



2011 Grand Prix Effie Winner

'Screaming Fans Say it Best'

Category: **Sports Marketing Campaign**

Brand/Client: **Red Bull**

Primary Agency: **Interesting Times Beirut**

Strategic Challenge:-

Red Bull is the most famous brand in the world when it comes to sporting events - ranging from the extreme like Skydiving to the funny like Flugtag. This allows the brand to engage with its audience to create empathy, which eventually leads to sales. Therefore the role of communication when it comes to events is about announcing the event itself.

In the Middle East, Red Bull Car Park Drift (CPD) is one of their key activities. CPD was a concept created four years ago specifically for the region. It is a regional event that takes place in 8 to 11 countries over a period of 4 months. And The Final Event is held in Beirut. In 2010 the CPD finals in Beirut attracted around 8,000 spectators (source Red Bull MEA). However, this wasn't the case in other markets like KSA, Jordan, or Egypt. In these countries, The Qualifiers were considered "small fiery events". Usually these events attract between 400 – 1,500 attendees (source Red Bull MEA). According to the client, previous communication included only radio and posters in countries such as Jordan, and in other markets only posters. There was no real investment in communication other than for the final event.

The problem we discovered was that even though Car Park Drift was a regional competition of scale, it never had the impact it deserved – People did not feel it was one regional event, because communication was creating traffic for each Qualifier Event separately. And the events were taking place over 4 months, which is a long time to keep momentum going. And it was impossible from a budget perspective to keep our audience engaged for 4 months, across 11 countries using traditional media. And while the bulk of communication efforts were focused on driving traffic to the final event held in a mature market such as Lebanon, it was overlooking markets with major potential such as Saudi Arabia, Jordan and Egypt.

Our objective was set on establishing Car Park Drift as the major drifting event in the region – and positioning Red Bull as the authority on drifting in the Middle East. We also needed to drive attendance to both Qualifier Events and The Final.

We were to focus our efforts on Lebanon, KSA, Jordan, and Egypt. However, it was too late to obtain a budget similar to that of Lebanon to launch an ATL campaign for the other markets. So our objective was set on using the Red Bull MEA portal to communicate to these

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markets. We needed to drive traffic to RedBullmea.com from each of the above listed markets, engage with our audience, and communicate the events to drive attendance.

- Our objective was to drive traffic to RedBullmea.com from each of the markets as follows:

Lebanon (5,000 Visitors) - KSA (12,000 Visitors) - Egypt (7,000 Visitors) - Jordan (6,000 Visitors)

- Our other objective was to drive attendance to both qualifier events and the final event as follows:

1,500 spectators for each of the qualifier events & 10,000 spectators to The Final event in Lebanon

The Big Idea:-

Courage is Contagious.

Utilize Digital Media to unite all drifting fans from across the Middle East and engage them to experience the thrills of Red Bull Car Park Drift.

Bringing the Idea to Life:-

Here are few discoveries that made us do what we did.

We discovered through Google research tools that people have a very high interest in drifting online. We found out that around 450,000 people in KSA and 95,000 in Egypt search for content each month using the word 'drifting' or 'taf7eet' (its Arabic equivalent). (Source Google Analytics). This surpasses by far, what any single event in any market could bring in. And these 450,000 people were a major opportunity for the brand, as they were mainly considered among the youth segment - and Entry Point Consumers were the brand's main target audience (16 – 24 year old males and females).

We also discovered that they were searching for content that had either entertaining or informative value. So in order to capture their attention we had to create valuable content in order to compete with what already existed online. It was clear that in this context, Content was King. It was also clear that we needed a continuous flow of content and ideas to keep people engaged over the entire 4 months period.

Looking at all online statistics, the bigger picture became clearer. We could not settle for driving traffic to each of the qualifier events separately – this became our secondary objective. And so we used these qualifier events to address our main objective, which was to bring together all drifting fans from across the region, and establish Car Park Drift as the major drifting event in the Middle East.

