

Red Bull HealthPro Range

Proposal – Marketing & Communication Plan

Group Member Names:

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RED BULL HealthPro Range

Product Summary

Red Bull HealthPro Range

- Plant-based Protein
- Natural sugar extracts
- Vitamin B
- Gluten-free
- Vegan
- Electrolytes

Flavours:

Original
Watermelon
Blueberry

Ingredients: Sparkling water, organic cane sugar, apples, honey, citric acid, methionine, taurine, sodium bicarbonate, magnesium carbonate, green tea extracts (caffeine), niacin, pantothenate, pea protein isolate

RED BULL HealthPro Range

Background (Why Red Bull HealthPro Range)



- With a presence in 175 countries and having sold more than 11.5 billion cans, Red Bull is still going strong in the energy drinks and soft drinks industry.
- Due to increasing number of people choosing health and fitness in their lifestyle over carbonated energy drinks, it is fair that giants like Red Bull also follows the bandwagon and launches an energy drink that is rich with protein.
- Gap in the market for an Energy drink that is packed with protein.



RED BULL HealthPro Range

Marketing Objectives



- Increase customer engagement on social media platforms by 25% within the next 3 months through the development of engaging content and interactive campaigns.
- Establish partnerships with at least two health and fitness influencers or organizations within the next 4 months to enhance credibility and reach.
- Educate consumers about the benefits of plant-based protein and zero sugar in the HealthPro energy drink over the next 6 months through informative content and educational campaigns.
- Enhance the profit margin for the healthier Red Bull energy drink by 5% within the next 12 months through cost optimization and pricing strategies
- Achieve a 30% increase in revenue from the sale of the HealthPro range within the next fiscal year through strategic pricing, marketing campaigns, and expanded distribution channels.

RED BULL HealthPro Range

Creative Brief



Unique Selling Points:

- Creating a version of the famous RedBull Energy drink that is healthy and rich with protein.
- Only a handful companies have protein in our energy drink and hence there will be limited competition.
- Same RedBull taste and energy but Healthier

Creative Tactic

- The main creative tactic in all our communication will focus on **dramatization, adventure, imagery and thrill-seeking.**

Campaign Duration:

- The campaign launch duration will be from January 1, 2024 to December 31, 2024.

RED BULL HealthPro Range

Target Audience



Primary Audience

- **Age:** 18–30 years
- **Gender:** Red Bull is equally consumed by males and females, however their marketing activities are focused on males.
- **Occupation:** Red Bull's target market will include students, entry level professionals, mid-senior level professionals, managers.
- **Income Group:** Red Bull is preferred by varied income groups. However, it is noted that Red Bull appeals to Middle to Higher Income level groups.

Psychographic Segmentation:

- **Lifestyle:** Red Bull users are passionate about sports, adventures. These are people that are young and want to live a dynamic lifestyle.
- **Personality:** These consumers are young with an outgoing personality who want to experience different things in life.
- **Attitudes:** The consumers are motivated, energetic and have an ambitious attitude towards life.
- **Motivation:** Red Bull consumers are looking for an instant energy recharge that can help them stay alert; the caffeine in Red Bull is that kick which helps them achieve that.

Behavioral Segmentation:

- **Loyalty:** Customers of Red Bull have great loyalty towards the brand because they want consistency in taste and energy component of the drink.

Secondary Target Audience

- **Age:** 14–21
- **Occupation:** Students

RED BULL HealthPro Range

Consumer Insights



"Red Bull, as an energy drink, delivers a noticeable boost in energy upon consumption. However, I recognize the potential drawbacks of regular consumption, especially in terms of health and nutrition. It would be fantastic if the company could develop a healthier alternative that retains the positive qualities of the current drink, providing sustained energy without compromising on nutritional well-being. This way, individuals like myself who prioritize fitness and nutrition would have a more balanced option to support their active lifestyles."

Benefit

Drink your RedBull guilt-free and without worrying about the nutrition because RedBull HealthPro Range is packed with healthy ingredients like green tea extracts and protein.

Support

- Emphasize on the Protein and Healthy nutrients like green tea extracts that makes RedBull HealthPro range Healthy
- Focus on the "Your RedBull just Healthier"

RED BULL HealthPro Range

MEDIA TACTICS (Event – F1 Racing)



Event Execution

- F1- **#RedBullVroom**
- **Duration**- Season-long (Throughout 24 races, 9 months)
- **Target Audience**- (18-25) Primary audience
- **Budget**- \$500K CAD
- **Location**- Circuit Gilles Villeneuve in Montreal, Quebec

1) Branded Pit Stops- Collaborate with Red Bull's Formula 1 team for branded pit stops featuring the Red Bull Health Pro Range at the Canadian Grand Prix.

