

# WIIINGS TO MAKE YOUR SALES FLY.

**NEW FLAVOURS PLAY A DUAL ROLE IN ENGAGING BOTH NEW & EXISTING ENERGY DRINK CONSUMERS BY OVERCOMING THE BARRIER OF TASTE & PROMOTING REPERTOIRE**

**FLAVOURS ARE GROWING OVER 2 TIMES FASTER THAN NON-FLAVOURED ENERGY DRINKS**

**FLAVOURS CONTRIBUTE OVER A THIRD OF TOTAL ENERGY DRINK DOLLAR GROWTH**

**1 IN 5 CONSUMERS ARE NEW TO ENERGY DRINKS THROUGH FLAVOURS**

Source information: 1. Red Bull T&A Study Q1 2021 2. IRI AU Grocery & Convenience Scan Data, Energy Drink Unit Growth, MAT to 28/02/21 3. Retail Shopper Panel Data, Red Bull Red Edition MAT 3/1/21



## 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	RRP*
250ML	RB237522	90448515	9002490254162	12 x Single Cans	\$3.90
4 x 250ML	RB237502	9002490254445	9002490254179	6 x 4packs	\$11.49

\*Prices are recommended retail prices only and there is no obligation to comply with recommendation.