

RED BULL STRATOS REDEFINES CONTENT MARKETING



LEARNINGS FOR THE SPONSORSHIP INDUSTRY

ACTIVATIVE

Agencies & Brands Are Redefining Content Marketing

What Does This Mean For The Traditional Sponsorship Industry And Its Associated Rights Owners, Broadcasters, Sponsors & Agencies?

CONTENT WARS



Content Is King > Everyone Now Says It Is So!

“Content is king”

Aubrey Wyatt Tilby, Author, 1914

CREATIVE / WRITER

Content is king, distribution will always be secondary”

Sumner Redstone, Viacom, 1994

MEDIA MOGUL

“Content is king – content it is where the real money will be made on the internet”

Bill Gates, 1996

INTERNET ENTREPRENEUR

“Content is king, so we move from creative excellence to content excellence”

Jonathan Mildenhall, Coca-Cola, 2010

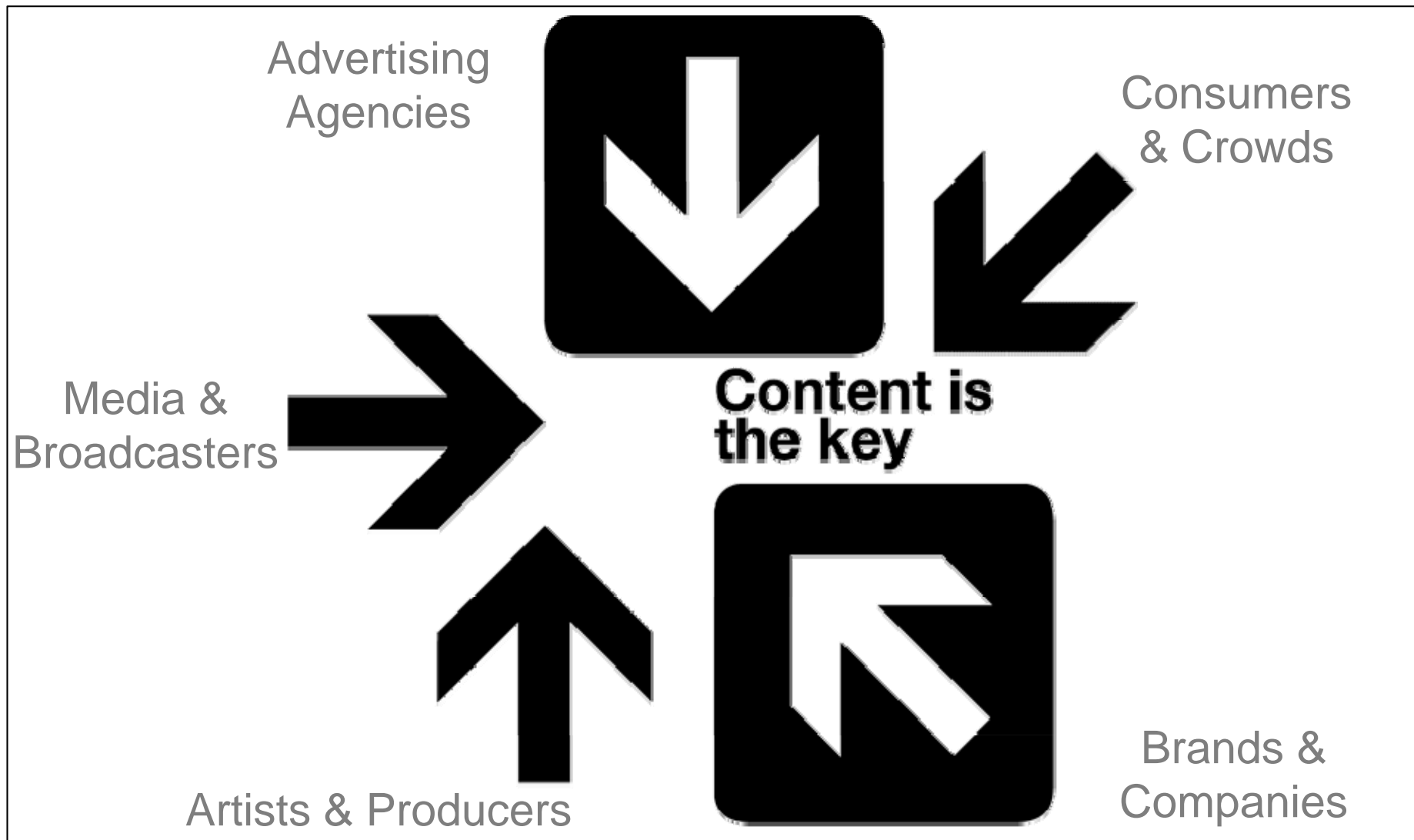
BRAND MARKETER

“Content is king. It’s content consumers want and its content brands want to be associated with”

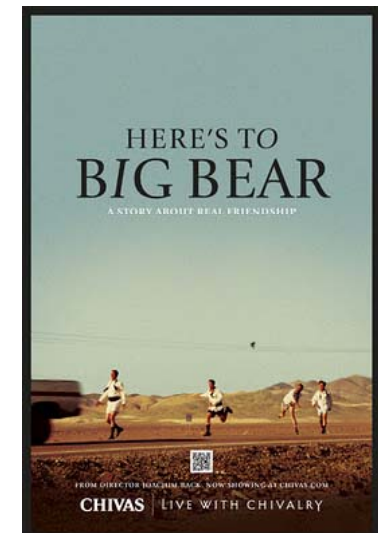
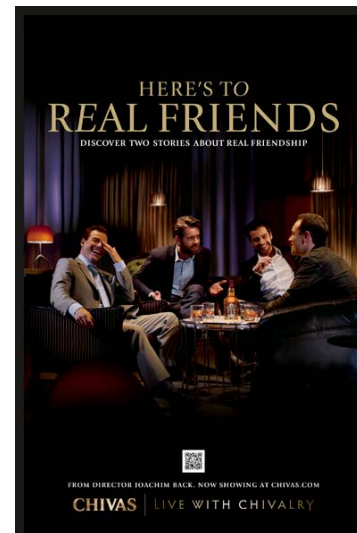
Luke Bozeat, Mediacom MD, 2012

AD AGENCY HEAD

Now It Seems Everyone Is Creating “Content”