We launched Red Bull Car Park Drift dot com – a highly interactive content based microsite, hosted on the Red Bull MEA Portal. The microsite was to announce the events and bring



together all drifting fans from across the region. We then set out to create different types of content to engage with different levels of drifting fanatics.

To first drive traffic to the website we released a series of films on Youtube featuring Red Bull Athlete Abdo Feghali, a Lebanese racing champion. Screaming Fans Say It Best! The films went viral in a matter of days, putting the audience in the passenger seat next to the Champion while he drifts on a closed track!

The films directed viewers to the website where they could engage further with the concept by choosing different characters to sit in the drifting car, and even switching camera views from inside the car. People could even register through the website to enter a draw that happens at each of the Qualifier Events where the winner gets to experience the thrills of being in the drifting car next to Champ – just like in the virals! Red Bull Car Park Drift dot com also featured more serious content designed for the more curious of drifting fans. We created a series of HOW TO DRIFT films also starring our Red Bull Athlete, where he gives the audience helpful tips and tricks of his trade.

Aside from entertaining and educating, the micro site featured a real-time calendar of events – with detailed information and countdowns to each of the 11 Qualifier Events. Using content from Car Park Drift 2010, we created different trailer videos to announce each of the qualifier events. We then used the content created from each of those events to introduce our audience across the region to the drifting champions of each country. With the promise to broadcast on our micro site the Final Event LIVE from Lebanon, people were now more motivated to support their local champion beyond just the qualifiers that happen in their country.

The creative and media strategy can only be one.

In today's media landscape, brands should never separate their media strategy from their creative strategy. They should continuously influence each other, especially when a greater idea is based on multiple forms of content and smaller ideas. The approach is simple: think context, content, and channel.

1- Context: know what they are looking for and what do they want to consume. Different people desire different content. We discovered that the majority are motoring amateurs who like entertaining content. This is an audience we couldn't ignore. At the same time we can't ignore motoring enthusiasts, as this is a serious and major event. And so we created multiple content.

2- Content: Create content according to the different needs of the target audience.

- **Screaming Fans Say It Best:** This form of content was intended for Motoring amateurs. This was not used to communicate the event directly, but rather to create buzz around Drifting and Red Bull in general.



- How to Drift: We created 6 videos on drifting techniques to engage the more serious audience and position ourselves as a serious event and an authority on drifting.
- 2010 content: We also created promotional videos from last years content to excite people about the events in each country.
- Since qualifiers events were taking place every week or two, we used each of those events as a means to create more content that was used online to engage more people and keep the momentum going.

3- Channel: Choose the best channels that fit the content and the audience accordingly. Aside from hosting all the content on redbullmea.com we used the following channels to engage with different audiences and drive them to our portal.

We used the entertaining content and the promotional videos on platforms such as Facebook, to focus on the younger audience in the markets we were targeting. We also made this content available via YouTube & Google search, specifically targeting those who are searching for entertaining drifting content.

We used the serious content from the 'How To Drift' series, and the promotional videos as well, on Facebook pages related to serious motoring activity. We also used YouTube and Google search to target people searching for serious drifting content.

We used the content created from the qualifier events to promote the final in Lebanon, both online and using traditional media such as: outdoor, cinema, posters, and radio.