2) Race Day Activation Zones-Designate specific areas within the Circuit Gilles Villeneuve as activation zones. Set up engaging and interactive brand activations, such as photo booths, sampling stations, and Interactive screens for the Red Bull Health Pro Range.

3) Red Bull Custom Car Design/Graphics - Make a custom car design for Red Bull's 3-time world champion Max Verstappen clearly advertising the Red Bull Health Pro range.

RED BULL HealthPro Range

MEDIA TACTICS (Event – Gaming Tournaments)



Event Execution

- Gaming tournaments- **#PlayProWithRedBull**
 - **Duration**- Oct-Dec 2024 (Peak season for esports events)
 - **Target Audience** (14-21) Secondary Audience
 - **Budget**- \$200K CAD
 - **Location**- Toronto, Canada
- 1) Sponsor with E-Sport Teams- Identify and collaborate with popular esports teams. Build custom-made Red-bull jerseys for the E-sport players
 - 2) Presenters screen- Advertise Red Bull Health Pro in the presenter's screen will make people in the event aware of Redbull's new range.
 - 3) Focus on Major E-Sport tournaments- We'll be focusing on the most popular and most viewed esports tournaments in Canada to maximize reach.

RED BULL HealthPro Range MEDIA TACTICS (Event)



Event campaign - F1 Mock-ups



RED BULL HealthPro Range MEDIA TACTICS (Event)



Event campaign - Gaming tournaments Mockups



RED BULL HealthPro Range

PR Campaign



PR Campaign

We will do a press release which will create hype for our upcoming events. We shall invite sports, fitness and gaming influencers in that press release who would share the feel of that event on their social media creating a hype about the event.

Channels – CBC, Bell, Corus Entertainment and Rogers Sports & Media

The press release will consist of:

Teaser Campaign– The Press release will be started with teaser videos and graphics highlighting the synergy between Red Bull Health Pro Range, Formula 1, and gaming.

Product Spotlight: A spokesperson will start highlighting the health benefits of the Red Bull Health Pro Range through in the press release. There will be interactive photo booths and different activities.

RED BULL HealthPro Range PR Campaign



PR Campaign Mockup



RED BULL HealthPro Range

Media Tactics – TV Advertisement



Summary:

- **Date:** January 1, 2024, to December 31, 2024.
- **Placement:** Sportsnet World, ESPN, TBS, TNT, CTV, CBC.
- There will be 2 versions: 15-second and 30-second advertisement
- The ad will be aired on prime time on the channels and during sports tournaments.

Rationale:

- TV Ads still have a lasting impact on the minds of the viewer.
- 18–25-year olds watch 14.6 hours of TV weekly.
- Focus on Energy + Power Packed protein.
- The ad will be based on the theme that Red Bull HealthPro range is for thrill-seekers who want the energy boost, rich with healthy ingredients and protein.
- This type of theme will attract our primary as well as secondary target audience.
- TV Ads cost as low as \$1000 per 30-second on CTV.

Budget: \$ 2 Million CAD

- CTV reaches 15 million views on an average weekly.

Tactics:

- Dramatization
- Imagery and Graphic visuals
- Relatability with a girl-next-door character

RED BULL HealthPro Range

Media Tactics – TV Advertisement



Redbull HealthPro Range Campaign Video

FRAME 1



The ad opens with a montage of bikers, skydiving, snowboarding and car racing.

FRAME 2



Cut to a bold RedBull HealthPro can soaring through the air, transitioning into an explosive burst of energy.

FRAME 3



Scene shifts to a young woman, Susan, gearing up for a challenging obstacle course.

FRAME 4



She grabs a RedBull HealthPro from a cooler

FRAME 5



As Susan takes a swig, the camera zooms in, showcasing the vibrant energy surging through her veins

FRAME 6



1 Red Bull HealthPro, like many energy drinks, provides a temporary alertness boost due to its caffeine content.
2 Additionally, it may include B vitamins, taurine, and amino acids aimed at enhancing energy levels.
3 The product's convenience and portability makes it suitable for on-the-go consumption.
4 With various flavor options, Red Bull and its competitors cater to diverse taste preferences.

Cut to a split screen, showing side-by-side comparisons of RedBull HealthPro's protein content against ordinary energy drinks, emphasizing its superior nutritional profile.

FRAME 7



The soundtrack intensifies as the commercial shifts to a montage of individuals pushing their limits in various extreme sports, fueled by RedBull HealthPro.

FRAME 8



Quick cuts of friends toasting with RedBull HealthPro cans at the summit of a mountain, celebrating their victorious ascent.

