

UNLEASH THE INFINITE



APEX

From

Red Bull



NEW BRAND DEVELOPMENT

GEAR FOR FREERUNNING, PARKOUR, AND CALISTHENICS. DURABILITY, FLEXIBILITY, URBAN STEALTH. ENGINEERED FOR THE VERTICAL LIMIT.

HOW IS THE BRAND APPEALING TO THE MARKET

FUNCTIONAL SUPERIORITY & ELITE IDENTITY: BACKED BY RED BULL'S AUTHENTICITY AND CUTTING-EDGE ATHLETE-ENGINEERED TECHNOLOGY FOR URBAN ACTION AND RACING SPORTS. WEARING APEX SIGNIFIES EXCLUSIVITY WITHIN THE HIGH-PERFORMANCE TIER OF THESE SPORTS.

MARKETING MIX

TACTICAL LAUNCH: PREMIUM-PRICED SPECIALIZED GEAR (FOOTWEAR, APPAREL) FOCUSED ON MOBILITY, IMPACT RESISTANCE, AND DURABILITY. STRATEGY: D2C/EVENT SALES, PROMOTED EXCLUSIVELY THROUGH BRANDED ENTERTAINMENT CONTENT SHOWCASING EXTREME PARKOUR FEATS

CONCLUSION

FUTURE VISION: LEVERAGE RED BULL EQUITY AND CONTENT TO ESTABLISH THE DEFINITIVE PERFORMANCE STANDARD FOR URBAN ACTION SPORTS GEAR. GOAL & ACTION: GROW FREERUNNING INTO A GLOBAL SPORT; SECURE FUNDING FOR "APEX ART OF MOTION" AND "GRIP-TECH" PATENT.