free drinks, prizes, and mental challenge games.’ Clean layout with energetic but minimal graphics, sharp typography, and subtle Red Bull can accents. Scene shows realistic pavement, street elements, and soft natural shadows.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 25 November 2025

ChatGPT, 2025, m “Create a depiction for my customer persona, a redbull fan , wearing a redbull cap, shirt, and holding a can of redbull a bit lean yet muscular (Average build)” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 21 November 2025

NanoBanana, 2025, n “Ultra-realistic mockup of a smartphone held naturally in one hand against a clean white background. On the phone screen, display an Instagram post showing a Red Bull ‘Limitless’ event happening in an outdoor plaza during golden hour. The event image features warm tones, soft sunlight, and realistic people interacting with Red Bull booths. Include a ‘LIMITLESS’ campaign banner, subtle Red Bull branding, and attendees participating in mental-challenge activities. The plaza scene should feel energetic and authentic with warm color grading. The Instagram interface should be clearly visible: profile photo, username, like count, caption area, and icons. Phone, hand, and lighting should look crisp, clean, and studio-quality.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 29 November 2025

Prompt List

NanBanana, 2025, p “Ultra-realistic mockup of a smartphone held in one hand, showing an Instagram contest announcement post for Red Bull’s ‘LIMITLESS’ campaign. The phone is displayed against a clean white background with natural lighting and soft shadows. On the Instagram screen, show a bold Red Bull branded post with energetic graphics and the headline: ‘#RBLimitless Contest.’ Below, include the text: ‘Use #RBLimitless in a post talking about how Red Bull helps you gain mental strength and resilience and stand a chance to win a lifetime supply of Red Bull and merch.’ Include Red Bull colors (blue, silver, red), clean layout, small Red Bull logo, and subtle dynamic elements like sparkles or light streaks. The Instagram UI should look realistic with likes, comments, and share icons visible.” Available Online at: <https://aistudio.google.com/models/gemini-2-5-flash-image> Generated on 19 November 2025

Nano Banana, 2025, o “Create a clean, hyperrealistic mockup of a mobile game screen for the Red Bull Limitless campaign. Show a smartphone held in a hand against a bright white background. On the phone screen, display a minimalist concentration-based game where players must keep a glowing Red Bull energy sphere balanced on a narrow line using subtle motion or tapping. Use Red Bull brand colors—electric blue, silver, and red—with gentle neon edges to represent heightened mental focus. The interface should feel sleek, modern, and easy to understand at a glance. Add a small #RBLimitless label on the screen UI, but keep the overall design clean and realistic.” Available online at: <https://aistudio.google.com> Generated on 22 November 2025

Referencing

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