
Red Bull X-Fighters, Commercial Strategy

— case study





Just a thought;
Red Bull X-Fighters,
commercial strategy

Where we've delivered it...

Red Bull X-Fighters Commercial Strategy

Red Bull invited us to create additional revenue opportunities and maximise income from existing revenue streams for the X-Fighters event at Battersea Power Station, London.

In doing so, we:

- Revised the ticketing price structure for the event and facilitated a new contract with Ticketmaster;
- Developed the strategy for a new ticketed qualifying event;
- Secured a hotel partner for the event;
- Brought on-board hospitality sales agencies and drove the wider hospitality strategy;
- Assisted the team with their merchandising strategy; and
- Introduced Red Bull to numerous potential commercial sponsors and partners for future events

Our work allowed Red Bull to realise tangible financial benefits, whilst delivering an event which was well received by the industry and engaged the public.

We also contributed to a shift in thinking amongst the Red Bull UK events team which has helped them to identify and develop on-going commercial opportunities.

As with all our commercial strategy work we were able to underpin our creative ideas with robust financial projections and an intimate understanding of how to take a strategy and make it work using strong partnerships.



Thank you, Why Not get in touch:

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