

CSR Red Bull

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Impact of Corporate and Social Responsibility in the marketing of Motorsport

Stylistics I will be discussing how Red Bull, a very well-known Motorsports company uses Corporate and Social responsibility in their business and how it puts an impact on them.

Red bull, commonly known as the energy drink is as well a company that sponsors a lot of different sports/activities in the motorsports industry. Corporate and social responsibility (CSR) is simply a way for companies like Red Bull to take responsibility for the social and environmental impacts of their business operations. Red Bull is hugely involved in the marketing industry, mostly through their energy drink but they now sell a big range of different clothing and most importantly different motorsport merchandise. CSR is very important to companies as it's a way to connect with their customers. One primary Focus of CSR in companies is the environment, with Red Bull being such a big company and with fans and customers worldwide, environmental impact is going to be crucial for any company of any size as they must adapt their product to be environmentally friendly products. 'In today's business world environmental issues plays an important role in marketing. All most all the governments are **Citation Needed** have concerned about green marketing activities that they have attempted to regulate them. Many people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Generally, terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing'. This evidence shows important it is for businesses to be as green as possible or in other words be as environmentally friendly as they can with their products and advertisements. Customers that are buying their products seem to be more interested into buying products that are more environmentally friendly as they do not harm the earth and it helps reduce the effect of global warming. A lot of businesses have said that making their product environmentally friendly doesn't make the product as useful as it should. But due to most government's around the world having concerns for business not having enough 'Green' products, businesses haven't had much of a choice but to make their product as friendly as possible. In some cases, businesses have falsely advertised their product by saying how it benefits global warming and how it's useful in the Green marketing industry. Red Bull have been around for over 30 years and about 15 years in the motorsports industry, as they are a big company w **Stylistics** well-known around the world, they have to make their business grow by showing that they are an environmentally friendly business, not only through their energy drink but as well in the motorsport industry. Red Bull is hugely involved with formula 1, and they have had to investigate how they will make their car as fuel efficient as possible to reduce global warming. In 2014 new regulations came into Formula 1 which said they must make their car as 'Environmentally relevant' and as 'Green' as possible.

Red Bull has a slogan saying 'It gives you wings' there isn't much of a meaning to this slogan it's just another way people know Red Bull. The product is strongly marketed through advertising, tournament sponsorship, sports team ownerships, celebrity endorsements, and with its record label. Red bull has a big social responsibility around the world as they sponsor so many sports. Businesses can also practice social responsibility by donating money, products or services to social causes. Larger companies tend to have a lot of resources that can benefit charities and local community programs. They started a charity around 10 years ago called wings for life, this charity I aimed towards people with spinal cord injury that want to take part in sports. Over the last 10 years this charity has proven to be successful as they managed to get 12 countries involved in the charity and managed to get over 20,000 people involved with the charity. Red Bull now have started to host a different variety of events that gets the Fans of Red Bull involved and it's another way of getting across to more people. An event called Red Bull soapbox is an event that has been ongoing for nearly 4 years now and over the years it has become more popular with the fans as it gets them more involved with Red Bull. 'a fun event for the whole family. Build your own race car into whatever the hell you want it to be and fly downhill! One very cool part about this race is it is completely free to attend and participate! Just build your machine and you're ready to go. Winning is not just about the race you are also judged on creativity so have some fun and go all out with this one'. This evidence clearly shows it's an event aimed for all age groups and any gender and it can be classified as a family day out as well, with participating being free you can imagine that a lot of people will be wanting to take part in the race. Putting motorsports to 1 side, they also do music festival once a year which is specifically made for Red Bull fans. The main purpose of the festival is to try and

