

TELUS 3:43 PM

Red Bull

Red Bull CRASHED ICE
WORLD CHAMPIONSHIP 2012

RED BULL CRASHED ICE REGISTRATION

Step 1 Step 2 Step 3

Select the city where you want to qualify: *

Please select a city...

Language:

English

Gender: *

Please select a gender...

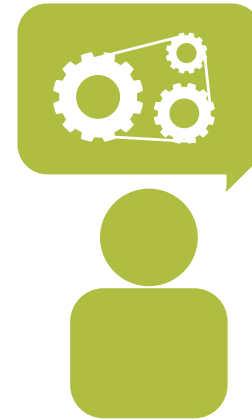
First Name: *

Red Bull Crashed Ice Summary Results

Tagga Media Inc.
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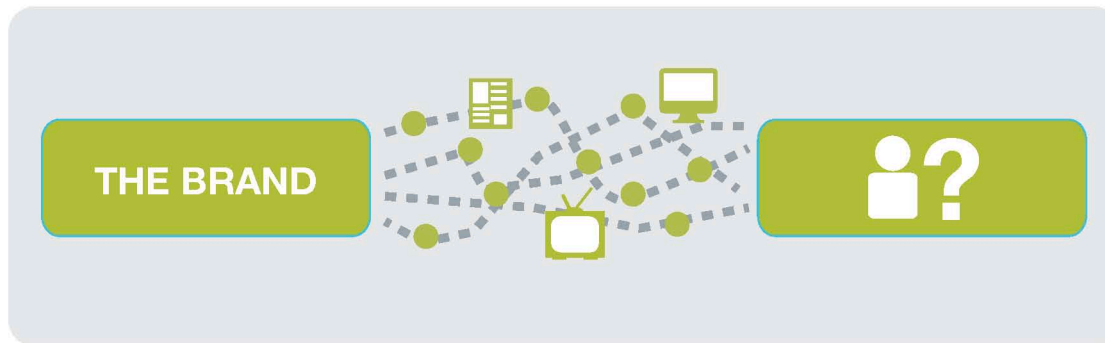
Mobile Closes The Marketing Loop



- Connect all media channels
- Make them measurable and interactive
- Ultimate consumer engagement tool

What Tagga Does

Before Tagga



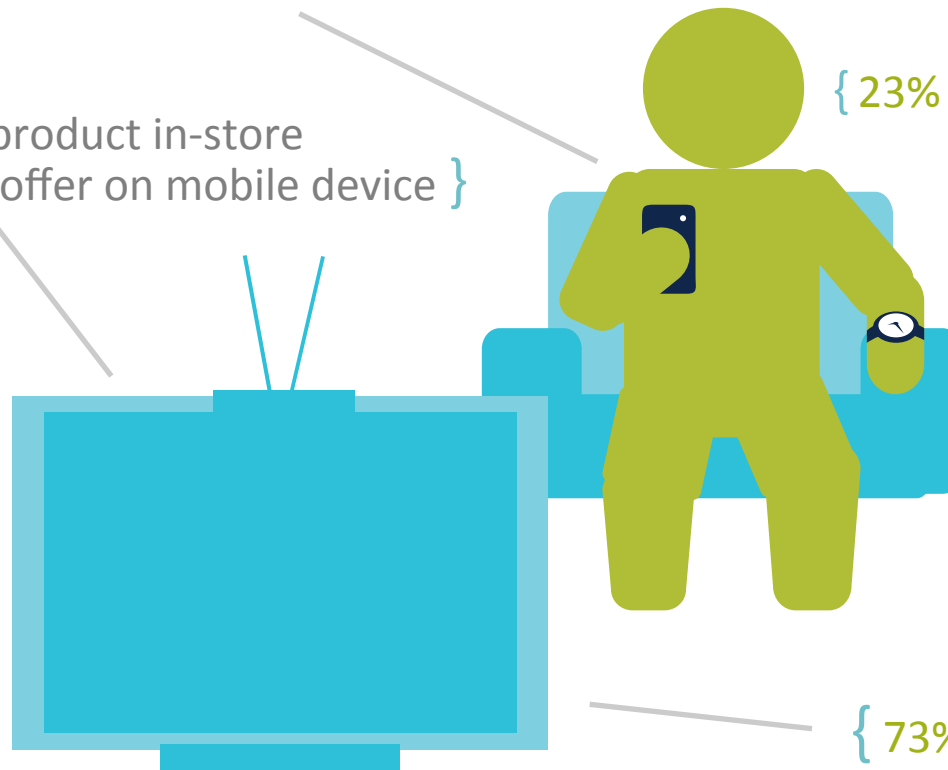
After Tagga

The Customer Experience

{ 93% use mobile device from home }

{ 75% will switch product in-store
if they receive offer on mobile device }

{ 23% of time is spent on mobile }



{ 73% use mobile while
consuming other media }

Solving Real Marketer Problems



Customer Engagement



Ease of Execution



Consumer Context

Campaign Description

- Red Bull needed a way to drive registration and brand engagement for its Crashed Ice event. The campaign took place over a 4-week period.
- Tagga developed Red Bull's desktop and mobile registration platform for Crashed Ice.
- Access to the site was advertised across **multiple media channels** such as **social media, print, email and mobile**.
- Tagga utilized its QR code, social sharing, SMS, email opt-in and ad-buy delivery features to drive traffic to the mobile registration form across all media channels . The campaign also included a loyalty component whereby participants were able to sign up to receive SMS alerts on the brand in general or specifics of the Crashed Ice event.
- Tagga tracked all activity related to the campaign, including a breakdown of mobile and desktop interaction by frequency, location and participant social profile.

Red Bull – Multichannel Campaign

The screenshot shows a mobile app interface for the Red Bull Crashed Ice World Championship 2012 registration. At the top, the Red Bull logo is displayed. Below it, a banner image shows ice skaters. The title "RED BULL CRASHED ICE REGISTRATION" is prominent. A progress bar indicates "Step 1" is active. The form fields include: "Select the city where you want to qualify:" with a dropdown menu showing "Please select a city..."; "Language:" with a dropdown menu showing "English"; "Gender:" with a dropdown menu showing "Please select a gender..."; and "First Name:" with a text input field. The bottom of the screen features a navigation bar with icons for back, forward, share, and a tab indicator showing "3".

Highlights

10% of registrants were mobile

Over 10,000 completed registrations on desktop and web

Peak registration hours: 4-7pm

Peak days – first 4 days of the campaign

Toronto, Quebec & Montreal account for over 50% of registrations

27% of registrants engaged with mobile during event

2700+ registrants opted in for SMS updates during campaign

Additional Highlights

- 4,000,000 brand impressions(page views) in mobile ad buy converting to 8,000 clicks
- 9% QR code conversion off of printed flyers
- 39,000 Social Impressions (*shares * average Facebook friends per user of 130*)
- 13% of campaign shares (Add This) were shared across Twitter vs. 83% from Facebook
- Over 10% of registrants elected to opt-in to engage with the Red Bull brand beyond Crashed Ice **via mobile**

Summary

1. Red Bull consumers want to engage with the brand using their mobile devices.
2. Incorporating multiple channels facilitated a better consumer experience as it provided them the freedom and flexibility to connect with Red Bull when they wanted.
3. The media mix can be adjusted to better support consumer engagement during peak times, peak days, peak locations and active channels (e.g. Twitter vs. Facebook).
4. Campaign drove heightened brand awareness and loyalty participation to broaden the Red Bull brand.