

# **A Study On Guerrilla Marketing Strategies Adopted By The Food And Beverage Industry With Reference To Red Bull**

**Dr. Himani Raval**

*Assistant Professor, Department of Business Management  
St. Mary's College, Hyderabad*

**R. Karthika Reddy**

*Student, Department of Business Management  
St. Mary's College, Hyderabad*

---

## **ABSTRACT**

*Guerrilla marketing is a tactic used in the energy drink business to advance brand recognition, reputation, and customer involvement. The purpose of this study is to determine whether guerrilla marketing is a successful strategy for building brand recognition and reputation in the energy drink sector. The research will look at the most recent guerrilla marketing trends and tactics, such as experiential marketing, the employment of novel marketing techniques, and the development of consumer experiences. Based on data analysis, the reaction and number of individuals who bought Red Bull after hearing about it from someone who took part in a guerrilla marketing campaign for the Red Bull corporation are produced. It entails unorthodox, low-cost tactics designed to have the biggest effect. This study's objective was to determine how well guerrilla marketing promoted Red Bull in a congested market. According to the study, users of energy drinks are more inclined to purchase these beverages as a result of a marketing effort. Red Bull should prioritize engaging a younger audience through enhanced marketing strategies, which include adjusting the flavour of its drink, enhancing its social media presence, adding more humour to its advertising, and maintaining funding for its effective marketing initiatives.*

Date of Submission: 22-07-2023

Date of Acceptance: 02-08-2023

---

## **I. INTRODUCTION**

Guerrilla marketing is an innovative and outlandish method of advertising that uses low-budget, high-impact tactics to advertise a good or service. Guerrilla marketing seeks to generate buzz and attention in ways that normal advertising methods cannot by adopting unusual strategies like flash mobs, viral movies, or public pranks. Guerrilla marketing is a type of marketing technique where the target audience is reached utilizing unorthodox means. Guerrilla marketing is an alternative to standard advertising, which may be costly and time-consuming and requires innovation, inventiveness, and a willingness to take risks. Companies may give clients unforgettable experiences that last with them long after the campaign is done by thinking outside the box and utilizing unconventional strategies. Guerrilla marketing is a marketing strategy that uses unconventional and low-cost tactics to promote a product or service. It often involves creating a memorable and engaging experience for consumers that generates buzz and word-of-mouth marketing. Here are some current developments in this subject area. The statement of the problem in guerrilla marketing in Red Bull involves understanding the effectiveness of guerrilla marketing, balancing risk, and reward, impacting consumer perception and engagement, integrating guerrilla marketing with other marketing channels, and developing best practices for guerrilla marketing. The issue also involves increasing competition in the energy drink market, adapting to changing consumer preferences towards healthier options, maintaining a consistent brand image while executing guerrilla marketing campaigns, complying with legal and ethical standards, and measuring the effectiveness of these campaigns.

The goal of the research paper is to examine the most recent guerrilla marketing trends and methods, including experiential marketing, the use of unusual marketing strategies, and consumer experience creation. The study will assess how guerrilla marketing affects brand awareness, reputation, and consumer engagement as well as how it might help create a favourable brand image through the analysis of case studies and industry reports. In addition, the study will investigate the difficulties and dangers of guerrilla marketing, including possible unfavourable consumer perceptions and backlash. The study paper aims to uncover methods for

reducing risk and maximizing effect by examining the best practices and successful campaigns of businesses within the energy drink market.

The purpose of this study is to present a thorough examination of guerrilla marketing as a tactic for raising brand recognition, reputation, and customer engagement in the energy drink sector. The purpose of the study is to investigate guerrilla marketing techniques and how they may be utilized in the energy drink business. The study paper will get started by looking at the growth of guerrilla marketing in the energy drink business, from its beginnings to the present. Guerrilla marketing's effects on customer behaviour, brand recognition, and reputation in the energy drink sector will be examined in this study. The research paper will also highlight the main obstacles and success factors for guerrilla marketing in the energy drink sector. The study will determine which strategies and methods are most successful in reaching marketing goals by looking at successful campaigns and case studies. In contrast, the study will also look into the potential dangers and disadvantages of guerrilla marketing, such as unfavourable consumer reactions or ethical dilemmas

## **OBJECTIVES OF THE STUDY**

The objectives of the study are: -

- To evaluate the success of guerrilla marketing in raising Red Bull brand recognition and loyalty.
- To pinpoint the primary guerrilla marketing tactics used by Red Bull and evaluate how they affected consumer behavior.
- To examine the moral issues and dangers that may be involved with guerrilla marketing strategies, particularly as they relate to Red Bull's campaigns.

