

Sustainable Advertising as An Approach to Creativity: A Study with Reference to Red Bull

Qusay Said Al Mawali¹, Khalid Waleed Al Rawahi Mohammed², Ibrahim Al Siyabi³, Omar Ali Al Kindi⁴,
Mohsin Aziz⁵

UTAS MUSCAT

<http://doi.org/10.64643/IJIRT1217-190980-459>

Abstract—It has always been a known fact that advertising is one of the best instruments of marketing today and its influence is to create an impression among consumers, to influence their purchases and create a long-term brand loyalty. It is better to build sense, identity, and emotion reaction, rather than explaining customers that a thing exists. In the modern competitive market, brands should establish stories that appeal to consumers both psychologically and culturally in addition to the utilitarian value it brings to them. Thus, advertising influences lives and aspirations across cultures as it is a cultural phenomenon and as a persuasive method of communication.

One of the most obvious arguments in support of advertising analysis stems in energy drink industry. Energy drinks are no longer considered to be specialized products that are available in the market to fill the needs of the athletes but are now considered to be drinks that are popular among the professionals, students, and ordinary people who want a quick boost. This is a very competitive industry because local players and global brands such as Monster and Rockstar are competing to capture the attention of consumers. The major difference in this saturated market is advertising. Along with the practical benefits of focus and energy, the brands should create a symbolic association with identity, adventure, and success.

I. INTRODUCTION

Red Bull is unique, as it is a pioneer and industry leader. Red Bull is a company that was established in Austria in 1987, yet it rapidly became a cultural icon when it managed to introduce the concept of the energy drink to other markets across the globe. Red Bull Gives You Wings is not merely a motto, it is an assurance of power, liveliness and endless potential. Components of the Red Bull advertising strategy include telling stories, emotional appeal and lifestyle integration. Red Bull also positions itself as an

extreme-sporting, music festival, game tourism, and intellectual challenge sponsor instead of focusing on the drink itself. It is to this strategy that Red Bull has been able to retain a robust brand name in different cultures and dominate the world energy drinks market.

Red Bull has received a significant amount of popularity in the Gulf Cooperation Council (GCC) region that Oman belongs to, though the company has its challenges. Although prosperity in the economy has yielded a youthful generation who are willing to embrace the contemporary lifestyle, culture value gives much priority to perseverance, respect, and community. As such, advertisements in this region should be made to create a balance between local culture sensitivity and global brand recognition. Red Bull is a symbol of ambition and strength to Omani students and young professionals besides being a source of energy. Red Bull can also gain more market share and become more relevant to different cultural and societal conditions through changing advertising strategies to suit them. This report develops a new Red Bull advertisement that will target young professionals and college students. It analyses advertising objectives, message approach, market segmentation, creative appeals, the choice of the medium, and the expected response of customers using relevant advertisement theories. The study shows how the advertisement used by Red Bull can be tailored to maximize the effectiveness in local and global situations with a combination of theoretical models and practical design.

Ultimately, the paper concludes with the argument that effective advertising is not solely about selling a product, but it also includes the process of introducing a brand into the culture of the audience.

II. ADVERTISING OBJECTIVES AND MESSAGE STRATEGY:

Advertising objectives of Red Bull in the Gulf Cooperation Council (GCC) should put into consideration the cultural, social, and economic context of the region. GCC countries have a common religious and communal background including Oman, Saudi Arabia, the United Arab Emirates, Qatar, Bahrain and Kuwait, although, they are modern economies as well, with young people. As such, advertising must be a compromise between the local culture and the global brand of Red Bull.

The first is to increase brand contact among young adults and conform to the cultural standards. The young professionals and university students in the gulf cooperation council are often torn between their family commitments and their academic goals. The advertising of Red Bull needs to be focused and more production-oriented in a manner that conveys a sense of tenacity, dignity, and success. Indicatively, a campaign involving a student who has excelled in school after taking Red Bull may show success as a personal achievement and an opportunity to aid in the pride of the family and development of the nation.

