



Figure 1

Red Bull's Content Strategy Profile & Proposal

<https://www.redbull.com/us-en>

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Content Profile

Statement of Purpose:

The purpose of this site is distributing news and multimedia information related to the general demographic that consumes this company's energy drinks. Red Bull created a whole new category of drink called "energy drinks", because of this Red Bull uses this site to promote other new, innovative, and culturally related activities, sports, and people. This site also aims to spread environmental awareness and promotion of an active and outdoor lifestyle.

Audience Profile:

- **Age:** The intended interactor for Red Bull's web page is between 15—50 years old. They are consumers of Red Bull's drinks and they are likely to be active in the sports and activities Red Bull promotes.
- **Gender:** Both males and females find articles and multimedia on Red Bull's site interesting and motivational.
- **Education:** Interactors of Red Bull's site have at least a middle school education.
- **Urban, rural, suburban:** Interactors from all living areas and community

situations enjoy the articles on Red Bull's web site.

- **Cultural Perspective:** Interactors from all backgrounds, countries, cultures, and heritages enjoy Red Bull's site.
- **Socio—Economic:** Interactors of Red Bull's site are any class with any income. Interactors have the financial ability to own a device to access the internet.
- **Expertise:** Interactors of Red Bull's site would benefit from a background in cultures surrounding the latest sports, technology, and music.
- **Attitudes:** Interactors of this website are positive creative thinkers. They understand the importance of positive cultural awareness and the benefits of a healthy and active lifestyle.
- **Expectations:** The interactors of this site expect advanced interactivity and well produced multimedia content. Red Bull's audience also expects the latest and timely coverage of events and stories.
- **Context:** Audiences of Red Bull can access the site from both computers and mobile devices. The average interactor will access Red Bull's site for entertainment and information purposes. The audience can access the site through a direct link, social media links, or by accessing their application.

Frequency of Publication:

Red Bull updates their main page and headlines daily. Red Bull even offers their interactors daily content with their social media posts and live streaming. Red Bull is very consistent in providing quality, daily content.

Competition:

- <https://www.monsterenergy.com/>
- <https://rockstarenergy.com/>

Red Bull may be 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 is reflected in their global acceptance and mass distribution of their products worldwide.

Site Differences – 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 their 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 a daily basis.

Social Media:

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 daily 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). Different divisions and topics of Red Bull also offer their own specific social media presence as well giving the company a very diverse and powerful social media voice.

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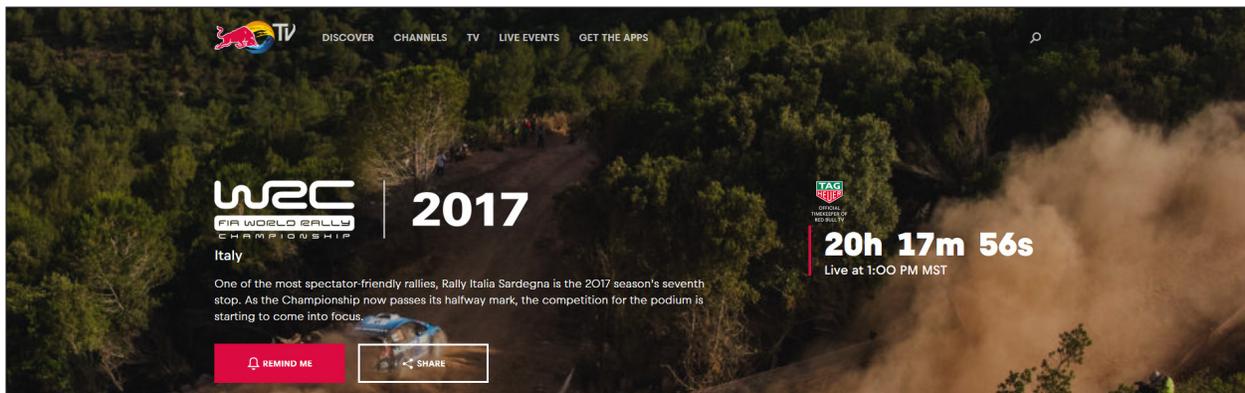


Figure 2

Content Fitness:

Red Bull does an excellent job of maximizing their content fitness. This maximization ensures the quality of their content and a positive interactor experience. I evaluated Red Bull’s website and quality according to the four dimensions of information quality (Carroll, 2014, p. 149). From my evaluation I found that Red Bull takes great pride in how they portray all the content on their site and social media alike.

The four dimensions of information quality focus on Intrinsic information quality, contextual information quality, representational information quality, and accessibility information quality.

Information Challenges:

Red Bull does a great job getting to their interactors through the power of the internet. But, using a content strategy that relies on the internet to broadcast a message could be limiting. Potential interactors who do not have the internet or choose not to use certain social media outlets, technology, or applications might miss out on Red Bull's message. Another challenge for Red Bull is how to best tie their social media presence to their site content and streaming apps.