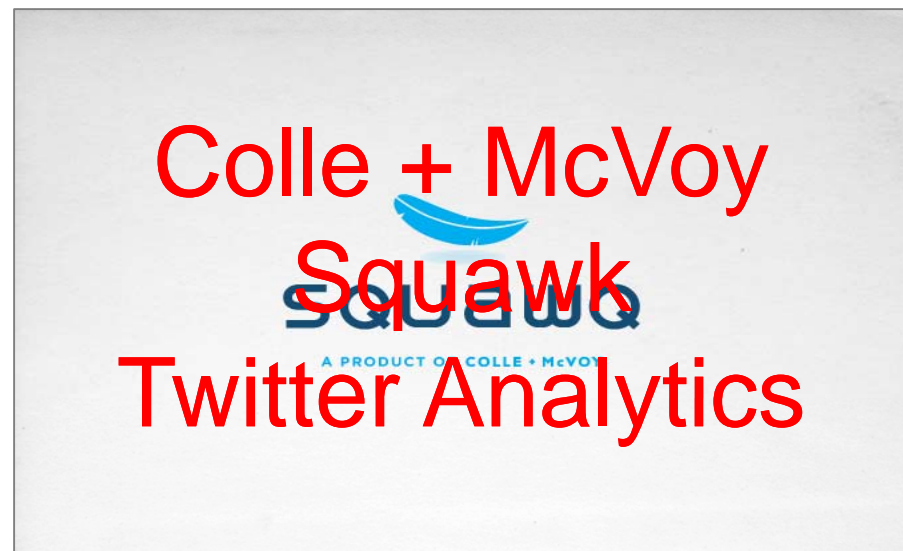
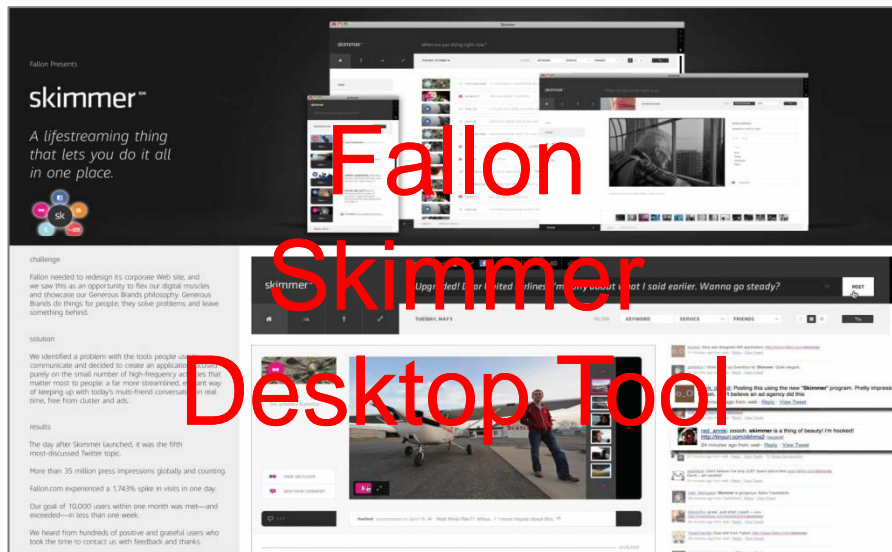
Brands Creating Channels, Shows, Movies & Music



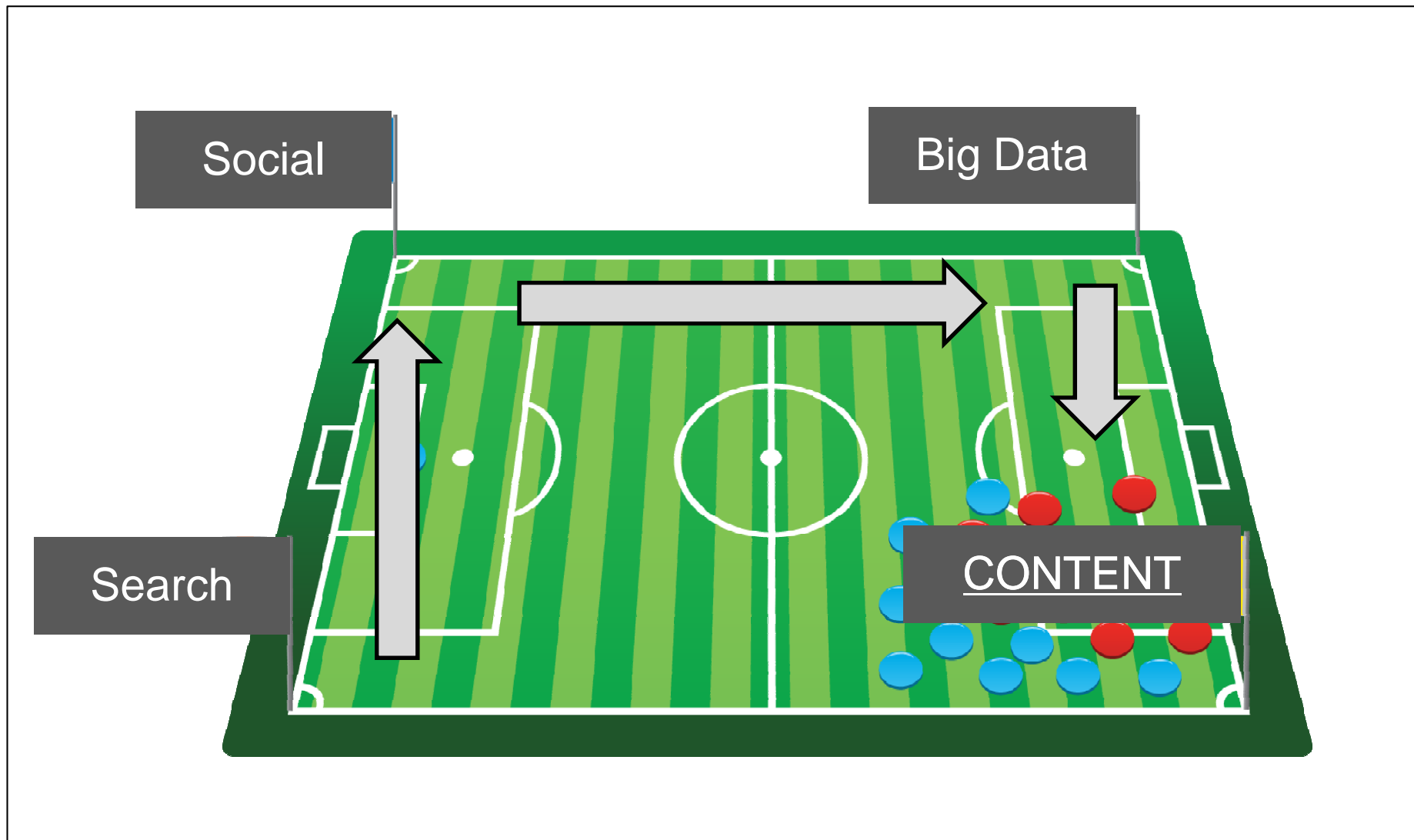
Agencies Also Making Bands, Movies And Studios



