

AUTOMOTIVE

Aston Martin sets up camp with Red Bull drivers

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Aston Martin partners with Red Bull for its "Campfired Up!" video

By BRIELLE JAEKEL

British automaker Aston Martin is showing off its fun side with Red Bull by livening up a camping trip that leads up to a big race for the Austrian beverage maker's driving team.

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Dutch Red Bull F1 drivers Max Verstappen and Daniel Ricciardo got behind the wheel of Aston Martin convertibles, branded with Red Bull coloring for a new online video. The two raced around the Red Bull Ring in Spielberg, Austria with small campers in tow.

"Aston Martin and Red Bull, with this piece, are bringing their two iconic brands to add to their respective legendary stories," said Michael Becker, managing partner at mCordis. "The piece highlights high-performance, speed, excitement (aka crashes) and most of all the joy of the experience.

"The mechanic of using video content, brand partnership alignment, and Twitter to share content is not unique, but the combination of these elements, with the unique combination of the virtues above, coupled with these brands, is what makes this unique," he said. "They're tapping into the authenticity of the brands at a unique intersection in time."

Racing to the finish

Starting on July 7, the Formula One Austrian Grand Prix will take place in the Red Bull Ring in which Red Bull is also competing.

Leading up to the actual race, Red Bull and Aston Martin are getting fans excited with a new video featuring participating drivers.

"Campfired Up!" starts out showing Mr. Verstappen cooking hot dogs at his campsite and various shots of his set up. The site is made of a small camper hitched to the Red Bull-branded Aston Martin with an awning, strung up lights, a small kiddie pool, a gnome, net, umbrella, table and a grill.



The Red Bull drivers sit at their campsite

He stops what he is doing and drops the tongs for his hot dog when he sees Mr. Ricciardo racing by with his own Aston Martin and camper. Hurriedly, Mr. Verstappen jumps into his vehicle and races off behind Mr. Ricciardo.

The attached awning, lights and other amenities at the campsite are knocked over as the camper pulls away, still attached to the Aston Martin.

All campfired up for the [#AustrianGP!](#)

Daniel and Max rip up the [@RedBull](#) Ring with [@AstonMartin](#).

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Red Bull Racing (@redbullracing) [May 30, 2017](#)

Pulling up to the Red Bull Ring, the two drivers sit side by side in their Aston Martins waiting to begin.

The two take off racing around the arena with their campers in tow. The campers almost topple over numerous times throughout the race with quite a bit of damage occurring as the drivers laugh.

Eventually, Mr. Verstappen's camper falls completely off the trailer and Mr. Ricciardo laughingly overtakes him in the race. His camper soon falls off as well but he crosses the finish line first nonetheless.



The Red Bull drivers race around the track in Aston Martins

Red Bull's drivers then celebrate with donuts on the racecourse before relaxing while grilling hot dogs next to their dilapidated campsites.

Aston Martin and Red Bull

"Campfired Up!" is not the first time Aston Martin has looked to Red Bull.

For instance, the British automaker recently hoped to transport consumers on a journey to live out its brand lifestyle with a series of experiences under the Art of Living ethos.

Adventure seekers are now able to book and experience exciting trips such as ice driving on Mont Blanc in Italy, completing a road trip up the coast of California or getting up close and personal at a pre-season testing Red Bull race. Throughout 2017, consumers will be able to purchase the one-of-a-kind experiences produced by Aston Martin that fit within the Art of Living name ([see more](#)).

But it is not just Aston Martin that looks to harness the adventure filled marketing that Red Bull brings to the table.

Swiss watchmaker Tag Heuer recently added another athletic brand to the list of sports for which it claims the role of "official timekeeper" by providing the countdown clock on Red Bull TV.

While the watch brand had previously been the sponsor of Red Bull's Formula One racing team, this is the first time it will be foraying into programming and the first time a media brand will have a sponsored countdown clock. Tag Heuer also teamed up with the media company to create special branded pieces ([see more](#)).

"Both Auston Martin and Red Bull will benefit form this piece, bringing the two iconic brands together may increase reach as well as awareness, favorability, and purchase intent for each brand," Mr. Becker said.

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