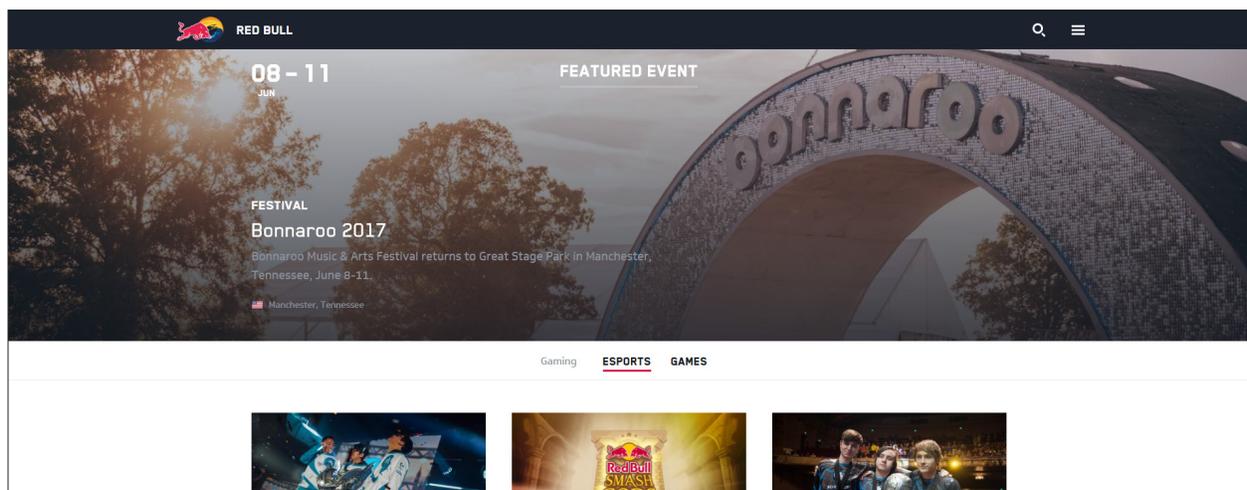


Figure 3

Content Strategy Proposal

The Challenge:

Red Bull's web presence is vast and very well maintained. They utilize so many social media variations it almost becomes hard to track. This can cause confusion with potential interactors regarding who they should follow and what following that aspect of Red Bull means or represents. A unified presence is stronger than one that is spread thin. Even sending people to another platform for engagement can make interactors get stuck in a competitor's website; especially without clear or easy navigation to get back (Carroll, 2014, p. 260).

The Solution:

To combat these challenges and add interactivity to their site, I propose that Red Bull

start their own social media platform that is specifically based around their interests and meet the expectations of their interactors. Having their own social media platform that is based off the style guide, look, feel, and voice of their site would create a singular location for all interactors to congregate on the net. This presence would not only benefit Red Bull by promotion of their products and events, but users would have the opportunity to make their own events and meetings further adding to the culture surrounding Red Bull itself. Giving users the opportunity to interact and create events off the web would help reach the potential interactors who do not have the internet, choose not to use certain social media outlets, hate technology, or don't use applications.

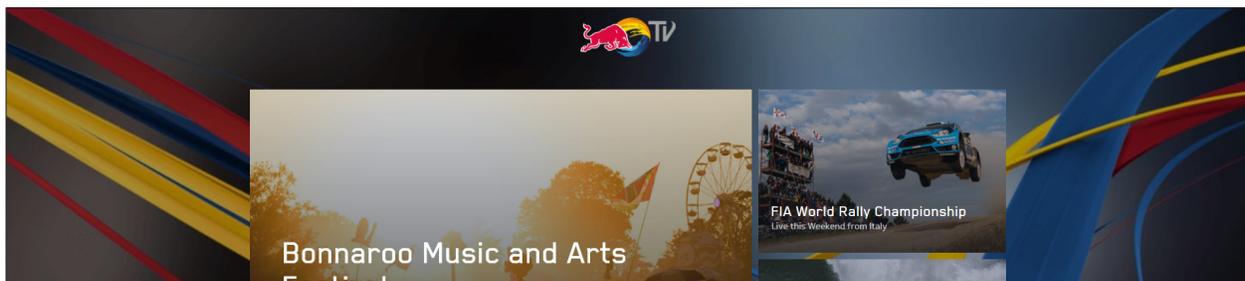


Figure 4

The Benefits:

Red Bull having their own social media platform would attract additional users through friend requests, liking and sharing of posts, and general interactive content. Not having to redirect people to other sites like Facebook or rely on other social media platforms for sharing content would keep Red Bull's interactors engaged and active on their sites and services. Red Bull could even incorporate their free streaming service into their social media platform. With the animosity towards a lot of social media platforms for restricting content and outdated user interfaces, Red Bull could capitalize on an aging market with a clean and modern user interface that targets athletic and active people with similar interest to Red Bull.

Conclusion:

Red Bull should incorporate their social media platform into their site in a similar fashion as their sub sites Red Bull TV and Red Bull Music. This would keep a similar look and tie to Red Bull's main site and benefit interactors by ease of access to all the additional service Red Bull offers. This change would affect both their web and social media presence at the same time in a positive and innovative way. This addition to their site would keep interactors on their site and help to promote Red Bull events and user created events alike. Finally, having the ability to directly share Red Bull's social media platform posts with other social media outlets would draw in more users, more site interactors, and more potential Red Bull customers overall.

References

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

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Figure 2. Durgin, C. (2017, June 7). *WRC share*. [Screenshot]. Retrieved from <https://www.redbull.com/us-en/>

Figure 3. Durgin, C. (2017, June 7). *Featured Events*. [Screenshot]. Retrieved from <https://www.redbull.com/us-en/>

Figure 4. Durgin, C. (2017, June 7). *Red Bull TV*. [Screenshot]. Retrieved from <https://www.redbull.com/us-en/>