



# Virales Marketing. Was Red Bull von anderen Energy-Drink-Herstellern abhebt (German Edition)

*Mario Bianchetti*

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Facharbeit (Schule) aus dem Jahr 2014 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 5.0 (CH) entspricht 2.0 (D), , Veranstaltung: Maturaarbeit, Sprache: Deutsch, Abstract: Den Energy Drink Red Bull gibt es bereits seit 27 Jahren. Für viele wurde das Getränk zum selbstverständlichen Bestandteil des Alltags. Zahlreiche junge Leute im Alter zwischen 10 und 30 Jahren begleitet das Getränk von morgens bis abends als Genussmittel oder Wachhalter. Jährlich werden über fünf Milliarden Dosen Red Bull verkauft. Sie werden in verschiedenen Situationen konsumiert, beispielsweise in der Schule, bei der Arbeit, beim Sport, im Ausgang oder auch Zuhause.

Red Bull ist kein Softdrink wie jeder andere. Durch den Inhaltsstoff Koffein hat er eine aufputschende Wirkung. Die eingenommene Menge an Koffein ist bei einem Red Bull um einiges höher als bei einer Tasse Kaffee oder einem Glas Coca-Cola.

Mir fiel in der Vergangenheit häufig auf, dass viele junge Leute mit einem Red Bull unterwegs waren. Daher stellte ich mir die Fragen: „Warum ist Red Bull viel erfolgreicher als die anderen Energy-Drink-Hersteller?“ und "Wie kann eine Firma mit nur einem Softdrink zu so einem grossen Konzern anwachsen?“ In meiner Arbeit versuche ich, diesen Fragen nachzugehen. Um die Marketingstrategien von Red Bull zu verstehen, braucht man Grundkenntnisse in der Theorie von viralem Marketing. Erst dadurch kann man erkennen, wieso Red Bull so erfolgreich wurde, auch wenn das Getränk selber sich nicht durch einen speziell guten Geschmack auszeichnet und, wie in meiner Degustation festgestellt, viele Leute bei einer Blinddegustation andere Produkte bevorzugen.

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