

Where and How can Red Bull Grow and Engage Audiences More Often?

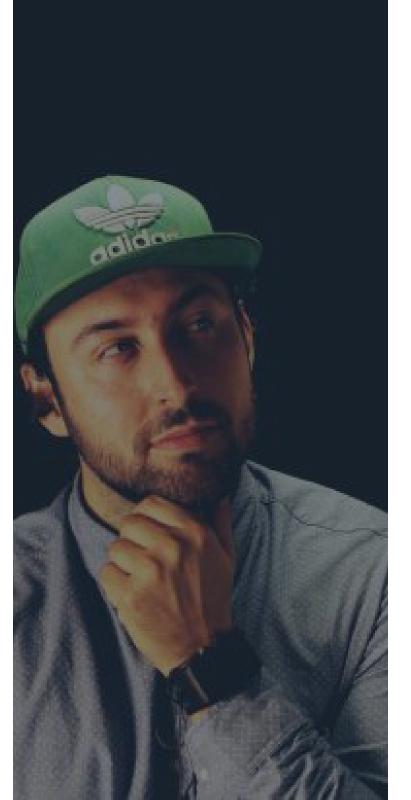




UX/UI DESIGN LEAD at RED BULL

David is a multidisciplinary creative that's passionate about having a positive impact in the world using creativity and design.

He's lead award-winning creative solutions for various global platforms like Adidas, YouTube, Ford, and Warner Brothers, to name a few.



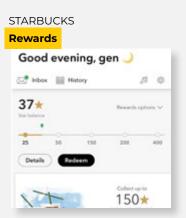
Insights

Emotions to evoke in the user: "Inspire. Surprise and Delight." I appreciate how simple this notion was for their goal product, but am still trying to wrap my head around forming my own constraints. The hardest part is narrowing down who these experiences will be created for.

"Every event is unique. There's not one specific template [regarding app onboarding]. People can be geo tagged during events.." I really liked his answer because it gave a better idea of how creative they're willing to get from the start of their app experience.

"People's reviews on the app are polarized... Either have a good experience or bad...But it also depends on what they're complaining about. If it's more tech-side, like delivery of info, it's something [Red Bull design team] don't have control over."

SECONDARY RESEARCH



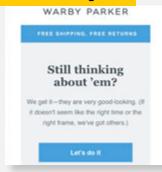
Point system incentives towards free food and drinks

Personalized suggestions based on previous purchases

Rewards members represent 39% of their overall sales.

WARBY PARKER

Email marketing + AR



AR integration done well: Resolves need to physically visit location to try on a pair of glasses + you can try their entire assortment.

Informative, well-timed follow-up emails that build trust.

Great at being anticipative and attentive to details in customer experience.

Coca Cola

Share a Coke



Simple + effective + fun: "shareable"; printed over 800 most common names and nicknames.

Encourages user-generated marketing - option to order personalized ones as well for special occasions.

Practical: addresses issue of getting drinks mixed up at gatherings.

SPOTIFY

Discover Weekly



Algorithm and 'likes' to narrow taste profile and suggest similar music.

New music constantly suggested, discovered and form a cycle for all users.

Updated Weekly playlists

TARGET

Shopping habits



Statistics predict soon-to-be-parents, hook them early to be the supplier of their new-parent needs.

Draws attention to the fine line between personalization and privacy invasiveness.

Assign 'guest ID numbers' to consumers since first visit to a store

PEPSI

#SummerGrams



Fun, engaging experience: QR codes on products. Codes are scanned with smartphone, launches an Instagram Story with branded AR filters.

Promo: celebrities, billboard, and TV spots, and events.

Simultaneously encourages usergenerated content

LEAN CUISINE

#WeighThis Installation



Shifts from negative 'diet culture' perspective to empowerment

Lets consumers to make experience their own and then place collectively

Connects to consumers through empathy.

MERCEDES BENZ

#PlayByYourRules



Bold & emotional stance: promoting to reconnect millenials with their teenage selves, doing things their own way.

Embeds story in campaign with a full-length online film

Encourages user-generated content with AR filter and hashtag

GOOGLE

Building A Better Bay Area



Bay area-only, community participation required: tap to vote.

Insight into company's Bay community audience concerns

Inexpensive button posters scattered around bay area for resident accessibility

YELP

Preferences





Additional user Preferences narrow results further

Results will still heavily rely on positive reviews for rankings.

Small step up from Google maps

Takeaways:

Red Bull strategy serves to further strengthen brand image via communicating relevant marketing messages to the target customer segment.

Although proven successful, needs to increase healthconscious efforts to offset negative factors perceived with energy drink market.







