

Red Bull

Words can be found across, up and down, and diagonally.

F B E A T M O N W F O T A C P D G H G S D V C
 A O X - H H A O T E S S H U P X T F B B N L B
 P - S F I P - P X E M G D C G D H D D L I B R
 O U N E K H S C T R T A N - L B A R N A F S A
 N - F T W P F A S H E A R N T D M E R F M N N
 F O H N L O C U X O S C O K I H N I H D F M D
 R D T B E O R X O C C I E A E I G D M D M B A
 G M E S V N N D I T T W E I L T S X I S L S W
 H T I D L E W V O A O U O - V G I D A K H R A
 F O A F T X I A C F M P E E F E N N U - H T R
 N W D D W S P I W T M H O R H T R X G - A C E
 P K B M F B N M F I T O E F C R X S N M O U N
 L L F C P U F E C - M D U S M H E - E R I O E
 S P G G M - V N W V N E S T G I B U V G B X S
 X S B M A B K O - E N H E - H D N N I I I V S
 K U O H V W L G S I V S S C K C E D M A H V D
 G C N F V E G P R O M O T I O N H G N D G C W
 H V G A B C X V R P G G L N U P X D T R U R I
 S H V H P R N K D R E U W D F A F O K G D P B
 E A V V G - K S B I C C U O R N U F L G C P I

AIDA

Brand awareness

Noise

Sender

Advocates

Communication

Promotion

Top of mind

Below-the-line

Marketing mix

Receiver

Word of mouth