

# Integrated Digital Communications and Campaigning .pdf

*by Soham Bhattacharya*

---

**Submission date:** 28-Apr-2025 02:55PM (UTC+0100)

**Submission ID:** 256961003

**File name:**

39739129\_Soham\_Bhattacharya\_Integrated\_Digital\_Communications\_and\_Campaigning\_\_2905861\_589703030.pdf  
(24.99M)

**Word count:** 3676

**Character count:** 22666



**Queen Mary**  
University of London

**Integrated Digital Communications and  
Campaigning**

**(BUSM212)**

**Professor: Dr. Farah Arif**

**Red Bull- “Fuel your fight”**

**Soham Bhattacharya**

**240705695**

WORD COUNT: 2919

# <sup>1</sup> EXECUTIVE SUMMARY

<sup>1</sup> This report outlines an integrated marketing communications (IMC) campaign for Red Bull in the UK, focusing on Generation Z (ages ~18–25). The plan begins by describing Red Bull's brand and market position, then conducts a **segmentation, targeting, and positioning** (STP) analysis. A detailed situation analysis follows, using a **PESTLE** framework alongside competitor and **SWOT** analyses to assess Red Bull's environment.

A full IMC plan outlining communication objectives, creative and media strategies (paid, owned, earned), and campaign evaluation methods. Building on academic theory (e.g. Schultz 1992; Kitchen et al. 2004; Vakratsas & Ambler 1999), the campaign sets clear communication objectives (e.g. +15% unaided awareness among Gen Z) and recommends an integrated mix of paid, owned, and earned media.

Creative strategy emphasises Red Bull's themes of energy, adventure, and community, with messaging tailored to Gen Z values (authenticity, wellness) through both emotional appeals (empowerment, inclusion) and functional benefits (focus, alertness). The campaign leverages Red Bull's strengths in experiential marketing and digital content while adapting to Gen Z's health and environmental concerns. In conclusion, the plan's integrated approach aligns Red Bull's core brand (energy and adventure) with Gen Z priorities (authenticity, social connection) to boost awareness, engagement, and loyalty.

Red Bull's strengths in experiential marketing, content creation, and youth culture are leveraged while adapting to Gen Z's evolving expectations of authenticity, health consciousness, and digital engagement. The integrated campaign "Fuel Your Flight" aims to boost awareness, engagement, and loyalty through a coordinated multichannel strategy.

# 1 INTRODUCTION

Integrated Marketing Communications (IMC) are “a concept of marketing communications planning that recognises the added value of a comprehensive plan” (Schultz, 1992).

Effective IMC requires consistent messaging across multiple platforms to create synergy and a stronger brand impact (Kitchen et al., 2004).

**Red Bull GmbH** is a global leader in the energy drink category, famously associated with the tagline “Red Bull gives you wings.” In the UK, Red Bull maintains market leadership (The Grocer, 2024), driven by its sponsorship of extreme sports, esports, and youth cultural events (BusinessModelAnalyst, 2024).

Projecting a premium, adventurous image, Red Bull targets active youth and creative professionals. Generation Z – digital natives who value authenticity, community, and wellness – is the focus of this campaign. Gen Z spends significantly more time on social media than other cohorts, relying on TikTok, YouTube, and Instagram for brand discovery (Sprout Social, 2025), justifying a digitally-focused IMC strategy.

## Segmentation, Targeting and Positioning (STP)

Red Bull **segments** by demographics (age, income), psychographics (thrill-seeking, active lifestyles), and behaviours (energy boost needs for work, study, or sports). Key segments include young adults, students, and extreme-sports enthusiasts. Gen Z (~1997–2012) represents a high-priority demographic, accounting for ~20% of the UK population (~12–13 million) (BusinessModelAnalyst, 2024).

The **target** for this campaign is Generation Z in the UK. According to Deloitte (2025), Gen Z spends ~50 minutes more daily on social media than other groups, with 89% using Instagram, 84% YouTube, and 82% TikTok for discovery (Sprout Social, 2025), with TikTok the top platform for product discovery and Instagram key for engagement. These insights justify a digitally-focused strategy.. These behaviours confirm the need for a digitally-centric strategy.

Red Bull's **positioning** for Gen Z should highlight energy, adventure, and community, aligning with their values. The proposed positioning statement is:

*"Red Bull fuels your everyday adventure and creative lifestyle – giving you the energy and community to push your limits."*

This leverages Red Bull's existing association with vitality while promoting inclusivity through esports, music, and creativity.