FRAME 9



Closing scene: Susan standing atop a mountain peak, overlooking a breathtaking vista, holding a RedBull HealthPro can triumphantly

FRAME NO.	ACTION	VOICEOVER
FRAME 1	The ad opens with a montage of bikers, skydiving, snowboarding and car racing.	Thrill-seekers and those who live life on the edge RedBull HealthPro range is here to keep up with your thrill
FRAME 2	Cut to a bold RedBull HealthPro can soaring through the air, transitioning into an explosive burst of energy.	"Introducing RedBull HealthPro – the ultimate fusion of power and nutrition, designed for warriors like you.
FRAME 3	Scene shifts to a young woman, Susan, gearing up for a challenging obstacle course.	
FRAME 4	She grabs a RedBull HealthPro from a cooler.	"When it's time to conquer, I choose RedBull HealthPro. It's not just energy; it's power-packed protein to fuel my wildest adventures!"
FRAME 5	As Susan takes a swig, the camera zooms in, showcasing the vibrant energy surging through her veins.	"With an intense punch of 10 grams of protein per can, RedBull HealthPro transforms your energy into unstoppable force."
FRAME 6	Cut to a split screen, showing side-by-side comparisons of RedBull HealthPro's protein content against ordinary energy drinks, emphasizing its superior nutritional profile.	"Don't settle for just an energy boost. Supercharge your performance with the protein-packed goodness of RedBull HealthPro."
FRAME 7	The soundtrack intensifies as the commercial shifts to a montage of individuals pushing their limits in various extreme sports, fueled by RedBull HealthPro.	"From the highest peaks to the roughest terrains, RedBull HealthPro is the secret weapon for those who live life on the edge."
FRAME 8	Quick cuts of friends toasting with RedBull HealthPro cans at the summit of a mountain, celebrating their victorious ascent.	"Fuel your crew, fuel your passion, fuel your victory. RedBull HealthPro – because legends are made, not born."
FRAME 9	Closing scene: Susan standing atop a mountain peak, overlooking a breathtaking vista, holding a RedBull HealthPro can triumphantly.	"Unleash your inner warrior. RedBull HealthPro – Your RedBull just got Healthier!"

RED BULL HealthPro Range

Media Tactics – OOH



Summary:

Date: January 1, 2024, to December 31, 2024

Placement:

- Hwy 401 Dufferin Rd, Ontario (Daily Circulation – 239,400)
- Hwy 400, Finch Ave, Ontario (Daily Circulation – 123,900)
- Gardiner Expressway at Jefferson Avenue, Ontario (Daily Circulation – 109,500)
- Gardiner Expressway at Atlantic Avenue, Ontario (Daily Circulation – 109,500)

Rationale:

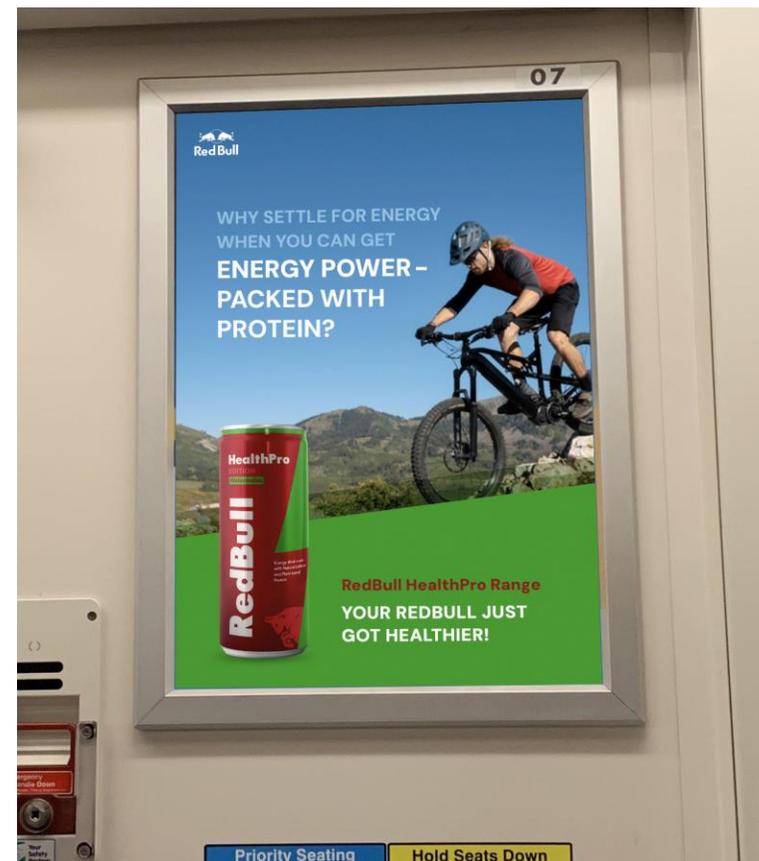
- People that travel in the TTC – 2,272,200 daily and hence reach is 2,272,200.
- Highways are another source where OOH advertisement can be tapped into.

