

Select a product of popular culture and identify and discuss the ideology that it...

[Philosophy](#)



Red Bull Red Bull The drink was started and formulated in the mid-1980s by Dietrich Mateschitz. It was launched and sold for the first time in April 1987 in its home market Australia. Currently, Red Bull is available in 166 countries (Bodner 2011).

In terms of culture, Red Bull holds the capability of denying any sophistication. Like most brands, Red Bull is controlled by culture. The brand has a traditional Asian origin. Despite its origin, Red Bull has a cultural outlook and a fine touch in America. Its social exhibitions display that Red Bull has a high degree of freedom. For such a reason, it is in good terms with the corporate acceptance. It is because of such a reason, that it excludes any formal and official gatherings as a potential target market.

There are interesting aspects of culture in the identity of Red Bull. Red Bull has expressed different culture and cult in various parts of the world. Red Bull main market routes include pubs and bars. Red Bull has built up connections and associations with other alcoholic drinks in Western Europe. It has kept distance association with other alcoholic drinks in the Asian markets. This displays the different cultural aspects it is regarded with, in different places.

Red bull's entry into the market followed a strategy rooted firmly on its brand identity. It is based on the principle that Red Bull is Yin and Yang. It proposes a concept of balance. The concept is represented by two forces or bulls that merge in opposition. Through vigorous fighting, they develop to complement and accommodate each other. They become strong, and both strive to reach the peak and perfection. This philosophy is again duplicated in the presentation of Red Bull. The presentation displays a product that

attains balance between the mind and body. This implies that when one uses it, development in the body and mind is enhanced. Red Bull maintains good body and mind state, despite it being an alcoholic drink.

It uses various techniques in convincing people of its benefits. Such a technique is physique. The drink promises to “ vitalize the body and body”. Its close association with sports and its display that it “ gives you wings” is both convincing and inspirational. It further convinces people of its ideology by distinguishing it from carbonated drinks. The carbonated drinks often contain kids and adolescent connotations.

Another convincing physique aspect of the drink is in its packaging. The drink comes packed in a thin and lean can. This gives a look that is both vibrant and flexible. This adds convincing aspects to its outward looks. The appearance matches with the drink’s soul.

The personality of Red Bull gives the best identity of the brand. It has a symbolic figurehead of a “ bull”. This symbolizes that its consumers will be strong, powerful, and energetic altogether. It further enhances its symbolism by using sportsperson as its ambassadors in marketing. Further, this contributes to its sporting personality. This drink has been effective and successful in persuading people to use it. It has earned attraction from top elite people who play golf. It has also been extensively used in competitions involving Formula 1 racing.

Its looks are striking thereby getting attention from many. Its two colors blue and red are distinctive. Blue and red are on the opposite extremes of the visible spectrum. They are laid over a silver background. The contrasting silver background and the two colors make it a good attention seeker. In

other words, Red Bull has done everything in persuading people to use it. Through this personality, Red Bull is one of the high selling drink brands in the market worldwide.

References

Bodner, B. (2011). Company Analysis of Red Bull. New York: GRIN Verlag.

EBook