

CONTENT MARKETING AND BUILDING BRAND AWARENESS OF RED BULL PRODUCT IN ADO-EKITI, EKITI STATE, NIGERIA

IYAJI, Eleojo Inekwe (Ph.D.)

Department of Marketing
Federal Polytechnics, Idah,
Kogi State, Nigeria
eleojoinekwe@gmail.com

OGAH, Arome Victor (Ph.D.)

Department of Business Admin,
Ekiti State University, Ado-Ekiti,
Ekiti State, Nigeria.
victorogah@gmail.com

ABSTRACT

This study examined the effect of content marketing on building brand awareness of Red Bull among consumers in Ado-Ekiti. The specific objectives of the study were to examine the effect of blog post, video content and social media content on building brand awareness of Red Bull among consumers in Ado-Ekiti. The study utilized descriptive research design. The study used primary source for its data. The population includes all active Red Bull consumers living in Ado-Ekiti, Ekiti State estimated at approximately 25,000 individuals based on local market and retail estimates. Using Krejcie & Morgan's table for population sampling, a representative sample of 380 respondents was selected. A stratified random sampling technique was used to ensure representation across gender, age groups, and educational levels. The study was analyzed and tested through multiple regression. The findings revealed that blog post, video content and social media content have significant effect on building brand awareness of Red Bull among consumers in Ado-Ekiti. The study concluded in line with the findings. The study attracts the following recommendations: Blog post should be embraced in enhancing the building of more brand awareness, Video content should be point of focus in to create brand awareness for red bull product and the company should be tactical in utilising social media content as a crucial marketing strategy that build wide brand awareness

Keywords: *Content Marketing, Video Content, Social Media Content, Brand, Awareness*

INTRODUCTION

In the era of digital communication, content marketing has become an essential approach for businesses aiming to enhance their visibility, fortify their branding, and establish enduring relationships with customers (Gshayyish, 2025). Content marketing involves the deliberate creation and sharing of meaningful, pertinent, and consistent content to draw in and connect with a specifically targeted audience, ultimately leading to profitable consumer actions (Gshayyish, 2025). This strategy transcends conventional advertising by prioritizing engagement, information, and entertainment over the mere promotion of products.

In the current digital environment, content marketing has risen as a critical resource for businesses looking to boost their brand recognition and regain their integrity in the marketplace. Unlike classic advertising, which typically aims directly at selling products, content marketing focuses on crafting and disseminating valuable, relevant, and steady content designed to engage and retain a well-defined audience, ultimately resulting in lucrative customer behaviors (Patil & Seetalad, 2024). By utilizing channels like social media, blogging, video platforms, and email newsletters, businesses can connect with consumers through storytelling, educational materials, and interactive experiences that build familiarity with their products and brand image.

Brand recognition pertains to how well consumers know a brand and their ability to identify or remember it in various situations (Silalahi & Guna, 2025). Strong brand recognition guarantees that a firm's products stay at the forefront of potential buyers' minds, positively impacting their purchasing decisions and long-lasting loyalty. In the specific context of Ado-Ekiti, Ekiti State, where there is a burgeoning consumer market and increasing digital uptake, brand recognition is vital for businesses striving to compete against local and international brands (Ajayi & Awokoya, 2025).

Around the world, companies such as Red Bull have been at the forefront of integrating content marketing into their branding strategies. The content marketing initiatives by Red Bull encompass lifestyle-focused digital material, sponsorship of various sports and cultural activities, along with content generated by users that resonate with the brand's vibrant and adventurous image (Aryal, 2025). These methods have played a significant role in amplifying Red Bull's stature within the global energy drink sector by establishing emotional connections with consumers and boosting brand recall (Urrutia, 2025).

