

# Event Plan

*- Product Launch for Red Bull eco sports  
car in association with F1*



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## **Basic Event Details**

### **Type of event**

**Proposed title:** Red Bull launch eco sports car.

**Brief description:** Product launch by Red Bull with help from Mark Webber of their new eco friendly sports car made in conjunction with Formula 1.

**Event type/complexity:** Product launch, see figure 1 for complexity.

### **Event organisation**

**Proposed date:** 19<sup>th</sup> May 2012.

**Location:** Brands Hatch Circuit, Brands Hatch Rd, Fawkham, Kent, DA3 8NG.

**Time:** 1900 to 0100.

Please see figure 2 for detailed information.

## Introduction

Red Bull is a multi million pound Formula One racing team with links to major international companies such as Total, Siemens, Pirelli, Hexagon, Singha and Geox [Red Bull 2011]. There is a need for innovative and fresh ideas within eco-friendly cars [Alternative Fuel Vehicles 2011] so Red Bull hope that their expert team; FIA 2010 Constructors' World Champions; behind the RB7 along with unprecedented information from their collaborators Formula One can create the ultimate in economic sports car.

With 'London is the key market for AVFs' [Alternative Fuel Vehicles 2011], Brands Hatch sports the idea location as it is near the capital and of easy commute from international locations and is just 30 minutes from the teams' UK base in Milton Keynes.

'Although to date a variety of AFV technologies have been investigated by manufacturers, it has been the petrol hybrid that has enjoyed the most commercial success,' [Alternative Fuel Vehicles 2011] but with research showing 'current plans by a large number of major motor companies envisage a deluge of EVs, including extended range EVs, being launched into the UK from 2011 with a growing number of these based around Plug-In Hybrid Electric Vehicle (PHEV) technology that enables recharging while on the move' [Alternative Fuel Vehicles 2011], Red Bull felt a PHEV sports car would be the most marketable as it allows for both electric power which can be recharged whilst on the move but a reserve diesel tank is also available to power the vehicle.

This product launch is designed to attract AB individuals with a significant amount of disposable income. 'Consumers in the AB group now represent more than 25% of the total adult population' are not immune to the lure of 'boys' toys' – including sports cars' and mention "eco-friendly' activities' as part of their life [Marketing the the AB's 2006]. This research is based on the UK, though with the Red Bull name tag Austrians will be ultimately the first attracted to a new vehicle by the team, however in conjunction with Formula One this further opens the market the 20 countries that hold world championship races every year.

The next section of this document outlines the strategic aims; of which are all SMART<sup>1</sup>.

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<sup>1</sup> SMART aims are those which are specific, measurable, achievable, relevant and time specific. [Hannagan 2005]

## Strategic Aims

- *To fully inform national and international businessmen and women of the new product by the end of the night.*

Invited potential consumers will by the end of the night know all the benefits of the new car as a possession. They will understand what the car has to offer in terms of potential and specifications. It is important for word to spread about the product so guests will be encouraged to ask questions as to gain complete comprehension and be influenced to tell colleagues.

- *To demonstrate the potential of the product as extensively as possible during the event.*

It is important that consumers are aware of what the car can offer them in terms of its specification. They will be made aware of the lifestyle and image opportunities but also how the car performs. Red Bull driver Mark Webber will show how performance is not affected by the car being economical and just how economical it is, i.e. miles to the gallon in comparison to other sports cars.

- *To possibly sell a car by the end of the event or at least gain interest in purchasing.*

By the end of the night if possible, one car will be signed for and a deposit paid. But at least there will be several names on a list of interested parties before the launch ends.

- *To ensure guests enjoy the event and take away a positive brand and product image.*

After the demonstration there will be models and a photographer for the opportunity to have photographs taken by the car.

The next section of this strategy details the objectives with actions, of which each exist to serve one or more of the above aims.

## Objectives with Actions

### I. Marketing and publicity

The target audience for the event are AB males and females, likely to be aged 25+, in family lifecycle stages 1 or 2<sup>2</sup> of which are the stages with the most disposable income. All will be CEO's or similar of their companies or either members of or inheritors of wealthy families, as these too have a considerable amount of disposable income. Socio-economic groups A and B are the primary demographic and lifecycle stages 1 or 2 are secondary demographic [Arens et al 2008]. Figure 3 in the appendices details a full visitor profile.