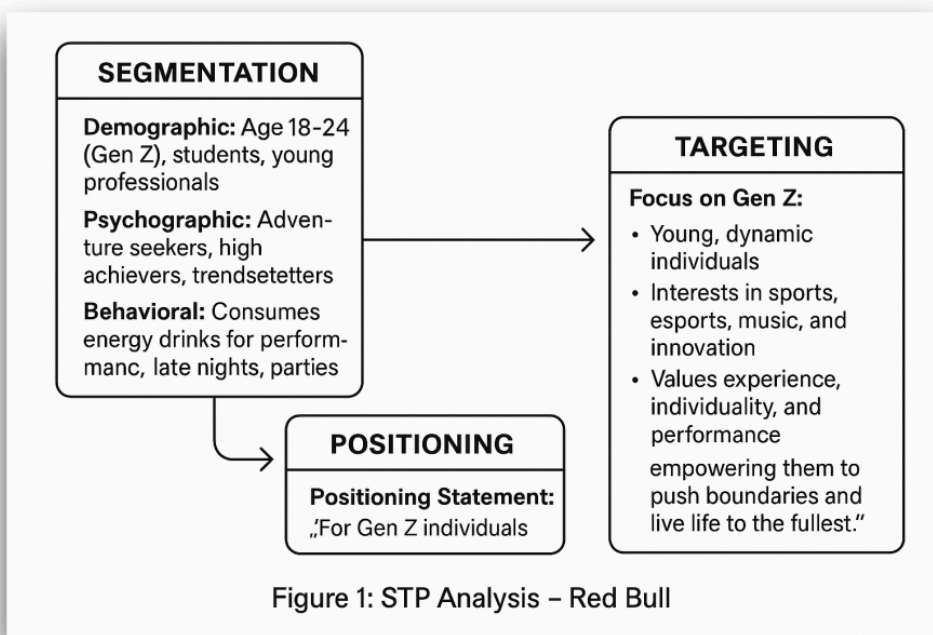


Figure 1: STP Analysis – Red Bull

Figure 1: STP Diagram: Segmentation - Targeting - Positioning

# SITUATION ANALYSIS

## PESTLE Analysis

A macro-environmental audit (PESTLE) of the UK energy-drink market reveals factors affecting Red Bull's campaign:

- **Political:** UK regulations (e.g. Soft Drinks Industry Levy, 2018; bans on high-caffeine sales to under-16s) reflect public health concerns. Such policies reflect public health concerns and may influence product formulation (e.g. shifting to sugar-free variants) and age-based advertising restrictions. However, Red Bull offers sugar-free versions (Red Bull Zero, etc.) to mitigate the sugar tax impact.
- **Economic:** Post-Brexit economic conditions and recent inflation/cost-of-living pressures mean consumers (including youth) are more price-sensitive. Red Bull's premium pricing may face headwinds, suggesting a need to emphasise value (e.g. performance benefits) in messaging. Nonetheless, beverage consumption remains strong, supported by pre-2023 rising incomes (Mordor Intelligence, 2025).
- **Social (Socio-Cultural):** Health consciousness and lifestyle trends are major forces shaping the UK market. Consumers increasingly prefer healthy and sugar-free options (Mordor Intelligence, 2025), while younger audiences still use energy drinks for performance. Gen Z is socially connected, ethically minded, and values authenticity, expecting brands to engage on platforms like TikTok and Instagram (Deloitte, 2025; Sprout Social, 2025). Studies show Gen Z use social media for discovery and brand interaction (Deloitte, 2025; Sprout Social, 2025). Therefore, the campaign must integrate community-driven storytelling and authentic user content.
- **Technological:** High-speed internet and smartphone access drive Gen Z's widespread use of social media, streaming, and social commerce platforms. Red Bull's digital presence (e.g., RedBull.com, YouTube, TikTok, Instagram) can leverage these trends, using AR filters, short-form video, and data analytics for precise youth targeting.
- **Legal:** Advertising standards (ASA rules) restrict misleading claims and youth targeting. Red Bull must comply with regulations on health claims, age-gated campaigns, and consumer promotions. While previous stunts (e.g., Felix Baumgartner's skydive) adhered to safety standards, caution is required for edgy

content. Managing intellectual property rights over user-generated content (UGC) is also essential.

- **Environmental:** Sustainability is increasingly important to UK youth. Red Bull's recycling programs and eco-friendly packaging should be actively promoted through communications and green event sponsorships. Environmental regulations (e.g., packaging waste laws) push brands to reduce their carbon footprints. Aligning with social responsibility initiatives can strengthen Red Bull's appeal to Gen Z values.

Factor	Impact on Red Bull UK
Political	Soft Drinks Industry Levy; sales bans for under-16s (BBC, 2024). Red Bull Zero reduces sugar-tax exposure.
Economic	Inflation causes price sensitivity (Mordor Intelligence, 2025). Premium pricing must highlight value (energy benefits).
Social	Gen Z's focus on wellness, authenticity (Deloitte, 2025). Demand for sugar-free options; need for community-driven campaigns.
Technological	High TikTok, Instagram usage (Sprout Social, 2025). AR filters, short-form videos vital.
Legal	ASA advertising codes; strict data privacy (GDPR). Honest influencer partnerships essential (ASA, 2024).
Environmental	Gen Z expects sustainability efforts (BusinessModelAnalyst, 2024). Promote eco-friendly packaging and CSR initiatives.

