

Event Marketing – A Powerfull Tool Case : Red Bull Šinomobil Event

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In the today's society, it is very challenging to keep up with the marketing trends. There are a lot of factors that should be considered in the pursuit for the potential consumers. The chase is spiced even more, if we consider that consumers are slightly evolving with every next generation, as should evolve our approach to them.

This paper discovers the idea of Event Marketing and the opportunities that are available to everyone who plans the desired activity creatively, and considering all important elements, in order to reach the target group.

The case study of *Red Bull Šinomobil* event was the suitable as the *Best Practice* event, that proves the idea and shows the awareness about the brand created. The successful organization resulted with the high media coverage and 8.25 mil people reached in total, plus the enormous WOM created.

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