MKT 405 IBP#2

Red Bull's 1st annual Bullhorn Games



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Project overview/ logistics

In preparation for the 2028 Olympic games being held in Los Angeles, Red bull is hosting a campus competition for 3 iconic Southern Califonia schools for the chance to bring back a discontinued flavor of the school's choice along with. donation to the team charity.

- Teams join the competition from each school for rounds 1 &2 (Clubs, Greek orgs, Athletic & Academic Teams, Open sign-ups)
- Each team must compete in support of a charity (either theirs or a Red Bull charity)
- Days 1 &2 campuses compete internally
- Day 3 campus winners compete for 1st 2nd and 3rd place with the first place winning school chooses what discontinued Red Bull flavor they want to bring back (including new can design)
- Red Bull will livestream the event

Branded tents (home-bases) at each campus will open in the weeks leading up to the games where students can sign up and learn about the event (manned by student marketeers)



Why this aligns

Red Bull has previously activated college audiences through competitions. This precedent can be built off of the SoCal buzz around the 2028 Olympics.

- Red Bull Zero Excuses
  - 468,990+ participants
  - Incentive-driven challenge model
  - Demonstrated that structured competition + reward drives mass participation
- Red Bull Campus Clutch
  - Global collegiate esports tournament
  - USC previously participated
  - Validates appetite for competitive pride formats

The Bullhorn Games builds directly on this foundation, but expands it beyond one vertical (esports or fitness) into a multi-disciplinary campus championship.

Why these schools?



USC:

- Large undergrad student body, highly concentrated on campus
- Strong Big 10 following and engagement with sports/Olympics from Colosseum.
- “Work hard play hard” integrated into student life and campus culture
- 20-30% of students participate in greek life (online clips of Will Ferrell at frats often go viral),
- Currently utilizes student marketeer program
- Greek life/ clubs often support a charity and often participate in tournaments to raise money (philanthropic inceptive)
- Celebrity alum and current student attention (Natalia Bryant, Storm Reid, Sasha Obama, JuJu Watkins, Makai Lemon, Sissy Sheridan)
- Previous experience with Red Bull competitions through Campus Clutch
- Red coloring aligns with branding

How it connects:

Redbull's tight brand association to sports aligns with USC’s popular collegiate athletes along with campus culture valuing sports participation and viewing as a community connection. Rivalry between schools can be played into and attracts campus buzz since we're always looking for a way to beat the bruins. High engagement for sporting events as well as greek events that are usually fall semester (less event competition in mid-late spring)

Why these schools?



UCLA:

- Large involved student body (residential living culture) (Greek life, Sports, Student orgs.)
- UCLA men's basketball guard Trent Perry is a recognized Red Bull athlete,
- 173,000 undergraduate applicants (high relevancy in collegiate atmosphere)
- Current Red Bull student marketeer presence
- Blue coloring aligns with branding

How it connects:

UCLA is on brand for Red Bull because of the active and engaged student body known for prioritizing event participation along with strong academics. Campus culture with strong emphasis in the creatives and the sciences makes UCLA a school with a student population that is likely to participate, especially if the incentive is free caffeine. UCLA reports high participation for their on campus events (sports, social activism) with often over a thousand attendees at a given event.

Why these schools?



SDSU:

Large student population with greater mix of residential/ commuter students (sports and greek life are ways students stay connected)
Proven ability to drive regional and national attention through high performance in NCAA tournaments.
Nationally ranked athletic teams, strong football turnout & tailgate culture.
Greek life (10–15% of students) similar to USC (social student body)
Currently utilizes student marketeer program
Red coloring aligns with branding

How it connects:

San Diego vs LA rivalry connects all regions of Southern California not just Los Angeles allowing for wider reach. LA campuses are an extremely brand-saturated media market. Students are exposed to frequent experiential marketing making it harder to stand out which is why SDSU is a great option since a targeted Red Bull campaign would generate campus-wide buzz. Higher likelihood Red Bull becomes the defining campus event of the semester rather than one of many.
SDSU's HSI identity aligns with Red Bull's commitment to culture to organically infuse Latinx culture into the campaign.
SDSU students in 2028 will likely be feeling Olympic FOMO compared to the LA campuses who are in close proximity (especially USC).



