

• REDBULL.CZ



- **Vy a já, očekávání? (volný obsah)**
- **RED BUL MARKETING MIX**
- **HOW TO CREATE 1.000.000 VIEWS BRANDED CONTENT?**
- **DIGITAL MARKETING**
- **QA, DISCUSSION**

FOCUS ON OUR **CONSUMERS**



**EXCITE,
SURPRISE,
INVOLVE**
THEM ABOUT



CONTENT EVOLUTION

CONTENT PROVIDER

EVOLUTION



CONTENT PROVIDER & LICENSOR

EVOLUTION



CONTENT PROVIDER & LICENSOR & DISTRIBUTOR

360 DEGREE MEDIA BUSINESS

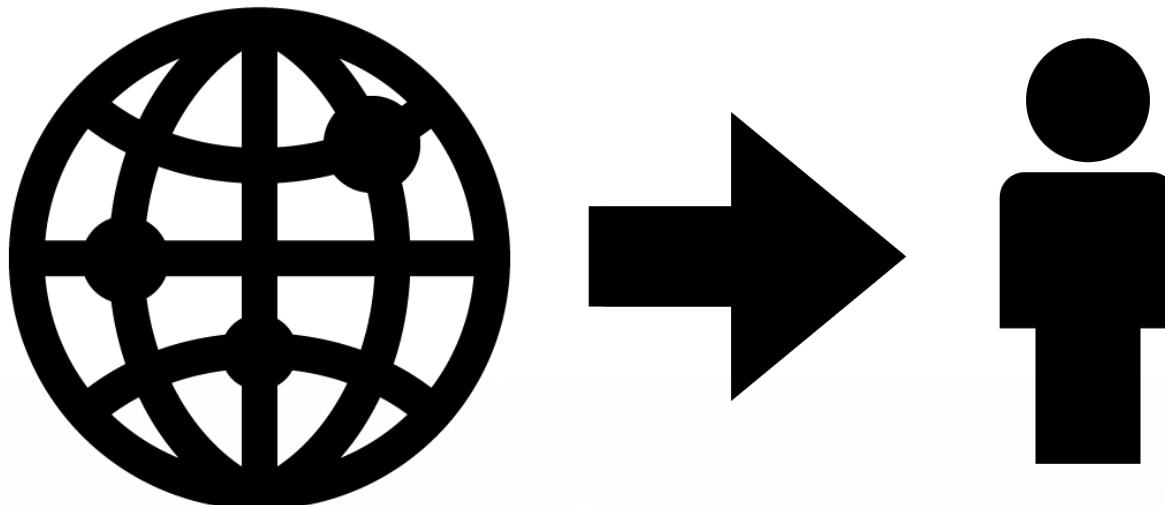


GLOBAL MEDIA COMPANY

- that is successful & profitable
- contributes to marketing efforts
- can be the most effective marketing tool for Red Bull

RED BULL MEDIA WORLD





WE HAVE TO CREATE
RELEVANT PRODUCTS
& CHANNELS

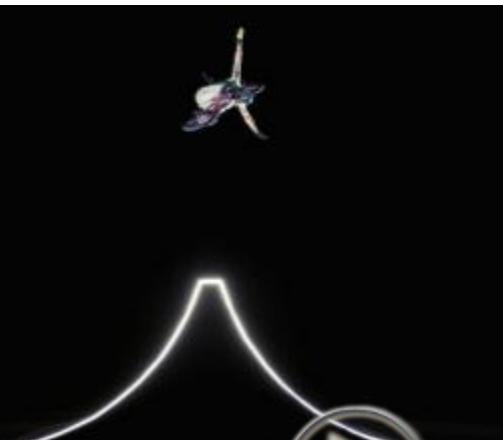
Vlastnosti Red Bull osobnosti



KDO JE RED BULL?

- **je to teenager který jako první začal kouřit, ale také jako první přestal, protože chápe, že to není zdravé**
- **byl prvním kdo si začal hrát s holkami a dělá to dodnes, protože se mu to tolik líbí**
- **je to kluk co strávil noc ve vězení protože se něco strašlivě podělalo**
- **je to kluk po kterém vždy šli všichni učitelé, ale nikdy ho nedostali protože je příliš chytrý; navzdory tomu ho měli vždy rádi – nebo právě proto?**

- Berry Routines – World class freestyle BMX rider Michael "Berry" Beran gives us an insight in his daily life. While doing so he reveals some of his toughest tricks through a high-quality visual concept. Showing his daily routines in secret park created exclusively for him from Red Bull.

