



RED BULL GIVES YOU WINGS

Figure 1

A Revitalizing Review: An Analysis of Red Bull's Website

<https://www.redbull.com>

Written By: Christopher Durgin TWC301

The Company Behind the Can

Red Bull has been in the liquid revitalization business for over thirty years. Dietrich Mateschitz founded his energy drink company, "Red Bull" in the mid 80's. Dietrich's new product was the first of its kind and sparked a whole new product category. Red Bull's slogan goes "It gives you wings", and the first time this bull flew out of the nest was in the outback of Australia. Thirty years after their maiden flight and with over 62 billion cans sold, Red bull is now available in over 171 countries (Red Bull, n.d.).

Red Bull is an innovative company and has a very unique marketing strategy that shows through in their website. To push their beverages Red Bull decided the best way to promote yourself was to support others. Through Red Bull's tireless support of innovation, technology, music, sports, events, and people they have created there own micro-culture. Red Bull clearly uses environmental resources to produce their product however, they work hard to promote environmental friendly actions, lifestyles, and disposal of their product on their website. Red Bull's website is a platform for them to present their core company values to both customers and active lifestyle enthusiasts alike.

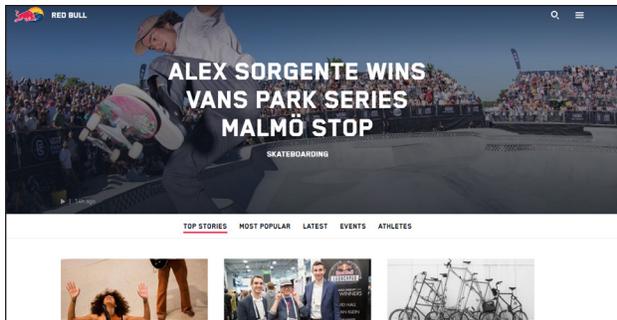


figure 2

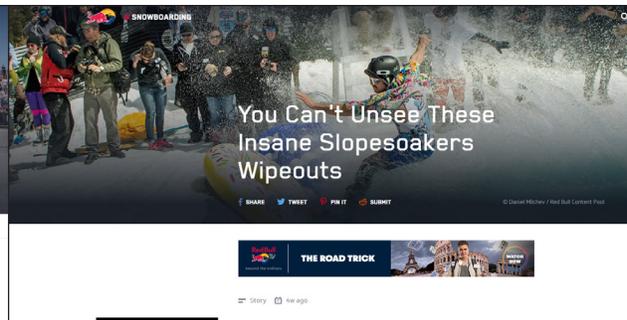


figure 3

Red Bull Culture

The interactors of Red Bull’s extensive website are all tied together through an active and innovative lifestyle. Red Bull promotes the latest in sporting news, events, and headlines. A big part behind the Bull is their own branded contests and events.

Through the economic freedom from a successful business plan Red Bull uses that revenue to host countless sporting events and concerts throughout the year. Red Bull’s site is a platform for new–upcoming artists and athletes; this exposure keeps Red Bull with the latest trends and growing popular content. Red Bull even hosts its own free streaming television channel called **Red Bull TV** that is accessible through their website. Red Bull TV offers daily programming, sporting events, live concerts, original movies, and original documentaries.

Red Bull’s site targets all cultures, countries, and backgrounds with an average interactor age range from 15–50 years old. By not limiting their content and not restricting their target demographic it enables Red Bull to approach every type of interactor with any socio–economic background as potential customers and users of their site. Positive cultural awareness is vital for an international company and Red Bull accomplishes this and more with a well rounded site that offers the interactor the freedom to choose what language and variation they want with content to match any potential global customer.

The Voice of a Bull

The tone and voice of the articles and content on Red Bull’s website is fun and friendly overall. The articles on Red Bull’s site are all based around interests like music, action sports, art, and active lifestyles. To target this type of audience the dialogue in their website is clever and witty. There are also a lot of attention grabbing and action evoking terms used throughout their articles; matching the needs and purpose of the website perfectly.

Attributes of a site in this category are described as witty, clever, funny, quirky, and attention-grabbing in *Writing and editing for digital media*; that description matches this site's voice exactly (Carroll, 2014, p. 137). Additional attributes include informative, energetic, and inspirational; depending on the article.

Red Bull uses its financially loud voice to help promote their events, athletes, artists, and musicians. This promotion gives Red Bull's voice a very positive tone. Positivity, creativity, and selfless promotion gives Red Bull the tools it needs to grow as a company and ensures endless content for their website in the foreseeable future.