Brand recognition plays a vital role in the sustainability and expansion of businesses as it directly affects consumer preferences, loyalty, and purchasing behavior. For local enterprises in Ado-Ekiti that navigate a competitive landscape featuring both local and national brands, content marketing could serve as a budget-friendly method to enhance product visibility and foster consumer engagement. This research aims to explore the effects of content marketing efforts on the awareness of company offerings in Ado-Ekiti.

Statement of the Problem

In a marketplace that is becoming more digitalized, content marketing has become a vital strategy that allows brands to engage with consumers in ways that are more impactful and captivating than conventional advertising (Patil & Seetalad, 2024). It encompasses the development and dissemination of useful, pertinent, and consistent materials such as posts on social media, videos, blog articles, and infographics aimed at drawing and keeping the attention of a well-defined audience (Patil & Seetalad, 2024; Silalahi & Guna, 2024). Studies have indicated that a well-planned approach to content marketing can significantly boost a brand's visibility, recognition, and recall among intended audiences by offering information that aligns with the interests and needs of consumers (Patil & Seetalad, 2024). Although the importance of content marketing in enhancing brand awareness is widely acknowledged, there is still a significant lack of empirical studies that

target how content marketing affects brand awareness for particular consumer items in Nigeria's more localized areas, particularly in secondary cities such as Ado-Ekiti.

Moreover, studies from around the world affirm that strategies in content marketing, which encompass the use of social media content and digital storytelling, have a beneficial effect on brand awareness and image (Patil & Seetalad, 2024; Silalahi & Guna, 2024). However, these findings cannot be easily transferred to the context of Ado-Ekiti because of the socio-cultural and economic variations that shape media use and brand perception in Nigeria. Investigations in other fields have also pointed out that content marketing, especially when involving influencers, greatly improves brand awareness, notably among younger audiences (Pratama & Aquinia, 2025). While these results are insightful, they emphasize the necessity to delve into the specific effects of content marketing for Red Bull within the distinct marketplace of Ado-Ekiti.

Objectives of the study

The main objective of this study is to examine the effect of content marketing on building brand awareness of Red Bull among consumers in Ado-Ekiti

The specific objectives of the study are:

- i.) To examine the effect of blog posts on building brand awareness of Red Bull among consumers in Ado-Ekiti
- ii.) To examine the effect of video content on building brand awareness of Red Bull among consumers in Ado-Ekiti
- iii.) To examine the effect of social media content on building brand awareness of Red Bull among consumers in Ado-Ekiti

Conceptual framework

Concept of Content Marketing

Content marketing is recognized as a vital force in enhancing brand visibility within the online marketing landscape. It encompasses various formats such as articles, blog posts, videos, podcasts, and social media posts that assist potential clients in overcoming challenges or fulfilling their personal and professional requirements. Silalahi and Guna (2025) assert that the careful creation and dissemination of high-quality, audience-targeted content beneficially influences brand awareness, consumer involvement, and the perceived trustworthiness of businesses. The use of diverse content formats like videos, articles, infographics, and interactive posts allows companies to connect with various audience segments and tailor messages for engagement specific to each platform. Additionally, optimizing content for search engines boosts visibility and enhances the chances of potential customers discovering the brand during their online inquiries (Silalahi & Guna, 2025).

Content marketing represents a strategic methodology geared towards producing and sharing valuable, relevant, and consistent content aimed at attracting and maintaining a clearly identified

audience, with the ultimate goal of driving profitable actions from customers. In contrast to traditional advertisements, which usually focus on directly promoting a product or service, content marketing seeks to engage audiences by delivering information and experiences that are genuinely helpful. This method fosters trust and loyalty over time, positioning the brand as a knowledgeable leader and a reliable resource (Beard, Petrotta, & Dischner, 2021; Kokogho et al., 2023; Lopes & Casais, 2022).

Content marketing focuses on generating customer benefits and disseminating useful information (i-SCOOP 2018, Ruffolo 2017). Essential content should be central to your marketing strategy (Content Marketing Institute 2017). Implementing Content Marketing involves supplying pertinent information to the target audience. This necessitates a deep understanding of your target market and their preferences. A crucial aspect of Content Marketing is the clear identification and comprehensive understanding of target markets. Subsequently, materials related to specific interests or that provide solutions to particular issues can be created.

