



We put Red Bull at the heart of the drift scene.

The only way to win exclusive event access was by buying a 4-pack at Terminal, turning every sale into a direct gateway to the biggest drift spectacle of the year. Every third purchase won, meaning fans not only stocked up on Red Bull but also fueled the event's hype.

The event itself became the ultimate brand experience. As engines roared and tires burned, Red Bull was everywhere—from banners to co-drives, from influencer content to roaring fans clutching their winning tickets.

Meanwhile, paid media amplified the hype: Skyplus radio, bold OOH, and high-energy digital campaigns. Social media exploded with user-generated content, as winners shared their once-in-a-lifetime drift experience.

Results?

The numbers spoke for themselves. Terminal's Red Bull 4-pack sales skyrocketed by 165%, event demand exceeded capacity, and motorsport fans were left with one message—Red Bull doesn't just sponsor the action, it creates it.

165% increase in Red Bull 4-pack sales during the campaign.

The event itself became the ultimate promotion, **selling out in record time.**

Massive media coverage, turning a promo into a national talking point.

Packed grandstands, fueled by promo-driven winners hyping up the experience.

Explosive social engagement, as fans lived and breathed the Red Bull drift culture.

The Goal

We didn't just want to sell Red Bull—we wanted to sell the thrill, the culture, and the experience. The plan?

Make Red Bull Car Park Drift the hottest ticket in town, with every can becoming a chance to be part of the action.