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## **RED BULL IS INFORMAL APPROACH TO ADVERTISING**

Red Bull is the first energy drink in the world. But the company is known not only as a producer of high-quality product. Bright sports events are interesting for million viewers around the world, Red Bull athletes are the best in their sport, a way to promote products is the most visible and unusual in the world.

The performance of the company affected by global and Ukrainian events:

### 1) Red Bull sport events

Red Bull sporting events are always different and spectacular in scale. World-famous competitions in various sports: motor racing, BMX, hip-hop dancing, basketball, various winter competitions, etc. belong to Red Bull. For example, the Red Bull Air Race is aerobatics for small planes. The purpose - to pass elements of the complex route as soon as possible.

The largest sporting event In Ukraine was in September 2011 in Yalta. Red Bull cliff diving is final World Series diving from rocks. 10 athletes from 8 countries participated in the competition. There were more than 50 different TV channels and media representatives. Carrying out this event cost the company about \$ 1.5 million, while advertising in the media and TV broadcasting spent nothing for the company.

### 2) Red Bull athletes

Red Bull athletes is a sports person of the company. They should be the best in their sport. They paid for everything: training, participation in competitions, branded clothing, etc. They are required only one thing - victories.

Ukraine has only one Red Bull athlete, Vasil Lukyanenko, 21 year old athlete on BMX from Dnepropetrovsk. The company's plans for the coming year are the active involvement of athletes in sport events across the country.

### 3) A strange way of promotion.

There is no advertising on television, outdoor advertising and logo placement . All these things are forbidden by Red Bull. While the Red Bull branded car is something on which the company spends money. The work of girls

driving this car is give people energy in different places and different situations. Such advertising annually costs the company about 0.5 million dollars per year.

The result of all these events is displayed in the company's financial performance.

"Drink will live forever" - that is what Dietrich Mateschitz achieves, the founder of Red Bull. It's impossible to get it with a help of traditional ways of product promotion. So a lot of time and money have been spent to make Red Bull to be not energy drink # 1 in the world but a lifestyle.