

RED BULL

EMAIL MARKETING CAMPAIGN

Campaign Concept

Big Idea: More Energy. More You. — a 4-email sequence that moves the audience from awareness to engagement, conversion and exclusive experiences.

Email	Main Idea	Objective
Email 1 — Awareness	More Energy. More You.	Build brand awareness and product interest.
Email 2 — Engagement	Dare to Do Challenge	Increase interaction and gain new followers.
Email 3 — Conversion	Energy That Pays Off	Drive purchases and support the +15% sales goal.
Email 4 — Event	One Night. Pure Energy.	Create exclusivity, engagement and community connection.

Email 1 — Awareness & Brand Connection

Subject Line: More Energy. More You. ⚡

Preview Text: Discover the energy that moves you forward.

Headline: MORE ENERGY. MORE YOU.

Hook: You're capable of more than you think.

Body: Every day is a chance to go beyond your limits. Red Bull gives you the energy to stay focused, chase your goals and live life to the fullest. One can. Many possibilities. Wings for your body. Energy for your mind.

CTA: [DISCOVER RED BULL](#)



Email 2 — Engagement & Community

Subject Line: Show Us Your Wings! 🦋

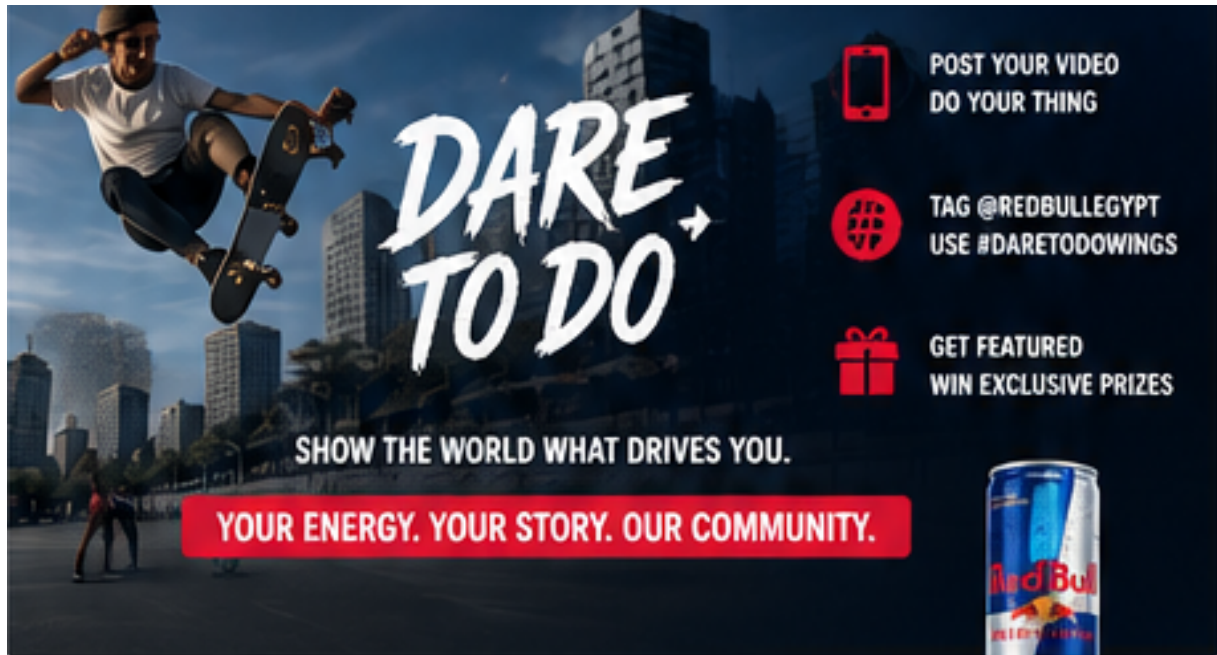
Preview Text: Join the Dare to Do Challenge and win big.

Headline: DARE TO DO. DARE TO INSPIRE.

Hook: You have the energy. Now show the world.