| | Company Highlights | Company profile | April 1, 1987 | April 2002 | 2001 |
|--|-----------------------|-------------------------------|--|---|---|
| | | Key Competitive Advantages | First introduced energy drinks to the west Appealing brand image asstd. w/ sports Effective marketing strategy | Competitively priced energy drinkGood qualityAvailable at most retailers | · Competitively priced energy drink |
| | Market | Target Market | Athletes, young professionals, 18-34 yr olds | Male, 14-26 yr olds, athletes, gamers and party goers | 18-30 yr olds, male, party goers |
| | | Market Share | 24.9% / \$4,685,615,913* Dollar sales 2018 | 15.1% / \$4,192,281,599* Dollar sales 2018 | \$918,524,467* Dollar sales 2018 |
| | | Marketing strategy | Sponsors Sports eventsSponsors ~500 athletesHosts eventsRed Bull TV channel | Social media marketingSponsors extreme sportsCompetitively priced energy drink | Strong & consistent branding Associates heavily with entertainment, then sports Competitively priced energy drink |
| | Product | Products & Services | Energy drinks, media house | Energy drinks | Energy drinks |
| | | Pricing | \$2 / 8.4 oz. & \$3.50/16 oz. can | \$2 / 16 oz. can | \$1.50 / 16 oz. can |
| | | Distribution Channels | Gastronomy and retail | Retail grocery and specialty chains, wholesalers, club stores, drug chains, mass merchandisers, convenience chains, and the military | Colleges, universities, and cruise ships, vending machines and cold drink equipment. Currently available at all major gas station, grocery, and pharmacy chains |
| | SWOT Information | Strengths | Quality customer serviceGlobal scale market leadershipStrong & visionary leadershipSolid financial position | Strong brand identity / brand recognition Array of energy drinks for the health conscious Competitively priced | Pioneer of 16-ounce energy drink cans for the same two dollar price Distribution deal with Coca-Cola ensures availability |
| | | Weaknesses | Red Bull products considered to be unhealthy Expensive price Concentrated production facilities | Self-imposed limited marketing (only to those who follow extreme sports) Lack of traditional media marketing limits its product reach | Low visibility of flavor offeringsConsidered unhealthy |
| | | Opportunities | Enhancing nutritional aspects of beverages Increasing media presence via strategic collaborations Engaging in product diversification Increasing focus on Corporate social responsibility | Increase marketing towards female engagement Compete to capture Red Bulls market by being associated with various sporting events | Increase health-focused offerings Alcohol products |
| | | Threats | Negative health implications due to the consumption of Red Bull products Increase in marketing costs Further intensifying competition Lawsuits due to consumer health deterioration | Government regulations for control of quality and safety of the product Intense competition in energy drink market Increasing labor costs in the US could affect its overall costs and decrease margins | Negative health implications of caffeine amounts Government regulations for control of quality and safety of the product |

Takeaways:

Red Bull brings top quality content to its channels and has a strong customer rating because of it.

However, there are a lot of missed opportunities in the space of Personalization and has potential to convert Casual users to Active.







| Company | Category | Sports | Photo & Video Entertainment | Entertainment |
|---------|-------------------------|--|--|--|
| | App Release Date | 2010 | 2005 | 2007 |
| | Size | 179.9 MB | 183.8 MB | 80.8 MB |
| | Description | Stream recent & live events | Videos, Music & Live streams | Subscription service for TV episodes & Movies |
| | Key Features | Quality sports event contentLive streams | Explore new contentMusic, news and more | Original contentMovie and TV show varietyDownload content |
| Арр | Preview | Supplied and distinct of the supplied and su | Discover Preset, Sporins, gaming & music Stay Informed Bitch lists need & what's transling Amount transport time The state of the s | No commitments PACE Watch Watch Mind on the page. |
| | Personalization level | Low Create account Download featured videos | High Like/Dislike Follow Comment Customize profile Create a channel Get recommendations based on algorithm | Medium Create account Set preferences User profiles Get recommended content based on algorithm Like/Dislike Add to List |
| Market | Price | Free | Free & Paid | Paid |
| Market | Revenue model | Brand value promotion | Ads, Subscription | Subscription |
| | Customer Overall Rating | 4/5 | 4.5 / 5 | 4.5 / 5 |
| | | | | |

Homepage content

- · Visible logo at top center
- Search bar
- · No tag line
- · Action videos, vibrant imagery
- Bold font titles are centered at the page.
 Long scrolling, single pages

Navigation -

- Primary menu: visible & easy to interact with
- Clear labeling
- · Usual number of menu items
- search icon at top corner of pages

Accessibility

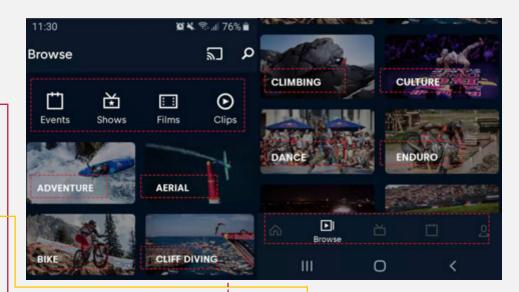
- · Quick site loading
- Contrast in text; light over dark background
- · easy to use on phone or tablet

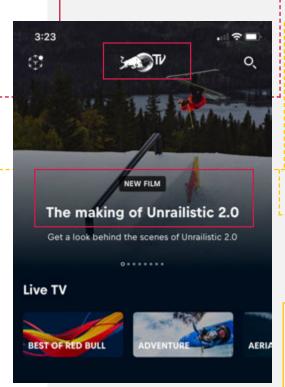
Visual Design -----

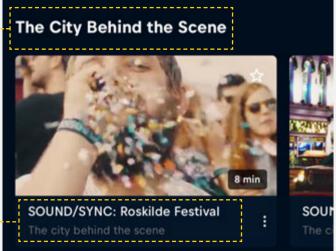
styles and colors are consistent images are dynamic & professional

Content Quality

- Consistent headings and hierarchy
- minimal 1-2 lines of text; scannable
- Content has a casual tone, not a lot of industry jargon







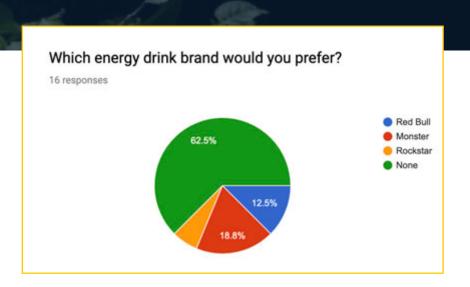
Features & Functionality

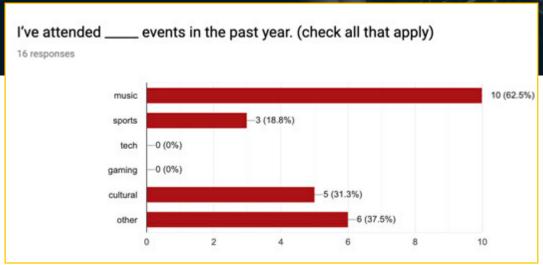
Bottom navigation and AR feature make app easier to use