## **II. LITERATURE REVIEW**

**EladGranot's (2011)** article focuses on the role of creative managers in managing creativity within organizations. The author argues that creativity is becoming increasingly important in today's dynamic business environment and that managers need to possess specific skills and traits to foster creativity in their teams. **Vikas Behal and Sareen's (2014)** article, "Guerrilla Marketing: A Low-Cost Marketing Strategy," explores the concept of guerrilla marketing as a cost-effective way for small businesses to achieve marketing success. The authors provide an overview of the origins and principles of guerrilla marketing, as well as examples of successful campaigns. **Klepek's (2014)** article, "Guerrilla Marketing Concept and Further Research Possibilities," explores the guerrilla marketing concept and the potential for further research in the field. The article provides a comprehensive overview of guerrilla marketing and discusses its various dimensions and applications. The author begins by providing a historical perspective on the origins and development of guerrilla marketing, tracing its roots back to the 1960s. **Chionne and Scozzese's (2014)** article, "Some Evidence on Unconventional Marketing: Focus on Guerrilla Marketing," examines the effectiveness of guerrilla marketing as an unconventional marketing strategy. The article presents findings from a survey of Italian consumers, which explored their attitudes towards and perceptions of guerrilla marketing.

**Katke's (2016)** article, "Guerrilla Marketing for Effective Marketing Communication: A Special Reference to Social Media Marketing," examines the role of guerrilla marketing in social media marketing and its potential for effective marketing communication. The article provides a detailed overview of guerrilla marketing and its relevance in the context of social media marketing. **Milak and Dobrinić's (2017)** article, "Customer Perception of Guerrilla Marketing," explores the customer perspective on guerrilla marketing and how it influences their attitudes towards brands. The article presents findings from a survey of Croatian consumers, which aimed to examine their awareness, perceptions, and attitudes toward guerrilla marketing. **Walia and Singla's (2017)** article, "An Analytical Study on Impact of Guerrilla Marketing among Middle-Aged Smartphone Users," investigates the effectiveness of guerrilla marketing among middle-aged smartphone users in India. The study aimed to examine how guerrilla marketing influences brand awareness, brand recall, and brand preference among this target audience. **Anne C. McCarthy's (2017)** article "Reading the Red Bull Sublime" explores the concept of the sublime as represented in the advertising campaign of the energy drink Red Bull. McCarthy argues that Red Bull's advertising campaigns, which often feature extreme sports and stunts, can be read as invoking the Romantic concept of the sublime, which is characterized by the experience of awe, terror, and transcendence in the face of overwhelming natural or technological power. **Swity Balwani, Syed Aulia, and Dr. Nupur Sen's (2017)** research article, "A Study on Awareness Levels of Guerrilla Marketing Techniques among Select Young Adults in Muscat- Sultanate of Oman," explores the awareness levels of guerrilla marketing techniques among young adults in Muscat. The authors begin by providing a background on the importance of guerrilla marketing in the current advertising landscape, where traditional advertising methods are becoming less effective. **Wendrila Biswas and Dr. Debarun Chakraborty's (2018)** research article, "Influence of Guerrilla Marketing on Consumers' Purchase Decision: A Study," investigates the impact of guerrilla marketing on consumer purchase decisions. The authors begin by providing a background on the emergence of guerrilla marketing and its effectiveness in capturing consumer attention. **Mahdi Talebpour**