**VIDEO****MAKING OF**

click to play

**GALLERY**



Comments:

- Amazing filming, editing, and technique, I'm truly inspired much <3 From IPK – ParkourInFamous
- haven't seen a youtube video that outstanding for a long long time ! - MABCME
- OMG!!! im not a BMX rider but afer watching this i want to become one :) !!!! - Bagiojabawockeez
- Really nicely shot, very slick visually and a pleasure to watch. Bob on - Heenansgaff
- Rarest and coolest thing evener<3 - ccelement
- One of the best BMX vids I've ever seen! perfect quality and funny, it's a masterpiece! =0 - psycho0550
- siiiiiiiiick!!! so awsm. - omatu1
- very tim burton, loved it! - teamsano
- I thought I was dreaming ; S - 49Tinus
- Great job Red Bull, Great Job ! - CrAzYBikerNms
- ...

facebook Search for people, places and things.

Red Bull

28,994,619 likes · 263,327 talking about this

Friday Freestyle: when BMX goes dark.

Berry Routines

World class freestyle BMX rider Michael Beran reveals some of his toughest tricks through high-quality visual concept. Showing his daily routines in secret park created exclusively for him from Red Bull.

Like Comment Share 342

1,386 people like this.

View all 70 comments

Red Bull Před 5 hodinami

Equations can't teach you flying

Zobrazit překlad



Red Bull sdílel(e) odkaz.

Rien de tel pour commencer une semaine en beauté !

Zobrazit překlad

VIDEO : Red Bull berry Routines

le rider BMX freestyle Michael Beran a fait un rêve....

To se mi líbí · Přidat komentář · 5d

Toto se líbí uživatel Red Bull a další (515).

Zobrazit všechny komentáře (15)

Ali Khan Ahook dal 1 reakci.

To se mi líbí · Přidat komentář · 5d

207 lidem se to líbí.



Comments:

•WAAAA amazing !!! :O - Pierre Dubechot

•Eiersted Epic !!- Casper Bech

•Wow, this is a nice surprise - Pavel Zeifart

•Luxury ! - Zuzana Zadinová

•wow this is a killer - Fany Kovár

•hehe, esta bueno el comercial- Jorge Ignacio Fernandez Mejía

•

•NICE as always. - Martin Sedláček

•rocking - Mohit Verma

•nICe. -Neha Singh

•The right way to study math, eh? - Red Bull

•cool. - Anshul Pandit, Nishant Gour

•Cool - montage enorme - Alexis Cuisnier Doré

...