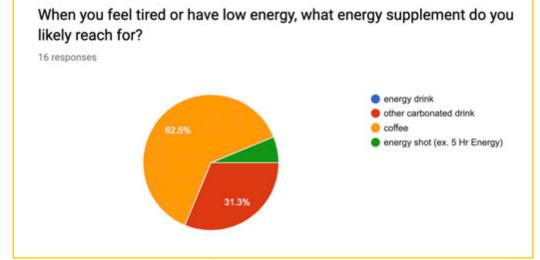


SUMMARY

Results showed two strong inclinations: [1] the majority of participants are **not energy drink consumers** and [2] had **a strong music event attendance within the past year.**







INTERVIEW GUIDE 01 COLLAGE

BACKGROUND

- How old are you?
- What sports do you like or enjoy playing?
- Which energy drink brand would you prefer?
- When you feel you have low-energy, tired, what food or drink do you reach for?
- How often do you feel the need for an energy supplement?
- How often are you on your phone?

HIGH-LEVEL

- Where do you typically see Red Bull in your daily life?
- What is the first thing that comes to mind with Red Bull?
- What emotions do you associate with Red Bull?
- What formed that impression for you?
- Are there particular experiences you recall?
- What aspects of that brand could you admire?
- How would you define AR/VR?
- Can you show me some AR/VR examples in your phone apps?
- Have you heard of the Red Bull TV app?
- What qualities of that brand would you say apply to your lifestyle?

DETAILED / SCENARIO VALIDATION

- What was the last 3 videos you streamed or watched?
- What do you like about streaming apps?
- Can you show me your top 5 apps?
- What are some pain points?
- What was the last app you deleted out of frustration over using it?
- What would you change?

The goal for this **Collage** activity is to look for patterns and themes within and across participant's collages, such as use or non-use of elements, placement, and relationship.

Considering my participants were neither Red Bull consumers or expressed particular interest in sports, my theme centered around the more universal Red Bull values they could identify with: **Strength**, **Speed**, **Aggressiveness**, **Vitality**, **Power**, **Courage**, **Perfection** and **Intellect**.

Provided materials

- Magazines
- Scissors
- Glue

- Sharpies
- Poster paper

Time 1 hour

Prompt

Choose a value that is most significant to you: Strength, Speed, Aggressiveness, Vitality, Power, Courage, Perfection and Intellect. What does this look like in your life?



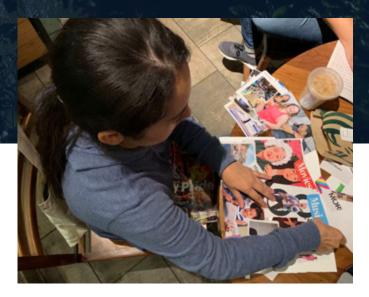
"I've always been impressed by gymnasts, figure skaters, dancers and the dedication it takes. They have to be coordinated, everything is singular and they have to be really in tune with themselves."

Value Courage Age 27 Occupation Retail Supervisor

ABOUT THE COLLAGE & WHAT MOTIVATES HER

"My 'collage' became organised around characteristics and some personalities I admire that represent courage. To me, what's pictured here requires some form of courage to do.

MIND MATTERS section: I added images of locations, because it takes some courage to go out and explore. Musicians like Britney Howard and Dan Auerbach: in general takes courage to be vulnerable to put their deepest emotions and thoughts into their art and out into the world. WORKING CLASS People who work with their hands/manual labor -I guess this is more admiration for their ability and stamina to work a job like that. RELATIONSHIPS A parent stepping up and doing their job, spending time with their kids, trying to build and have a good relationship, that's admirable."



ON HER FAVORITE SPORT

"Boxing. To me it's the most inspirational because it's one-on-one, only two people. And it's all technical, with what kind of punches they throw, the combinations- it's like dancing. There's so much more integrity in that sport. Not about tearing each other's face off, it's about respect for each other. That's what it's supposed to be."



"I haven't downloaded a new app in months.. It takes a lot for me to do it now. They just start taking up too much space."

Value Vitality Age 29 Occupation Medical Assistant

ABOUT THE COLLAGE & WHAT MOTIVATES HER

"My collage broadly represents Vitality coming from empowerment and bettering oneself and what that journey involves. For me getting to work with people from all walks of life and helping them gives me a feeling of purpose and empowerment.

It explores the ground where my personal and professional self/selves meet, the commonalities - that for transformation to happen first we imagine a future self, and then we create it."

ON ENERGY DRINKS

"I don't remember the first time I tried it or even what flavor it was, but it tasted terrible. And it made me jittery. There's so much sugar in it. I might as well have soda. Now, if I need a pick me up I'd take black tea or coffee over an energy drink."

"I've tried Red Bull but I don't remember the taste. I used to drink Monster energy every day like soda because it kicked in faster."

Value Strength & Courage

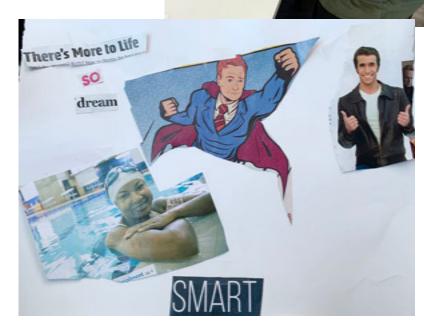
Age 31

Occupation Tax preparer



"I started by spending a lot of time sifting through magazines looking for images and words that I felt had a connection to Strength or Courage in relation to my life, identity, and what looked interesting... Creativity is not a strength for me so I had a slow start, but I felt some aspects of making the collage were taxing. The process was especially challenging due to the difficulty I had finding positive representations of black people in the magazines and papers provided and how that elicited a range of negative emotions about media representation of people of colour, our visibility but more often than not, our invisibility.