"We are exposing our brand through going motor racing," Mr Dennis says' [BBC 2010]. McLaren launched their road car in 2010 by racing around a track and with AB's enjoying sports more than other adults [Mintel 2006], a test drive around Brands Hatch by Mark Webber is the ideal way to launch Red Bull's new car. At McLaren's VIP event there were 120 customers present [McLaren 2011], of which this event will hope to achieve.

The audience will be targeted via direct mail, print media; newspaper; and word-of-mouth from opinions leaders. Leaders in business across the globe will be contacted with a VIP invitation; see figure 4 in appendix; via email of which they will be required to send an RSVP. Their locations will be noted for audience research. A brief list of the most wealthy to be invited include; Warren Buffett of Berkshire Hathaway, Larry Ellison of Oracle, Sheldon Adelson, Jerry Yang of Yahoo and Steven Roth of general real estate. Weekly newspapers with AB's as the highest percentage of their readership will receive a press release; see figure 5 in appendix. These newspapers include; The Daily Telegraph, The Times, The Guardian, The Independent, and The Financial Times; as outlined in figure 6 of the appendix, taken from NRS 2011. Also taking place will be a press conference; see figure 7 for press invitation; in which the press, mainly motor vehicle and sporting press will be invited, and speaking will be the team principal and technical chief of Red Bull, along with driver Mark Webber and a representative for F1.

The opportunity for photographs with the car and/or models gives the guest something to take away with them, a souvenir. It will hopefully leave a positive brand image in their minds and serve as something to share with others, thus passing word around of the event and consequently the product.

See figure 8 for timeline of marketing and publicity.

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<sup>2</sup> Stage 1 is single and 2 is newlywed with no children.

## II. Celebrity Endorsement

‘Companies need to be careful when choosing celebrity endorsement of their products. Do the company image, the product and the celebrity match?’ [Allen 2002] The celebrity endorser for this event is Mark Webber. As a driver for the Red Bull team he is perfectly matched to endorse the event as he is familiar to the audience and projects the same values as Red Bull. He is an aspirational figure to the target audience; they will want to buy the car to be like him. McLaren adopted the same theory when opening their new development centre, present at the opening ‘were Vodafone McLaren Mercedes team drivers Lewis Hamilton and Jenson Button’ [McLaren 2011] as they are the idea celebrities for the brand.

## III. Sponsorship

‘The price must be right and the package well prepared...To attract sponsorship the event must be right for the sponsor’ [Damster et al 2006] because ‘sponsorship is still limited in the degree to which it delivers a specific product attribute message. The value lies in matching imagery of the event to that of the product or service’ [Dewhirst and Davis, 2005]. ‘Following are marketers top reasons for renewing event sponsorships: property fulfils contractual obligations, sponsorship fee is reasonable, amount of media coverage for both event and sponsor is good, treatment by promoter, amount of signage/placement, total attendance, demographic of audience, type of media, increased sales, types of other sponsors, cross-promotion with other sponsors, feedback from guests/employees, entertainment of clients, access to rail...onsite sampling, experimental marketing opportunity’ [Allen 2010].

Red Bull’s sponsor for the event is Waterford Crystal, who are being offered a platinum sponsorship package in which popular criteria are being met. The location is of top quality and cannot be under-described and the company are not paying a fee, instead they are supplying the event with free hire of their glasses, which amounts to an approximate value of £20,000. The media coverage for both the event and sponsor is decent as the relevant channels are being informed of the event and the sponsor’s name is included at every given opportunity. The audience attending will be of a high number and the same demographic of the company, which in turn offers their target audience a chance to sample their glassware and be served their drinks by top waiting staff in an ideal location; which gives the audience an sense of a lifestyle they aspire to. The media used by the event share the same target audience as the company and the company’s name features on the

VIP invitations. Finally, with the location just outside London there are excellent transport links for the haulage of the glassware.

