

Analyzing the Effectiveness of Multimedia Advertising Campaigns on Audience Reach and Recall a Study of Red Bull

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Abstract

Within the modern media setting, brands are turning to multimedia-based advertisement campaigns to attract the interest of the audience and improve message recall. In this paper we used the Hierarchy of Effects Model and the Integrated Marketing communications (IMC) model in order to research the significant impact of exposure to multimedia advertisements on the perception of the consumers towards the reach of the audience and brand recognition. The model indicates that exposure of the multimedia campaigns created by Red Bull, which includes television, digital video, social media, and experience events, as well as branded content has a direct relationship on the audience reach, which in turn has an indirect relationship with the recall of the message created by the brand. This research will adopt a quantitative research design approach that will involve the use of structured questionnaires to sample out young adults between the ages of 18 and 35 years in India and their exposure to the advertisement of Red Bull. The major results will be that multimedia advertising will perform much better than the single-media campaigns with different levels of performance being differentiated by the platform. Using established concepts of communication, the hypotheses proposed prove the concepts of cross-platform synergy as effective in creating increased awareness, as well as being a type of catalyst to cognitive message retention.

Keywords: Multimedia Advertising, Brand Recall, the Number of People Reached, Red Bull, Advertising Effectiveness, Integrated Marketing Communication.

Introduction

The advertising environment has experienced a paradigm shift because of the swift development of digital media and shifting patterns in the media consumption by consumers. The conventional single media campaigns have been replaced with multimedia campaigns, which consider integration of television, digital media, social media, events, and experience marketing to create the greatest interaction with the audience. The brands in the modern world are not just to be seen by consumers but to be recalled in the changing environment of the media which is getting increasingly fragmented.

Red Bull is one of the examples of the multimedia advertisement. The brand is always appealing to a combination of high-energy visual storytelling, sporting sponsorship programs, social media content, and live experiences to share its brand values. The campaigns by Red

Bull do not concentrate on the direct product promotion but it is full of adventure, performance, and youth culture and, as a result, the brand can attain a high level of emotional appeal to consumers.

Advertising Strategies

Due to the increased internet usage and the depreciation of the single channel advertisements, the advertising campaigns have been moving to the integrated multimedia ecosystems. Raised media expenditure does not necessarily translate to good coverage and high recall rates since there is advertising clutters and shortening attention span. The purpose of Multimedia Advertising: Multimedia advertising is a complex undertaking that involves the use of digital video shops, live marketing activities, and interactive social networks. The overall impact of such a variety of platforms when a consumer is exposed to a consistent brand message via television, digital platforms, social media, and even events results in greater brand association and recall. Research Gaps Filled: Although there is a lot of research on the effectiveness of advertising, there are still a number of gaps that are apparent. To start with, a lot of literature is devoted to the single-channel advertising, e.g., television or social media, which constrains the knowledge base about cross-channel synergy. Secondly, the current literature tends to focus more on short-term measures of engagement (views, clicks, likes) instead of conventional performance (recall). Third, consumer based evidence that quantifies the recall results, specifically associated with exposure to multimedia campaign by Red Bull does not exist. Theoretical Foundation: This paper is based mostly on the Hierarchy of Effects Model and Integrated Marketing communications (IMC) Theory and supplemented by the Dual Coding Theory. The Hierarchy of Effects Model narrates the advertising process on consumers by a series of both cognitive and affective processes, starting with recognition and moving on to recollection. IMC limits its focus on the alignment and synchronization of messages to different media outlets. According to Dual Coding Theory messages that are communicated both visually and verbally have high chances of recall, which in this case is very applicable to Red Bull advertisements which are visually dynamic.

Significance and Contributions

The study will generalize advertising theory to multimedia campaigns and quantify such cognitive outcomes as recall. It offers data-driven information to managers regarding the impact of the various forms of advertising exposure on brand recall to assist in strategic suitability of multimedia campaign to the overall marketing goals.

Research Methodology (Primary Data)

Although explanatory and conceptual thesis often apply secondary data, the research design has to employ new and original knowledge about certain brand exposure. Hence, this study utilizes primary data collection in an attempt to quantify precise consumer cognitive reactions.

Research Design and Philosophical Stance

The research is based on the positivist research philosophy, which presupposes that the reaction of consumers on advertisement is objectively measurable and quantifiable. It takes the deductive research method where theories of advertising and communication are drawn and hypotheses are tested through empirical data. The study will use a quantitative and cross-sectional research design.

