

STRATOS MISSION

Impact on

Red Bull



Brand Affinity



crimson hexagon

KNOW MORE. KNOW WHY. KNOW HOW.



CASE STUDY: RED BULL STRATOS

CPG FIRM: *Red Bull GmbH*

BUSINESS

QUESTION: *(1) How did consumers react to the Red Bull Stratos mission with Felix Baumgartner?*

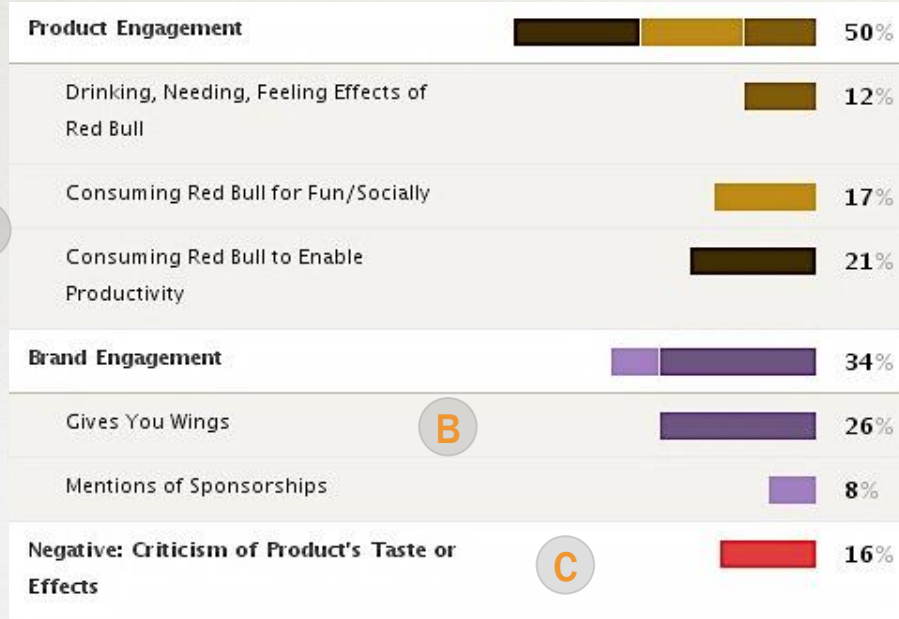
(2) What was the impact on the Red Bull brand?

METHOD: *Develop a framework for measuring the effectiveness of media-neutral advertising by analyzing the online conversations around the Red Bull brand before and after the record-setting jump.*

RED BULL BRAND: RESULTS

Red Bull: Brand Baseline (Before Campaign Roll-Out)

(7/1/12 – 10/8/12) • 276,127 Relevant Posts

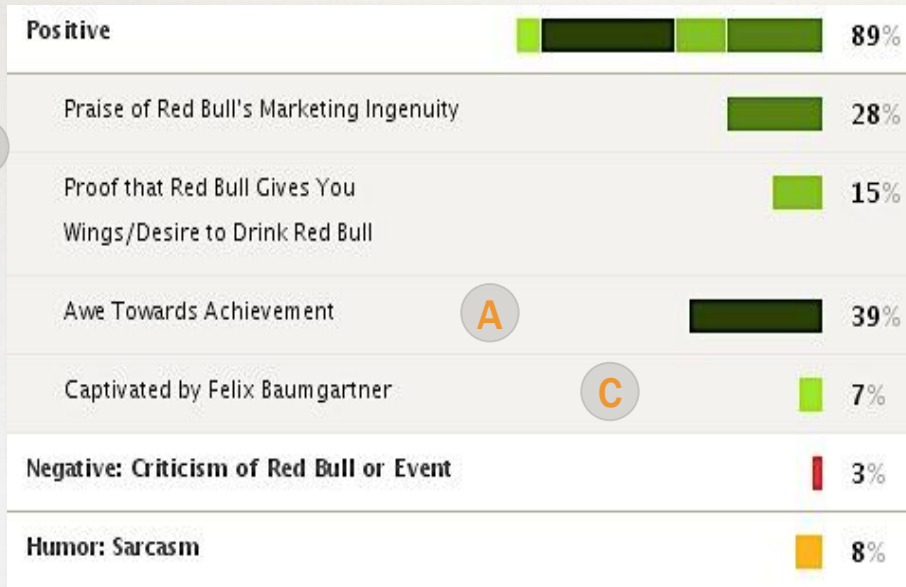


FINDINGS:

- A. Product use is the largest driver of conversation (50%)
 - 21% discuss consuming Red Bull to increase productivity, while 17% cite social uses of the energy drink
- B. 26% represents direct consumer engagement with the brand slogan: “Red Bull Gives You Wings”
- C. Major criticisms include product taste and health concerns (16%)

RED BULL STRATOS: RESULTS

Red Bull: **Stratos Mission**
(10/14/12) • 56,084 Relevant Posts

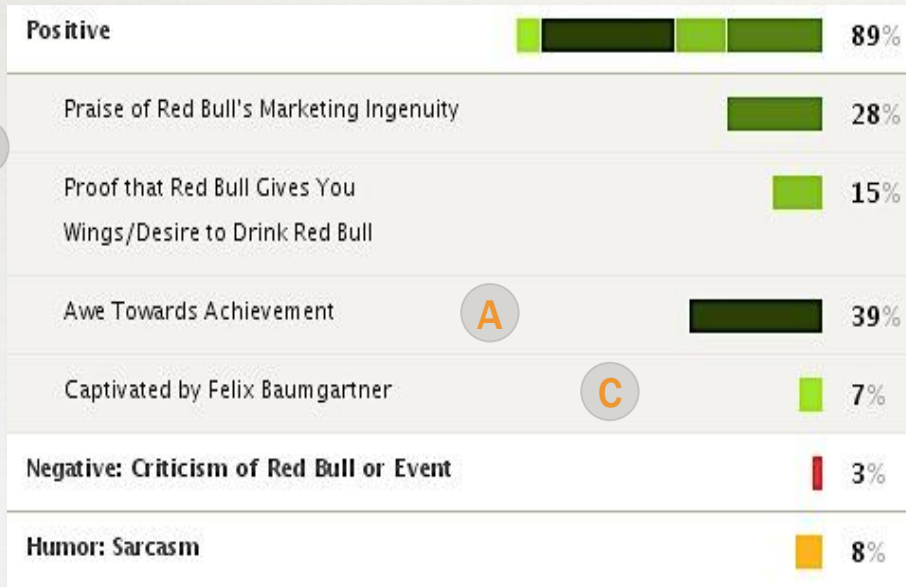


FINDINGS:

- A. Live consumer reactions to the space jump were overwhelmingly positive, driven by sheer awe (**39%**)
- B. **28%** praised the marketing ingenuity of Red Bull's sponsorship
 - **15%** associated the event with the product's energy boost and brand messaging, inspiring consumption
- C. Surprisingly, daredevil Felix Baumgartner only garnered **7%** of discussion focus

RED BULL STRATOS: RESULTS

Red Bull: **Stratos Mission**
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FINDINGS:

- A. Live...
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- B. ...
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15% associated the event with the...
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"Oh who am I kidding. I had a red bull earlier, probably bc of that space jump thing sponsored by red bull.They planted that seed in my head."

-@RetrospectRebel

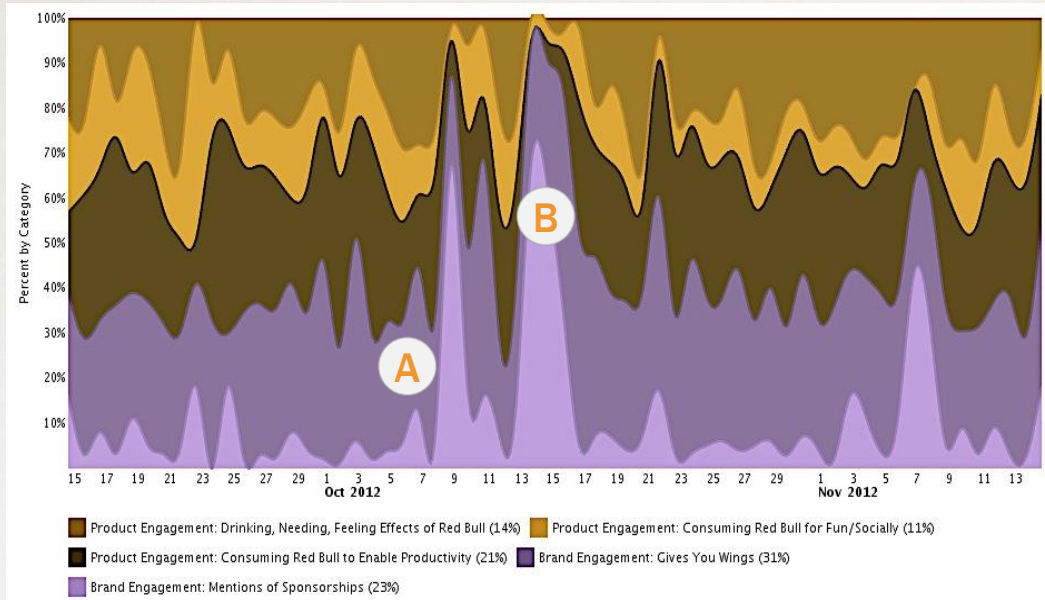
"Me and dad are drinking Red Bull in honor of the Space Jump we watched earlier :D"