Budget: \$ 1 Million CAD

RED BULL HealthPro Range Media Tactics – OOH



Mockups:



RED BULL HealthPro Range

Google Display Ads



Summary:

- **Duration:** January 1, 2024, to December 31, 2024
- **Target audience:** 18-30 years
- **Reach: CPM= \$2.50; Impressions= 10,000,000**
- **Placement:** Sports websites, gaming websites, lifestyle and entertainment blogs' sites may attract audience interested in on-the-go energy solutions
- **Budget: \$25,000**

Rationale:

- Responsive Google display ads allow for visually engaging and compelling content, making it effective for Red Bull HealthPro, where showcasing its attributes and benefits can have a powerful impact.
- 21% of energy drink consumers are innovators or early adopters of new products.
- Energy drink consumers remember seeing ads in video games more than the average consumer

RED BULL HealthPro Range

Google Display Ads



Mockup



RED BULL HealthPro Range

Google Search Ads



Summary:

- **Duration:** January 1, 2024, to December 31, 2024
- **Placement:** Google Search Results Page, Nutrition blogs
- **Impressions:** 625,000
- **Budget:** \$25,000

Rationale:

- The Search Advertising market is anticipated to experience a 3% growth in mobile ad spending in 2024. This suggests an increasing emphasis on mobile platforms within the Search Advertising sector, reflecting evolving consumer behaviours and preferences.
- Gain relevant traffic by bidding on keywords and attract users that are interested in plant-based nutrition, and health drinks.

RED BULL HealthPro Range Social Media (Instagram & Tiktok)



Summary:

- **Duration:** January 1, 2024, to December 31, 2024
- **Target audience:** 18-30 years
- **Secondary Target audience:** 14-21 years
- **Platform:** Instagram ads with paid partnerships with extreme sports influencers
- **Tiktok:** In-feed ads on "For you" page

Instagram Engagement: 74,000

Tiktok Engagement: 75,000

Budget: Instagram ads: \$75,000; TikTok Ads: \$75,000

Rationale:

- Influencers have the potential to amplify the brand message to a wider audience beyond the brand's immediate reach and are likely to be influenced positively towards HealthPro range of Red Bull
- Almost 17% of global active Instagram users were men between the ages of 18 and 24 years. More than half of the global Instagram population worldwide is aged 34 years or younger
- The global influencer marketing platform market reached \$15.2 billion in 2022, is projected to grow to \$17.4 billion in 2023, and is anticipated to exceed \$22 billion in 2025. These platforms serve key functions in client search, campaign management, influencer relationship management, and analytics.

RED BULL HealthPro Range Social Media (Instagram)



Mockups

The image shows a mockup of an Instagram post for the Red Bull HealthPro Range. The post is set against a dark background and features a photograph of a cyclist in a red and black jersey riding a mountain bike on a trail. In the foreground, a can of Red Bull HealthPro Energy Drink is displayed. The can is red and green, with the Red Bull logo and the text "HealthPro ENERGY" and "Red Bull" visible. The cyclist is wearing a helmet and is in a dynamic riding posture. The background of the photo shows a clear blue sky and green hills.

**WHY SETTLE FOR ENERGY
WHEN YOU CAN GET
ENERGY POWER –
PACKED WITH
PROTEIN?**

**Red Bull HealthPro Range
YOUR REDBULL JUST
GOT HEALTHIER!**

redbullcanada • Follow
Original audio

redbullcanada
Upgrade your energy game with Red Bull HealthPro Range! 🦁
Why settle for just a boost when you can have energy
power-packed with protein?

