



We didn't just organize a drift event—we created a movement.

The Red Bull Car Park Drift wasn't just about the competition; it was a high-energy, full-throttle promotion in itself. Every revving engine, every tire screech, and every spectacular drift was designed to sell not just the experience, but the lifestyle that fuels it.

To spread the hype, we turned to social media. Influencers like Helen Eriksoo and Markus Reinboom took TikTok by storm, racking up thousands of views.

Traditional media couldn't resist either—Delfi, ERR Sport, Sky Portaal, and Ralli.ee all picked up the story, amplifying the buzz.

To make sure the crowd was as fired up as the engines, we launched a multi-channel campaign: Skyplus radio, bold OOH ads, and a Red Bull-fueled nationwide promo with Terminal.

Results?

Tickets sold out, and Unibet Arena's parking lot turned into the **ultimate drift battleground**.

Two-day event - SOLD OUT.

1800 on first day and 2500 on finals day.

40 best drifters in Estonia at the National Pre-qualifier and 20 finalists at the National Final.

20 stayed in the waiting list.

Media frenzy, with major coverage across Estonia. (DelfiTV 5851 unique views, DriftTV 8552 unique views)

Massive social engagement, with content reaching tens of thousands.

A hero's journey—our winner's road to the world finals became a must-follow story.

Drifting is now the most popular motorsport in Estonia

The Goal

Every year, we push boundaries by tapping into a new extreme sports scene. This year, we set our sights on Estonian drift culture.

But where do you host a drift spectacle that needs that much room without losing the raw energy? Easy—you book Unibet Arena and turn it into a proper battleground. Fun, right?