**and Majid KhorsandiFard's (2018)** research article, "Comparison of the Effectiveness of Guerrilla Marketing Message and non-Guerrilla Marketing on Consumers of Sport Energy Soft Drinks (Red Bull and Black Energy)," compares the effectiveness of guerrilla marketing messages and non-guerrilla marketing messages on consumers of energy drinks. **Yasir Ali Soomro, Yasser Baeshen, FozanAlfarshouty, Sana Abbas Kaimkhani, and Muhammad Yaseen Bhutto's (2021)** research article, "The Impact of Guerrilla Marketing on Brand Image: Evidence from Millennial Consumers in Pakistan," investigates the impact of guerrilla marketing on brand image among millennial consumers in Pakistan. The authors begin by providing a background on the emergence of guerrilla marketing and its effectiveness in capturing consumer attention. **Singhal's (2021) research** article, "Impact of Guerrilla Marketing on the Buying Behaviour of Consumers," explores the impact of guerrilla marketing on the buying behaviour of consumers. The author begins by providing a background on the emergence of guerrilla marketing and its effectiveness in capturing consumer attention. **Liya Xavier and Vimala Lucy Jayan's (2021)** research article, "The Guerrilla Marketing Technique," provides an overview of guerrilla marketing as an alternative marketing strategy to traditional methods. The authors begin by defining guerrilla marketing and its characteristics, such as being low-cost, unconventional, and highly targeted. "Red Bull Marketing: 7 Effective Billion-Dollar Strategies," (2022) a blog post on mktoolboxsuite.com, provides an overview of Red Bull's marketing strategies and how they have contributed to the company's success. The article begins by discussing Red Bull's unique marketing approach, which focuses on creating an image of adventure and extreme sports, rather than promoting the actual product. The post then goes on to discuss seven key strategies that have contributed to Red Bull's success, including event sponsorship, content marketing, and influencer marketing.

**Victoria Ifeyinwa and Okwuchukwu Marcus's (2022)** study titled "Guerrilla Marketing Techniques and Consumer Purchase of Carbonated Soft Drinks in Anambra State, Nigeria" explores the impact of guerrilla marketing techniques on consumer behaviour in the Nigerian soft drink market. The authors employed a quantitative research design and data were collected through a survey of 400 consumers. **Azhar's (2022)** systematic literature review on "The Effectiveness of Guerrilla Marketing for Small Business" provides a comprehensive overview of the existing literature on the topic. The author reviewed 30 studies and found that guerrilla marketing is an effective tool for small businesses to gain a competitive advantage in the market. **Shastri's (2023)** in-depth marketing strategy analysis of Red Bull provides a comprehensive overview of the company's marketing tactics and their effectiveness. The analysis highlights the importance of Red Bull's brand image, which is built on its association with extreme sports and adventure. The author identifies Red Bull's sponsorship of extreme sports events, such as the Red Bull Air Race and Red Bull Rampage, as a key component of its marketing strategy.

### **III. RESEARCH METHODOLOGY**

**Research Design:** For this study, a mixed-methods research design can be employed to investigate the effectiveness of guerrilla marketing in the energy drink industry. The research design can consist of a combination of qualitative and quantitative research methods to obtain a more comprehensive understanding of the topic.

**Sampling Design:** The study can use a convenience sampling method, where participants are selected based on their accessibility and willingness to participate in the study. A diverse sample of participants can be selected to ensure that the study's findings are generalizable to a larger population.

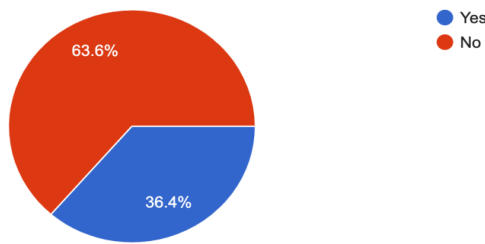
A non-probability sampling technique called convenience sampling involves choosing participants based on their accessibility and desire to take part in the study. This approach is frequently utilized when the sample size is modest and the researcher needs to get data quickly and conveniently.

**Data Sources:** The primary data sources for this study can include surveys, interviews, and case studies. Secondary data sources can include academic articles, industry reports, and marketing literature related to guerrilla marketing in the energy drink industry. Convenience sampling method and primary data have been used. A survey has been conducted where participants have participated in the survey and the data has been collected from it. I have circulated my questionnaire to 55 respondents.

### **IV. DATA ANALYSIS:**

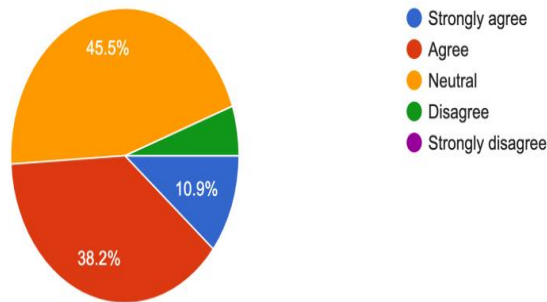
Based on the questionnaire, slightly more than half of the respondents, 35 out of 55 (63.6%), reported that they have purchased Red Bull as a result of a guerrilla marketing campaign. The remaining 20 respondents (36.4%) reported that they have not made a purchase as a result of this type of marketing.

