

Red Bull – Three wheeled cart race



Red Bull company, apart from being recognised for its product, bases most of its activities on the organisation and execution of unusual, extreme, adrenalin packed all-around the globe activities, striving to be first and unique in everything it does. Therefore, in June 2008, Red Bull started completely new project named “Red Bull – Three wheeled cart race” – competition of hand-made three wheeled carts, with aim to continue the tradition in a modern way. Race took place in the heart of Belgrade, along the Dobracina Street, attracting attention of both

younger urban population and elder citizens that had the opportunity to recall their youth and evoke memories.

The entire campaign commenced two months before the race took place and considered full media campaign, as well as gathering of the necessary documentation the project execution. Preparation and organisation included sequence of complex actions which finalised in the closure of one of the key traffic arteries in the city, in order to transform it into the improvised racing track.