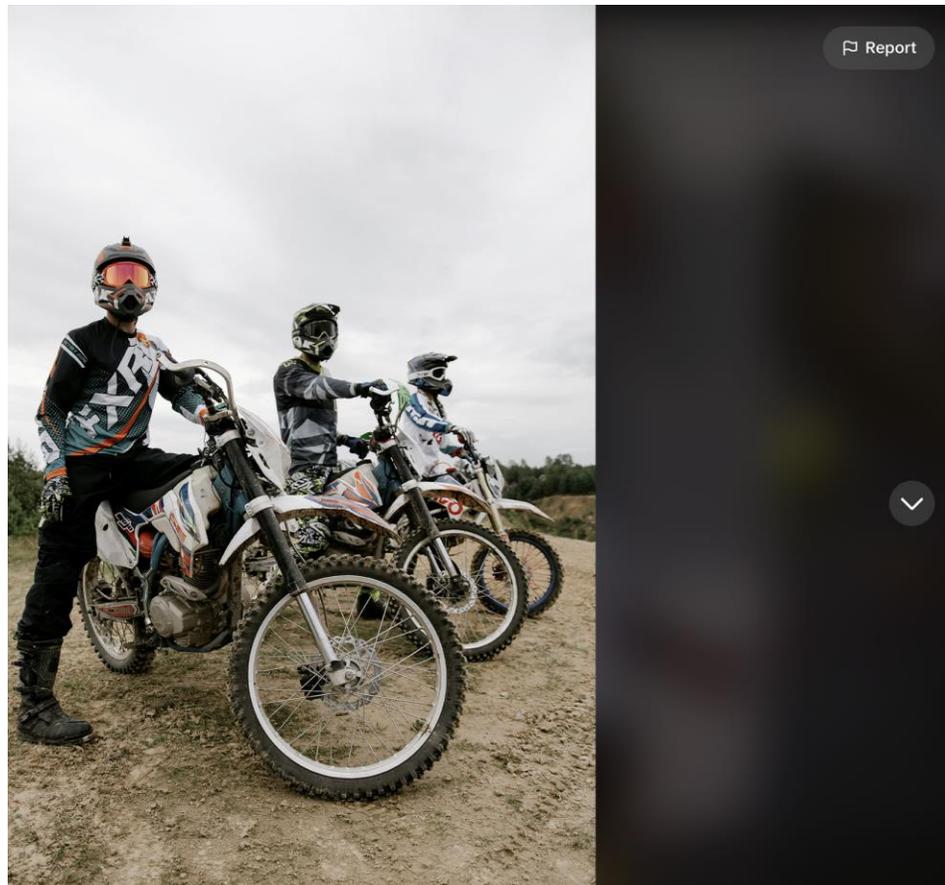
Say hello to a healthier Red Bull experience that fuels both
body and mind. Your favorite energy drink just got an upgrade!

#RedBullHealthPro #EnergyRevolution #FuelYourDay

RED BULL HealthPro Range Social Media (Tik Tok)



Mockups



 **redbull** 
Red Bull · 10-2 Follow

Upgrade your energy game with Red Bull HealthPro Range! 🍌
Why settle for just a boost when you can have energy
power-packed with protein?

[#RedBullHealthPro](#) [#EnergyRevolution](#) [#FuelYourDay](#)

🎵 original sound - Red Bull

 6M  22.2K  290.5K      

<https://www.tiktok.com/@redbull/video/72853911242...> Copy link

Comments Creator videos

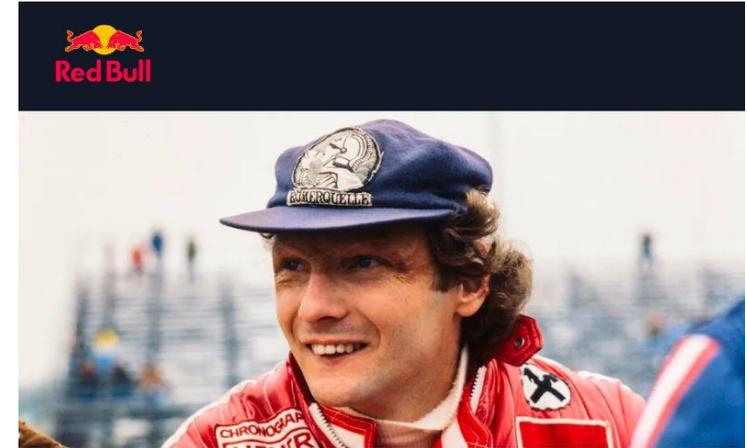
RED BULL HealthPro Range

Blogs



Blog topic 1: Racing to Triumph: Red Bull's Winning Focus through the Lens of Niki Lauda's Wisdom!

This blog provides a glimpse into how Niki Lauda's wisdom resonates within Red Bull's racing team, shaping their mindset as they approach the climax of the 2023 Formula 1 season. Team Principal Christian Horner reflects on the crucial lesson of learning from defeats, emphasizing the team's dedication to continuous improvement.



Racing to Triumph: Red Bull's Winning Focus through the Lens of Niki Lauda's Wisdom!

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RED BULL HealthPro Range

Blogs



Blog topic 2: The sole pursuit: triumph and victory

In this blog post, Max Verstappen takes us on a reflective journey through what has been hailed as the most dominant season in the history of Formula 1. With a sense of introspection and openness, Max provides readers with valuable insights into the pivotal moments that defined his title-winning world tour. More intriguingly, he offers a rare glimpse into the less celebrated side of his journey – his notable mistakes. This intimate exploration of both triumphs and setbacks adds depth to the narrative, allowing fans and enthusiasts to gain a deeper understanding of the highs and lows that shaped this extraordinary season in Max Verstappen's Formula 1 career.