Have you ever purchased Red Bull as a result of a guerrilla marketing campaign?  
55 responses



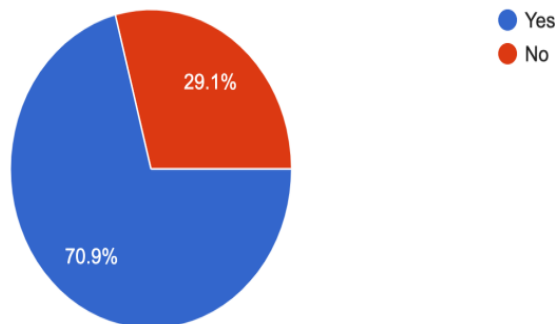
According to the table, a plurality of respondents 21 out of 47 (45.5%) were neutral on the topic, while 6 (10.9%) strongly agreed. Another 21 respondents (38.2%) agreed that guerrilla marketing is an effective way to advertise Red Bull and only 3 (5.4%) disagreed.

Do you think guerrilla marketing is an effective way to advertise Red Bull?  
55 responses



According to the data, 39 out of the 55 responses (70.9%) answered "Yes" to the question of whether Red Bull's guerrilla marketing campaigns are aimed at a specific demographic or target market. Meanwhile, 16 respondents (29.1%) answered "No".

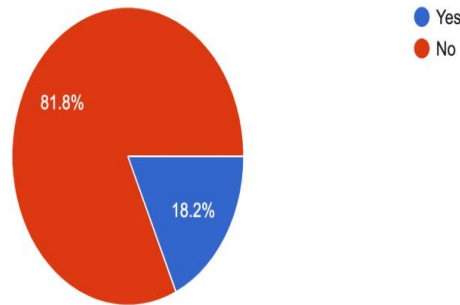
Do you think Red Bull's guerrilla marketing campaigns are aimed at a specific demographic or target market?  
55 responses



Frequency Distribution: The most common response was "No" with 45 responses, which represents 81.8% of the total responses. The least common response was "Yes" with only 10 responses, which represents 18.2% of the total responses.

Have you ever participated in a Red Bull guerrilla marketing campaign?

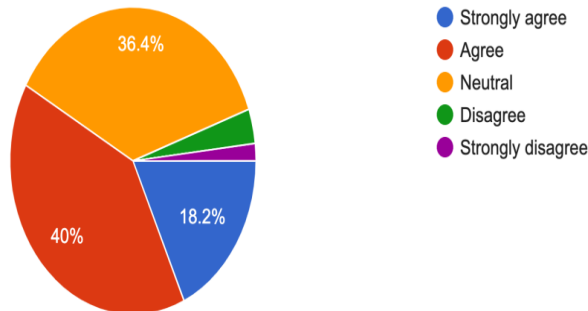
55 responses



According to the data, most respondents (58.2%) either agreed or strongly agreed that Red Bull's guerrilla marketing campaigns accurately represent the brand and its values. Only a small minority (5.4%) disagreed or strongly disagreed with this statement. However, a significant number of respondents (36.4%) chose the neutral option, indicating a lack of clear consensus on the topic.

Do you think Red Bull's guerrilla marketing campaigns accurately represent the brand and its values?

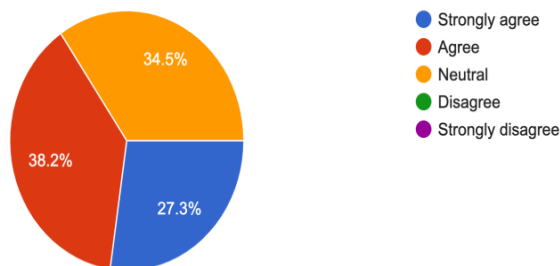
55 responses



According to the data, a majority of the respondents either agreed or strongly agreed that Red Bull's guerrilla marketing campaigns are more effective than traditional advertising methods. However, a significant number of respondents also gave a neutral response, indicating that they may not have a strong opinion on the matter.

