nhow
MILANO



SUCCESS STORY · RED BULL × NHOW MILANO

nhow Milano, the preferred location for *unconventional* events

Red Bull partnered with nhow Milano to launch its new range of premium organic sodas

CLIENT NAME
Red Bull

INDUSTRY
Beverage

LOCATION
Italy, Milano, nhow Milano

EVENT TYPE
Celebration party and product launch

SIZE AND REACH
About 800 guests enjoyed an extravagant night at nhow Milano to welcome the Milano Design Week and try the new sodas by Red Bull.

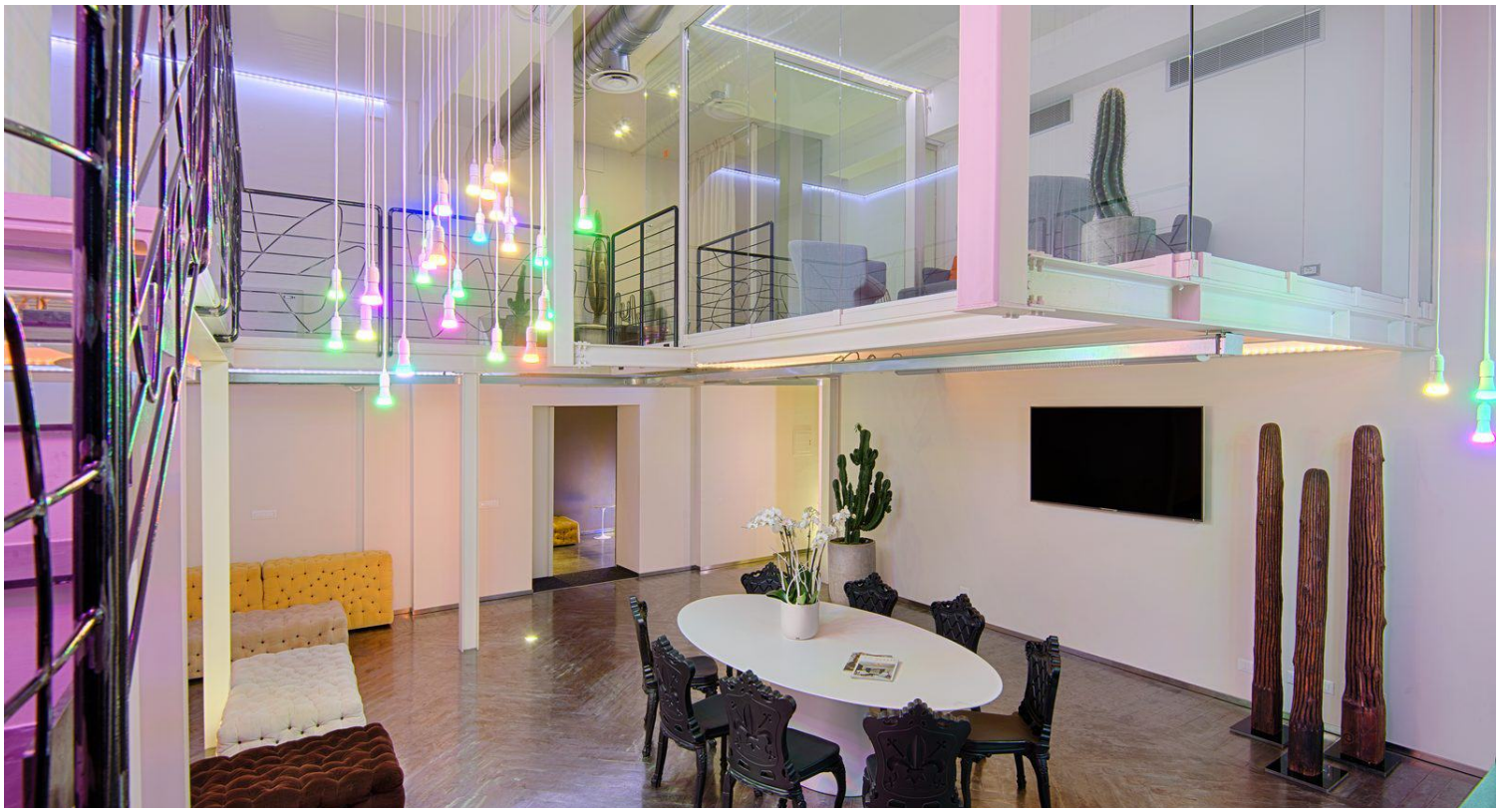
THE CHALLENGE

Red Bull desired to organize its launch event for presenting the Organics by Red Bull (a four-SKU line of premium organic sodas made with natural ingredients) during the Milano Design Week 2018.

