

WIINGS TO MAKE YOUR SALES FLY.

THE WINTER EDITION

NEW FLAVOURS PLAY A KEY ROLE IN ENGAGING BOTH NEW AND HEAVY ENERGY DRINK CONSUMERS, BY OVERCOMING THE BARRIERS OF TASTE AND BOREDOM

FLAVOURS ARE THE FASTEST GROWING SEGMENT WITHIN ENERGY DRINKS IN THE PAST 12 MONTHS

FLAVOURS ARE GROWING ALMOST 4 TIMES FASTER THAN THE REST OF THE COMBINED CATEGORY

SOURCE: IRI ENERGY DRINKS (TOTAL MEASURED MARKET) DATA TO 03/01/21



FOR BEST RESULTS



MERCHANDISE NEW EDITIONS NEXT TO THE CLASSIC BEST-SELLING VARIANT, RED BULL ENERGY DRINK



LEVERAGE OUR DISRUPTIVE DISPLAYS AND POINT-OF-SALE SUITE TO COMMAND SHOPPER ATTENTION ON THE PATH TO PURCHASE



PRIORITISE COLD AVAILABILITY TO ADDRESS THE NEED FOR IMMEDIATE CONSUMPTION

MARKETING SUPPORT



TV



OUT-OF-HOME



PAID SOCIAL MEDIA ADVERTISING



INFLUENCER SEEDING



PRODUCT SAMPLING



IN-STORE POINT-OF-SALE

AVAILABLE TO ORDER NOW IN BOTH SINGLES AND FOUR-PACKS

	SKU CODE	PRODUCT EAN	CASE TUN	CASE CONFIGURATION	RETAIL RRP	IMPULSE RRP
250ML	RB234415	90446597	9002490249168	12 x Single Cans	\$2.99	\$3.90
4 x 250ML	RB234684	9002490248987	9002490249175	6 x 4-packs	\$11.29	\$11.49