**Figure 2: PESTLE Summary for Red Bull UK**

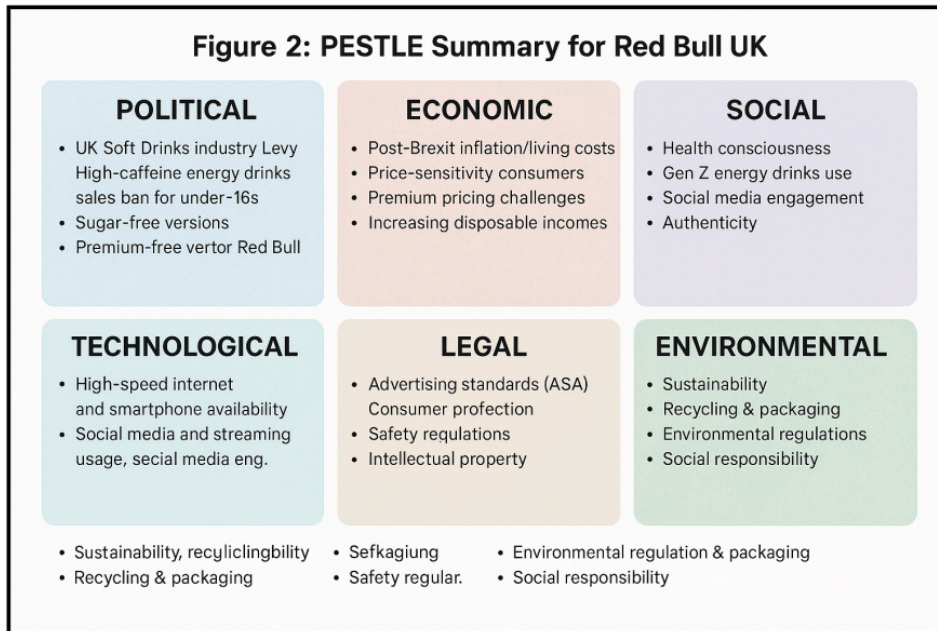


Figure 2: PESTLE Summary for Red Bull UK” (to be inserted as a structured table or infographic).

<b>Brand (Company)</b>	<b>Product Range</b>	<b>Target/Positioning</b>	<b>Marketing/Promotions</b>
<b>Red Bull (Red Bull GmbH)</b>	Original, Sugarfree, Zero, and flavored editions file-6j6dwkemjxcklyn 2cbfnrq	Premium, adventure/energy lifestyle; targeting youth 18–3 (Business Model Analyst, 2024)	Sponsorship of extreme sports, music and gaming events; viral content on social media (Business Model Analyst, 2024)
<b>Monster / Burn (Coca-Cola Co.)</b>	Monster Energy (various flavors), Burn Energy	Mass-market energy drinks; appeals to gamers, sports fans	Heavy presence in extreme sports (e.g. MotoGP, UFC), e-sports partnerships; aggressive social advertising, influencer tie-ins
<b>Lucozade Energy (Suntory)</b>	Lucozade Energy Original, Sport, Sugar Free	UK-founded energy brand; appeals to fitness enthusiasts	Tie-ins with sports (e.g. Premier League, Olympics sponsor); health-oriented marketing focusing on activity
<b>Other challengers</b>	(e.g. Pepsi's Rockstar, self-brand energy drinks)	Niche or new entrant brands; varied positioning (some health-focused)	Smaller scale promotions, reliance on price competition or specific subculture marketing

Table 2: Key Competitors for Red Bull in UK energy drinks (comparison of offerings and focus).

## Competitor Analysis

4

Red Bull faces intense competition in the UK energy drink sector. The key competitors include **Monster (Coca-Cola)** and **Lucozade Energy (Suntory)** (with others like Pepsi's Rockstar being smaller players).

Red Bull leads the UK energy-drink market in sales volume, but faces stiff competition. **Coca-Cola's** energy brands (**Monster, Burn**) are the primary challengers.

**Monster** appeals to youth through a "rebellious image", esports sponsorships, and influencer marketing, while Lucozade targets fitness-oriented consumers via sports partnerships. **Pepsi's** Rockstar remains a minor competitor. Although Red Bull benefits from strong brand equity, lifestyle positioning, and wide distribution (ASA, 2024; BusinessModelAnalyst, 2024), continuous innovation is essential to maintain leadership against aggressive competitor campaigns.

Industry reports note that Red Bull is still the UK market leader (by sales volume) while **Coca-Cola's** energy portfolio (Monster, Burn) is the primary challenger. Red Bull's strong brand equity and global recognition are major competitive advantages. Competitors' marketing channels (sports teams, events, social media) overlap significantly, so differentiation in message and digital creativity is essential.

