

Red Bull, the leading power drink manufacturer in Belgium wants to extend its product line and is considering the launch of a special recipe of the classic Red Bull that is specifically manufactured to be consumed by children. The product has not been launched in other markets and Red Bull believes that Belgium is an ideal deployment site also for testing its new concept.



Red Bull for Kids

Concept

The new product will most likely be sold in the classic 'Red Bull' can, under a new Red Bull name, with some new features:

- It will contain significantly less sugar,
- A number of chemicals will be replaced or omitted for taste fixing, giving a smoother (less oxide) taste
- The final mix of the formula is based on a decaffeinated process that uses other natural stimulants

Your task is to draft a brief marketing plan covering the major marketing aspects and considerations for the new product.

Recommendations

- You can use fictional/hypothetical data (make sure that they are realistic) or real (e.g. from the internet) if needed. You can also indicate the information that you would like to have.
- Structure/design your plan effectively and make sure that the elements you choose to put in are important.
- Balance your time well as to avoid unnecessary details and be sure you touch the key points.
- Be specific and precise.

Good luck