The second objective is to improve sales using regional distribution channels. The common shopping locations in the Gulf Cooperation Council include convenience stores, supermarkets, cafes, university canteens, and sports facilities. In such ordinary scenarios, advertising should be used to encourage consumption. A campaign in the UAE may sell Red Bull as the sponsor of the professionals in highly dynamic career like technology or finance whereas in Oman, it may be sold as the ideal companion during the test time. Relevance and accessibility are ensured through localizing the message to the consumption patterns.

The third objective is to reiterate the lifestyle links as adapting to the GCC cultural values. Red Bull is linked with extreme sports, partying in the global world, but in the Gulf Cooperation Council, their advertisement should focus on unrelated to extreme sports events such as football matches, esports competitions and college achievements. The fact that Red Bull sponsors such events makes it have an improved image of being a sponsor in academic and

recreational activities as it helps the company position itself as a company that promotes youthful ambition in culturally pertinent ways.

The fourth objective is to create awareness through the focus on the role of Red Bull in professional focus and endurance. The young professionals usually must work long hours in fields such as finance, aviation and oil and gas. Advertising must emphasize the material benefits of Red Bull in ensuring people are focused and productive and reach a wider market than students to professionals who value resilience and concentration.

The main slogan of the communication strategy is Red Bull: Fuel Your Next Leap. This statement reflects upon the ideals of aspiration and modernization that GCC pursues, as well as power and willingness to eliminate challenges. The capture of is guided by the AIDA model.

focus with eye catching pictures, engage with real life, desire with aspirational values, and act with buy prompts within recognizable environments. Red Bull is also positioned in the Gulf region as an energy drink and at the same time as a symbol of ambition, perseverance, and progress by merging international brand name with local meaning.

III. SEGMENTATION AND TARGET AUDIENCE

When adjusting the advertising of Red Bull, the cultural, social, and economic context of the Gulf Cooperation Council (GCC) should be highly considered. The youth generation is shaped by the family, community, and patriotism traditions besides the universal aspect of ambitions and Vigor. Thus, advertising should balance the global and local identity of Red Bull.

The target audience of the campaign will be the individuals aged between 18 and 30 years old, primarily young professionals and college students. This population is thriving rapidly in the GCC because of economic diversification as well as rise in education. Whereas young employees in Dubai or Doha work many hours in ruthless industries, Omani students at times combine demanding schooling timetable with family duties. Red Bull is very topical as the two groups require stamina, concentration, and energy. The issue of affordability is not the main point

since incomes are usually higher than in a number of other locations, but rather advertising is to point out that it fits in with the notion of respectability and aspiration.

The youths in the Gulf Cooperation Council are psychologically aspirational, socially engaged, and are more global oriented. They also appreciate their membership of a community and family honor besides productivity, accomplishment and adventure. Red Bull has to be marketed as a tool of personal success that contributes to the development of society. An example of a campaign would involve a student who succeeded in academics with the aid of Red Bull and this would be associated with national development and family pride.

The influence of peer group is strong in GCC society where the consumption pattern is influenced by group activities. Red Bull relies on social proof to facilitate its adoption by becoming part of everyday life through sponsoring football matches, electronic sports competitions, or university innovation contests.

Advertising should be new age and at the same time respectful to the culture. This process will demand changes due to the fact that the global association of Red Bull with extreme sports may not always align with local trends. The socially acceptable activities such as professional and academic achievement and popular sporting activities such as football and racing can be brought to the fore. By identifying with such activities, Red Bull guarantees that its daring culture is accepted throughout the culture without compromising its image.

IV. THE CREATIVE VALUE OF THE ADVERTISEMENT

Our Red Bull commercial will include creative strategy that will consist of lifestyle, emotional and performance appeals. The strategies were selected because they are relatively popular with the GCC customers, particularly the youthful who lead busy, vigorous lifestyles.