BERRY ROUTINES – iPad Red Bulletin App

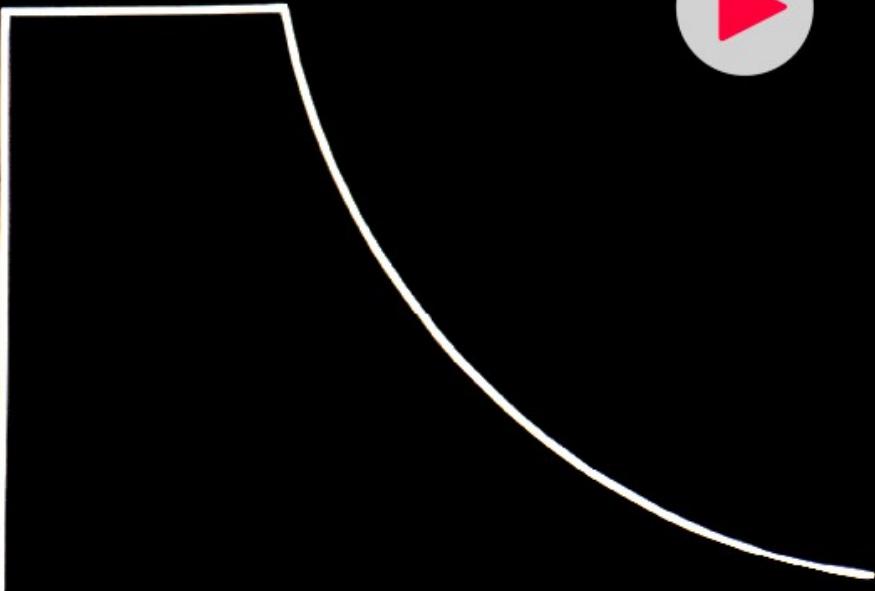
GALLERY

**HRADEC KRÁLOVÉ, CZECH REPUBLIC**
DREAM ROUTINE

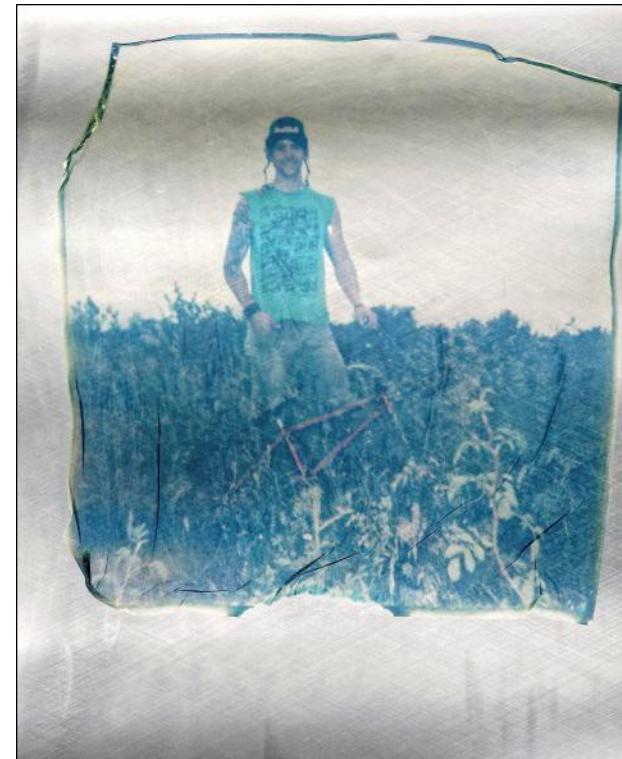
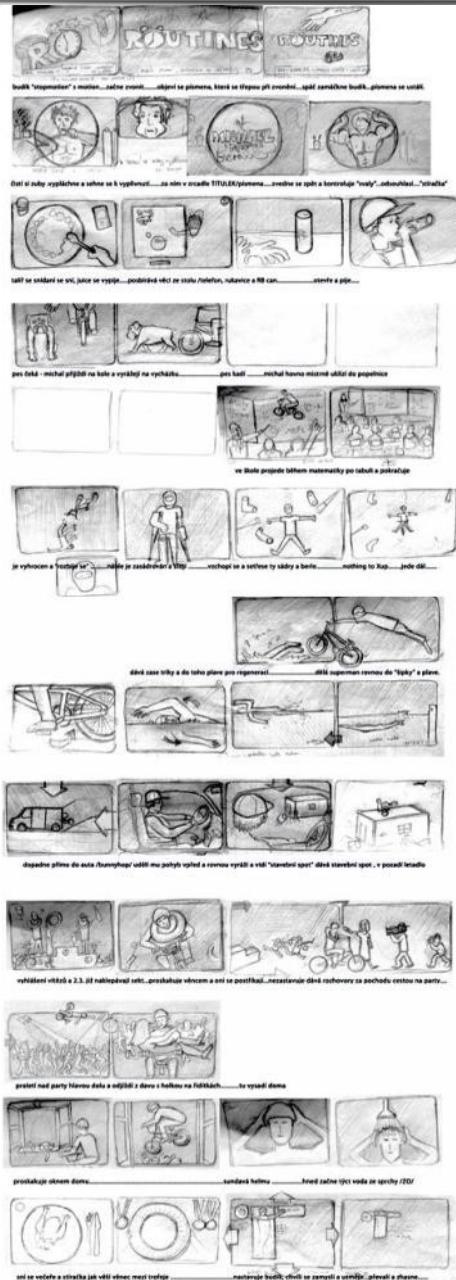
Prepare to be blown away. This clip shows freestyle BMX rider Michael 'Berry' Beran showing off some of his most impressive tricks. Both Beran and the production crew went to great lengths to present the Czech rider's daily routine in a unique way, fusing creativity and technology to make the presentation as spectacular as the riding.

www.redbull.com

Photography: Dan Vojtech/Red Bull Content Pool



BERRY ROUTINES – storyboard, polaroid collage, polaroid exposed on Red Bull can



THE CENTRAL QUESTION OF OUR JOB?