Campaign Strategy D-0

Timing: Spring Semester 2028 (ahead of summer Olympics)

Campaign Prep: mobilizing student marketeers, scheduling between universities and Red Bull. Any additional hires or companies contacted) first promotional social media posts released. Press release with details is sent along with media kit to outlets in SoCal.

Campaign “homebase” setup, poster ads placed around campus traffic hotspots (library, foodcourt, gym, bookstore)

Campus ambassadors/ affiliated athletes create sponsored social media content for the Red Bull account. Influencers from each campus contacted to partner with Red Bull to reach their audience that is used to content about the college.



Campaign Strategy Game 1

Work Hard Play Harder

Live-streamed on Red Bull accounts. Teams compete in Jeopardy trivia, acapella riff-offs, Red Bull cup pong, mini golf, and a mechanical bull competition. Events will occur throughout the day and feature Red Bull fountains/dispensers. Local food vendors and food trucks will highlight local cuisine and college eats. Merch, flavor testing stations, and photo booths will be available for spectators. Winning teams advance to Day 2.



Campaign Strategy Game 2

Midnight Scavenger hunt

Live-streamed on Red Bull accounts. Find hidden cans and merchandise. Teams follow clues around campus to complete physical and mental events and challenges, blending both mental and physical strengths. The scavenger hunt concludes at each campus “Home-base“, where a crane holds a piñata of each opposing school’s mascot. Continued merch and food setup from day 1 with different trucks and specialties highlighted. The first team to reach the piñata wins Day 2.



Campaign Strategy Game 3 Final

Bullhorn Finals

Wipeout meets American Ninja Warrior, with a Red Bull signature Flugtag ending. whichever team can reach the end of the obstacle course that echos nostalgic competition shows of the 2000s Gen-Z college students grew up with. Blending Athleticism with comedic failure is the blend that will best engage viewers and incentivize team participation. Adding Flugtag into the competiton integrates an iconic Red Bull marketing stunt event and keeps it distinctly a Red Bull game. Whichever team completes the course in the fastest time wins the grand prize for their charity along with picking which discontinued Red Bull flavor to bring back.

Spectators can expect merch tables with exclusive merch. Flavor specific popups for sampling attendes can walk through (goal is they take pictures, post, and like the flavors)

Measuring Reach & Impact

To measure reach, we can implement tracking methods through QR codes on sampling materials, allowing students to provide feedback and engage with the brand.

Digital Reach

- Livestream views (unique viewers + peak concurrent)
- Avg watch time
- UGC volume (# of posts created under #BullhornGames and #RedBull)
- Influencer/NIL athlete reach + engagement rate
- Campus ambassador content performance

Earned Media

- Local press mentions (LA Times, SD Union Tribune, campus newspapers)
- Sports blog coverage
- Reddit threads (r/RedBull, school subreddits)
- TikTok trend velocity (videos using sound)

Google Trends spike for:

- “Bullhorn Games”
- “Red Bull discontinued flavor”
- “Red Bull USC/UCLA/SDSU”

Conversion

Sales Lift

- Pre vs post event sales (4-week baseline vs 4 months after)
- Compare to:
  - Same period previous year
  - Competitor growth (Monster, Celsius)
- On-campus store velocity increase