Agencies Become Brands: From Ads To Products



Is The Herd Making The Same Mistakes Again?



What Affect Might This Have On Content Quality?

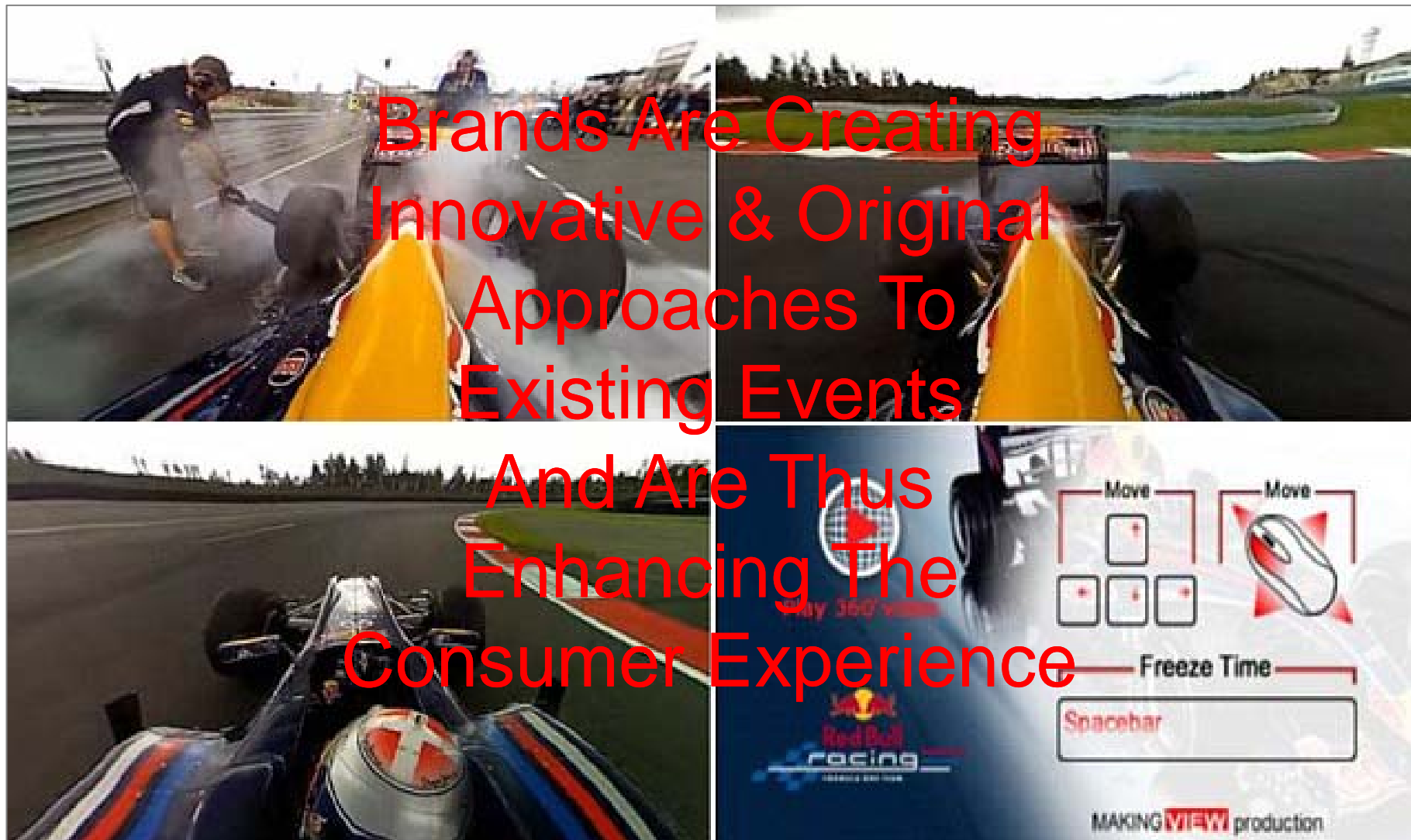


But Recent Outstanding Brand Events Suggest Not

The collage features several pieces of content related to the Red Bull Stratos mission:

- YouTube Video:** A video titled "Red Bull Stratos - freefall from the edge of space" showing Felix Baumgartner in his capsule. It has 7,655,317 views.
- Facebook Page:** The "Red Bull Stratos" page, featuring a photo of Felix Baumgartner and a "LIVE STREAM" button. It has 715,552 likes and 1,236,771 talking about this.
- Twitter Post:** A tweet from @RedBullStratos stating "Felix has landed safely from his jump from the Stratosphere. win.gs/stratoslive". It has 14,789 tweets and 42,605 followers.
- Central Graphic:** A large graphic with the Red Bull logo (two red bulls) and the text "Red Bull STRATOS" in a bold, stylized font, set against a background of a blue sky with white clouds.

