

Red Bull Deutschland GmbH in Soft Drinks (Germany)

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Abstracts

Red Bull Deutschland has a strong marketing strategy, similar to that of its parent company. Sponsorship of sports events and using all possible channels (except for print) to capture the maximum young audience is a key strategy. The company also offers Red Bull TV, with television shows focusing on spectacular sporting and cultural experiences worldwide. The brand has an image of notoriety, danger and controversy, and any reference to potentially dangerous ingredients has actually helped to...

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