## SWOT Analysis

A SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for Red Bull's UK business is outlined below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• <b>Strong brand equity:</b> Red Bull is globally recognised for energy and excitement (Business Model Analyst, 2024).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>High price:</b> Red Bull's premium pricing may limit appeal among price-sensitive youth.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Extensive distribution:</b> Ubiquitous availability (supermarkets, clubs, vending) across the UK.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Health perception:</b> Despite sugar-free variants, energy drinks face negative health scrutiny (high caffeine/sugar).</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Engagement through events/content:</b> Ownership of media (Red Bull TV, YouTube channel) and events creates ongoing engagement (Business Model Analyst, 2024).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Limited product range:</b> Focus on energy (caffeine) may exclude health-conscious segment.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Loyal fan base:</b> Generates strong word-of-mouth and repeat purchases.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Dependent on youth trends:</b> Heavy focus on youth means brand must continuously adapt to changing Gen Z trends.</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>• <b>Health/fitness trends:</b> Rising demand for “clean energy” and sugar-free options; Red Bull Zero offers a way to attract health-conscious consumers (Sprout Social, 2025).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Regulatory pressure:</b> Further restrictions on marketing (e.g. ad bans during kids’ TV) or new health taxes could impact sales.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Digital platforms:</b> Growth of social media and streaming services among Gen Z (e.g. TikTok product-discovery) (Sprout Social, 2025).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Intense competition:</b> Coke/Monster, Suntory, and others continually launch new products and promotions.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Experiential marketing:</b> Opportunities to engage Gen Z via virtual events, e-sports tournaments, and influencer collaborations.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Substitution risk:</b> Health drinks or alternative stimulants (coffee, nootropics) could lure away younger drinkers.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Global brand synergies:</b> Leveraging Red Bull’s global content (extreme sports videos) to localize content for UK youth.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Economic pressures:</b> Any downturn or increased costs (e.g. post-Brexit logistics) may affect profitability.</li> </ul>

**Figure 3: SWOT Analysis Summary for Red Bull UK**



**1** Figure 3: SWOT Analysis Summary for Red Bull UK.

**Analysis:** Red Bull's strengths in brand and content position it well to defend leadership, but it must address health image and price sensitivity. The Opportunities and Threats follow naturally from the PESTLE analysis: growing wellness and digital trends (Socio/Eco/Tech factors) can be seized, while regulatory and competitive pressures (Political/Economic) must be navigated carefully. Expanding owned/earned media (social, loyalty programs) can build on strengths while mitigating risks.

# IMC CAMPAIGN PLANNING

## "Fuel Your Flight"

The campaign is built on **Vakratsas and Ambler's (1999)** Communication <sup>11</sup> Effects Model:  
Awareness → Knowledge → Liking → Preference → Conviction → Purchase.

### Communication Objectives

- **Awareness:** Increase Gen Z unaided recall by 15% (6 months).
- **Engagement:** Grow social media interactions by 25%.
- **Action:** Boost purchase intent by 10%; convert 5% to first-time buyers.
- **Retention:** Increase repeat purchases by 10%.

Using the SMART framework and incorporating DAGMAR principles, the campaign sets the following primary communication objectives for the **12 months**:

- **Awareness Objective:** Increase unaided brand awareness among UK Gen Z (18–25) by 15%, measured via brand-tracking surveys and social metrics. (This addresses the need to reinforce Red Bull's visibility among younger consumers.)
- **Engagement Objective:** Achieve a 25% uplift in social media engagement (likes, shares, comments) and a 20% increase in Gen Z follower counts on Red Bull's UK-owned channels (Instagram, TikTok, YouTube)
- **Behavioural (Action) Objective:** Boost purchase intent and trial rates by 10%, converting 5% of engaged Gen Z users into first-time buyers or event participants. (This aligns with a modest sales increase goal, while emphasising communication outcomes over hard sales targets.)
- **Retention Objective:** Increase repeat purchase rates among Gen Z by 10% through loyalty programs or limited-edition promotions. (for example, introducing a special Gen-Z themed Red Bull flavour or collectable can).

Each objective distinguishes marketing outcome (e.g. trial, loyalty) from communication goal (awareness, engagement) and is measurable by metrics like brand surveys, social analytics and sales data, aligning with Vakratsas & Ambler's emphasis on communication effects. Metrics include surveys, social analytics, and sales/CRM data.

# MEDIA STRATEGY

## Communication Mix

Following **Madhavaram et al. (2005)**, synergy between touchpoints is critical.

An integrated mix of at least two promotional approaches is proposed, tailored to Gen Z media habits:

### Paid Media:

- Targeted social ads on TikTok, Instagram, and YouTube featuring campaign visuals.
- Influencer sponsorships (authentic content from relatable micro-influencers in gaming, fitness, and creative arts).
- Search ads (e.g. “best energy drink for study” queries) to capture intent.

### Owned Media:

- **Website/Microsite:** A campaign microsite on RedBull.com highlighting “Fuel Your Flight” content and sign-ups.
- **App:** Features and loyalty rewards via the Red Bull app.
- **Social Channels:** Red Bull UK’s Instagram, YouTube (including Red Bull Gaming), and TikTok pages, with regular posts and stories.

### Earned Media:

- A TikTok hashtag challenge (#FuelYourFlight) encourages user-generated content around adventure and creativity.
- Media coverage of Red Bull events (e.g. local sports meet-ups) to generate publicity and shares.
- Reposts of top fan content.

This mix ensures synergy: paid ads drive traffic to owned content; events generate PR and social buzz; influencers and UGC amplify the message organically. All channels will carry consistent branding to reinforce the integrated strategy (Madhavaram et al., 2005; Hollebeek & Macky, 2019).

- **Social Media Marketing:** Leverage paid and organic campaigns on platforms favoured by Gen Z (Instagram, TikTok, YouTube). This includes influencer partnerships (macro- and micro-influencers in sports, music, and gaming) who create authentic content featuring Red Bull. For example, sponsor a TikTok

challenge or an Instagram campaign with trending hashtags. Use Instagram Reels and TikTok videos to highlight Red Bull-sponsored extreme sports or urban culture. Paid social ads (targeted by age, interest) reinforce organic posts. This mix serves both awareness (broad targeting) and engagement (shareable content).