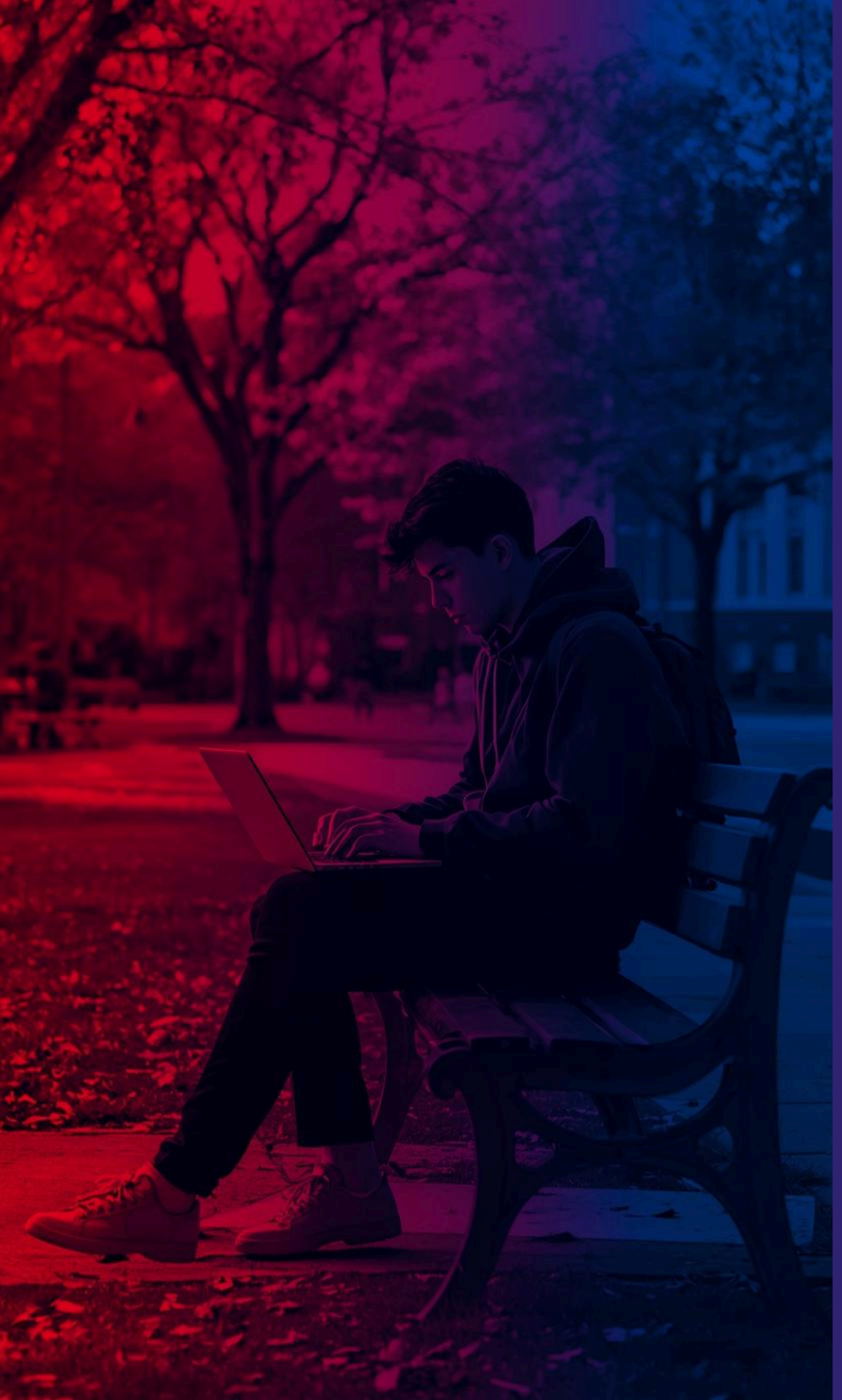
Sampling Conversion

- % of sampled students who purchased within 2 weeks
- Coupon codes will be distributed at sample stations (usage tracked)

Flavor Revival Performance

- Sell-through rate of limited can
- Repeat purchase rate
- Sell-out timeline
- Social mentions of revived flavor vs baseline nostalgia chatter





Final takeaways

1. **Integrates key parts of campus social life**

- Taps into rivalry culture (USC vs UCLA vs SDSU)
- Integrates Greek life, athletics, academics, creatives
- College students love free things and events they can actively participate or observe.

2. **On-Brand for Red Bull**

- Competition-driven (aligns with Flugtag)
- High energy, live spectacle moments
- Community based participation model

3. **Culturally engages the audience**

- Multi-day campus takeover vs one-off event
- NIL athletes + ambassadors amplify organically
- Greek/org participation ensures deep penetration
- Content engine built for TikTok + livestream moments



Thank You !

Red Bull