The sole pursuit: triumph and victory

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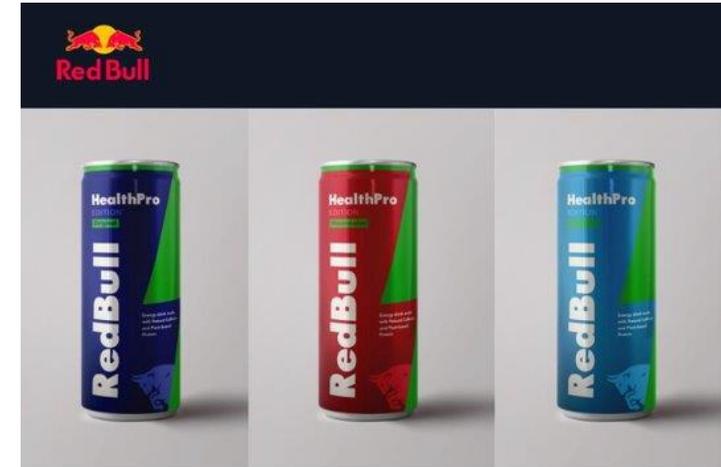
RED BULL HealthPro Range

Blogs



Blog topic 3: Powering Up: Unveiling the Marvellous Benefits of Plant-Based Protein Elixirs!

This blog provides an in-depth exploration into the fusion of Red Bull's iconic energy drink with the added goodness of plant protein. Delving into the scientific intricacies of this dynamic combination, readers will discover the secrets behind how this innovative formula ensures sustained vitality, making it the perfect companion for daily adventures. Join us on a journey as we unravel the meticulous details of Red Bull's commitment to redefining energy, offering a potent blend that prepares individuals to conquer life's challenges with unparalleled vigour.



Powering Up: Unveiling the Marvellous Benefits of Plant-Based Protein Elixirs!

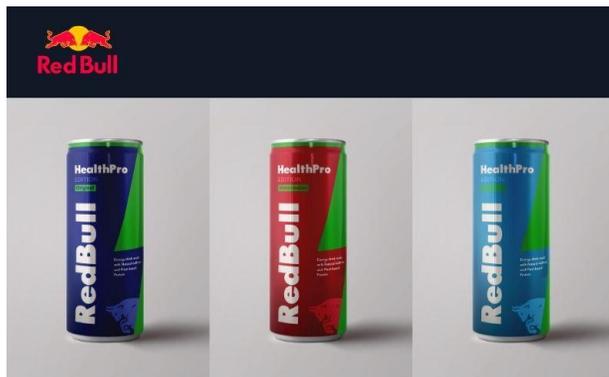
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RED BULL HealthPro Range

Media Tactics – Email Campaign



Mockups



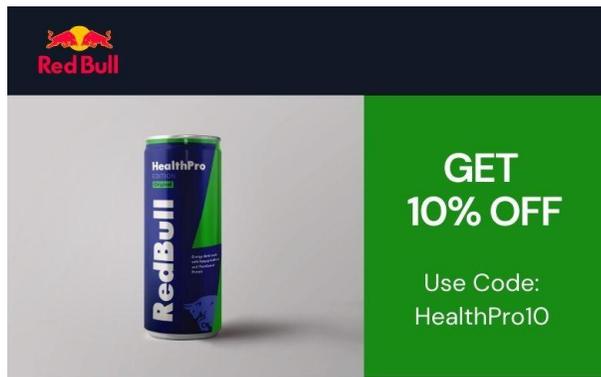
RED BULL HEALTH PRO RANGE

Revitalize your energy with the bold taste of Red Bull – now with added protein & zero sugar.

Fuel your day, guilt-free.

[BUY NOW](#)

Get 10% Off. Use Code: HealthPro10



We have thrilling news for our cherished Red Bull enthusiasts like you! Introducing our latest creation – Red Bull's HealthPro range!

A Healthier Boost for Our Loyal Fans:

Plant-Based Protein: Elevate your energy with the natural goodness of plant-based protein, offering sustained vitality without compromise.

Zero Sugar: Indulge guilt-free, as our new variant comes with zero sugar – the same iconic taste, now with added health benefits.