Do you think Red Bull's guerrilla marketing campaigns are more effective than traditional advertising methods?

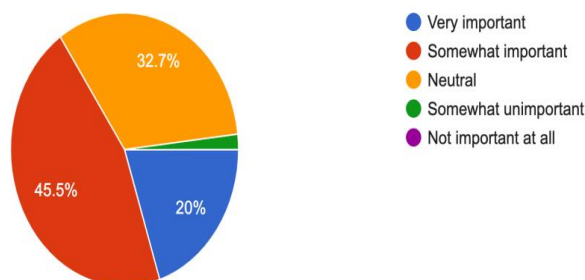
55 responses



From the data, 45.5% of the respondents felt that the element of surprise was somewhat important in Red Bull's guerrilla marketing campaigns, while 20% felt that it was very important. Only 1.8% felt that it was somewhat unimportant. The remaining 32.7% of the respondents were neutral in their responses.

How important is the element of surprise in Red Bull's guerrilla marketing campaigns?

55 responses



## V. CONCLUSION

Red Bull's success in using guerrilla marketing tactics to connect with its target audience has been captivating the industry. Guerrilla marketing involves unconventional and low-cost strategies aimed at generating maximum impact with minimal investment. Red Bull has been particularly successful in using such strategies to engage with younger audiences. To further enhance its marketing techniques, Red Bull should focus on appealing to a younger demographic. This could involve tweaking the flavor of its product or finding new ways to present it to consumers. By doing so, the company can create a more attractive product that better resonates with its target audience. Additionally, Red Bull should focus on boosting its social media presence to engage with younger audiences. Social media platforms have become increasingly important for companies to connect with consumers, particularly younger demographics who are more likely to be active on social media. Red Bull can use social media to create engaging and shareable content that resonates with its target audience.

Moreover, Red Bull should incorporate more comedy into its advertising. Humour can be an effective way to capture attention and make a brand more relatable and appealing to consumers. By incorporating humour into its advertising, Red Bull can create a more memorable and enjoyable experience for its target audience, which can lead to increased brand loyalty and advocacy. Finally, it is recommended that Red Bull should continue funding its guerrilla marketing efforts. This approach has been successful for Red Bull in the past, and continuing to invest in it can help the brand maintain its edge in the marketplace. Guerrilla marketing tactics allow Red Bull to create unique and memorable experiences for its consumers, which can help the brand stand out in a crowded market. Overall, Red Bull should focus on appealing to a younger demographic through improved marketing techniques, including tweaking the flavour of its product, boosting its social media presence, incorporating more comedy into its advertising, and continuing to fund its successful guerrilla marketing efforts. By doing so, Red Bull can maintain its position as a leading brand in the energy drink market.