Communication Touch Points:-

<input type="checkbox"/> TV <input type="checkbox"/> Spots <input type="checkbox"/> Branded Content <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input type="checkbox"/> Radio <input type="checkbox"/> Spots <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input type="checkbox"/> Print <input type="checkbox"/> Trade/Professional <input type="checkbox"/> Newspaper - print <input type="checkbox"/> Newspaper - digital <input type="checkbox"/> Magazine - print <input type="checkbox"/> Magazine - digital <input type="checkbox"/> Print partnership <input checked="" type="checkbox"/> Direct <input checked="" type="checkbox"/> Mail	<input type="checkbox"/> Packaging <input type="checkbox"/> Product Design <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Interactive <input checked="" type="checkbox"/> Online Ads <input checked="" type="checkbox"/> Web site <input checked="" type="checkbox"/> Viral video <input type="checkbox"/> Video skins/bugs <input checked="" type="checkbox"/> Social Networking Sites <input type="checkbox"/> Podcasts <input type="checkbox"/> Gaming <input type="checkbox"/> Mobile Phone <input type="checkbox"/> Other <input checked="" type="checkbox"/> OOH <input type="checkbox"/> Airport <input type="checkbox"/> Transit <input checked="" type="checkbox"/> Billboard <input type="checkbox"/> Place Based <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Retail Experience <input checked="" type="checkbox"/> POP <input type="checkbox"/> Video <input type="checkbox"/> In-Store Merchandizing <input type="checkbox"/> Sales Promotion <input type="checkbox"/> Retailtainment <input checked="" type="checkbox"/> Guerrilla <input checked="" type="checkbox"/> Street Teams <input type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input type="checkbox"/> Buzz Marketing <input checked="" type="checkbox"/> Ambient Media <input type="checkbox"/> Sampling/Trial <input checked="" type="checkbox"/> Consumer Involvement <input checked="" type="checkbox"/> WOM <input type="checkbox"/> Consumer Generated <input checked="" type="checkbox"/> Viral <input type="checkbox"/> Other:
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<input checked="" type="checkbox"/> Email <input type="checkbox"/> PR <input checked="" type="checkbox"/> Events	<input type="checkbox"/> Trade Shows <input type="checkbox"/> Sponsorship	
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Our media budget in KSA, Jordan, & Egypt was focused online. For Lebanon we used a mix of online and offline media because of its historical importance in such a market:

KSA: \$30,000 online with no other Media
 Jordan: \$8,000 online with no other Media
 Egypt: \$12,000 online with no other Media
 Lebanon: \$5,000 online & \$40,000 on other Media

Additional Marketing Components:-

None

Total Media Expenditure:-

Under \$ 500 Thousand

Results:-

- Our objective was to drive traffic to RedBullmea.com from each of the markets as follows:
 Lebanon (5,000 Visitors) - KSA (12,000 Visitors) - Egypt (7,000 Visitors) - Jordan (6,000 Visitors)
- Our other objective was to drive attendance to both qualifier events and the final event as follows:
 1,500 spectators for each of the qualifier events & 10,000 spectators to The Final event in Lebanon

‘Screaming Fans Say It Best’ received more than 3 Million views on YouTube (Source: Youtube.com)

References for screaming fans video performance

http://www.youtube.com/watch?v=sv_gysX3Vqg	545,848
http://www.youtube.com/watch?v=zPGleE-iZmc&feature=related	322,806
http://www.youtube.com/watch?v=L7njXRJ9zJg&feature=related	312,193
http://www.youtube.com/watch?v=dOHml4QK0z4&feature=related	250,274
http://www.youtube.com/watch?v=crAyV5QHKD8&feature=related	192,989