More magazine variety might have helped. But I wanted to make something that would at least tie back Somehow to strength or courage so I added some words and images about powering through situations and the Fonz, because I remember hearing about him a lot as a kid and he never lost his cool."



THE STUDENT

"At the moment, finishing my education is my priority, but I like going to football events with my friends on weekends as well as music events in the summer."

ABOUT

- Age 25
- Student at SMC, studying Social & Behavioral Science for 3 years
- Life and interests revolve around major, friends and music.
- My education comes first, but I like to attend music events and brand "experiences" in my free time.

MAIN GOALS

- Keeping energy and motivation up during the day to get my schoolwork done - and have time for fun activities.
- Find the time and resources to attend music or cultural events with my friends.

PAIN POINTS

- Keep up to date with upcoming events
- · Be more involved in Red Bull activities/media

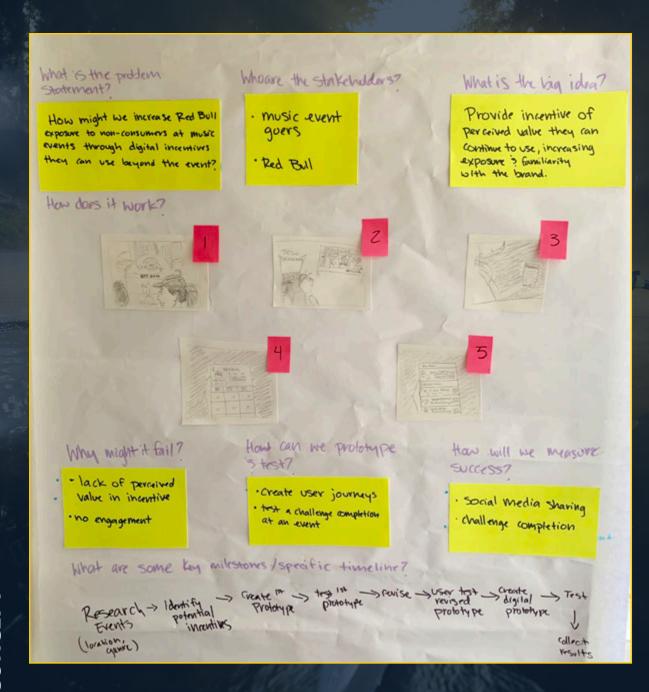
MOTIVATION

Hopes to use her Social & Behavioral Science education to be a medical social worker and give back to her community.





How Might We Increase Exposure to Non-Consumers at Music Events through Incentives?



This approach builds, starting with an easy and convenient freebie, then followed by small challenges for participants to complete within the venue aimed to engage them for longer. Ultimately, the next level involves downloading the app.

At this level, there would be a 'check-in' task to complete for a consecutive number of days to access more valuable prizes like tickets to events or even cash prizes.

Through steady exposure to the Red bull brand, it can become more relevant in the minds of participants in the future.

USER JOURNEY

At a Red Bull Music event, Peter, spots selfies posted with the event-specific filters feeding onto the large jumbotron above the crowd in the show area as they wait for the perfromance.

He notices a handle and opens up his Instagram and searching for **@RedBullMusic**.

After glancing around the page he spots a saved story with the hashtag he'd noticed before 'RBMChicago filter'. He swipes up at the story opening the filter, snaps, posts, and in a few seconds he delighted when he sees himself up on the jumbotron.

Later he's curious and goes back to the story. He swipes to the next story, swipes up and the link opens to scavenger hunt-like challenges he can complete on-site. He finds them simple and gets excited and does the first. He finds a QR code on his friend's merch cup and watches his points add up.

LET'S TALK ABOUT ATTENTION

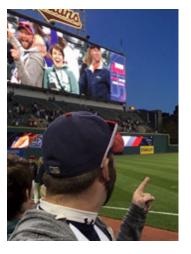
Last night, I was looking for this video and I open up the Youtube app and that's when I saw it again:

That 'TRY YOUTUBE PREMIUM FOR 90 DAYS' notification. It's a minor detail but becomes an annoyance when if it's consistent. That's NOT the type of attention we're trying to go for here.

Coming into this project with only superficial knowledge of Red Bull, I started with some Quantitative and Qualitative methods to evaluate the landscape of consumers.

Some insights from Quantitative & Qualitative interviews:

- At least 63% are not energy drink consumers
 - Don't download apps casually
 - Active music events goers
 - All active instagram users



I decided on a solution to build on users' existing social media habit to make this experience an easy transition to engage with. With future engagement in mind, this evolved into a Digital Rewards Point System that users can interact with at an event without initially needing the app.

Standing in the front of the stage with his friends at Red Bull Music Chicago, Peter glances up at the jumbotron above and catches a glimpse

of selfies with event themed filters are feeding in constantly. There's a handle **@RedBullMusic** so he follows through to Instagram to find what it's about.

He gets to the account and quickly spots a Red Bull's stories named RB Chicago Music Filter in their stories. He taps is, swipes up to use the filter, posts and shares to see his selfie up on the jumbortron in a few seconds. He's delighted.

The show hasn't started so he goes back to the stories to see what else he could find. As he taps through, the next story shows digital stickers and other digital incentive prizes. The set starts in 15min so he swipes up to see list of seeminlgy simple challenges and tries taps through to scan and complete the first QR code task.

With the challenge of a lack of engagement with the general genre of the brand, the next feasible step was to try to create a positive association and familiarity with the brand and new audiences.

Users could **easily and conveniently** interact with Red Bull Music at live events and **Access Digital Incentives Through their Existing Instagram Accounts, Without Needing to Immediately Commit to Downloading an App.**

Red Bull Instagram Stories can be an access point for users to unlock more these incentives through completion of a challenges themed around festival landmark discovery and interactions.