#### IV. Risk Assessment

‘Risk assessment plays a very important part in event design and it is not limited to just one area. Risk assessment and event liability can include everything from location and weather considerations to financial issues’ [Allen 2008], risk assessment is important because it ‘is a way of attempting to identify potential risks and taking steps to reduce or mitigate them’ [Shone and Parry 2004]. Possible risks at the Red Bull event are detailed in the risk assessment form in figure 9.

The next section of the report conveys the international opportunities of the event.

### **International Opportunities**

There are various international opportunities within this event; international significance, international visitors, media coverage and raising the profile.

Red Bull is a company of international significance, their team competing in Formula 1 Grand Prix all over the world so any event held by them therefore is of interest internationally,

The event will invite leaders in business from around the globe, so international visitors to the country will be present.

Media coverage of the event will be international as Red Bull and possibly F1 will post a feature in the news sections of their websites, which can be accessed by a worldwide audience.

Red Bull currently has a large profile around the world, but this event will no doubt increase the existing knowledge of the brand over the globe.

The next section looks at how the events success will be measured.

## Measuring Success

‘A post-event history – both the executive even review summary and the event planning in-house post-event history – contains valuable information that can be used as a blueprint that will provide a solid foundation on which to build future events’ [Allen 2008]. Notes will be taken during the course of the event, noting both successes and failures as they occur. The review will be done as soon as possible, preferably the next day whilst the memory of how the event was run is still fresh.

Various factors of the event and how it was run will be examined. In terms of the first strategic aim, whether or not the national and international guests were fully informed of the product by the end of the night can be determined through how many national and international guests attended, whether they were punctual, whether they appeared to be satisfied with the demonstration and how much they know about the car.

The second strategic aim can be evaluated by whether Mark Webber attend and how punctual he was, if the technology for measuring the car worked without fault, if the weather conditions were acceptable and if the car did not break down.

The third aim can be assessed by simply how many cars were bought, deposits put down and/or how many names were listed as interested in further information on the car.

The fourth and final aim can be looked at in terms of how many people had photographs taken, if the models arrived, if the photographer arrived and if the sound system worked.

In regards to the sponsor, their association with the event can be looked upon as successful if the glassware was delivered on time and in good condition and if guests noticed the brand of which they were drinking from.

For the catering and refreshments, if the drinks and food arrive on time and in plentiful supply then it can be taken as a success.

Finally, the event’s success can also be calculated by how quickly and successfully and with the least disruption to the event any risks were dealt with.

The final section of this document looks at the summary and recommendations.

## **Summary and recommendations**

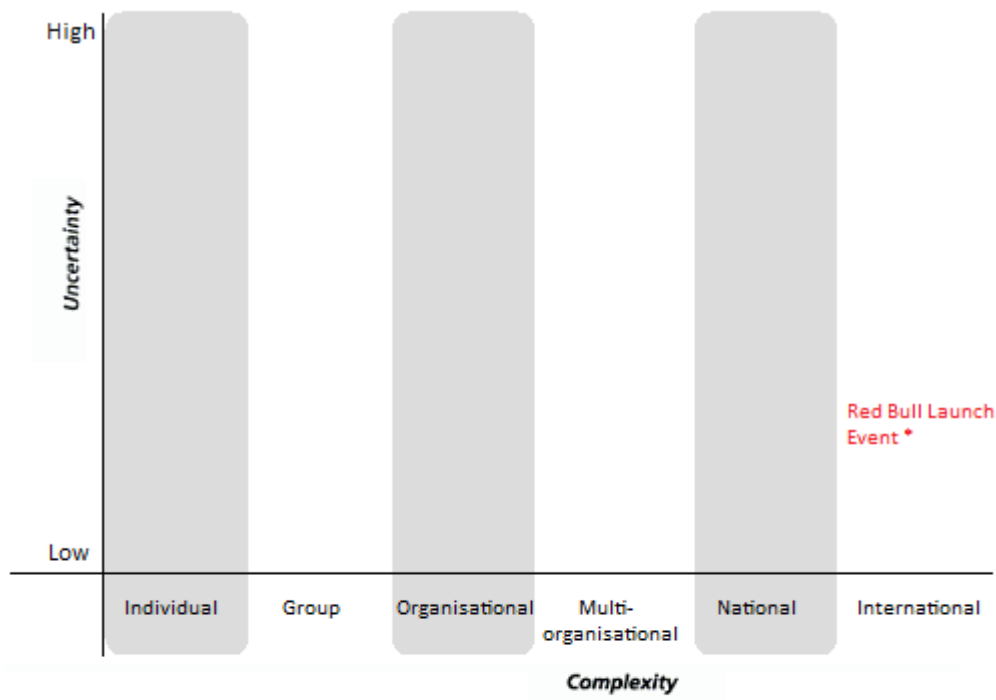
In conclusion, if the guests arrived punctually, gained all the information about the car, enjoyed entertainment on time and enough food and refreshments, then the event can be deemed a success. If there were any delays or mistakes at any point in the night, then provided they were dealt with efficiently and without major disruption to the event, then the event can still be seen as successful. Subsequently these delays or mistakes serve as issues to be learnt upon for any future events.