http://www.youtube.com/watch?v=or8ubvwDhlw&feature=fvwrel	173,465
http://www.youtube.com/watch?v=D1wmS0Mz8D4&feature=related	146,011
http://www.youtube.com/watch?v=h0lJFGgKwnc	139,095
http://www.youtube.com/watch?v=7TLZFT73Aes&feature=related	113,530
http://www.youtube.com/watch?v=qtiu9HhDT94&feature=related	111,548
http://www.youtube.com/watch?v=g0ahr2D0s8Y	107,941
http://www.youtube.com/watch?v=zWSfw2eoffw&feature=related (channel views)	95,434
http://www.youtube.com/watch?v=R6T4e_n3Pfl&feature=related	93,638
http://www.youtube.com/watch?v=skoSn0XrdMo&feature=related	93,525
http://www.youtube.com/watch?v=-a03PkG0X5I&feature=related	81,420
http://www.youtube.com/watch?v=TFb-q8ZwFRw&feature=related	68,527
http://www.youtube.com/watch?v=6vj6bnH8ma8	56,284
http://www.youtube.com/watch?v=Wjw2cTxIaOI&feature=related	31,409
http://www.youtube.com/watch?v=d0dAGC5nsAA	30,891
http://www.youtube.com/watch?v=Hz7Hzc2RfMA&feature=related	30,704
http://www.youtube.com/watch?v=SqQEm42USho&feature=related	30,171
http://www.youtube.com/watch?v=d0dAGC5nsAA&feature=related	29,001
http://www.youtube.com/watch?v=dBbp-6hS3yc	26,038
http://www.youtube.com/watch?v=BOuLVkGwctM	19,839
http://www.youtube.com/watch?v=8cl-fmguOdE	14,313
http://www.youtube.com/watch?v=nzo8LKCgHkI&feature=related	9,925
http://www.youtube.com/watch?v=HJMGiTN06_Q&feature=related	7,294
Total views:	3,134,113

'How To Drift' was viewed by 33,856 on RedBullMEA.com (Source: Web Trends)



And received 16, 000 views on YouTube (Source: Youtube.com)

RedbullMEA.com witnessed the following traffic (Source: Red Bull Web Trends)

Countries	Unique visitors (April 19 th – July 31, 2011)	Change from last year
KSA	73,927	2110 %
Egypt	44,083	3340 %
Jordan	42,752	3320 %
Lebanon	13,228	1340 %

People spent on the Red Bull MEA Portal an average of 7min and 3sec (Source: Web Trends)

Attendance to the Qualifier Events in each of the countries exceeded the Red Bull Team's expectations.

KSA: total 22,000 spectators (7,000 in Khobar / 6,000 in Riyadh / 9,000 in Jeddah)

Jordan: 8,000 spectators - Egypt: 7,000 spectators - Lebanon: 12,000 spectators attended the Final Event

Online: 9,600 spectators watched the live broadcast of the Final Event on the Red Bull MEA Portal

(Source: Red Bull MEA)

All the free online publicity is only more proof that Red Bull Car Park Drift was now viewed as the regions ultimate drifting competition, and that Red Bull was now the authority on drifting in the Middle East.

1. Screaming fans was covered by many blog. Here are some links:
 1. <http://youngberryagency.com/2011/05/drifting-prank-redbulls-new-viral-video-campaign-for-arab-youth/>
 2. <http://moeys.net/2011/05/screaming-fans-say-it-best/>
 3. http://menknowcars.fooyoh.com/car_video/watch/xp0cuZgCMts
 4. <http://skiddplayer.com/video/36995/red-bull-car-park-drift-scream>
 5. <http://www.supremewerks.com/videos/drifting/saudi-guy-jizz-himself-in-drifting-car-funny-red-bull-drifting/>
2. The events themselves were talked about in every country they took place in:
 1. <http://www.bananaq8.com/cars/watch-red-bull-car-park-drift-online-support-salah-bin-eidan/>
 2. <http://froyonation.wordpress.com/2011/04/23/coverage-red-bull-car-park-drift/>
 3. <http://spin.jo/competitions/this-weeks-prizes/redbull-car-park-drift-2011/>
 4. <http://vimeo.com/28181637>



5. <http://www.248am.com/mark/kuwait/gulfrun-sponsored-350z-to-participate-in-the-red-bull-car-park-drift/>
3. The professional content was also covered by blogs geared to its content type
 1. <http://subielife.wordpress.com/2011/05/10/so-you-can-learn-drifting-in-this-sti-if-you-understood-what-he-was-saying/>
 2. <http://www.iwsti.com/forums/subaru-news-rumors/218443-red-bulls-car-park-drift-abdo-feghali.html>
 3. <http://forums.nasioc.com/forums/showthread.php?t=2178757>