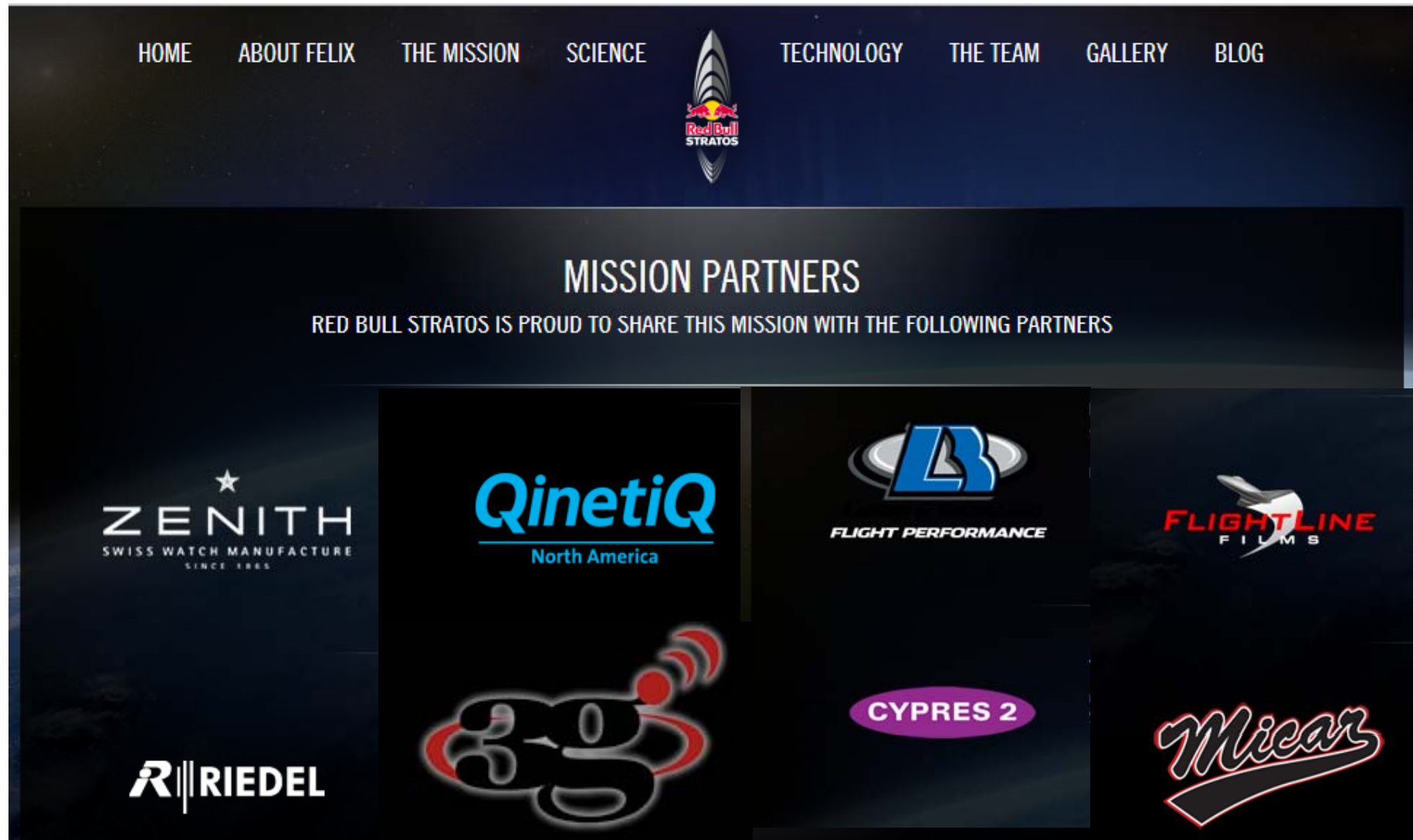
In Fact, It Looks Like The Opposite Is Happening



What Does This All Mean For Sponsorship Industry?

- > It doesn't matter whether Red Bull Stratos is "sponsorship" or not – it is happening!
- > The traditional definitions of sponsorship are rapidly evolving – don't get left behind!
- > For brands like Red Bull, content doesn't help market its products – it is the product!
- > The sponsorship industry must think about what Red Bull teaches it – learn from it!
- > If traditional cash-for-rights deals are not the future – seek innovative alternatives!
- > Offering one-dimensional off-the-shelf packages may not be enough – be original!
- > Treat Red Bull Stratos as a challenge and a source of idea generation – be inspired!
- > Think on which elements made Stratos work and how they can apply to your clients:
'brands can be stories', 'content creates emotional impact', 'companies can astonish and inspire', 'be driven by ambitious purpose, commitment and dedication – not just ROI', 'quality of content materials is key', 'peer-to-peer and pan-media sharing and scalability are vital', 'for access consider opting-in and data collation' & 'be supersonic'

Then Jump Aboard The Ever Evolving Landscape!



Thank You > Credits & Contacts

jeremy.edwards@activative.co.uk / www.activative.co.uk / @activative / +44 208144 5345