

**CONFIDENTIAL**



**CINNAMON  
Red Bull**



**It's Dynamite**

PRODUCT CONCEPT AND  
ADVERTISING CAMPAIGN  
BY KEVIN HELMS

# CINNAMON Red Bull



**It's Dynamite**

Client: Kevin Helms  
Project: Self-Promotion

Cinnamon Red Bull  
Logo and Tagline

Welcome to the world premiere of Cinnamon Red Bull. I conceived the product and campaign to show some new thinking in my portfolio.

#### *Why Red Bull?*

Red Bull North America sponsors extreme sports events, which have an intensity that I wanted to introduce to their advertising.

#### *Why Cinnamon?*

Cinnamon was chosen for its stomach-calming properties, plus I think it tastes great. Choosing Cinnamon, a new cola flavor, also opens the door for this dynamic new marketing positioning.



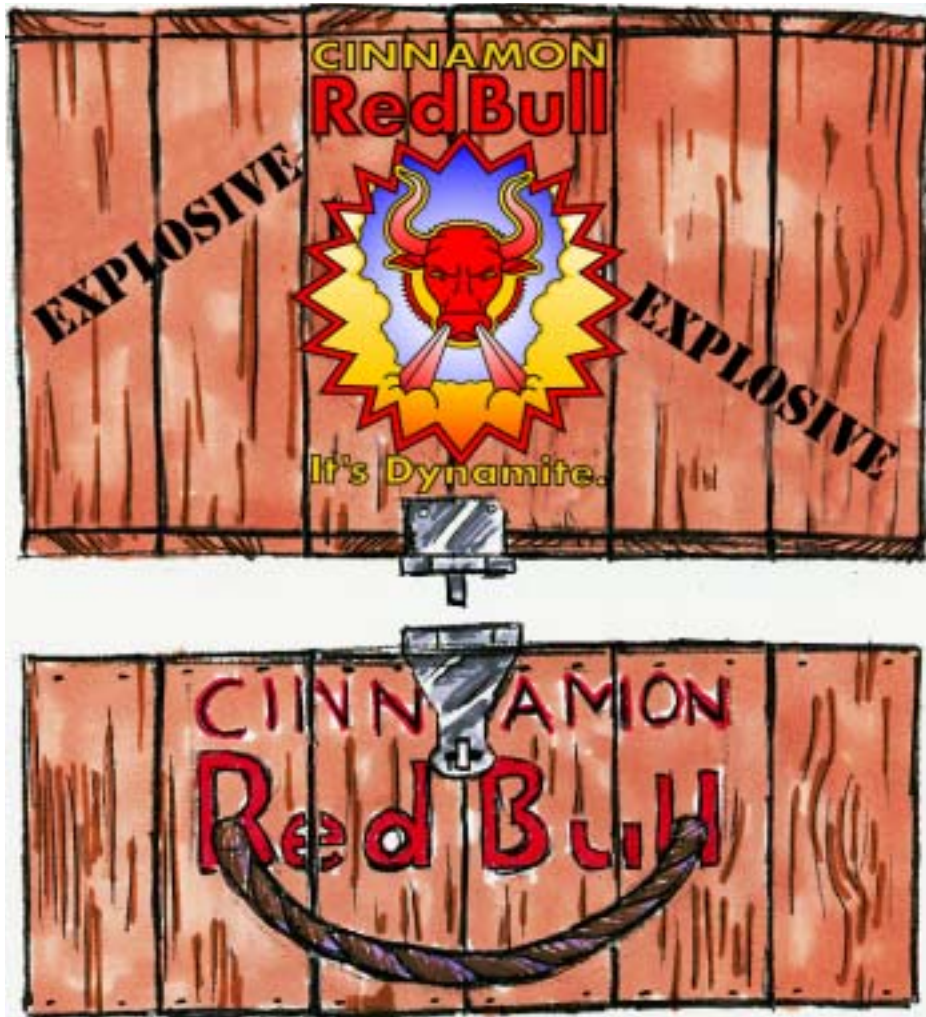
Client: Kevin Helms  
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#### Cinnamon Red Bull Product Packaging

Cinnamon Red Bull shares basic design elements with the existing Red Bull drink.

The color palette is almost identical: soft metallic blue, yellow and silver, and red for the logo. The soft metallic red of the Cinnamon can would be selected to perfectly complement Red Bull's blue can.

The strong reds reinforce the cinnamon flavor, the high-energy concept, and the Red Bull name. The contrast to the existing blue can would give Red Bull an even more eye-catching presence.



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Cinnamon Red Bull  
Dynamite Crate  
12-pack

The crate plays to Cinnamon Red Bull's dynamite tagline, adds presence at the retailer, and encourages bulk purchase.



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Cinnamon Red Bull  
Poster

Here's the bill to post at construction sites and boarded-up buildings, to get the message down to eye level.

Place at bus stands, on subways, and in airports to keep the message moving.