Content marketing ranks among the most effective strategies to capture the attention of the target audience, cultivate trust, boost sales, and enhance customer relationships. It serves as an essential growth tactic for many enterprises. Content marketing is a strategic approach that encompasses the creation and distribution of relevant, valuable content through digital platforms to attract and engage the attention of a clearly defined target audience (Khadija & Metehan, 2022).

Importance of Content Marketing

The four advantages of utilizing Content Marketing include (Tripathi & Mishra, 2022)

1) Enhanced Sales: Elevating sales is the primary motive for businesses to share content online. The availability of content introduces new product details to consumers. When individuals consistently engage with information about a product, they become informed about the latest offerings in the industry.

A wealth of information can also spark interest among buyers. This area of focus can be translated into sales. Thus, companies routinely refresh their websites and social media profiles.

2) Cost Savings: Reaching customers through content is significantly more cost-effective compared to alternative advertising methods. Content Marketing stands out as the most dependable and budget-friendly approach to connect with consumers. Producing content is typically a one-time effort that can be utilized indefinitely, as much of the material is general rather than aimed at specific advertisements.

3) Helps in Trust Building: Content Marketing plays a crucial role in promoting brand recognition and engagement. It connects consumers via various platforms, enhancing their understanding of the business and its offerings. Consumer loyalty develops when there is a foundation of trust in a brand. Content marketing encourages ongoing communication with customers, thereby fostering trust.

4) Content as a Revenue Source: Content is the focal point in Content Marketing. This content can take many forms, such as images, illustrations, articles, videos, and podcasts. These diverse

formats enable outreach to consumers. Ultimately, the result is the cultivation of positive relationships with customers. Such favorable brand interactions can lead to increased profits. Content marketing assists businesses in nurturing connections with their clientele.

Types of Content Marketing

The following represent the most prevalent content marketing strategies (Tripathi & Mishra, 2022).

1.) Blog Content Marketing

Blogs serve as a powerful avenue for sharing product-specific content. The blogging platform offers considerable creative freedom to authors regarding their intent and subject matter. The depth of information provided in blogs often surpasses that available on other social media channels. Blogs can deliver comprehensive details through articles, images, and videos. In contrast to other social media outlets where users may skim for information quickly, blog readers tend to appreciate thorough insights presented in articles or videos.

2.) Video Content Marketing

Numerous studies indicate that consumers have a preference for learning about a brand's offerings through video content. Moreover, video marketing can enhance conversion rates, increase return on investment, and contribute to stronger relationships with the audience. Companies may opt to distribute their video content across social media sites, landing pages, or a partner's website. Products with specific details are particularly suited for video marketing; for instance, automotive features are often more effectively conveyed through video than through printed materials. Similarly, beauty product brands frequently create short video tutorials demonstrating how to use various items.

3.) Social Media Content Marketing

Nearly everyone at present possesses an account on social media, which is the reason many businesses recognize the significance of marketing through these platforms. Marketing on social media can be executed across a range of sites such as Facebook, Instagram, Pinterest, LinkedIn, and Snapchat. A variety of content types, including images, live broadcasts, recorded videos, and stories, can be distributed on social media. Businesses can produce and disseminate any of these content forms according to the nature of their products and their specific needs. As the number of users on social media continues to grow daily, companies are expanding their visibility on these platforms.

Brand awareness

Customers form brand recognition through online platforms, print media, radio broadcasts, and various other channels. When a consumer understands both the advantages and disadvantages of a brand, this understanding reduces the uncertainties in their product choices and associates the

consumer's recognition of the brand with the brand they wish to own. (Abbas et al,2021). The significance of brand awareness is crucial in the communication process, necessitating a profound comprehension when interacting with others (Zia et al, 2021).