- **Content Marketing (Owned Media):** Expand Red Bull's owned media platforms (website, app, newsletters, YouTube channel) with UK Gen-Z focused content. For instance, a mini-documentary on UK Gen Z athletes or music artists, published on YouTube and shared on social media. Continue producing the branded magazine, *The Red Bulletin*, and content for digital channels. This strategy uses Red Bull's history of high-quality, engaging content to pull in curious Gen Z users (reflecting a content pull strategy).
- **Experiential/Events Marketing:** Host or sponsor events that resonate with Gen Z (e-sports tournaments, music festivals, pop-up urban sports demos). For example, collaborate with a popular UK gaming league or a street dance competition. These events create shareable experiences and offer earned media (coverage, UGC). They align with Red Bull's brand (innovation, excitement) and give opportunities for content capture (for owned channels).
- **Public Relations (Earned Media):** Secure coverage in youth and lifestyle media (e.g. online magazines, blogs) about Red Bull's social initiatives or extreme events. Engage PR by pitching human-interest stories (e.g. "Red Bull backs UK Gen Z entrepreneurs in energy and wellness"). Encourage earned social mentions by running UGC contests ("Share how Red Bull fuels your day" with a branded hashtag). This leverages Gen Z's trust in peer recommendations.
- **Sales Promotions:** Although digital-focused, include promotions to incentivise trials: e.g. limited-time discount codes promoted via social, or augmented-reality (AR) filters with prizes on Instagram. These paid and owned tactics drive action and provide measurable ROI.

## Creative Strategy

**Theme:** Fuel Your Flight.

**Slogan:** "Dare to Fly, Live to Inspire."

**Emotional Appeals:** Community, Empowerment (Berger & Milkman, 2012).

**Functional Appeals:** Alertness, Focus (healthier options emphasised).

### Content Design:

- Short videos (10–30 sec) showing relatable Gen Z scenarios.
- Fast-paced editing, authentic UK youth language/slang.
- Bold Red Bull colours (blue, silver, red).

### Content Marketing:

The campaign theme is **"Fuel Your Flight"**, emphasising energy, adventure, and community. A working slogan is *"Red Bull Unleashes Your Next Adventure."* The creative approach blends emotional and rational appeals:

- **Emotional Appeal:** Portray excitement, empowerment and social connection. For example, short videos (10–30 sec) will show diverse Gen Z individuals (e.g. street dancers, gamers, students) "pushing their limits" with Red Bull by their side. Storytelling will highlight personal achievements and friendships, aligning with Red Bull's values of vitality and positivity (Business Model Analyst, 2024). Imagery will be bold and dynamic, with fast-paced editing, authentic UK youth language, and an upbeat soundtrack.
- **Rational Appeal:** Emphasise Red Bull's functional benefits (focus, alertness, endurance). Content will feature scenarios important to Gen Z (e.g. late-night study, gaming tournaments) where Red Bull helps performance. Sugar-free/low-calorie variants will be highlighted to appeal to health-conscious youth (Mordor Intelligence, 2025).
- **Design Elements:** Use vibrant visuals in Red Bull's signature blue-silver-red palette. Messaging will be concise and colloquial, even incorporating Gen Z slang where authentic.
- **User-Generated Content:** Encourage real Gen Z voices by featuring user testimonials and campus ambassadors. For instance, Instagram "takeovers" by

student ambassadors and TikTok video stories of personal challenges will lend credibility and peer relatability.

All creative elements (slogan, imagery, tone) will remain consistent across channels to reinforce Red Bull's image of energy and adventure. This approach, which fosters engagement and co-creation, aligns with Hollebeek & Macky's (2019) emphasis on building trust and value through brand–consumer co-creation.

## Media Strategy

- **Channels:** TikTok, Instagram, YouTube (primary), Snapchat and Spotify (secondary).
- **Scheduling:** Pulsing strategy – continuous baseline with bursts during Freshers' Week, exam periods, summer festivals.
- **Reach/Frequency:** 75% Gen Z reach per quarter; 4 exposures minimum.

To implement the above, the media plan allocates efforts across paid, owned and earned media:

### Paid Media:

- **Social Ads:** Targeted ads on Instagram, TikTok and YouTube to reach UK Gen Z. Use interest and lookalike targeting (e.g. fans of gaming, extreme sports, university campuses) to maximise relevance and control reach/frequency. For example, run short video ads on TikTok before viral challenges, and Instagram Feed/Stories ads highlighting limited offers or events.
- **Digital Display & Search:** Run Google Display banners on youth-oriented sites and search ads for queries like “energy drink UK” or “staying alert during exams.” While secondary, this captures intent-driven traffic.
- **Influencer Paid Partnerships:** Pay select influencers to produce sponsored content (tagging #RedBullEnergy) to tap into their audiences. These count as paid placements but also generate earned amplification when followers share them.