-@BrandyLeigh

RED BULL BRAND: RESULTS

Red Bull: Brand Discussion During Campaign

(9/15/12 – 11/15/12) • 210,660 Relevant Posts

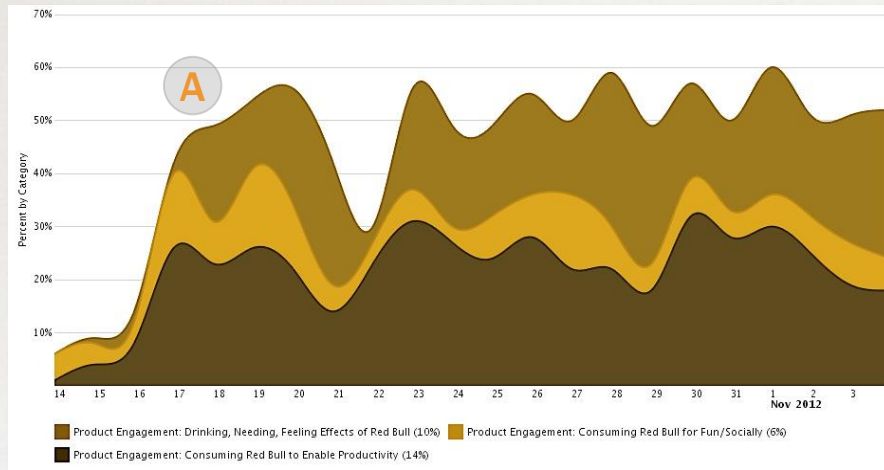


FINDINGS:

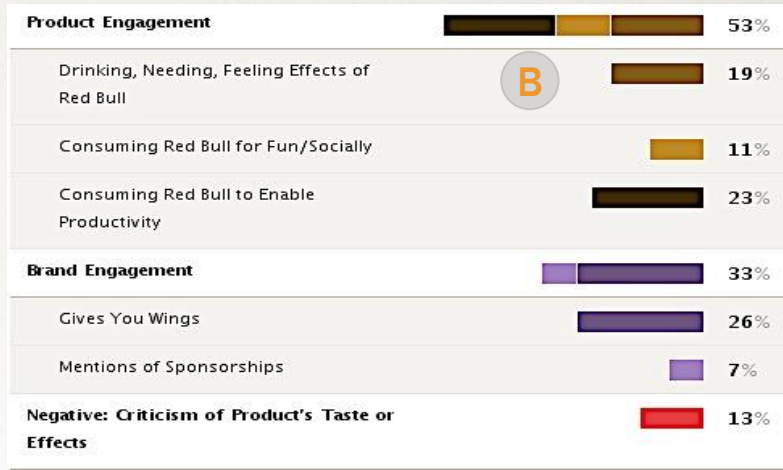
- Brand engagement spikes with Oct. 9 launch plan; however, weather conditions delay Stratos until Oct. 14
- When Felix Baumgartner jumped on Oct. 14, brand engagement totaled 90% of conversation about Red Bull

RED BULL BRAND: RESULTS

Red Bull: Campaign Impact on Brand
(10/17/12 – 1/17/13) • 229,613 Relevant Posts



A) In the weeks following Stratos, Red Bull product use discussions surge



B) Discussion around drinking and needing Red Bull maintained 7% increase for three months after the event

RED BULL STRATOS: **KEY TAKEAWAYS**

- Brand engagement represented **34%** of Red Bull conversation prior to Stratos
 - On the day of the event, brand engagement peaked to **90%** of conversation about Red Bull
- Felix Baumgartner, the Stratos daredevil, was not the center of conversation on Oct. 14; rather, consumers fixated on the implications for the Red Bull brand and product usage
- In the three months following Stratos, online conversation about Red Bull revealed an increased emphasis on product consumption (**19%**)

CRIMSON HEXAGON

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