APPEALING TO EMOTIONS

The intention of the emotional appeal is to inspire excitement, inspiration and strength. The clients of the Gulf Cooperation Council (GCC) and especially youthful proficient employees, sportsmen and students

usually have hectic schedules that demand their being charged up at all times. According to the graphics and pace of the advertisement which is supposed to stir the sense of confidence and competence, Red Bull keeps the people active during the studying process, physical exercises, exams, late-night projects, and long trips. It is this emotional attachment that gives an impression of Red Bull as a good source of energy in trying times.

APPEALING LIFESTYLE

The new generation, swiftly changing youth culture at the GCC is focused on fitness, socialisation, productivity and rising oneself. In our advertisement, we apply a lifestyle appeal in order to establish Red Bull as a constituent of this new and vigorous living style. Red bull becomes a brand of aspiration and achievement in numerous and varied circumstances, like in the case of high-performance work culture in Saudi Arabia, fitness culture in the United Arab Emirates, or university culture in Oman. In line with the international character of Red Bull and the lifestyle of the residents of the region, the ad tries to place the product as something that every individual who desires to be the best in life should possess.

PERFORMANCE AND RATIONAL APPEAL.

The advert has rational benefits, but it is not too serious but positive and emotional. Red bull is linked with alertness, concentration and stamina during hot weather, which are also highly applicable needs, hence consumers in the gulf cooperation council (GCC) usually encounter the challenge of working long hours, education-related issues, and physical exercises. The use of the advert in building the credibility of the product and offering rational justification as to why it should be used through communication of the useful performance benefits, enhances credibility of the product. Combined with these points, one is likely to find the advertisement that was created to introduce Red Bull to the GCC market as a productivity-increasing and emotion-provoking product to be well-rounded and convincing.

MEDIA CHOICES AND RATIONALITY.

The culture and preferences of the key consumers of Red Bull in the Gulf Cooperation Council were factored in during the selection of media outlets that will be part of this campaign. Integrating digital and in-target physical placements are a sure way of

ensuring that maximum visibility and interaction are achieved.

SOCIAL MEDIA NETWORKS

Instagram, Tik Tok, Snapchat, and YouTube are the main media that will be used in the campaign as they are the most popular among young adults in Oman, the United Arab Emirates, Saudi Arabia, Kuwait, Qatar, and Bahrain. These are the most appropriate channels to abridged, visually appealing and fast content which best suits the vibrant brand image of Red Bull.

There are high engagement rates of Instagram / Tik Tok in terms of reels, short videos, and trends.

The younger demographic of Snapchat is one of the highest in GCC and, therefore, an ideal environment to expose in the short term. The most popular video platform in the territory, on the other hand, is YouTube, which assists Red Bull in achieving its video-type narration.

These media can access the customers through which they spend most of their internet time.

CAMPUS AND UNIVERSITY POSTERS.

One of the most favorable market segments of Red Bull in the GCC is made up of students. The advertisement is targeting students who regularly use energy drinks prior to studying or engaging in group work in case of an exam, protracted studying and group work in colleges and universities with the help of posting posters on college and university walls. Such a placement is very relevant and exposed.

FITNESS FACILITIES AND GYMS, SPORTS CLUBS.

The GCC fitness industry is developing at a fast rate. Gyms and sports clubs would be a perfect location to promote Red Bull since the majority of its consumers drink it prior to sports, workouts, and other sporting activities. The association which the brand possesses with sportive energy and performance is reinforced with the help of posters or screens in these places.

PRACTICALLY SUPERMARKETS AND STORES, FUEL STATIONS.

Red bull is mostly bought on impulse particularly when travelling, driving or studying. The advertising messages are found in the supermarkets, mini-markets and even gas stations (Shell, Oman oil, ENOC,

ADNOC, etc.) to evoke the immediate purchase. Brand memory is improved even at the last moment when the purchase decision is made in a physical presence.

The campaign will target the most engaged consumer segments of Red Bull as the media channels to be used will mostly coincide with the lifestyle preferences, consumption and digital habits of the GCC population.

EXPECTED CUSTOMER REACTION

The desired customer reactions to the campaign will be increased brand engagement, change of behavior and emotional reactions.

PSYCHOLOGICAL AND EMOTIONAL RESPONSE.

