

Red Bull Statistics

- 🍷 Exclusively produced in Austria
- 🍷 Available in over 100 countries
- 🍷 1,000 million cans sold in 2000
- 🍷 Launched in 1987 (20 years old)
- 🍷 70% marketshare of Energy Drinks in 2003

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- good target and good advertising campaign have given wings to Red Bull company -

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People don't buy Energy drinks because they need it. The need has be created by the fabricants. It is the big advertising campaign which has convinced people to adopt these beverage. Red Bull has been the first energy drink in the market. The first time Red Bull decided to internationalise itself was in 1992 in Hungarian. Today, Red Bull is in more than 60 countries in the world.

Red Bull's target is people who needs energy and concentration: sportsmen. For that reason, the company sponsors numerous sports events: Formula 1, Xtreme competition. "Red bull gives you wings" is the famous slogan which significates that consuming a Red Bull permits to have more energy than usually... like the Panoramix' magic potion in our comics "Astérix et Obélix".

The company made also advertising in a Playstation play "Wipeout2", putting the name of Red Bull on virtual billboards in this play. The result is that the beverage has quickly got success by young people. Actually, Red Bull keeps on marketing by this generation in being in Techno parties and night-clubs.