## REFERENCES

- [1]. Sabine Buchholz (2008) When A Brand Gets Wings. In De Tarpen, Hamburg, Germany: GRIN Verlag. Available From: <https://www.grin.com/document/82618>[Accessed On: 03-04-2023]
- [2]. Albers-Miller And Stafford, M. R. (1999) An International Analysis Of Emotional And Rational Appeals In Services Vs Goods Advertising, *Journal Of Consumer Marketing*, Volume 16 (Issue 1), Pp. 42–57. DOI: <https://doi.org/10.1108/07363769910250769>[Accessed On: 03-04-2023]
- [3]. ANNE C. Mccarthy (2017) Reading The Red Bull Sublime, PMLA. Cambridge University Press, 132 (3), Pp. 543–557. DOI: <https://doi.org/10.1632/pmla.2017.132.3.543>. [Accessed 03-04-2023]
- [4]. ANTONIJA MILAK And DAMIR DOBRINIĆ (2017) CUSTOMER PERCEPTION OF GUERRILLA MARKETING, *International Journal Of Multidisciplinarity In Business And Science*, 3 (4), Pp. 18–24. Available From: <https://hrcak.srce.hr/205678>[Accessed On: 03-04-2023]
- [5]. Azhar, R. M. (2022) The Effectiveness Of Guerrilla Marketing For Small Business: A Systematic Literature Review, *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*, 5 (11), Pp. 3219–3225. DOI: <https://doi.org/10.47191/jefms/v5-i11-11n>[Accessed On: 03-04-2023]
- [6]. Chionne, R. And Scozzese, G. (2014) Some Evidence On Unconventional Marketing: Focus On Guerrilla Marketing, *International Business Research*, 7 (12), Pp. 153–166. DOI: <https://doi.org/10.5539/ibr.v7n12p153>[Accessed On: 03-04-2023]
- [7]. Dahlen Micael, Granlund Anton And Grenros Mikael (2009) The Consumer-Perceived Value Of Non-Traditional Media: Effects Of Brand Reputation, Appropriateness, And Expense, *Journal Of Consumer Marketing*, 26 (3), Pp. 155–163. DOI: <https://doi.org/10.1108/07363760910954091>. [Accessed On: 03-04-2023]
- [8]. Daniel, B., Rick, W. And Brain, T. (2008) Creativity And Memory Effects: Recall, Recognition, And An Exploration Of Nontraditional Media, *Journal Of Advertising - J ADVERTISING*, 37, Pp. 85–94. DOI: <https://doi.org/10.2753/JOA0091-3367370407>[Accessed On: 03-04-2023]
- [9]. Eladgranot (2011) Creative Managers And Managing Creativity: A Hermeneutic Exploration, *American Journal Of Business*, 26 (2), Pp. 161–182. DOI: <https://doi.org/10.1108/19355181111174534>[Accessed On: 03-04-2023]
- [10]. Gorse, S., Chadwick, S. And Burton, N. (2010) Entrepreneurship Through Sports Marketing: A Case Analysis Of Red Bull In Sport., *Journal Of Sponsorship*, Vol. 3 (Issue 4), Pp. 348–357. Available From: <https://www.bartleby.com/essay/Redbull-Case-PK5E8JAXH3U4Z>[Accessed On: 03-04-2023]
- [11]. Hutter, K. And Hoffmann, S. (2011) Guerrilla Marketing: The Nature Of The Concept And Propositions For Further Research, *Asian Journal Of Marketing*, Volume: 5 (Issue 2), Pp. 39–54. DOI: [10.3923/Ajm.2011.39.54](https://doi.org/10.3923/Ajm.2011.39.54). [Accessed On: 03-04-2023]
- [12]. Katke, K. (2016) GUERRILLA MARKETING FOR EFFECTIVE MARKETING COMMUNICATION: A SPECIAL REFERENCE TO SOCIAL MEDIA MARKETING, *Asia Pacific Journal Of Research*, 1 (41), Pp. 151–157. Available From: [https://www.researchgate.net/publication/331248560\\_GUERRILLA\\_MARKETING\\_FOR\\_EFFECTIVE\\_MARKETING\\_COMMUNICATION\\_A\\_SPECIAL\\_REFERENCE\\_TO\\_SOCIAL\\_MEDIA\\_MARKETING](https://www.researchgate.net/publication/331248560_GUERRILLA_MARKETING_FOR_EFFECTIVE_MARKETING_COMMUNICATION_A_SPECIAL_REFERENCE_TO_SOCIAL_MEDIA_MARKETING) [Accessed On: 03-04-2023]
- [13]. Klepek, M. (2014) GUERRILLA MARKETING CONCEPT AND FURTHER RESEARCH POSSIBILITIES, *Acta Academica Karviniensia*, Vol. 9, Pp. 79–87. DOI: <https://doi.org/10.25142/Aak.2014.050>[Accessed On: 03-04-2023]
- [14]. Liya Xavier And Vimala Lucy Jayan (2021) THE GUERRILLA MARKETING TECHNIQUE, *Perspectives On Business Management & Economics*, 4, Pp. 138–143. Available From: <http://www.pbme.in/papers/133.pdf> [Accessed On: 03-04-2023]
