

## Event Marketing – A Powerful Tool Case : Red Bull Šinomobil Event

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### **Abstract**

In today's society, it is very challenging to keep up with the marketing trends. There are a lot of factors that should be considered in the pursuit for the potential consumers. The chase is spiced even more, if we consider that consumers are slightly evolving with every next generation, as should evolve our approach to them.

This paper discovers the idea of Event Marketing and the opportunities that are available to everyone who plans the desired activity creatively, and considering all important elements, in order to reach the target group.

The case study of Red Bull Šinomobil Race event was the suitable as the Best Practice event, that proves the idea and shows the awareness about the brand created. The successful organization resulted with the high media coverage and 8.25 mil people reached in total, plus the enormous WOM created.

**Keywords:** Event Marketing, Red Bull®, Word of Mouth.

### **Introduction**

How much does the organized event effect the popularization of a product, service or brand? Is it a sustainable way of advertising and for how long it can stay memorized in the heads of consumers? Is it expensive to organize an event? Those are the questions that I tried to answer in this paper.

Advertising is a model of communication in marketing which tries to inform the potential consumers and awake their interest towards the product or service.

A company that would like to advertise its service or product, chooses the type of media as a transmitter of their message to the public, which can be: television, radio, newspaper, magazine, movie, internet, mobile phone, event (conference, fair, etc...), poster, billboard, etc... Selection of the media is highly important and it should intend to reach as much of our potential consumers as it can. Of course, there are certain rules and restrictions by the valid laws that should be obeyed.

### **Marketing**

Marketing is a social, calculated, and controlled process, which helps the individuals or groups to get what they need, by creating the offer and the opportunity to exchange goods. Traditionally, marketing represents the activities which help the product or service to meet the consumer, user or client.

Application of marketing at the market can be represented through the process of four steps, which starts with the analysis of the "universum" of potential consumers. After that,

comes the attracting their *Attention*\Awareness to your product or service, which turns into the *Interest* to know more about it. In the third phase, you would convince the potential consumer that they *Desire* the product or service, which will satisfy their needs, so they can complete the process by *Action* of purchase of a product, subscription, download, or the use of other services. (AIDA model, E. St. Elmo Lewis, 1898)

Generally, the marketing represents the pursuit of discovering the needs and interests of consumers, which are developed and satisfied in the end. It is a civilized type of a combat, where you win with the words, ideas and strategic thinking.

## Event

Event is a moment in time, when something special is happening, happened or it is about to happen. Considering the dimension of gathering, event can be:

- celebration (wedding)
- competition (sports)
- conference
- exhibition (photo, car show)
- festival
- media event
- party

Managing an event would include a lot of factors and details that should be considered, in order to make it successful. Engagement of an external body, an event agency, turns out as one of our options.

After defining the goal of the event, a good event organizer will carefully select the location of the organization, which will fit to the type of the event. In this case, the functionality of the space is one of the crucial factors, where the size, the commodity of the event visitors, and the circularization of the people is unnegotiable.

Responsible approach to the organization of the event such as, conference, meeting, fair, round table, fashion show, or even the competition usually includes:

- budget plan
- location selection
- team definition, event staff (task distribution)
- event concept writing
- promotion materials preparation (posters, flyers, presents...)
- person for the public relations and media
- event coordinator - manager
- collecting necessary permits by law
- program definition and writing (exact timing definition)
- definition of the best technical solution for the event
- scenery definition and set up
- audio, video, lighting equipment
- engagement of the ambulance, fire dept. and the police
- engagement of the security officers (according to the valid laws)
- registration of the participants (info desk and the people)
- engagement of experts (referees, waiters, translators, hostesses, DJs, dancers, animators, announcers)

- guests coordination
- VIP guests program
- welcome drink (cocktail)
- addressing to the guests, audience (speech writing)
- catering (lunch, dinner...)
- transportation and parking
- other logistics issues
- weather forecast (for outdoor events)
- regulation of the payments towards the services used

It is strongly recommended to find the different solution for every event, in the way that the main idea comes as the result of the market research and that follows the latest event trends. Only in that case the success will not stay away.

It would be an advantage if the organized event was the part of the overall marketing plan, since the events reach the consumers face to face, in more relaxed manner, which is a good chance to make them feel connected to the product of service.