Finding a way to Prolong Brand Exposure to Non-users is an Opportunity to Bring Attention to the brand -without becoming a nuisance- and Establish a Positive Association with a potential audience -that otherwise wouldn't exist.

Some efforts that have boosted awareness for similar efforts for companies like Pepsi and Mercedes include:

- Partnership with Instagram
- Celebrity promo
- Billboards
- TV spots
- Short films



* Feedback notes on pitch

- Start with talking about attention as the focus, in order to grasp the intro.
- Connect the intro to the end of the story
- Talk about how users respond to incentives. Would they engage?
- End with how this would change/ engage users
- Work on matching Red Bull Chicago branding
- Show incentives
- Explain solution through user journey

- PREVIOUS FEEDBACK

HOW HAS THE PROJECT EVOLVED?

By the end of the Research phase, the focus shifted from trying to reach to them through red bull values by personalizaton to focusing on finding ways to prolong exposure through engagement.

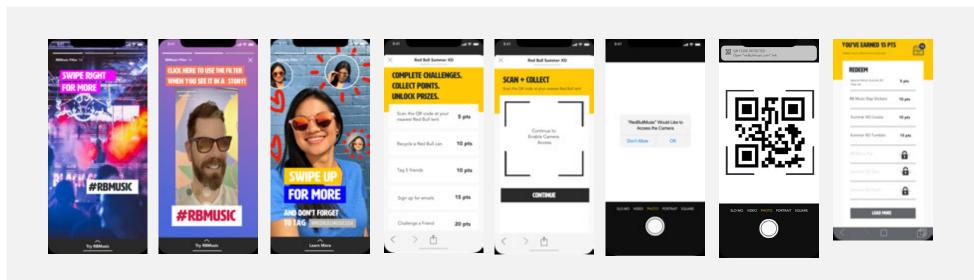
This was a potential opportunity for a new audience to form a positive connection to the Red Bull brand that they otherwise would not have much association with at all. I discovered that they would be more open to the idea if it involved incentives, so the challenge narrowed:

How might we Increase Exposure to Non-Consumers at Music Events through Incentives?

Participants were not interested in Red Bull or particularly interested in sports, and were not willing to download an app but did mention they used Instagram and Snapchat filters regularly.

I created a user flow with convenience in mind for my participants that could integrate into activities they were in the habit of doing. Some played video games so I tried to gamify this experience and created a prototype flow that would allow them an easy first freebie, then offer them more in exchange for more engagement.

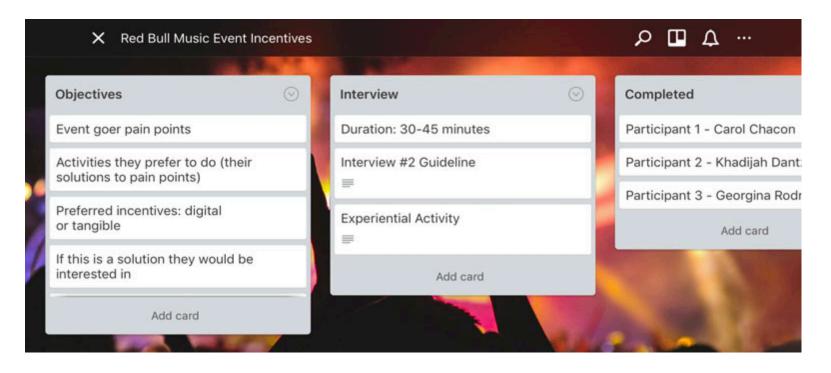
The first freebie is a filter users can post and share to a jumbotron at the festival where everyone could see. The second level involves participants completing simple tasks to earn points and redeem for more valuable digital incentives.



INTERVIEW + EXPERIENCE PROTOTYPING

Active participation in design through subjective engagement with the prototype system will give behavioral insight into how a user will interact with it, reveal any difficulty in use and will allow user's to voice their comments and concerns as they navigate. This research section focuses on identifying objective points listed below.

PART 02 Management Tool - Trello



BACKGROUND

- How old are you?
- How often do you attend music events?
- Do you go with your friends?
- What kind of music is your favorite live?
- Do you drink?
- What drink do you typically get?

HIGH-LEVEL

 Besides seeing your favorite artist play live, what is another part of the experience you enjoy about a live event?

- What is something you can't stand at concerts?
- What are your thoughts on the quote: "Pics, or it didn't happen."?
- Look back through your camera roll for photos of the last music event you went to. You don't have to show me.
 What did you photograph?
- Do you go for free merchandise if it's given?
- Why did you download the last app you did?
- How likely are you to not use a freebie if you don't care about the brand that's sponsoring it?
- What phone do you have?
- Which issue interests you the most: Education, Employment, Environment, Sustainability, Health and Wellness?

DETAILED / SCENARIO VALIDATION

- Tell me about the best concert you've ever been to.
- Now tell me about the worst experience you've had a show.
- What are some things you tend to do when you're waiting in the standing area while your friends get drinks?
- How do you feel about having the ability to tap into challenges to win prizes during an event?

ACTIVITY

The objective for **Experience Prototyping** is to collect observations and feedback from active user participation and engagement with the prototype to use for future iterations.

What will be gained from this part of the research

- Prototype Ease of Use
- People's pain poins at music events
- Activities they prefer to do (solutions to

pain points)

- Preferred incentives: digital or tangible.
- If this is a solution they would be interested in.
- Social issue that interests them the most (Education, employment,

environment, sustainability, health and wellness.)

- What convinces them to download an app
- Device most used

Procedure

- 1. Hand user the prototype. Allow them to explore and think aloud as they discover it.
- 2. Ask them to explore the app. Uncover any difficulty in usage.
- 3. Have them complete one task
- to unlock an incentive.
- 4. Ask them to complete a second task.
- 5. Record their feedback on experience, suggestions, pain points; If they've engaged

like this before and their experience with it, At what part of the event do they reach for their phone more often, etc. "I don't like that [netflix app] tries to force you to be interested in content [by changing movie poster/thumbnail]. It's like forcing for attention."