WHY SHOULD THEY CARE?





ITS ALL ABOUT OUR CONTENT

AND OUR CONTACTS



THEMATIC GALERIES



- WHO did WHAT? Starts the plot,
- WHERE and WHEN? Follows then,
- HOW and WHY? Makes it fly.

STORY NEEDS A HERO:

- WHO is the main character?
- WHY is he/she important?
- WHAT is his/her mission?
- WHO/WHAT is our hero trying to overcome?

ANALYZE your event / project and find the key elements of the story.

- A clear beginning (challenge), middle (task/journey), end (result/payoff/outlook).
- Goal, risk of failure and (happy) ending should be part of every story.
- Thrilling, diversified, surprising and rewarding stories succeed.
- A good interview carries story and transports emotion. Pre, during, post event.

SHOW ACTS

- **The unexpected**
„wow, who would have thought...“
- **The emotion**
„I love it, coolest thing I ever saw...“
- **The person**
„wow, the man himself is here...“
- **The visual impression**
„look!“
- **The audio impression**
„listen!“

REDBULL.CZ/VIDEA

Jediný limit je ten, který si sám člověk určí - nový spot World of Red Bull



sdílet
</>
kód

Red Bull

19 0:04 / 01:00

To se mi líbí 420

Neskutečný svět Red Bullu v 60 sekundách

 >> DALŠÍ HUSTÝ VIDEA 

WHAT'S THE BIG
CAMPAIGN IDEA?

WE'RE GOING
DIGITAL

FACEBOOK

YOUTUBE



A MOBILE
APP

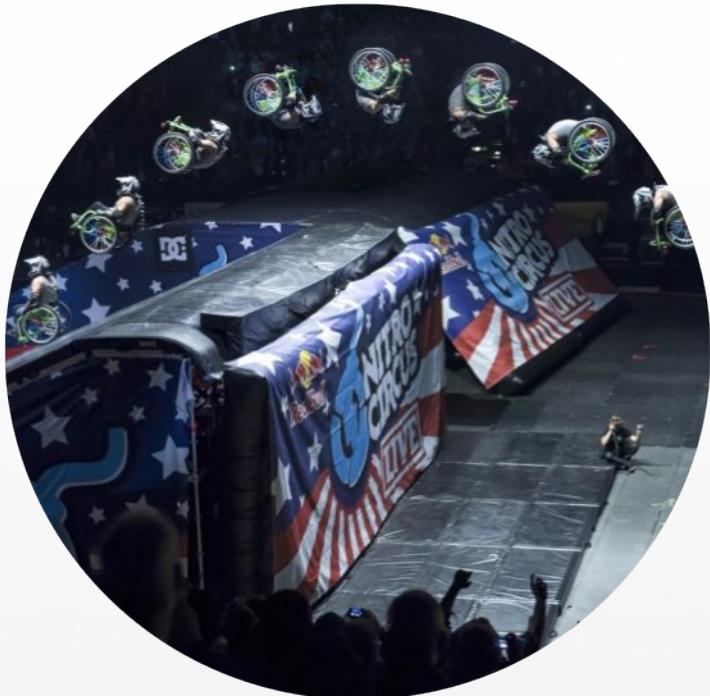
PINTEREST

WHAT ARE WE
GOING TO DO IN ALL
THOSE CHANNELS?

I DUNNO,
WE'LL FIGURE
IT OUT LATER



**short, casual tone of voice, photos
locally relevant / local hero content
amazing playground content
asking questions**



Red Bull Michal Maroši vyhrál bahenní závod světového poháru ve 4X!

Co říkáš na jeho fotky a dojmy? ;)
www.redbull.cz



85.659 zobrazení · 0,15% zpětné vazby

 Včera v 9:57 · Přidat komentář · Už se mi to nelíbí · Sdílet · Promote

 Toto se líbí vám, Dan Janík, Eva Međlová a 120 dalších.