Recommendations can arise from insufficient research, perhaps about the target audience and their relationship to the product and what type of event they would enjoy. A recommendation could be for more planning into the transport issues that may arise due to such a worldwide guest list or perhaps the differences in cultures between the guests. A final recommendation may be for less publicising of the event, to keep it a more secret event, one away from the general press and to make it seem exclusive to those invited; this may in turn cull the amount of journalists attempting to glance a look or a lucky photograph from the side of the circuit and make the job of security easier for them in not having to prevent journalists attempting to gain authorised access.

However, if the four strategic aims were fulfilled, then these are minor recommendations for future events.

**Appendices**

Figure 1:



- Event uncertainty chart [Shone and Parry, 2004]

Figure 2:



Add+Vantage A319SLL 2626231



Figure 3:

Figure 4:

**You've seen the RB7 on the track...**



**Now see Red Bull on the road.**



ON 19TH MAY 2012  
RED BULL INVITE YOU  
TO SEE THEIR NEW  
ECO SPORTS CAR  
AT BRANDS HATCH CIRCUIT

sponsored by  WATERFORD<sup>®</sup>  
CRYSTAL

Figure 5:



Add+Vantage A319SLL 2626231



Figure 6:



Add+Vantage A319SLL 2626231



Figure 7:

Figure 8:

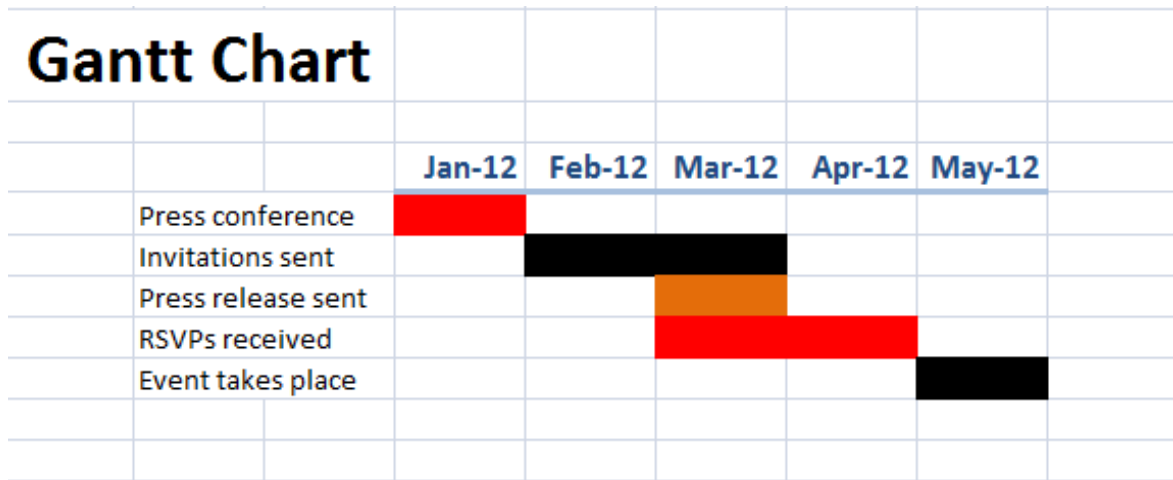


Figure 9:

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