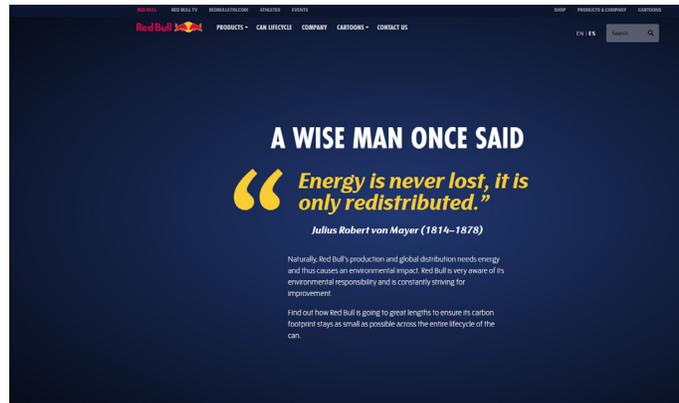


figure 4

Red Bull has every type of mainstream **social media** and they enable an interactor to access them easily from their website. Red Bull uses social media posts embed in articles to add additional depth and they use these social media outlets to promote their positive, fun, and friendly voice. Red Bull uses informality within its social media interactions daily, helping them form a lasting and solid relationship with their target interactors (Carroll, 2014, p. 131).

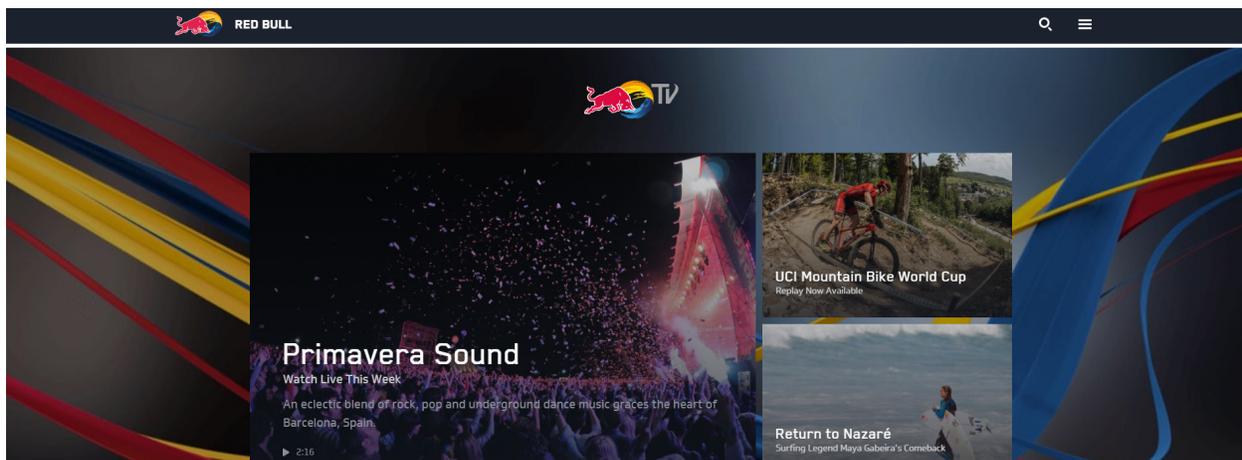


figure 5

A Charging Bull of Interactivity

Red Bull's multimedia arsenal is vast and massive. Red Bull offers videos, photos, hyper-links, music and more. All this content is presented in a very elegant modern

way and extremely user friendly. Interactivity and multimedia content can add depth to a site and evoke emotional responses in the interactors of that site. Below is a list of key factors that brings Red Bull's site to the next level of website interactivity.

- **Photographs** – All the photos in the site zoom in slightly while remaining constrained in their frames; indicating interactivity and creating a pleasant and well received effect.
- **Video** – Videos are tied to most articles and create a very unique experience that gives the interactore a creative visual representation of what they're reading. The addition of these videos also gives a more user friendly experience for the average reader who likes to skim the article or gets board easy; helping them to stay interested.
- **Music** – Red Bull offers music links to streaming content in there articles. They also offer a sub site called **Red Bull Radio**, that offers everything you would expect from a streaming radio service.
- **Red Bull TV** – This service is the ultimate cord-cutters tool to freedom from the cable company. This free station offers interactors access to hundreds of movies, documentaries, event coverage, live concerts, reviews, and news.
- **Hyper-links** – Are all colored red throughout Red Bull's site, creating a sense of unity and easy understanding for any interactor.
- **Hash-tags** – Red Bull uses hash-tags throughout their site and tie the tags to their social media and multimedia; making their content easy to find.

