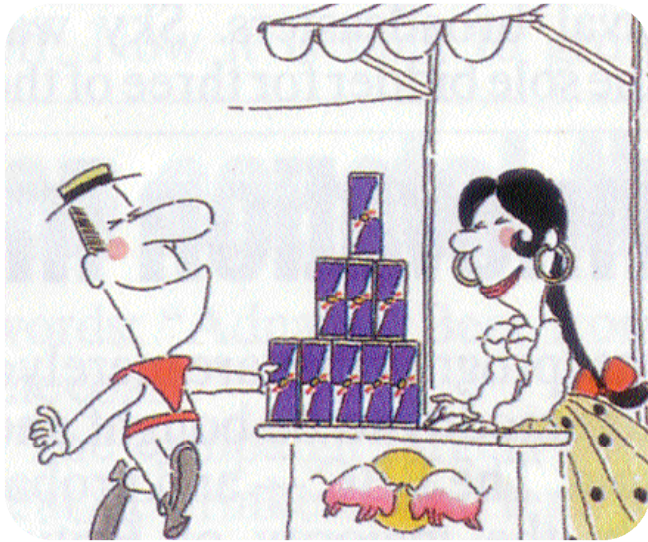


Red Bull TVC - Pamplona



Success in the UK market is a relatively recent phenomenon for Red Bull. The popular energy drink brand has been around for much longer in its Austrian homeland and neighbouring Germany – and of course this means it has been advertising for longer.

The Kastner & Partners network has worked with Red Bull in Central Europe since its earliest days, and has created a whole series of German-language TV ads stretching back over many years, all using the same instantly recognizable cartoon style. Rather than investing in creating new ads especially for the UK, it made sense to see whether any of the existing TVCs could be used in the British market.

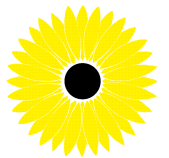
They therefore came to Mother Tongue and asked us to adapt the existing scripts from German into English. Mother Tongue provided copywritten English adaptations, creative commentary on those scripts that used ideas or characters not familiar to a British public and recommendations on their suitability for use in this country.

Red Bull



The process is ongoing, as Red Bull continues to roll out events such as the Flugtag and the Soap Box Race, which are already well established in Germany and Austria, to the UK. Several of the Mother Tongue adaptations have run on UK television and radio, and this is a highly cost-effective method of sourcing quality advertising for the British market.

**Mother
Tongue
Writers**



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