JOIN US LIVE AT THE F1 RACE

We're thrilled to announce that Red Bull's latest innovation, the HealthPro range is set to take the F1 racing circuits by storm

Spot us through the entire F1 season and post it on Instagram with the hashtag #redbullroom

RED BULL HealthPro Range

Media Tactics – Email Campaign



Summary:

- **Duration:** January 1, 2024, to December 31, 2024
- **Target audience:** 18-30 years
- Targeted towards our email and newsletter subscribers

Timeline

- **January–April:** Introducing our new addition (introductory emails)
- **May–August:** Follow-up emails highlighting ingredients and health benefits of the HealthPro drink
- **August–December:** Promoting Red Bull HealthPro at F1 Race

Rationale:

- Targeted towards our email and newsletter subscribers which would give them additional benefits (discount codes and information on the new product) as a part of the subscription
- 64% of businesses use email marketing to reach customers.
- Educating consumers fosters understanding and builds trust, addressing potential concerns and positioning the product as a smart, health-conscious choice.
- CTA on the emails would encourage more product purchases
- Targeted towards younger audience as well, aged 18-25 for the F1 race fans and gaming enthusiasts.

RED BULL HealthPro Range

Media Tactics – Email Campaign



Budget- \$6000 CAD for the year

Allocation based on

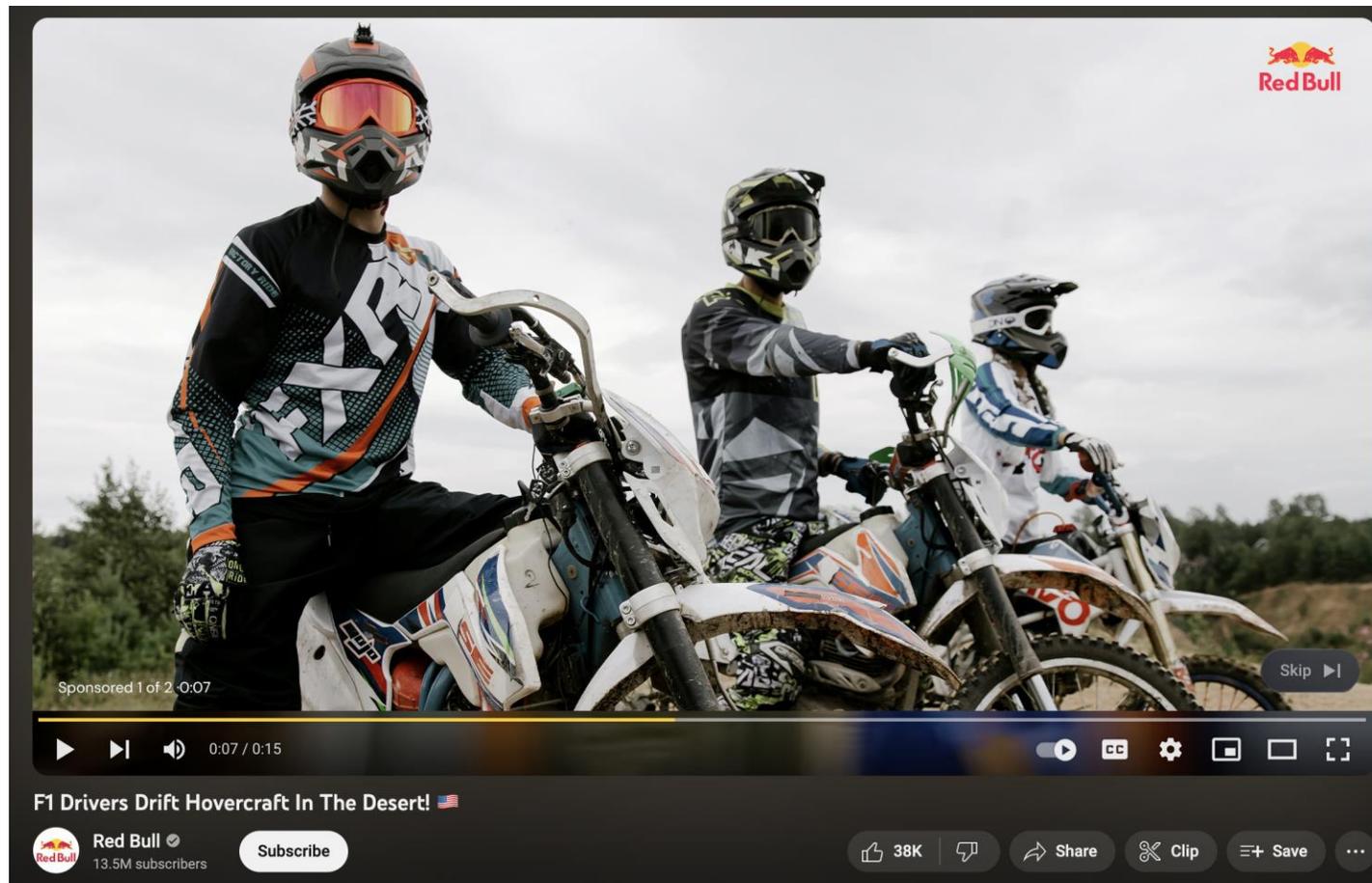
1. List Size; we will use Hubspot which supports 1 Million Subscribers
2. Monthly email volume
3. Software subscription for email templates