connect Red Bull fans around the world by getting them all together and to get to know each other through their love of Red Bull. With Red Bull doing events that are suitable for anyone to take part in, this is where volunteering becomes useful. 'Attending volunteer events says a lot about a company's sincerity. By doing good deeds without expecting anything in return, companies can express their concern for specific issues and support for certain organizations'. Being a volunteer can be very beneficial to you and it goes a long way towards creating a healthy community, it's a way of learning new things and gaining new experiences. Volunteering might sound very boring and pointless to a lot of people but being a volunteer itself can create a lot of benefit to you and could be something very useful to someone in years to come. In a company's point of view, volunteering is really important especially in Red Bull, if people weren't willing to volunteer in events held by Red Bull, Red Bull wouldn't be near as big as they are now, as volunteering is known to be one of the best ways to connect with other people and other businesses etc.

Social responsibility is also a way for companies to give back to their local community. Motorsports is a fantastic and engaging way to get people interested in road safety, team work, Good quality of work, maths and physics of the engineering work.

Race Tracks

Race tracks are safer than roads because everyone is going around in the same direction and is full of respect for other drivers. The open nature of a formula 1 car removes the false sense of security many car drivers feel. Most road accidents are caused by one or more parties driving far too fast, with far too much confidence in their limited ability. Motorsports make it crystal clear that while speed is fun and exhilarating, there is more to it than simply driving fast. Picking your braking point, when to turn in, how much speed to carry into a corner, which line to take, when to get back on the power - so many things to think about.

Team Work

Racing teams rely on team work. While the driver is the focus, without someone getting the kart to the track, the engine builder making sure it runs to the maximum and the mechanic making sure it is set up correctly - both for performance and everything is bolted on. When all the different people are working in sync, the magic really happens.

Quality of work

motorsport quality work is essential. Work can cause - literally - the wheels to come off. Not something you want happening at 55mph the driver only 5cm above the ground.

Working in a logical order is also very important. In kart racing we are looking to improve the driver's kart so they can go faster. We are only expecting one to two tenths of a second off the lap time. Changes have been made in a logical way and are data driven.

Maths

Motorsports is the ideal place to teach maths. From being to instantly calculate the delta between two lap times, to doing the same with weights and fuel loads. Gearing ratios are also something that you need to be able to get your head around.

These are the 4 main reasons why Social responsibility is so important in a business, especially from Red Bull racing's point of view. They all become very important when it comes to helping the environment. Over the last several years Red Bull has proven to be beneficial through social responsibility due to being Environmentally friendly through their energy drink. Red Bull will always be commonly known through their energy drink as that how the company started in the first place 30 years ago, their business started being socially responsible through their drink by making their can 100% recyclable and by using smart transport which uses less CO₂ emissions. Being a socially responsible company can bolster a company's image and build its brand. The public perception of a company is critical to customer and shareholder confidence in the

company. By projecting a positive image, a company can make a name for itself for not only being financially profitable, but socially conscious as well. Also, by being active in the community, a company's employees are engaging with potential customers and in doing so, indirectly marketing the company in the process. Building relationships with customers is the cornerstone of a successful company and having a social responsibility policy can impact the buying decisions of customers. Some customers are willing to pay more for a product if they know a portion of the profit is going to worthy cause. Also, if a company is active in the local community – for example, a bank that offers loans to low-income families – the company will be viewed positively by the community and perhaps boost the company's sales as a result. In short, building a positive relationship with customers and their communities can lead to increased sales and rising profits.

Red Bulls corporate and social responsibility lives up to its mission statement by providing superior services efficiently while maintaining a leadership position in the motorsports industry.

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FINAL GRADE

25/100

GENERAL COMMENTS

Instructor

Lack of research and limited use of credible, reliable sources demonstrated.

Very limited understanding of CSR. Report doesn't even offer a definition of CSR. No Marketing context.

Largely descriptive. Lots of unsubstantiated anecdotal arguments with no use of referencing or citations.

Satisfactory structure and presentation.

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Additional Comment

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Citation Needed

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Unreliable source

Whilst this is quite useful for a general knowledge of the subject, it's not a credible source to reference.