



Teacher guide

Marketing – Red Bull

Where does the lesson fit?

This session would serve as an introduction to the marketing mix, before exploring each of the elements of the marketing mix in detail. It could be used to introduce the whole topic of marketing.



Suggested resources & activities related to marketing and Red Bull

- Full Red Bull case study
- Marketing PowerPoint
- Promotion lesson resources
- Red Bull crossword
- Red Bull word search

Suggested timings for the session

5 mins	Starter e.g. Red Bull word search
10 mins	Use the Marketing PowerPoint to introduce the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task . creating a marketing mix
5 mins	What have you learned?

Answers to questions

1. What is the marketing mix?
The combination of the four Ps . product, price, place and promotion
2. Describe what is meant by a premium pricing strategy
A premium pricing strategy uses higher prices than competitors charge for similar products.
3. Explain why Red Bull uses a premium pricing strategy for its Energy Drink.
Although often a higher price can reduce demand for a product, this has not been the case with Red Bull since it is the world's best selling energy drink. The high price charged reflects the premium quality of the product and the benefits obtained from it. If customers feel that they are getting value for money, they will be prepared to pay higher prices.



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4. Using the marketing mix in your answer, analyse how Red Bull Energy drink differentiates itself from other soft drinks.
- Product . Red Bull has a distinctive taste and also has a functional effect
 - Price . the product is differentiated as a quality product through premium pricing
 - Place . Red Bull is differentiated less in this element of the marketing mix as it is available in many of the same outlets as other soft drinks
 - Promotion . promotion is used to create a lasting impression on consumers such as the advertising and a range of innovative promotional techniques such as the Red Bull X-Fighters events.

What have you learned?

Expected learning would include:

- The marketing mix is made up of the 4Ps . product, price, place and promotion
- The use of social media and other technology is growing within marketing
- Product is concerned with the function and features provided, as well as things like USP, branding and packaging
- Place is concerned with where the product is made available for the customer
- Different pricing strategies can be used to attract customers such as Red Bull's premium pricing
- Promotion raises awareness and should encourage sales
- AIDA may be used in promotional campaigns . Attention, Interest, Desire, Action