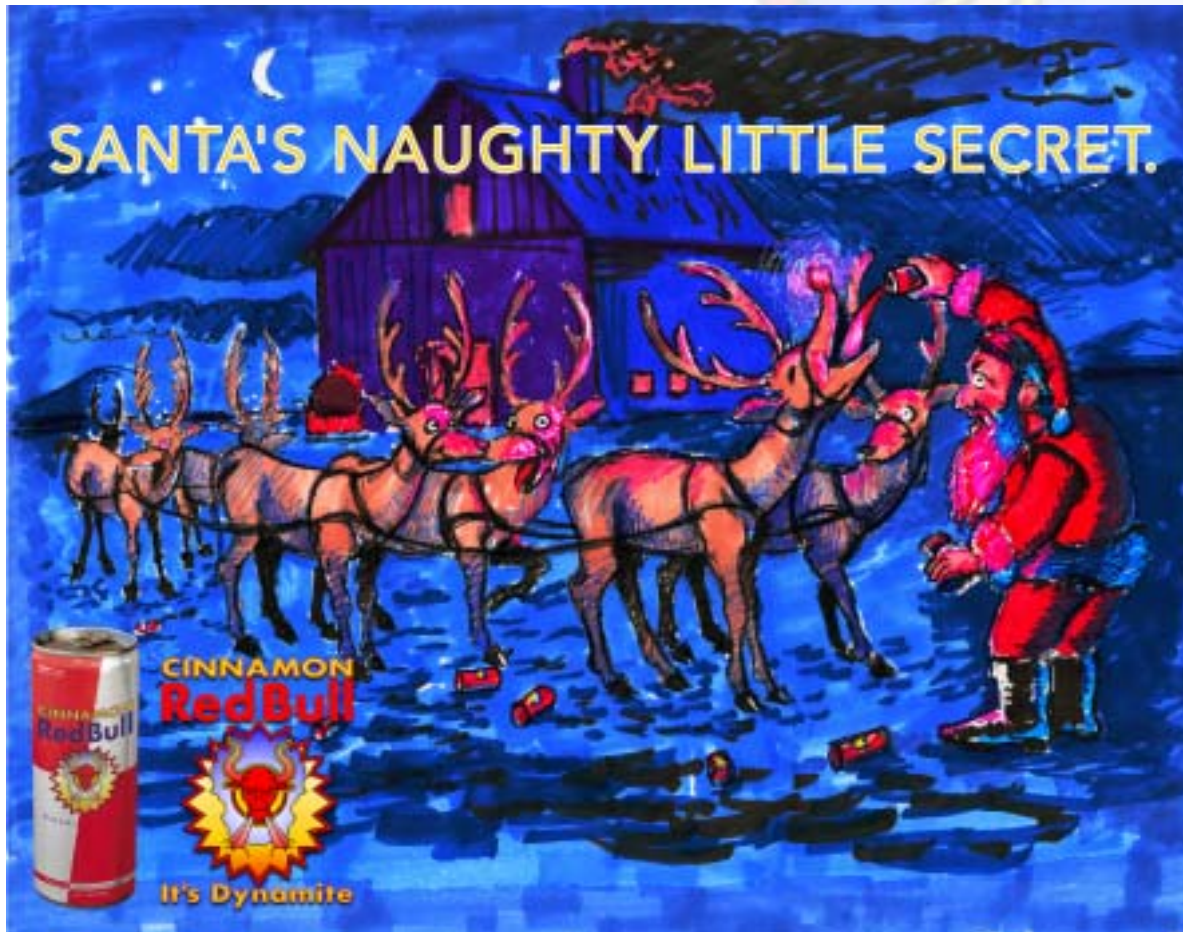


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Cinnamon Red Bull  
Billboard

The motorist often needs a quick charge,  
so the can is cast as a stick of dynamite.

Copy is brief, to drive the message home.



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Cinnamon Red Bull  
Seasonal ad

I love to have fun. It seems to make  
work more enjoyable for everyone.

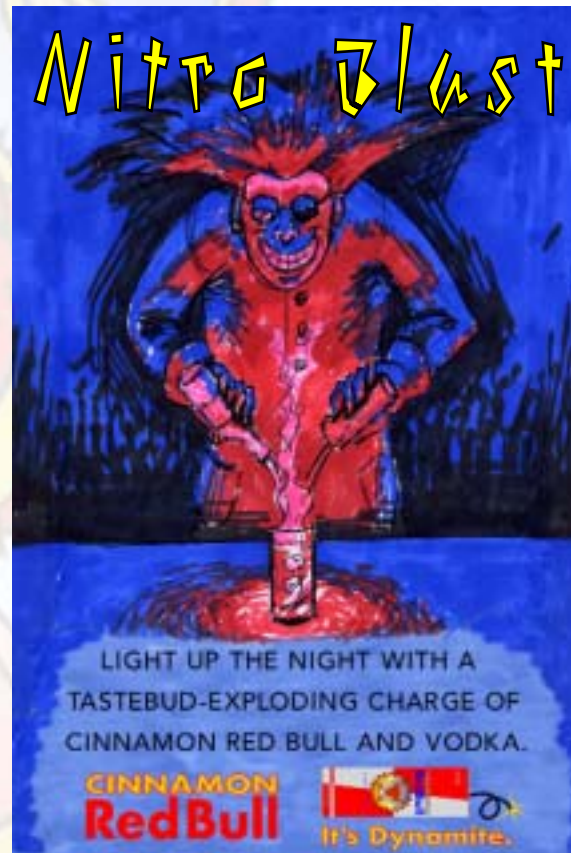


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Cinnamon Red Bull  
Seasonal ad

Popular icons are used in the campaign to elicit powerful emotional responses.





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Cinnamon Red Bull  
Restaurant Table Tent

These are the two sides of a table tent, the folded-card promotion you might find on your table at a restaurant. It offers a couple of suggestions for enjoying a Red Bull.

One side ties into the poster that patrons have seen around town. The flip side recommends a tasty Cinnamon Red Bull cocktail.



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Cinnamon Red Bull  
Event signage

In sync with Red Bull's sponsorship of youth-oriented sporting events, this sample shows how the new Red Bull campaign might look at a skateboarding competition.

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**It's Dynamite**



CINNAMON RED BULL  
CONCEPT BY KEVIN HELMS

CREATIVE DIRECTION  
AND COPYWRITING  
BY KEVIN HELMS

LOGO & CAN ILLUSTRATION  
BY DAN HANDLER

FREEHAND ILLUSTRATION  
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