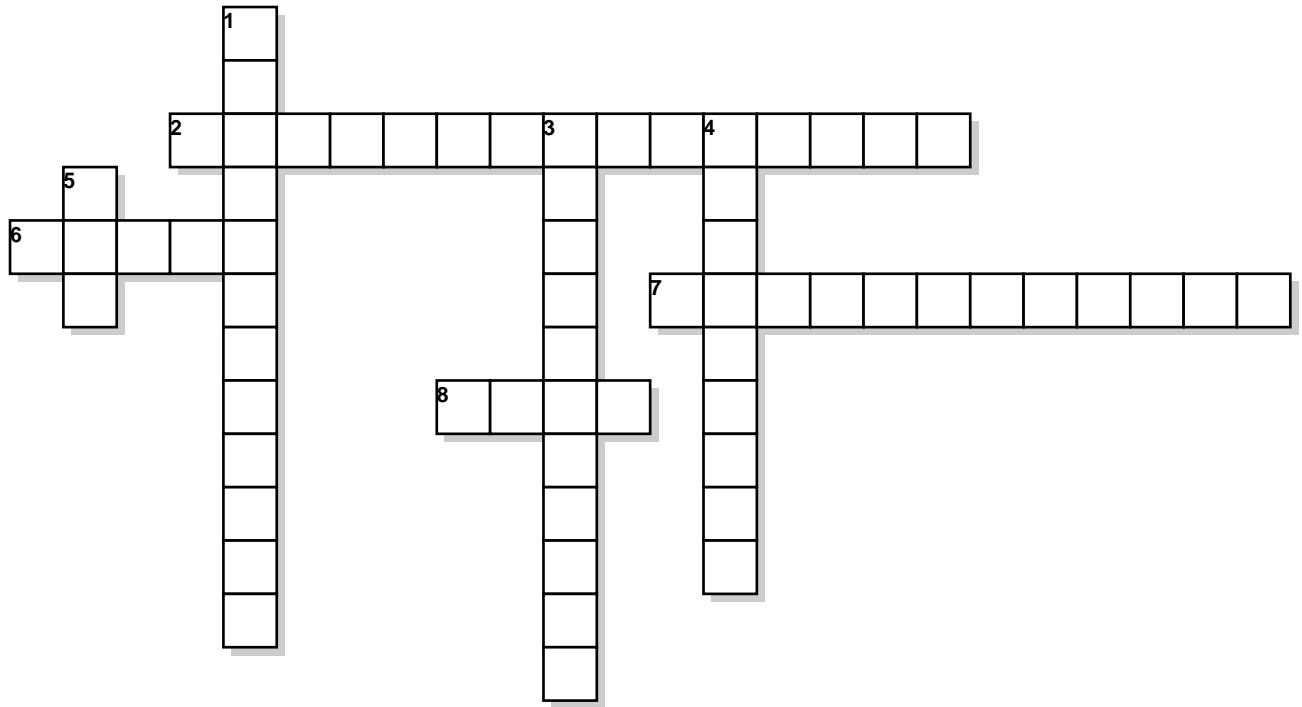


# Red Bull



**Across**

- 2 Red Bull uses a premium \_\_\_\_\_
- 6 Promotional messages can become \_\_\_\_\_ in a crowded marketplace
- 7 Creating relationships with consumers encourages \_\_\_\_\_
- 8 \_\_\_\_\_ marketing gets consumers to bring other consumers to the product

**Down**

- 1 Also known as the 4Ps
- 3 A core element of all of Red Bull's campaigns
- 4 The first stage of the AIDA principles
- 5 Communication of a promotional message between groups of consumers

**Possible Answers:**

Awareness , Brand loyalty , Marketing mix, Noise, Pricing strategy , Pull, Social media, WOM