Interview Insights

How likely are you to not use a freebie if youre against the brand that's sponsoring it, even if it's useful? **Probably yes because I feel bad throwing it away.** Only in private not in public.

What are your favorite kinds of freebies at events? **Useful ones.** What phone do you have? **iPhone 6.**

The worst experience you've had at a show? Not being able to see and being squished between people, or when a fight broke out at the Liam Gallagher show.

What are some things you tend to do when you're waiting in the standing area while your friends get drinks? Trying to clear up space in my phone for photos. Looking at set lists.

How do you feel about having the ability to tap into challenges to win prizes during an event? Having a scavenger hunt to tap into, is it cool or interesting? **Through my phone? Yeah.**

What kinda prizes would you envision of getting? I'd assume it'd be some kind of unlocking to a new level or a new ability to take a shortcut. Like getting new moves. It keeps you going and playing the game more. Points unlocking stuff.

Let's say there's a giveaway for a set of free AR filters but there is also an option to complete an extra easy challenge to get free merchandise. How would you choose? **Probably merchandise. Useful, practical stuff. Pens, tote bags, T shirts, lanyards.**



Age 27
Occupation Retail Supervisor

"I would be the one to scroll up to see 'More' [on prorotype 'featured incentives' page]. What can I get that is worth my time?"

Testing Insights

Would you be interested in challenges like these to redeem for prizes? "Signing up for emails, that's easy. About recycling a can, I don't think I would do that. I wouldn't be drinking Red Bull. But the other 4 tasks, I would. They're easy. I think by the bathroom or near a line would be a good spot to put a QR codes."

What are your general thoughts on the prototype idea?

"The only thing I see as a problem is how would people know where and what to click? Because it doesn't give instruction or buttons. It needs something to help someone navigate. It needs some type of direction for someone to understand what someone's supposed to click to know what's next."

What are some ways you've redeemed a prize before? "Scratchers. I like them because they're fun and not so drawn out."

Let's say there's a giveaway for a set of free AR filters but there is also an option to complete an extra easy challenge to get free merchandise. How would you choose? "I prefer digital incentives because I can have them right away,"

Fisquestion 1

Age 30 **Occupation** Office Manager

"I would download an app if you could use it [the point system] for other events. But not if it's exclusively for Red Bull events."

Testing Insights

Would you be interested in challenges like these to redeem for prizes?

"Taking a photo of the band or something in the venue and comment on

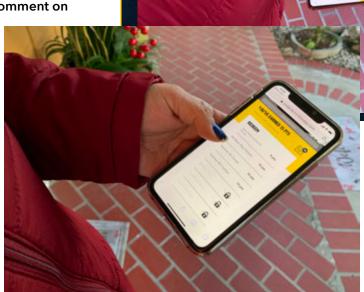
it or tagging, placing QRs in the merchandise booth or areas that you would visit anyway like food or drinks that you know you will probably be around. Someplace that's convenient and accessible. The ticket booth, a certain entrance #, the bathrooms?"

What kinds of prizes would you be interested in? "Drinks, tickets, food, music downloads of the bands that you're there to see. Vouchers. It would keep people, at least me, motivated to do things."

What phone do you own? "iphone xr"

Let's say there's a giveaway for a set of free AR filters but there is also an option to complete an extra easy challenge to get free merchandise. How would you choose? "I'd take rather the merchandise."

How likely are you to not use a freebie if youre against the brand that's sponsoring it, even if it's useful? "I don't use them."



Age 29 **Occupation** Office Manager

SUMMARY

Throughout 15 weeks, research into Red Bull revealed the expansive quantity of projects, causes and sponsorships the company overheads and its leading advantage in the market branch. After rounds of conducting quantitative and qualitative research with various people, a very specific problem emerged:

How Might We Increase Exposure to Non-Consumers at Music Events through incentives?

The solution evolved into gamified challenges aimed to attract non-consumers with something entertaining -and not necessarily what the brand is known for. Participants revealed incentives were a motivating factor and would give them reason to come back. With the constraints set by the Red Bull stakeholders during the concept approval round, the concept started to take shape in the form digital rewards point system.

One of my biggest challenges was finding a way to create a system that could keep track of points without users needing to create accounts -something participants stated they clearly disliked. Through further secondary research I found a solution that only required their phone number to sign up and get text updates on their balance as they completed more tasks.

I envision the next step to be a level-up where participants can win more valuable prizes -event tickets, cash prizes. By downloading the Red Bull TV app, creating an account and completing daily check-ins, this could be a most effective method: increasing chances of winning, exposure, and interest.



Research was focused on identifying pain points around live events and apps as well as non-users' preferred types of incentives. It revealed that users preferred seeing incentives beforehand and would be open to downloading an app like this if it could be used for across events. Participants also admitted they didn't like it when products or services forced their attention.