### Owned Media:

- **Website & App:** RedBull.com (UK section) and a possible Red Bull app will feature campaign landing pages, event information and interactive content (e.g. games, stories). All campaigns will drive traffic here for deeper engagement.
- **Social Channels:** Red Bull's official UK accounts (Instagram, TikTok, YouTube, Facebook) post campaign content daily. Owned content includes behind-the-scenes footage, user stories, and promotional posts (e.g.

countdown to events). Red Bull's global channels can amplify UK-specific content with geo-targeting.

- **Email/CRM:** Use Red Bull's subscriber database to send newsletters about the campaign, offering exclusive invites or content.

**Earned Media:**

- **Publicity:** PR efforts aim for coverage in youth media (e.g. The Tab, student magazines) and mainstream outlets (for major events). A media kit and press releases will be prepared.
- **Social Earned:** Encourage sharing through hashtag campaigns (e.g., #MyRedBullMoment). User photos/stories from events will be reshared on official channels. Offer social shout-outs to encourage tagging Red Bull in posts.
- **Influencer Sharing:** Even unpaid micro-influencers who use Red Bull may share content organically if incentivised (e.g. via free product samples or contests).

**Coverage and Scheduling:** The media plan ensures broad target coverage by combining mass-appeal channels (YouTube, Instagram) and niche platforms (gaming forums, university networks). A continuous scheduling approach will maintain a steady presence on digital channels; intensify ("pulsing") around key periods (e.g. exam seasons, sports tournaments, festival season). For example, daily short-form content runs in the background all year, with concentrated pushes during Freshers' Weeks and major events. This strategy leverages the fact that Gen Z "drift across a wide range of platforms" and requires agile, platform-agnostic planning.

**Reach and Frequency:** The campaign aims for high reach (70–80% of UK Gen Z at least once) over the year, with frequency optimised around content performance. For sponsored events or viral posts, frequency will increase (fighting/pulsing) to build momentum. Metrics like impressions, video completion rates, follower growth and share-of-voice will be tracked to manage reach.

Figure 5:  
**MEDIA MIX ALLOCATION**

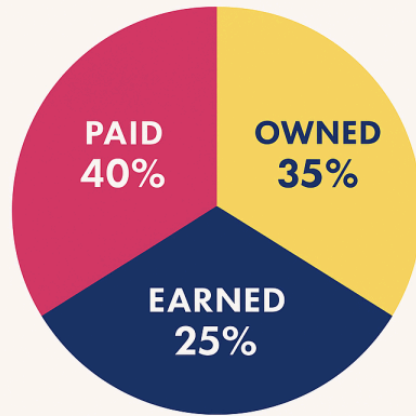


Figure 5: Media Mix Allocation (Paid vs. Owned vs. Earned)

## Measurement of Effectiveness

Following **Weilbacher's (2001)** critique of the Hierarchy of Effects, multi-metric evaluation is needed:

Ongoing monthly analysis → Quarterly reporting → Campaign optimisation.

Objective	Metrics
Awareness	Brand tracking surveys, search volume lift
Engagement	Social media metrics (likes, shares, comments, CTR)
Action	Promo-code redemptions, event participation, first-time purchases
Retention	Loyalty program sign-ups, repeat purchase rates

The campaign's success will be evaluated against the communication objectives. Key performance indicators (KPIs) include:

- **Awareness:** Brand recall and recognition lift measured by pre- and post-campaign surveys among Gen Z, and growth in organic search/mentions.
- **Engagement:** Social metrics (follower growth, likes, comments, shares, hashtag usage). Video views and average view duration (especially on TikTok/YouTube) gauge engagement quality.
- **Conversion:** Promo-code redemptions, event attendance numbers, and contest entries as proxies for action. Social ad click-through and landing-page sign-ups also reflect conversions.
- **Sentiment:** Social listening tools assess shifts in brand sentiment (positive mentions, trending topics).
- **Sales/ROI:** Track changes in sales volume among Gen Z segments (via purchase data, if available) and calculate campaign ROI (incremental revenue vs. spend).

Regular monitoring (weekly social analytics, monthly sales) will allow timely optimisation (adjusting ad spend, creative A/B testing). A formal post-campaign report will analyse performance against objectives and recommend next steps.

## CONCLUSION

The "Fuel Your Flight" campaign demonstrates the critical importance of an integrated marketing communications (IMC) approach for Red Bull's success in the UK market. By coordinating paid, owned, and earned media, the campaign ensures a unified brand message across the fragmented digital landscape favoured by Generation Z.

This integration is essential not only to reinforce Red Bull's adventurous brand identity but also to adapt dynamically to Gen Z's fast-evolving media habits and authenticity expectations. Each communication element — from influencer partnerships to user-generated content and experiential activations — complements the others, creating a cumulative brand impact greater than isolated tactics could achieve.

Therefore, this campaign is recommended to boost Red Bull's appeal among Gen Z and sustain its market leadership in the UK energy drinks sector. Building on Red Bull's core strengths in brand equity, digital engagement, and experiential marketing, the "Fuel Your Flight" campaign is positioned to succeed by aligning with the lifestyle values and preferences of Gen Z consumers. This coordinated IMC plan is expected to achieve key outcomes, including a +15% increase in brand awareness and a +25% growth in social media engagement, within the first 6–12 months of launch.