- [15]. Mahdi Talebpoor And Majid Khorsandifard (2018) Comparison Of The Effectiveness Of Guerrilla Marketing Message And Non-Guerrilla Marketing On In Consumers Of Sport Energy Soft Drinks (Red Bull And Black Energy), *Quarterly Journal Of Brand Management*, 5 (3), Pp. 227–260. DOI: <https://doi.org/10.22051/Bmr.2019.25053.1720>[Accessed On: 03-04-2023]
- [16]. Puneet Walia And Dr. Lalit Singla (2017) An Analytical Study On The Impact Of Guerrilla Marketing Among Middle-Aged Smartphone Users, *International Journal Of Advanced Scientific Research And Management*, 2 (4), Pp. 53–59. Available From: [http://ijasrm.com/wp-content/uploads/2017/04/JASRM\\_IV2S4\\_224\\_53\\_59.pdf](http://ijasrm.com/wp-content/uploads/2017/04/JASRM_IV2S4_224_53_59.pdf) [Accessed On: 03-04-2023]
- [17]. Singhal, Ms. R. (2021) Impact Of Guerrilla Marketing On The Buying Behavior Of Consumers, *Journal Of Emerging Technologies And Innovative Research*, 8 (3), Pp. 73–77. Available From: <https://www.jetir.org/papers/JETIR2103011.pdf> [Accessed On: 03-04-2023]
- [18]. Swity Balwani, Syed Aulia And Dr. Nupur Sen (2017) A Study On Awareness Levels Of Guerrilla Marketing Techniques Among Select Young Adults In Muscat- Sultanate Of Oman, *International Journal Of Research In Business Studies And Management*, 4 (7), Pp. 24–29. Available From: <https://www.ijrbm.org/papers/v4-i7/3.pdf> [Accessed On: 03-04-2023]
- [19]. Victoria Ifeyinwa, D. And Okwuchukwu Marcus, A. (2022) GUERRILLA MARKETING TECHNIQUES AND CONSUMER PURCHASE OF CARBONATED SOFT DRINKS IN ANAMBRA STATE, NIGERIA, *JETMASE*, 4 (1), Pp. 215–234. Available From: [https://www.researchgate.net/publication/361634251\\_GUERRILLA\\_MARKETING\\_TECHNIQUES\\_AND\\_CONSUMER\\_PURCHASE\\_OF\\_CARBONATED\\_SOFT\\_DRINKS\\_IN\\_ANAMBRA\\_STATE\\_NIGERIA](https://www.researchgate.net/publication/361634251_GUERRILLA_MARKETING_TECHNIQUES_AND_CONSUMER_PURCHASE_OF_CARBONATED_SOFT_DRINKS_IN_ANAMBRA_STATE_NIGERIA)[Accessed On: 03-04-2023]
- [20]. Vikas Behal And Sareen, S. (2014) GUERRILLA MARKETING: A LOW-COST MARKETING STRATEGY, *International Journal Of Management Research And Business Strategy*, Vol. 3 (Issue 1). Available From: <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.740.4898&rep=rep1&type=pdf> [Accessed On: 03-04-2023]
- [21]. Wendrila Biswas, And Dr. Debarun Chakraborty (2018) Influence Of Guerrilla Marketing On Consumers' Purchase Decision: A Study, *Inspira Excellence Series Multidisciplinary Conference On Future Paradigms In Industry, (Special Issue-ICFPI-2018)*, Pp. 21–26. DOI: <https://doi.org/10.18231/2454-9150.2018.0919>[Accessed On: 03-04-2023]
- [22]. +Yasir Ali SOOMRO, Yasser BAESHEN, Fozan ALFARSHOUTY, Sana Abbas KAIMKHANI And Muhammad Yaseen BHUTTO (2021) The Impact Of Guerrilla Marketing On Brand Image: Evidence From Millennial Consumers In Pakistan, *Journal Of Asian Finance, Economics, And Business*, 8 (4), Pp. 0917–0928. DOI: <https://doi.org/10.13106/jafeb.2021.vol8.no4.0917>[Accessed On: 03-04-2023]
- [23]. Yen Hsu (2011) Design Innovation And Marketing Strategy In Successful Product Competition, *Journal Of Business & Industrial Marketing - J BUS IND MARK*, 26 (4), Pp. 223–236. DOI: <https://doi.org/10.1108/0885862111112697>[Accessed On: 03-04-2023]
- [24]. Red Bull Marketing: 7 Effective Billion-Dollar Strategies (2022, February 24), <https://mktoolboxsuite.com/red-bull-marketing/> [Accessed On: 03-04-2023]
- [25]. Shastri, A. (2023, March 5) In-Depth Marketing Strategy Of Red Bull - 2023 | IIDE, IIDE. Available From: <https://iide.co/case-studies/marketing-strategy-of-red-bull/> [Accessed On: 03-04-2023]