 **Lukáš Navrátil** Marosana never dies!!!
Včera v 9:59 · Smazat · Nahlásit

 **Lukáš Hanousek** jou jou přesně tak!!! 4ever
Včera v 10:36 · Smazat · Nahlásit

 **Petr Bůžek** Majkl proste BOREC!!!!!!
Včera v 12:04 · Smazat · Nahlásit

 **Oldřich Jansa** koukal sem na to a nechápal co to jeli :)
Včera v 12:24 · Smazat · Nahlásit

 **Petr Bodyšek** Bosano ty huro nevero!!!
Včera v 13:40 · Smazat · Nahlásit

 **Jarda Garbinus Štefela** MRSN dobre ty
Včera v 18:56 · Smazat · Nahlásit

Napsat komentář...

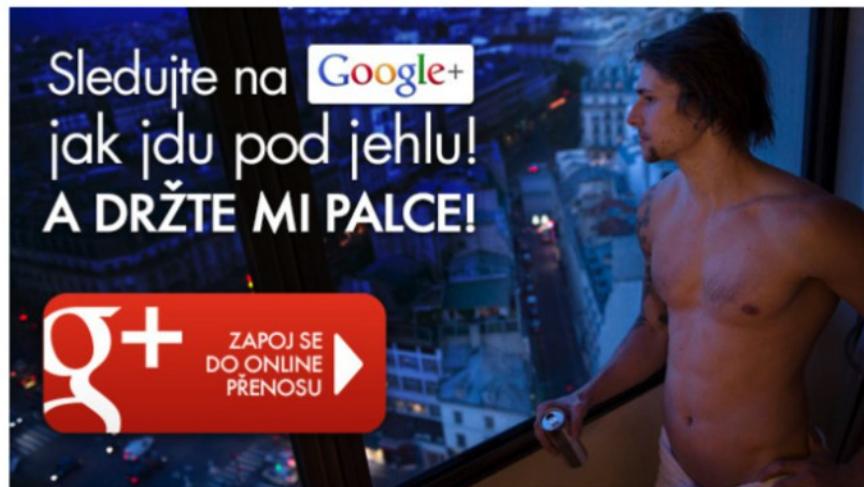
Instagram photo competition



- WHAT: take photo with your mobile app instagram, mark it #redbullpumpriders and it automagically appears at official event website redbull.cz/pumpriders so anyone can co-create the content live.
- HOW: people informed before and after event at redbull.cz, speakers step by step explanation at event.
- RESULT: 209 great photos, most creative one wins outdoor camera GoProHD2 Marosi limited bike edition.



- 16.830 UV and 4.800 fb likes at redbull.cz/hangout



MICHAEL BERAN SE NECHÁ TETOVAT ŽIVĚ PŘES GOOGLE+ HANGOUT

10 Share |  4.8k

>> SLEDUJ BERRYHO G+ <<
PRO JEHO DALŠÍ BLÁZNIVÉ AKCE

DETAILY UDÁLOSTI

Lokace	Hradec Králové, Česká republika (Mapa této adresy)
Začátek	23.1.2013 v 16:00
Konec	23.1.2013 v 18:00

o

Nejlepší český BMX biker **Michael Beran** si pořídí **23. ledna 2013** nové tetování. A tentokrát mu budete moci vy, fanoušci, poradit, co a kam by to mělo být. Tetovat se se bude od **16:00** do **18:00**. Více info pod videem! Co je to [hangout](#)?

Sleduj Berryho:
[jeho profil](#)
[jeho google+](#)
[jeho youtube](#)
[jeho facebook](#)
[jeho instagram](#)
[jeho twitter](#)

Sleduj Red Bull:
[novinky ze sportu a kultury](#)
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[facebook](#)
[instagram](#)
[twitter](#)
[pinterest](#)
[RSS](#)

- **WRITE FOR PEOPLE NOT SEARCH ROBOTS**
- **CONVERSIONS, NOT RANKINGS**
- **TITLE, DESCRIPTION, KEYWORDS, META, THUMBNAIL**
- **PICS:**
 - Not good:
 - Better:
 - Best:
 - To be avoided:



THANKS FOR YOUR TIME, QA

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