



Red Bull Strengthens its Storytelling with Outbrain Carousel

Vertical

CPG / Entertainment

Objective

Generate Quality Traffic

Overview

Red Bull® Energy Drink has been stimulating body and mind since 1987. It is currently available in 171 countries around the world. In 2019, 7.5 billion Red Bull cans were consumed. Red Bull is also a media company, producing sports, entertainment, and educational content, which it distributes with an audience-first approach.

Red Bull leveraged Outbrain's Native Discovery Platform to generate quality traffic to *Drive Me Crazy*, Red Bull's first original series produced in Italy dedicated to Motorsports, and told through the point of view of journalist, Irene Sanderini.

Solution

For the launch of *Drive Me Crazy* on RedBull.com, the brand tested Outbrain's newest ad format, Carousel. Carousel allowed Red Bull to highlight all the episodes in its series with engaging images and copy, while also reaching its target audience via Outbrain's premium publisher network.

Results

The results exceeded Red Bull's expectations.

26%

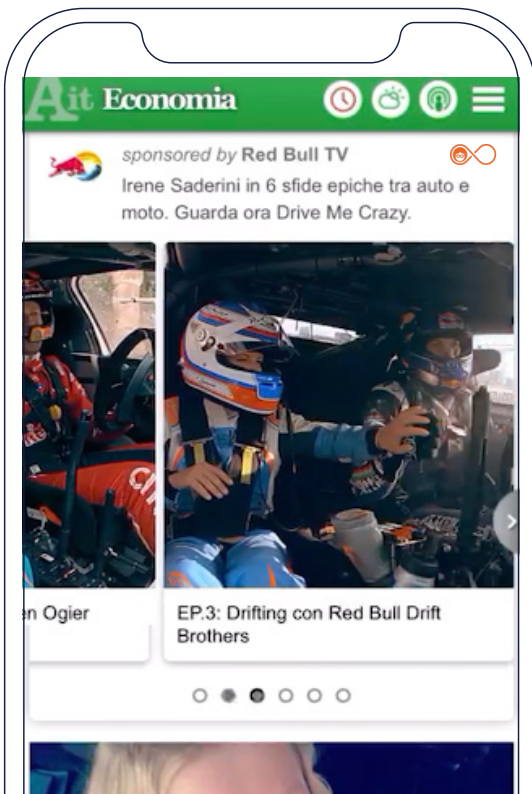
bounce rate (-47% lower than objective)

4 mins 42 secs

average session duration (+96% higher than objective)

41%

of session were over 30 seconds (+150% higher than objective)



"For the distribution and promotion of Drive Me Crazy, a 6-episode video series that tells the story of Red Bull in the world of Motorsports, we needed a premium format that could highlight the entirety of the series but also showcase a single episode. The Carousel format, launched by Outbrain at the beginning of 2020, was the perfect solution for our objective, therefore we wanted to be the first brand to test it in Italy."

- Ian Talamè, Digital Campaign Manager, Red Bull