

Red Bull on YouTube

Social Media Analytics · 2026-03-02 to 2026-04-19 · 500 real comments · 5 videos analysed (of 50 in catalog)

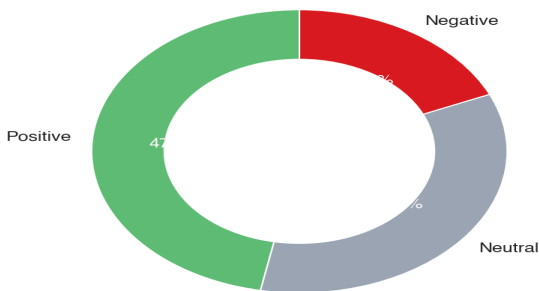
POSITIVE	NEUTRAL	NEGATIVE	NET SENTIMENT	AVG LIKES	BEST DAY
47.0%	34.6%	18.4%	+28.6pp	1017	Mon

The Story

Red Bull's YouTube audience is **predominantly positive** (+28.6 pp net sentiment — roughly **double** the +10 to +15 industry benchmark for FMCG brands). Two structural findings dominate the data:

- **1. Strong organic slogan recall.** 'Gives' and 'wings' are the #1 and #2 keywords in the corpus — unprompted. Decades of 'Red Bull gives you wings' slogan investment are visibly paying off.
- **2. Ruthless hashtag discipline.** Every single one of the 50 recent videos surveyed uses exactly two hashtags: #RedBull and #GivesYouWiiings. No campaign tags, no trend-chasing. This kind of brand discipline is rare and is a finding in its own right.
- **3. A clear fixable concern.** 18 of 92 negative comments express genuine safety/anxiety about stunt athletes. This is the #1 real complaint theme and is cheaply addressable.

Sentiment Distribution — Red Bull on YouTube
(n=500 comments)



Top Recommendations

1. Commission more POV stunt shorts — highest engagement-per-second format in the data.
2. Add 10-second safety-rig inserts to stunt videos — converts anxiety into appreciation, cheap fix for #1 complaint.
3. Pin a campaign hashtag alongside #RedBull and #GivesYouWiiings — gives viewers a handle to participate.

KPIs to track

Net Sentiment Score (30-day rolling, per pillar) · Safety-Mention Rate · Slogan-recall rate.

Full analysis in Report.docx. Interactive dashboard in RedBull_YouTube_Dashboard.xlsx. Reproducible pipeline: scrape_youtube.py → analysis.py → build_excel_dashboard.py.