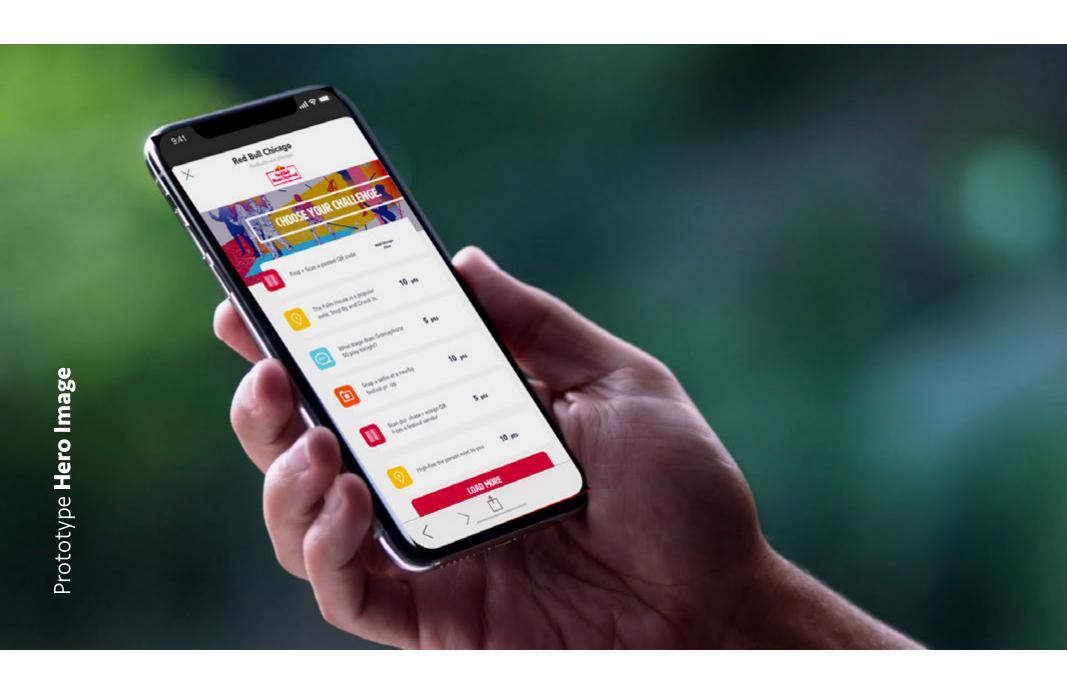
PROTOTYPE DESCRIPTION

Attracting non-consumers of Red Bull at live events through digital challenges & incentives to prolong brand exposure via the Instagram platform.



INSIGHTS + HEADSHOT

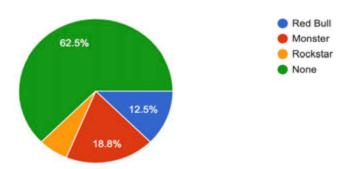
- Users won't download apps casually
- Motivated by incentives, even if not interested in brand
- Don't like their attention forced towards content





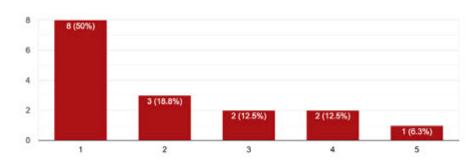
Which energy drink brand would you prefer?

16 responses



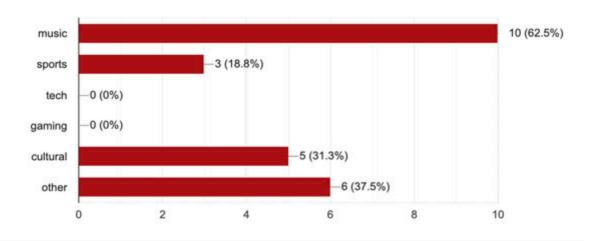
Do you like the ability to integrate your Google or Facebook account when creating new accounts?

16 responses



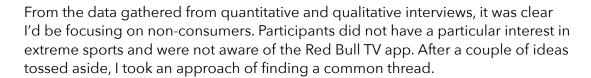
I've attended _____ events in the past year. (check all that apply)

16 responses



Survey Results



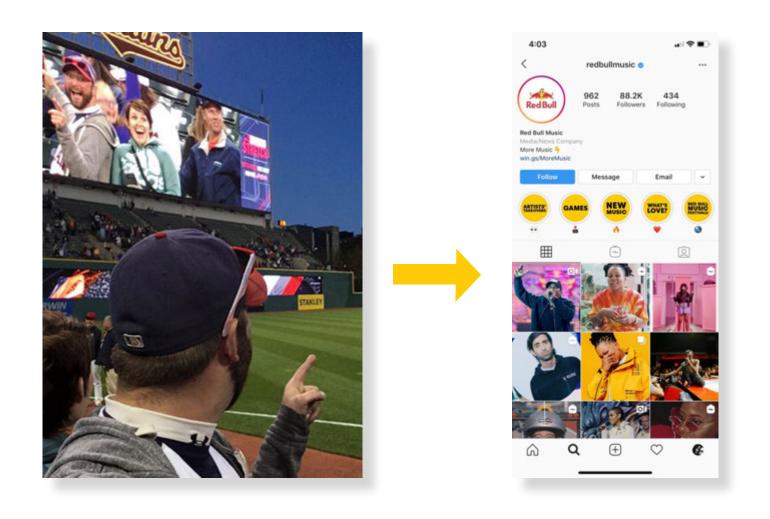


Here is where I found that many of my participants had some common interests I could work with: active live music event attendees, all Instagram users, and not one was interested in downloading a new app. The solution evolved into a digital rewards point sytem.





Participatory Interviews



Participatory Interviews

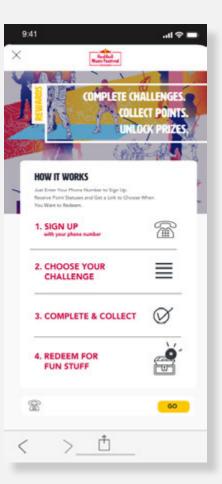
Part 01 Hook





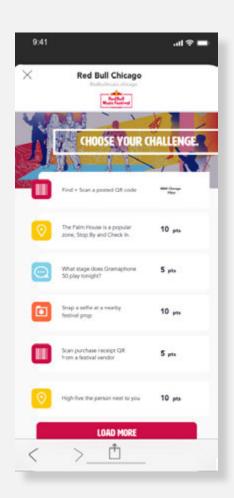
The feedback I got from prototype testing was that navigation needed some instruction. Participants wanted to see the incentives before they committed to doing any tasks. They thought the tasks were easy enough and they would do them.

