

Red Bull Achieves Outstanding Results Thanks to Outbrain's Click-to-Watch Video, FOCUS



Background

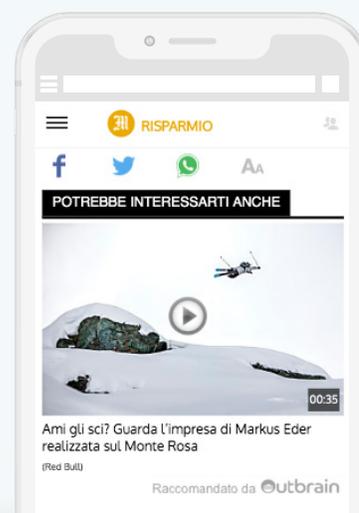
Red Bull Energy Drink has been stimulating body and mind since 1989. It is currently available in 171 countries around the world and in 2018 alone, 6.8 billion cans were consumed. Red Bull is also a media company that produces sports, entertainment, and educational content which it distributes with an audience-centric approach.

Objective

At the height of ski season, Red Bull launched "Alptopia": a short 11-minute film featuring freeskier Markus Eder's search for the perfect mountain for off-piste lovers. The objective was twofold: to reaffirm the importance of the brand and the product in the eyes of winter sports enthusiasts by offering them premium and engaging content; and to generate quality traffic to RedBull.com, the only place where fans could enjoy the short film.

Solution

Red Bull created a 35-second video teaser and distributed it via Outbrain's premium publisher network, using the new Click-to-Watch video format, FOCUS. When the consumer opts in, by clicking on the content, the teaser video plays. If the viewer then clicks on the CTA button, they are taken to the website where they can enjoy the complete short film.



Results (desktop + mobile)

The results exceeded the objectives set by Red Bull:

11%

Bounce rate
(- 78% vs.
objective)

4min

Average duration
of session (+100%
vs. target)

58%

Viewers who
watched 75% of
the video

“The collaboration with Outbrain began in 2014 with the aim of bringing quality audiences to RedBull.com. The KPIs for this campaign were bounce rate and time on site (over 30 seconds). To date, the results have been excellent and, more importantly, constantly improving. That's why we wanted to be among the first to test the new FOCUS video format.”

– Ian Talame, Digital Campaign Manager at Red Bull