Moreover, the IMC framework enables Red Bull to address competitive pressures and regulatory challenges by delivering coherent, transparent, and socially responsible messaging. In a saturated energy drink market, such synergy and strategic consistency are vital for maintaining market leadership, deepening Gen Z loyalty, and sustaining long-term brand equity.

## REFERENCES

<sup>5</sup> Deloitte. (2025). *Digital Media Trends Survey 2025*. Deloitte Insights. Available at: Deloitte website [www2.deloitte.com](http://www2.deloitte.com) (accessed April 2025).

<sup>3</sup> Mordor Intelligence. (2025). *United Kingdom Energy Drinks Market – Growth, Trends and Forecast (2025–2030)*. Mordor Intelligence. Available at: Mordor Intelligence website [mordorintelligence.com](http://mordorintelligence.com) [mordorintelligence.com](http://mordorintelligence.com) (accessed April 2025).

<sup>7</sup> Sprout Social. (2025). *Gen Z Social Media Trends & Usage*. Sprout Social Insights. Available at: Sprout Social website [sproutsocial.com](http://sproutsocial.com) (accessed April 2025).  
WARC. (2023). *The Future of Media: WARC Marketer's Toolkit 2023*. WARC Global Marketing Intelligence. Available at: WARC website file-vq9cnv8z3ce2hizfbpyvew (accessed April 2025).

BusinessModelAnalyst. (2024). *Red Bull Marketing Strategy (2025)*.  
BusinessModelAnalyst.com (no author). Available at: BusinessModelAnalyst website [businessmodelanalyst.com](http://businessmodelanalyst.com) [businessmodelanalyst.com](http://businessmodelanalyst.com) (accessed April 2025).

Berger, J. and Milkman, K.L. (2012) 'What Makes Online Content Viral?', *Journal of Marketing Research*, 49(2), pp. 192–205.

<sup>6</sup> Deloitte (2025) *Digital Media Trends Survey 2025*. [online] Available at: [www2.deloitte.com](http://www2.deloitte.com) (Accessed: April 2025).

Hollebeek, L.D. and Macky, K. (2019) 'Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value', *Journal of Interactive Marketing*, 45, pp. 27–41.

Kitchen, P.J., Brignell, J., Li, T. and Jones, G.S. (2004) 'The Emergence of IMC: A Theoretical Perspective', *Journal of Advertising Research*, 44(1), pp. 19–30.

Mordor Intelligence (2025) *United Kingdom Energy Drinks Market Report*. [online] Available at: [mordorintelligence.com](http://mordorintelligence.com) (Accessed: April 2025).

Schultz, D.E. (1992) 'Integrated Marketing Communications: Revolution or Evolution?', *Journal of Advertising Research*, 32(3), pp. 17–26.

Sprout Social (2025) *Gen Z Social Media Trends*. [online] Available at: [sproutsocial.com](https://sproutsocial.com)  
(Accessed: April 2025).

Vakratsas, D. and Ambler, T. (1999) 'How Advertising Works: What Do We Really Know?', *Journal of Marketing*, 63(1), pp. 26–43.

Weilbacher, W.M. (2001) 'Does Advertising Cause a Hierarchy of Effects?', *Journal of Advertising Research*, 41(6), pp. 19–26.

WARC (2024) *The Future of Media Toolkit 2024*. [online] Available at: [warc.com](https://warc.com)  
(Accessed: April 2025).

BusinessModelAnalyst (2024) *Red Bull Marketing Strategy 2024*. [online] Available at:  
[businessmodelanalyst.com](https://businessmodelanalyst.com) (Accessed: April 2025).

## Appendix



**Appendix A:** Campaign Logo- Fuel your flight



**Appendix B:** Harry Lewis (influencer) in a gaming livestream promoting campaign.

# Red Bull Unleashes Your Next Adventure!

Unleash your energy. Break your limits.  
Join the movement that's fueling Gen Z  
dreams with Red Bull power.

Join the Movement

Appendix C: MicroSite showcasing campaign run.

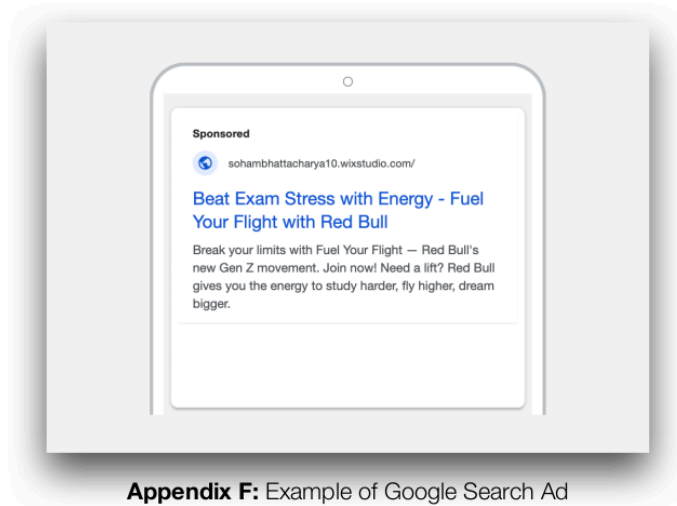
[fuelyourflight.com](http://fuelyourflight.com)