## **Red Bull**

Red Bull® was introduced in 1984 in Austria, Europe. After the just 13 years you could buy it in almost all European countries, USA, Africa, South America, and The Caribbean. The company is located in Salzburg, Austria, where the product is canned and distributed to all parts of the world. That is the 100% guarantee for the same content in each can.

Red Bull® Energy Drink is a functional drink with the special formula and the combination of ingredients, developed for the situations of extreme physical and mental activities. Its effects are recognized by the sportsmen, working professionals, active students, drivers and all others who need the energy.

Events organized by Red Bull are generally divided in two groups:

- Small Fire Events (small)
- Brand Building Events (big)

Big events are opened for the whole population of consumers, they are interesting to all people, and they result in high publicity. Small events are targeting the specific group of consumers for example, students, working people, etc.

Red Bull Šinomobil Race event was organized in the September 26, 2010 in Sarajevo, on the tram rails. It was the competition where you needed to make a rail operating vehicle, according to the prescribed standards, and win the drag race against your opponent to get to the next round by knock-out system.

## **Calculation**

*May – September, 2010*

- 8000 flyers, 300 posters distributed, Facebook
- Spent: EUR 450,00

*- September, 2010:*

Radio announcements:

- 2 radio jingles, 8 radiostations, 2 weeks
- Spent: EUR 4.350,00

Outdoor media:

- 20 City Light posters, 4 weeks
- Spent: EUR 4.700,00
- 6 branded tram stops
- Spent: EUR 5.700,00
- 60 posters inside the operating trams
- Spent: EUR 950,00

Internet announcements:

- 4 web portals, 2 weeks
- Spent: EUR 4.300,00

Bluetooth City Network:

- 60.000 SMS messages, 2 weeks
- Spent: EUR 2.300,00

**TOTAL SPENT ON EVENT ADVERTISING: EUR 22.750,00**

During the applications of contestants in May, 2010 4 top TV stations in the country emitted 15 minutes of highlight news about the forthcoming Red Bull Sinomobil Race. Top 5 TV stations emitted 40 minutes of news about the event in September. On line medias showed the great interest about the event. More than 20 articles were talking about the incoming event.

The Red Bull Sinomobil Race event ended successfully, with 10.000 people in the audience on the spot. Most of the TV channels informed the public about the winners of the Race. All popular web portals transmitted the news also. You could find the articles about the Sinomobil in most of the tomorrow's newspaper.

**Table 1: Total Media Outcome of the Event**

1. RED BULL SINOMOBIL MEDIA OUTCOME	
TV	SEP 5 mil contacts & May 2 mil.
WEB	0,5 mil
Radio	0,5 mil listners.
Print	0,25 mil
<b>Total:</b>	<b>8,25 mil</b>

Just for the comparison, I have calculated the cost of the overall free TV broadcast about the Race in total. Recollect, there were no paid TV advertisements of the event.

**Table 2:** Calculation of the total cost of the TV broadcast

Number of TV stations	Number of minutes	Number of seconds	Average second price in BiH	AMOUNT
5	140 minutes	8400 seconds	EUR 12,00	EUR 100.800,00

**EVENT ADVERTISING COSTS:** EUR 22.750,00

**FREE TV MEDIA BROADCAST (Approx.):** EUR 100.800,00

### Conclusion

There is no need to add the free web and newspaper publications about the Race, and to calculate other logistic expenses of the event, to conclude that Red Bull Šinomobil Race event was a true success. It is a true trophy to create an event interesting enough for the people and the media, which talks only the best about your company, in this case the brand.

Of course, we must not forget the 10,000 spectators and 68 participants, which were directly introduced with the Race and the Red Bull brand, on the spot. All of them participated in the creation of massive WOM<sup>1</sup> after the event, by spreading the news and their experience with the third parties, which increases the total number of contacts much more than 8,25 mil. This paper proves that WOM effect lasts even three years after.

Event preparation and execution is a demanding job, and requires the certain number of factor that should be put together in harmony. But, if the competence, experience, hard work and a bit of luck is on your side, the success is guaranteed.

Considering the current period of economic crisis and the fact that all budgets are decreased, I wanted to prove that Event Marketing is a powerful and sustainable marketing and communication tool.

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<sup>1</sup> WOM – Word of Mouth ([www.merriam-webster.com](http://www.merriam-webster.com))

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