The interactivity on Red Bull's site is excellent, and not only adds to the articles they write but it gives interactors free alternatives to streaming entertainment. This aspect of Red Bull as a company pushes them form just a beverage company to a multimedia powerhouse.

Navigating through the Bull

The navigation on Red Bull's website is very intuitive and responsive. The website is set up to adapt to any screen-size and they offer application versions to multiple aspects of their business giving them an exceptionally responsive design (Carroll, 2014, p. 156). When you land on Red Bull's splash page you are greeted with front-and-center bold capitalized menu navigation. The menu bar is located just under a large graphic also with bold text that is interactive and points to an article that is

directly related. In the top right of the web page there is a modern pop-out menu with a metro/modern look that houses picture links with hash-tags that point to popular topics.

Red Bull's site offers a easy to use search feature that works with both standard text and hash-tags, continuing with the modern feel of the overall site. An additional way to search this site is thorough the [index page](#). The index page hosts hash-tag links of subcategory under general categories and is well organized.

Red Bull's clear navigation doesn't end with their upper and lower menus; they use color coated social media links, interactive photos, squared off interactive text boxes, and articles clearly defined to react when a cursor hovers over them. This shows an excellent and well appreciated interactivity and additional navigation without question that any interactor would appreciate.

The navigation on Red Bull's website is well thought out and very well done.

Overall, the navigation on Red Bull's website is well thought out and very well done. An interactor can effortlessly find content through the search feature, traditional menus, or interactive multimedia and feel confident they will get where they want to be.

Battling the Bull

Red Bull maybe the best at what they do, but they're not alone. Both [Monster Energy Drinks](#) and [Rockstar Energy Drinks](#) offer similar sites laced with similar multimedia content to Red Bull. What sets Red Bull apart is the broad demographic. Monster and Rockstar focus more on niche demographics with limited interests. Red Bull shows more interest in global activities and the success of this strategy reflects in their global acceptance and mass distribution of their products worldwide.

The sites – Red Bull's site overall has a brighter and cleaner feel with Rockstar and Monster having a heavy use of dark colors and "grungy" tones. Red Bull is the only site out of the three that offers interactivity within all multimedia on the site and extended streaming services. Red Bull also focuses on more sports and activities targeting a broader range of interactors.

By not limiting there target demographic, offering a cleaner look, and more

interactivity to their site Red Bull really sets itself apart. Further, Red Bull gives back to its interactor with free content that can be used and appreciated on daily basis.



figure 6

Red Bull: Final Thoughts

Red Bull is a very diverse company that appreciates all cultures, and that shows through while navigating their well designed website. Red Bull uses multimedia and interactivity effectively in there site to create a memorable and pleasurable interactor experiences. Red Bull keeps is demographic large promoting many activities and supporting many interests. Having a site that is easy to navigate and interact with is vital to guarantee return users; Red Bull accomplishes this with ease and provides multiple platforms to do it on.

It's not just what you sell it's what you say and do that defines a company. Red Bull has a voice and tone that reaches out to there broad demographic while promoting their own subculture of active interactors. With the ever growing energy drink industry Red Bull is still the king, and there website is a testament to that.

References

Carroll, B. (2014) *Writing and editing for digital media (2nd ed.)*. New York: Routledge.

Figure 1. Durgin, C. (2017, May 30). *Red Bull Slogan*. [Screenshot]. Retrieved from <http://energydrink-us.redbull.com/en>

Figure 2. Durgin, C. (2017, May 30). *Splash Page*. [Screenshot]. Retrieved from <https://www.redbull.com/us-en/>

Figure 3. Durgin, C. (2017, May 30). *Article Example*. [Screenshot]. Retrieved from <https://www.redbull.com/us-en/biggest-wipeouts-slopesoakers-2017>

Figure 4. Durgin, C. (2017, May 30). *Red Bull Recycle*. [Screenshot]. Retrieved from <http://energydrink-us.redbull.com/en/can-lifecycle>

Figure 5. Durgin, C. (2017, May 30). *Red Bull TV*. [Screenshot]. Retrieved from <https://www.redbull.tv/>

Figure 6. Durgin, C. (2017, May 30). *Red Bull World*. [Screenshot]. Retrieved from <http://energydrink-us.redbull.com/en>

Red Bull. (n.d). *Who makes Red Bull*. Retrieved from <http://energydrink-us.redbull.com/en/company>