RED BULL HealthPro Range

Media Tactics – YouTube Advertisement



Mockups



RED BULL HealthPro Range

Media Tactics – YouTube Advertisement



Summary:

- **Date:** January 1, 2024, to December 31, 2024.
- **Placement:** YouTube (Google Ads Ecosystem)

Rationale:

- As YouTube Ads have the option of skipping, we want the Advertisement of RedBull to be wrapped up in 15 seconds.
- The ad will be based on the theme that Red Bull HealthPro range is for thrill-seekers who want the energy boost, rich with healthy ingredients and protein.
- This type of theme will attract our primary as well as secondary target audience.
- YouTube Ad will be similar to the TV Ad.
- 17.6 Million Canadians use YouTube.

Tactics:

- Dramatization
- Imagery and Graphic visuals
- Relatability with a girl-next-door character

RED BULL HealthPro Range

Media Tactics – YouTube Advertisement



Budget: \$ 2 Million for the year

- **Average Cost per View in Canada** ranges from \$0.15 CAD to \$0.40 CAD per view.
- **Estimated Impressions per week** – 5.1M – 24M
- **Estimated views per week** – 43K – 500K
- **CPV** – \$ 0.05 – \$ 0.13

Estimated weekly performance

5.1M - 24M

Impressions

An impression is counted each time that your ad is shown. The amount of impressions won't affect your cost.

43K - 500K

Views

A view is counted when someone chooses to watch your video ad by clicking the thumbnail.

CA\$0.05 - CA\$0.13

Average cost per view (CPV)

The average amount that you'll pay every time that your ad gets a view.

RED BULL HealthPro Range

BLOCKING CHART



EVALUATION		Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
TV Advertisement	Measure the reach and frequency of the Ad exposure, Planned vs Actual GRP												
GRP		300	300	300	325	325	325	350	350	350	375	375	375
Budget - \$ 2 Million CAD		\$200,000	\$200,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000
Event Campaign - F1	No of attendees at the venue and online presence												
Views													1,500,000
Budget - \$ 500K CAD		\$200,000											\$300,000
Event Campaign - Gaming	No of attendees at the venue and online presence												
Views											6,000,000	6,000,000	6,000,000
Budget - \$ 200K CAD											\$50,000	\$50,000	\$100,000
Social Media- Instagram	Social Media Analytics: Like, comments, views and CTR												
Engagement		1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Budget - \$ 75K CAD		\$7,500	\$7,500	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Social Media- TikTok	Social Media Analytics: Like, comments, views and CTR												
Engagement		1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Budget - C\$ 75K		\$7,500	\$7,500	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Youtube Video Ad	CTR, Views and impressions, Likes, comments and shares												
Views		2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Budget - C\$ 2 Million		\$200,000	\$200,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000
Email Campaign	Open rates of email, CTR												
Budget - \$6000 CAD		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Display Ad	Click through rate, Google Analytics data impressions, Planned CPM vs Actual CPM												
Budget - C\$ 25K		\$2,500	\$2,500	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Search Ad	Click through rate												
Budget - C\$ 25K		\$25,000											
OOH Ad	Traffic Data												
Daily Reach		809,500	809,500	809,500	809,500	809,500	809,500	809,500	809,500	809,500	809,500	809,500	809,500
Budget - \$ 1 million CAD		\$100,000	\$100,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000
PR Campaign	Media Coverage received												
Budget - 100K										\$15,000	\$15,000	\$35,000	\$35,000

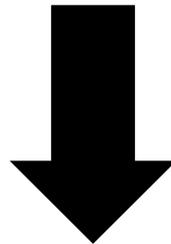
Total Budget: \$6,006,000

RED BULL HealthPro Range

BLOCKING CHART BREAKDOWN



- TV placements on the following networks: Sportsnet World, ESPN, TBS, TNT, CTV, CBC
- 30 seconds and 15 seconds commercials
- Video support is provided by Tv, YouTube, Instagram, TikTok
- Static Formats are provided by Google Display ads
- Billboards and Transit activities are planned to optimize the budget
- Event Campaigns to provide hands-on-experience and interaction with customers
- PR Campaign to create pre-hype for our events.



We can efficiently reach more people with the allocated budget

REFERENCES



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