Milano, in this period, is usually full of events and for a brand it's very hard to be effective and catch the attention of its audience when organizing an event in such a "hot" week.

The challenge for Red Bull was both to find the right location for hosting this important product launch and to have a strong partner able to support the brand in promotion and visibility.

Red Bull was searching for a stunning space, in the center of Tortona District (cornerstone of the Milano Design Week) and capable to present in a creative and surprising way the new range of its organic sodas.





THE SOLUTION

On April 17th 2018 nhow Milano successfully hosted the Red Bull event! Inspired by Alice in Wonderland, Eyes Wide Shut and Drag Queen world, the overall Milano Design Week Opening Party by nhow Milano was a mix of incredible surprises, partnerships and experiences, wherein Red Bull had the role of a protagonist. Guests had the chance to try the new sodas at two unique spaces: nhow Loft and Penthouse.

nhow Loft was completely set up with synthetic grass, green furniture and an open bar for selected attendees, while a special band played engaging music at the mezzanine. Then, guests were invited to enjoy the #noentrance Party: they had to follow a costume dwarf who brought them at the 4th floor, to the legendary Penthouse. A super-bright Red Bull Bar welcomed them together with dancing Drag Queens, secret DJ set and unconventional costume characters!







RESULTS

Red Bull was enthusiastic about the overall event! Especially about the great opportunity to give a preview of its novelties inside the particular and curious spaces by nhow Milano!

"nhow Milano is a trusted partner from many years. It offers many possibilities in terms of meeting & events organization, always creating the right mood! This time, nhow Milano exceeded our expectations: the overall atmosphere inspired by a surreal world, its spacious and eclectic locations, and its high-quality services demonstrated once again the potential of this hotel and gave to our guests a real feeling of an extraordinary experience signed by Red Bull!"

DANIELE CAPPARELLA · RED BULL COUNTRY ON PREMISE MANAGER

"Even the location represents a great hook to intrigue your guests when organizing a product launch: Loft and Penthouse were really an incredible added value to our event."

DANIELE CAPPARELLA · RED BULL COUNTRY ON PREMISE MANAGER





ABOUT RED BULL

Inspired by functional drinks from the Far East, Austrian businessman founded Red Bull in the mid 1980's. He created the formula of Red Bull Energy Drink and developed the unique marketing concept of Red Bull. In 1987, on April 1, Red Bull Energy Drink was sold for the very first time in its home market Austria. This was not only the launch of a completely new product, in fact it was the birth of a totally new product category. Today Red Bull is available in 171 countries and over 68 billion cans of Red Bull have been consumed so far. Red Bull has the highest market share of any energy drink in the world.

A total of 6.302 billion cans of Red Bull were sold worldwide in 2017, representing an increase of 4.0% against an already very successful 2016. Taking into account price fluctuations, company turnover even witnessed a 4.2% increase from EUR 6.029 billion to EUR 6.282 billion. In terms of sales, revenues, productivity and operating profit, the figures were up once again and represent the best in the company's history so far. The main reasons for such positive figures include outstanding sales in the Red Bull markets in Turkey (+34%), India (+15%), The Netherlands (+15%), Northern Europe (+13%) and the UK (+13%), combined with extremely efficient cost management and ongoing brand investment. Red Bull's marketing arsenal also includes multiple sports team ownerships (Formula One teams Red Bull Racing and Scuderia Toro Rosso, football clubs RB Leipzig, FC Red Bull Salzburg, FC Liefering, Red Bull Brasil and New York Red Bulls), celebrity endorsements, and music, through its record label Red Bull Records.

WWW.REDBULL.COM

ABOUT MINOR HOTELS

Minor Hotels is a global hospitality leader with a network of more than 660 hotels across six continents. We drive growth through 12 diverse hotel brands – Anantara, Elewana, The Wolseley, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks and iStay – and a portfolio of related hospitality businesses. Driven by our entrepreneurial spirit, we create better brands, businesses and partnerships by always focusing on what matters most to our guests, our team members and our partners.

Minor Hotels is part of publicly listed Minor International (MINT) – one of the largest hospitality and leisure companies in the world.

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