

WIINGS TO MAKE YOUR SALES FLY.

THE NEW SUMMER EDITION

NEW FLAVOURS PLAY A DUAL ROLE IN ENGAGING BOTH NEW & EXISTING ENERGY DRINK CONSUMERS BY OVERCOMING THE BARRIER OF TASTE & PROMOTING REPERTOIRE¹

OVER 1 IN 3 ENERGY DRINKS PURCHASED ARE FLAVOURED²

RED BULL FLAVOURS ARE GROWING +44% VS YA, DRIVING SHOPPER ENGAGEMENT WITH 53% OF SALES COMING FROM NEW/LAPSED SHOPPERS³



NEW

FLAVOUR PROFILE

CHERRY

JUNE BERRY

RED BERRIES

RED GRAPE

SLIGHTLY FLORAL

RED FRUITS

OUR VISIBILITY TOOLS



SHELF BARKER



COUNTER MAT



TIERED CONNECTOR THEATRE



120 RHOMBUS DISPLAY

FOR BEST RESULTS



Leverage our disruptive displays and point-of-sale assets to engage shopper in path to purchase



Prioritise cold availability to address the need for immediate consumption

MARKETING SUPPORT



BVOD



Out-of-home



Paid Social Media Advertising



Influencer Seeding



Product Sampling



In-store Point-of-Sale

ITEM DESCRIPTION	SKU	PACK	EAN/TUN
RB SUMMER JUNE BERRY ANZ ALU CAN 12X250ML	RB241173	CAN	90454431
		CASE	9002490264338
RB SUMMER JUNE BERRY ANZ ALU CAN 24X250ML 4P	RB241174	CAN	9002490263454
		CASE	9002490264345