Body: Join the Red Bull Dare to Do Challenge! Post your video doing what gives you wings, tag @redbullegypt and use #DareToDoWings. The best entries can be featured on our channels and receive exclusive Red Bull prizes.

CTA: [JOIN THE CHALLENGE](#)



Email 3 — Conversion & Offer

Subject Line: Your 15% Off Is Waiting! ⚡

Preview Text: Limited-time energy. Exclusive offer.

Headline: ENERGY THAT PAYS OFF.

Hook: Because your next move deserves the best fuel.

Body: Enjoy 15% OFF on your next Red Bull order. Use code WINGS15 at checkout. This offer is just for you and available for a limited time. Stock up. Stay charged. Keep going.

CTA: [SHOP NOW](#)



Email 4 — Event Invite & Exclusivity

Subject Line: You're Invited: Red Bull Energy Night! 📅

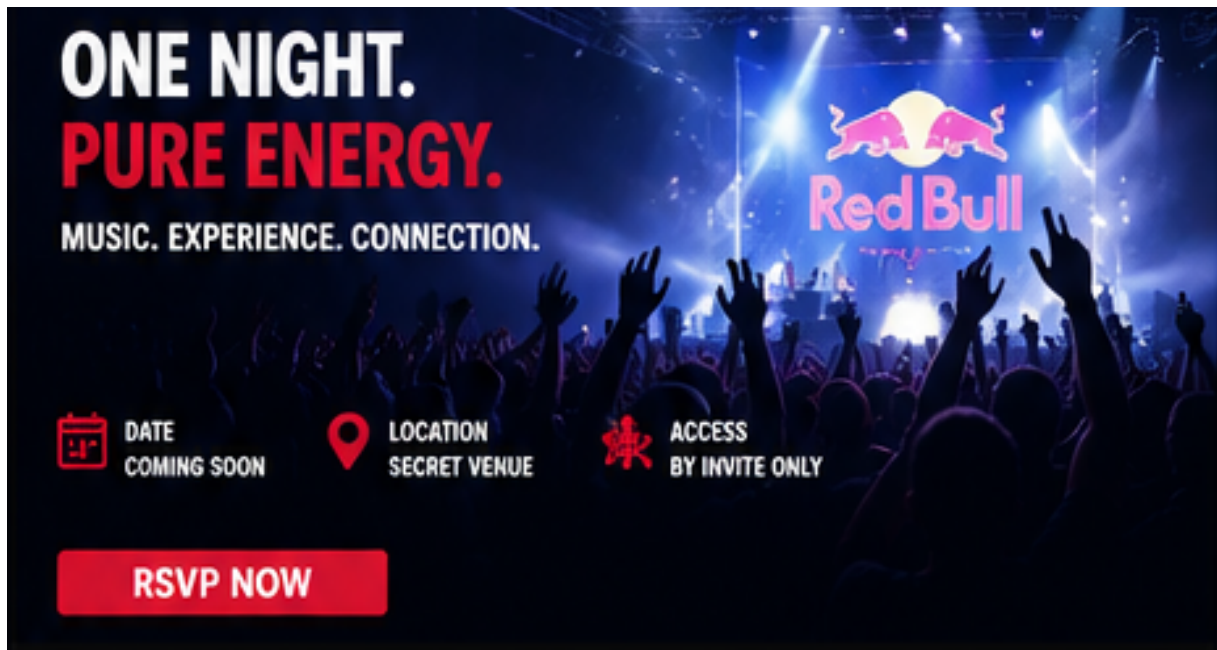
Preview Text: An exclusive night of energy, music and experiences.

Headline: ONE NIGHT. PURE ENERGY.

Hook: Be part of something unforgettable.

Body: You're invited to Red Bull Energy Night — a night of music, epic performances and good vibes. Access is limited, so RSVP now and bring your energy. Limited spots available.

CTA: [RSVP NOW](#)



Campaign KPIs & Measurement

- Email metrics: Open Rate, Click-Through Rate, Conversion Rate