



## Teacher guide

### Promotion – Red Bull

#### Where does the lesson fit?

This session could follow the general introduction to marketing and the marketing mix. Other sessions on product, price and place elements of the marketing mix may be beneficial.



#### Suggested resources & activities related to promotion and Red Bull.

- Full Red Bull case study
- Promotion PowerPoint
- Red Bull marketing lesson resources
- Other Times 100 lesson resources on the 4Ps
- Red Bull crossword
- Red Bull word search

#### Suggested timings for the session

10 mins	Starter e.g. Red Bull crossword
5 mins	Use the Promotion PowerPoint to discuss the topic
5 mins	Read the case study
15 mins	Questions
20 mins	Task . AIDA report
5 mins	What have you learned?

#### Answers to questions

1. Define above-the-line promotion.  
Above-the-line promotion uses mass media to get promotional messages to a large audience.
2. Describe what is meant by pull-marketing  
Pull marketing is a marketing strategy that focuses on consumers, encouraging them to come to the product. In contrast, push marketing puts the product before the consumer in order to generate sales.



# THE TIMES 100

## BUSINESS CASE STUDIES

3. Explain how new technologies have made WOM promotion easier. Word-of-mouth no longer has to be through face-to-face or telephone conversations. Texting and emailing are quick ways of transmitting promotional messages from consumer to consumer. In addition to that, social networking can be used to get messages to larger numbers of people. Photographs of Red Bull events can easily be passed between people using new technologies.
4. Analyse the reasons why Red Bull continues to use above-the-line promotion even though it is expensive and difficult to control.
  - Above-the-line promotion is good at attracting attention . the first stage of AIDA
  - Advertising, especially television advertising, can reach a huge audience
  - Above-the-line promotion keeps the product and brand in the forefront of consumersqand potential consumersqminds, thereby complementing the below-the-line methods

### What have you learned?

Expected learning would include:

- Promotion is one of the four elements of the marketing mix
- Promotion can be used to raise awareness, build brand image, encourage sales and gain competitive advantages
- Above-the-line promotion uses mass media to get promotional messages to a large number of people
- Disadvantages of above-the-line promotion are that it is expensive and difficult to get the message to targeted consumers
- Below-the-line uses other methods over which a business has more control. It is usually cheaper
- Push marketing uses above-the-line techniques to push the product to the consumer
- Pull marketing uses below-the-line methods which are used to get the consumer to come to the product
- Word-of-mouth is a below-the-line, pull marketing promotion technique
- Texts, emails, Facebook, Twitter etc are all methods of making word-of-mouth marketing easier
- AIDA is used in promotion . this stands for Attention, Interest, Desire and Action