
Annotated Bibliography

About this Document

This document presents an annotated bibliography in support of a research paper centering on the semiotics of *RedBull* and the advertising associated with the company and its great success.

The format of each entry is unconventional, but does adhere to a fairly well-defined syntax, which can be readily understood by abstracting from the various entries.

The Bibliography

1. (T) How Red Bull Dominates the US Energy Drink Market (A) Shawn **Kong** (P) bettermarketing.pub (D) 2020

This article explains the marketing strategies behind the brand *RedBull* and includes the history and background behind the brand as well as providing reasoning for why *RedBull* is so popular and iconic. This article describes the ideas and inspiration behind the marketing of *RedBull* and why it is so popular.
<https://bettermarketing.pub/how-red-bull-dominates-the-us-energy-drink-market-eb9543f1f659>

2. (T)THE SEMIOTIC STUDY BEHIND RED BULL ADVERTISING (A) khalil **bejjani** (P) Prezi (D) 2016

This article provides a slideshow that dives into the marketing strategies of the brand, while giving a history of the founders of the company and why they were able to be so successful throughout all of these years.
<https://prezi.com/af0juaecnvxz/the-semiotic-study-behind-red-bull-advertising/?frame=faf9a48af550554817459acc7db9749e7979b625>

3. (T) Why This Energy Drink Poster Targeting College Students Is Red Bull\$#! (A) Sarah Ketchen **Lipson** (P) Huffpost (D) 2017

This article relates to why *RedBull* is marketed towards college students and includes relevant information about their marketing towards younger people. I found this article interesting when writing my paper because it is about college students like myself and the psychology behind the marketing and how it is effective towards people like myself.
https://www.huffpost.com/entry/red-bull-why-college-stud_b_8118916

4. (T) Red Bull Logo Design – History, Meaning and Evolution (A) Victoria **Maybach** (P) Turbologoblog (D) 2019

This blog is useful for my paper because it dives into the history and development of the *RedBull* logo which is a major factor when researching the semiotics of the brand and its marketing. This article provides a history of the logo which plays a major role in the brand itself and references why it is “eye-catching” and so known world-wide.

<https://turbologo.com/articles/red-bull-logo/>

5. (T)The semiotics of branding (A) Adam **Hedley** (P) Tilt Brand Insights (D) 2019

This article provides a general understanding of semiotics and how they can be incorporated within branding and how they can be used to make a brand successful. This article was useful to me because it gave me a better understanding behind the reasoning of *RedBull's* marketing and how semiotics are used in order to further the brand and make it more known across the globe.

<https://medium.com/tilt-brand-insights/the-semiotics-of-branding-568cc32dbf99>

6. (T) Chugging batteries? - A semiotic analysis of Red Bull and the concept of transferable energy (A) Yuka **Murakami** (P) Medium.com (D) 2020

This article references the design and logo of the brand while describing how semiotics are used in order to give the consumer energy and excitement when either viewing or drinking *RedBull*. Whether it is the font used, the colors and design of the logo, or the general shape and design of the can, semiotics are used in so many ways, so this article will be helpful in writing my paper because it will help to identify the significance and usage of semiotics throughout the brand and its marketing.

<https://yukamrk.medium.com/chugging-batteries-a-semiotic-analysis-of-red-bull-and-the-concept-of-transferable-energy-f897e8b7cd87>

7. (T) The semiotics of colour (A) Mario Van Der **Meulen** (P) Foolproof.uk (D) 2019

This article goes into detail about how semiotics are used within different colors. This information can be used to gain a further understanding of the marketing behind *RedBull* and how the colors used are subconsciously communicating to its consumers using semiotics.

<https://www.foolproof.co.uk/journal/the-semiotics-of-colour/>

8. (T) Semiotics of Advertising and the Discourse of Consumption (A) Bernhard **Kettemann** (P) AAA: Arbeiten aus Anglistik und Amerikanistik Vol. 38 (D) 2013

This Journal article describes how semiotics are used throughout advertising and how they can influence consumers and what they consume. This can be useful to my paper because it will provide context as to why the brand *RedBull* uses semiotics all throughout their advertising and how it has positively affected them so that they are able to market their products successfully and grow their business, profits, and influence over consumers as time goes on.

https://www.jstor.org/stable/43025841?seq=1#metadata_info_tab_contents

9. (T) Who Made That Energy Drink? (A) Daniel **Engber** (P) The New York Times Magazine (D) 2013

This article provides a brief look into the history of energy drinks in general and why they are so desired world-wide. It also provides a history as to why people like energy drinks and gives an explanation of certain brands and why they became so popular. As an example it speaks about the use of amphetamines in the past, and how energy drinks and caffeine were used as a healthier substitute. It also explains the growth of certain companies and the drinks that they decided to produce.

<https://www.nytimes.com/2013/12/08/magazine/who-made-that-energy-drink.html>

10. (T) The History Of Energy Drinks: A Look Back (A) Samantha **Lile** (P) Wall Street Insanity (D) 2013

This article uses specific dates and times to construct a timeline of the popular energy drinks throughout the world. It also describes the distinguishing characteristics between the different brands and drinks and how these differences appeal to different consumers and markets. This will be useful when writing my paper because it will allow me to identify why energy drink companies are so successful at what they do, specifically *RedBull*

<https://wallstreetinsanity.com/the-history-of-energy-drinks-a-look-back/>