The advert is targeted to achieve the emotions of inspiration, self-esteem, and energy. The customers in the Gulf Cooperation Council (GCC) and the youths should have the feeling that Red Bull will help them to overcome fatigue and better results in their daily chores, which may be working, studying or exercising.

ENHANCED BRAND RECOGNITION

The message in the ad substantiated this fact that Red Bull is an energizer. The ad is supposed to link Red Bull with late night, sports, productivity and focus following the commercial viewing. GCC customers have a higher awareness of Red Bull because of the same tone and imagery.

HIGHER PURCHASE INTENTION

When: Exams and study sessions the viewers are expected to be more willing to buy Red Bull. Gym workouts, Gaming and e-sports, Extensive commuting Driving Busy workdays social activities. Rational benefits coupled with emotional thrills create new and new purchases.

DIGITAL INVOLVEMENT

The advertisement is likely to attract increased likes, sharing, comments, and followers of the brand in the social media. The consumers are also invited to make their own vibrant contents with the help of the advertisement, thereby improving the viral reach.

NEW CUSTOMER TRIAL

Since the advertisement is associated with their needs and their way of life, not all GCC consumers who do

not typically consume energy drinks may be convinced to experience Red Bull the first time.

EXTENDED LOYALTY

With the marketing being linked to energy as well as lifestyle, the brand builds long-term loyalty. Red Bull becomes more than a drink, rather a companion towards achieving goals, staying late studying, exercising and being productive. It is estimated that the campaign will succeed in the GCC environment because of an amalgamation of enhanced emotional bonding, increased awareness, intention to purchase, and enhanced loyalty.

REFERENCES

- [1] Euromonitor International. (2024). Energy Drinks in the United Arab Emirates. London: Euromonitor.
- [2] GCC Stat. (2023). Youth Lifestyle and Consumption Behaviors in the Gulf Cooperation Council. Riyadh: GCC Secretariat.
- [3] Kotler, P. & Keller, K. (2022). Marketing Management (16th ed.). Pearson.
- [4] Red Bull GmbH. (2023). Annual Report and Brand Strategy Overview. Fuschl am See: Red Bull Media House.
- [5] Statista. (2024). Social Media Usage in the Middle East and North Africa. Hamburg: Statista GmbH.
- [6] Alhyas, L., El Kashef, A. & AlGhaferi, H., 2015. Energy drinks in the Gulf Cooperation Council states: A review. *Journal of the Royal Society of Medicine Open*, 6(7), pp.1–12. Available at: <https://journals.sagepub.com/doi/pdf/10.1177/2054270415593717>
- [7] Raval, H. & Reddy, R.K., 2023. A Study on Guerrilla Marketing Strategies Adopted by the Food and Beverage Industry with Reference to Red Bull. *IOSR Journal of Humanities and Social Science*, 28(8), pp.1–7. Available at: <https://www.iosrjournals.org/iosr-jhss/papers/Vol.28-Issue8/Ser-1/A2808010107.pdf>
- [8] Pan, A., 2023. Energizing the Brand: Red Bull's Marketing Journey from 1987 to 2023. *Scholar Launch Preprints*. Available at: <https://www.jsr.org/preprints/index.php/scholarlaunch/preprint/view/332>
- [9] Austria Wirtschaftsservice. (2022). Red Bull Company Profile. Vienna: AWS Publications.
- [10] Desklib, 2022. Red Bull's Competitive Positioning in UAE Marketing. Desklib Study Documents. Available at: <https://desklib.com/study-documents/red-bull-uae-marketing-report/>
- [11] Lakshman, K., Raghavendra, G.S., Taj, S.S.M., Kumar, R., Sawant, S., Limbavali, R. & Das, S., 2023. A Conceptual Study on Marketing Strategies with Reference to Red Bull.
- [12] International Journal of Research and Analytical Reviews, 10(3), pp.1–10. Available at: <https://ijrar.org/papers/IJRAR23A1371.pdf>
- [13] Tamimi Markets Insight. (2023). Energy Drink Sales in GCC Retail Chains. Jeddah: Tamimi Group.