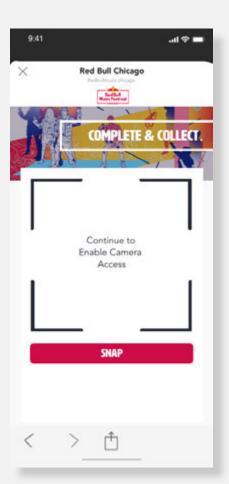




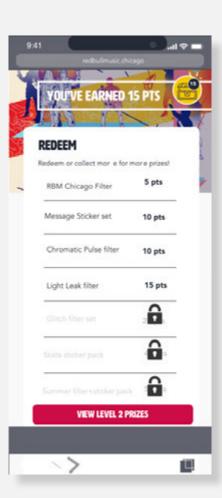
Prototyping a Rewards System

I didn't get enough feedback surrounding social causes I could theme the tasks around, so I went back into the previous qualitative research and found that my users were concerned with inclusivity. I centered my tasks around discovery and inclusivity in hopes that in exploring users may have a chance to interact over the challenges.





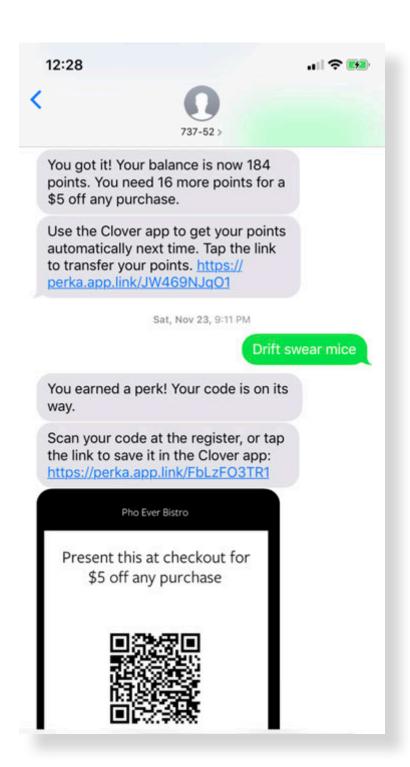


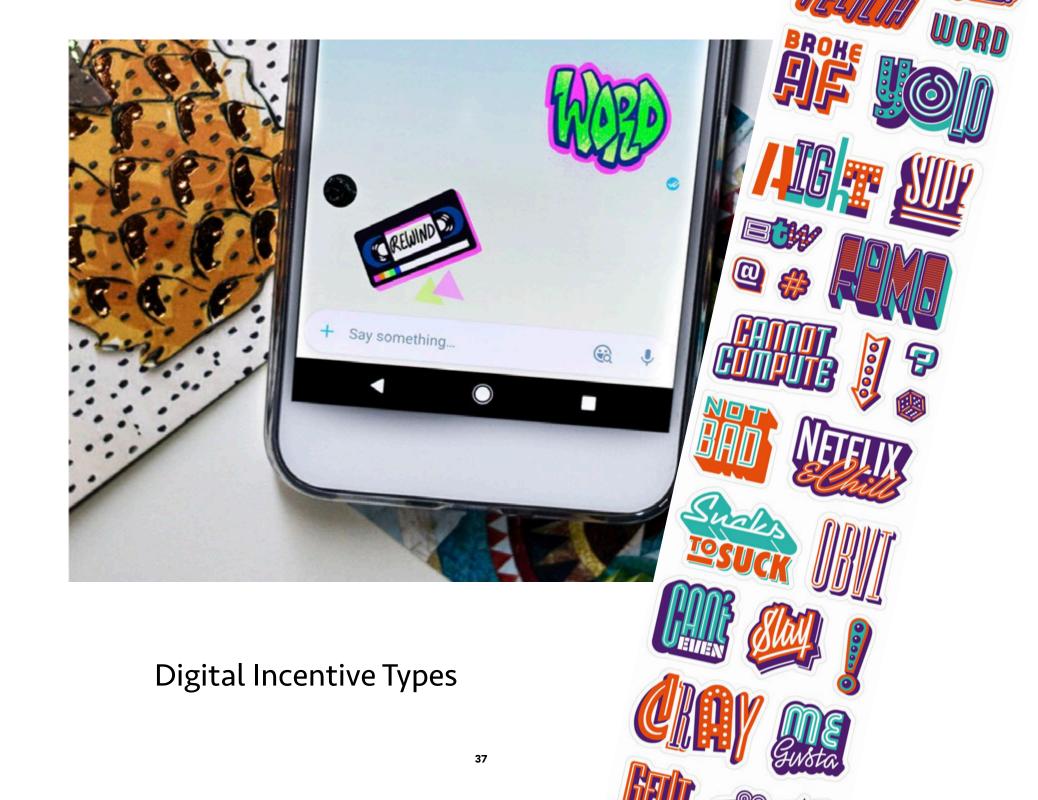


Prototyping a Rewards System

Redeem Later?

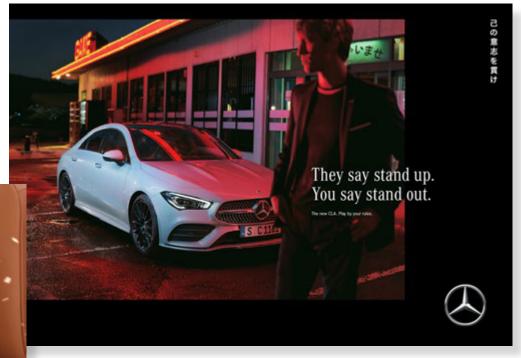
It was a challenge for two main reasons: how could this be gamified and engaging if there was no way to keep track of returning users? The simplest solution was to sign up with phone numbers.





Prolonging Brand Exposure to Non-users is an Opportunity to Establish a Positive Association

Recommendations







Insight Benefits to Business