Appendix D: Campaign Poster



**Appendix E:** #MyRedBull movement promoting through UGC.



**Appendix F:** Example of Google Search Ad



**Ava Summers**  
20 University Student

**Appendix G: User Persona**



## Ava Summers

### PSYCHOGRAPHICS

#### Personality Traits

- Energetic
- Ambitious
- Socially conscious
- Seeks independence & self-expression
- Digital native (smartphone addict 📱)

#### Values

- Authenticity over perfection
- Community and belonging
- Adventure, growth and creativity
- Brand transparency (brands must stand for something)

#### Aspirations

- To stand out, be noticed for creativity
- Balance hard work (studies) with adventure (travel, experiences)
- Be part of cultural moments (TikTok challenges, viral movements)

#### Behaviors

- Joins featured or recognized by big brands
- Getting exclusive rewards (Red Bull merch, digital packs)
- Personal empowerment ("I can do more, try higher")
- FOMO (Fear of Missing Out on trends/challenges)

#### Frustrations

- Feeling like brands are fake or trying too hard
- Boring, static, "ad-like" content
- Missing out on what friends are doing
- Being treated like a "generic customer" instead of a community member

### BASIC INFORMATION

**Age** 20  
**Location:** London, United Kingdom  
**Occupation:** University Student (Media and Communication Major)  
**Education Level:** Undergraduate  
**Income:** Low to medium disposable income (mostly from part-time work)  
**Relationship Status:** Single  
**Ethnicity:** Diverse (open to targeting across all backgrounds)

### MEDIA & PLATFORM USAGE

**TikTok:** Daily  
 • TikTok Challenges, Trends, Dance Reels  
 • Instagram: Stories, Reels, UGC  
**YouTube:** Frequently  
 • Gaming, Vlogs, Study with me sessions  
**Spotify:** Music • Podcast listener  
**Snapchat:** (close friends sharing)  
**Google Search:** Exam tips, "best energy drinks"; productivity hacks

### MOTIVATORS

- Being featured or recognized by big brands (Red Bull repost = clout)
- Getting exclusive rewards (Red Bull merch, digital packs)

## Ava Summers (Gen-Z)

# Integrated Digital Communications and Campaigning .pdf

## ORIGINALITY REPORT

8%

SIMILARITY INDEX

5%

INTERNET SOURCES

3%

PUBLICATIONS

6%

STUDENT PAPERS

## PRIMARY SOURCES

1	Submitted to Queen Mary and Westfield College Student Paper	4%
2	Submitted to King's College Student Paper	1%
3	Submitted to University of Essex Student Paper	<1%
4	Submitted to De Montfort University Student Paper	<1%
5	Submitted to University of College Cork Student Paper	<1%
6	Submitted to RDI Distance Learning Student Paper	<1%
7	Submitted to University of Greenwich Student Paper	<1%
8	vdoc.pub Internet Source	<1%
9	dailymedicos.com Internet Source	<1%
10	finmodelslab.com Internet Source	<1%

11

[www.coursehero.com](http://www.coursehero.com)

Internet Source

<1 %

---

12

[tel.archives-ouvertes.fr](http://tel.archives-ouvertes.fr)

Internet Source

<1 %

---

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off

FINAL GRADE

65 /100

GENERAL COMMENTS

### **Executive Summary and Introduction ( 2/5%)**

You started well with a brief executive summary. You could have explained STP in detail. A detailed persona is missing. A detailed communication mix table could be made to highlight the activities of the company.

### **Situation analysis ( 9/15%)**

The situation analysis could be further elaborated. You developed SWOT and PESTLE. You could have captured communication mix of the competitors. It is important to know what your competitors are doing in the communication space. Your gap analysis is not adequate.

### **IMC Campaign Planning (43/60%)**

The communication objectives are well developed and critically explained. However, the communication channels could be better linked with the objectives. Moreover, you used several communication channels that create some confusion. Better mock ups could be made to explain the creative strategies. You could have explained your media strategy in a Gantt Chart which helps a reader to better understand your strategy.

### **Conclusion ( 5/10%)**

The conclusion could be further improved and capture the essence of the report.

### **Academic writing, structure, and presentation ( 6/10%)**

The report followed a good structure and academic writing style. The presentation is professional. Formatting of the document could be a more improved.

---

PAGE 1

---

PAGE 2

---

PAGE 3

---

PAGE 4

---

PAGE 5

---

PAGE 6

---

PAGE 7

---

PAGE 8

---

PAGE 9

---

PAGE 10

---

PAGE 11

---

PAGE 12

---

PAGE 13

---

PAGE 14

---

PAGE 15

---

PAGE 16

---

PAGE 17

---

PAGE 18

---

PAGE 19

---

PAGE 20

---

PAGE 21

---

PAGE 22

---

PAGE 23

---

PAGE 24

---

PAGE 25

---

PAGE 26

---

PAGE 27

---

PAGE 28

---

PAGE 29

---

PAGE 30

---