Population/Sampling Design

The target population will be constituted of young adults between the ages of 18-35, regular consumers of the multimedia content and those who have seen the advertisement campaigns of Red Bull. The sampling method is the non-probability convenience sampling method because of time and availability constraints and aims at sampling a population of 200-250 respondents.

Data Collection Process

Primary data will be collected with the help of the structured questionnaire specially developed to use it in this study as it will help to determine the exposure of the respondents to the multimedia advertising of Red Bull, perceived reach, and the level of recall. The questionnaire is distributed on the Internet with the help of such services as Google Forms, spread via email, messaging applications, and social media. Scope and Limitations: Geographically, the research will target the urban and semi-urban regions of India (Tier-1 and Tier-2 cities) where the multimedia advertising campaigns by Red Bull have massive penetration. The cross-sectional design is also a design that records data at one point and is unable to trace the trend of recall over a long period. In addition, there is a possibility of bias in the responses provided through self-report survey, and the convenience sample might not be a complete representation of the entire young people in India.

Review of Literature

Marketing research has grown in bastions so as to comprehend the way consumers decode and react to promotional messages. The Hierarchy of Effects Model is one of the most popular frameworks that assume that the advertising process affects the consumers in a series of stages: the awareness, knowledge, liking, preference, conviction, and recall.

Multimedia Exposure and Audience Reach According to the empirical research on effectiveness of advertising campaigns, multimedia campaigns are more effective than single media campaigns regarding audience reach. Studies indicate that the incorporation of both the traditional mediums (television and outdoor advertisements) and the digital media has a significant effect of increasing exposure frequency and brand visibility.

Effect on Brand Recall A number of studies emphasize that the audio-visual and experiential contents will create higher recall when compared to the static or text based advertisements. It has been discovered that digital video ads, sponsored content, and live events promotion have the ability to provide emotional interaction, which enhances recollection. This is especially applicable in the case of Red Bull that is concerned with the experiential marketing based on sports events, music festivals, and storytelling about adventures.

Message Consistency and Dual Coding Consistency of the brand message across the platforms provides greater brand association according to IMC. Moreover, the Dual Coding Theory can justify the use of audio-visual content by indicating that the information in the form of a visual and a verbal message will be better remembered. Product brands which identify themselves with lifestyle value as opposed to product attributes are likely to have high long-term recollection. The campaigns by the Red Bull brand have always been based on the idea of energy, adventure, and performance, which is consistent with the results published by the researchers that emotional branding contributes to better memorability of the message.

Theoretical Background and Discussion

The conceptual framework on this study shows the connection between multimedia advertising exposure, audience coverage and audience recall with regard to the advertising campaigns of Red Bull. Spreadsheet of Multimedia Advertising Exposure (TV Ads, Digital Media, Social Media, Event Marketing).

Variable to Be Referred to and Mediated

Audience Reach (Frequency, Platform Coverage, Visibility). DV (audience recall) (Brand Recall, Message Recall, Ad Recognition).

Control Variables: Age, Gender, Media consumption habits, Frequency of Digital platform use.

Hypotheses Development: On the basis of conceptual framework, the following assumptions are assumed:

- H1: Exposure of multimedia advertising has a strong positive impact on the reach.
- H2: there is a strong positive influence of multimedia advertising exposure on audience recall.
- H3: There is a great positive impact of the audience reach on audience recall.
- H4: There is a mediating effect of the audience reach on the relationship between audience recall and multimedia advertising exposure.

Discussion on Media Synergy

The findings should confirm that cognitive brand recall is actively developed when exposure is done in diverse media formats (H1, H2). Repeated exposure and peer-based reinforcement are possible through interactive means, which enhances the performance of recall. The study expands the current frameworks by considering cognitive effects of the multimedia advertising as opposed to the engagement metrics alone, considering the aspect of reaching and recall of the audience among its objectives.

Conclusion

In this master research, the study has given a clear comprehension on how multimedia advertising campaigns are vital to the contemporary brand retention. Through a scientific analysis of the effects of multimedia advertising on the reach and recall, the study offers practical contributions and theoretical progress. It provides an analysis center released by the lifestyle brands, on the effectiveness of the multimedia campaigns, that is, best practice in the integration of the campaign, such as cross-platform consistency and emotional storytelling.

Finally, the Red Bull approach proves that the shift to product-based advertising to the experience of immersion in the multimedia is the best route to the establishment of the long-term brand memory.

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