Brand awareness entails the identification of a brand through indicators like logos and colors, as well as the ability to recall a brand from memory without any prompts Zeqiri & Koku (2025). Engaging on social media can enhance awareness by fostering deeper connections with consumers (Rai (2024);

Alkhasoneh et al. (2024). Nonetheless, the quality of content and its symbolic relevance often take precedence over its frequency. Elements of visual branding have the potential to evoke emotional associations Raffaelli et al. (2025), while content that aligns with identity aids memory. These viewpoints drive our anticipation that aesthetic and self-identity indicators enhance recall, while distinguishing details promote recognition. Rai (2024) demonstrates that the deliberate use of social media platforms positively impacts brand awareness, leading to favorable consumer outcomes such as improved perceptions of the brand, increased intent to purchase, and the natural spread of brand-related information through word-of-mouth. Supporting this notion, Alkhasoneh et al. (2024) argue that social media involvement amplifies brand awareness, fortifies customer relations, and expands the consumer demographic by enabling more profound, lasting interactions. Rai (2024) indicates that the influence of social media communication on brand awareness is more significantly affected by the conviction in the message and its emotional appeal than by the quantity or repetition. Raffaelli et al. (2025) emphasize the symbolic significance and emotional impact of visual branding components, with logos being the most prominent visual identifiers of brands. Zeqiri & Koku (2025) suggest that brand awareness represents the initial phase of the consumer decision-making process, and it plays a vital role in shaping their buying choices. While existing research has thoroughly examined how social media aids in cultivating brand awareness.

Theoretical framework

Uses and Gratifications Theory (1974)

The formal establishment of Uses and Gratifications Theory came from the work of Elihu Katz, Jay Blumler, and Michael Gurevitch in 1974, although the foundational concepts were presented by Katz in the 1950s. This theory emphasizes the proactive involvement of audiences in choosing media that meets their psychological, social, or information-related requirements.

The theory asserts that individuals actively select content, rather than simply absorbing media messages, seeking entertainment, information, a reinforcement of personal identity, or opportunities for social engagement. When considering content marketing, consumers intentionally interact with brand content that reflects their interests and principles. Consequently, content that is enjoyable, informative, or resonates on a personal level is more frequently consumed, shared, and retained. This active involvement boosts brand recognition, particularly among tech-savvy youth who are selective in their online content consumption. The significance of the theory in this research lies in its explanation of how Red Bull's focus on lifestyle and entertainment in their content effectively fosters brand awareness.

Social Identity Theory (1979)

Social Identity Theory was created by Henri Tajfel and John Turner in 1979. This theory describes how individuals perceive themselves through their affiliation with social groups and how this identification affects their attitudes and actions. Tajfel and Turner (1979) argue that people form a portion of their self-image from the social groups and symbols they connect with, which includes brands.

In the context of marketing and branding, consumers frequently align themselves with brands that signify the identities, lifestyles, or social positions they aspire to. Content marketing significantly contributes to bolstering this identity association by linking brands with specific values and lifestyles. For instance, Red Bull's marketing approach associates the brand with extreme sports, adventure, and youthful vitality, appealing to consumers who relate to these characteristics. Such alignment enhances emotional bonds and promotes brand consciousness through shared values, social engagement, and content generated by users. Social Identity Theory thus offers a compelling theoretical basis for understanding how content marketing improves brand visibility through engagement driven by identity.

Empirical Review

Ajayi and Awokoya (2024) conducted an empirical study examining the implication of content marketing on brand awareness and brand engagement among female students of Ekiti State University, Ado-Ekiti. This research utilized a descriptive survey framework and employed a carefully designed questionnaire to gather insights from a sample of undergraduate students chosen through a stratified sampling approach. The data were assessed through regression analysis and Pearson correlation metrics. Results indicated a noteworthy positive correlation between content marketing and brand recognition, suggesting that regular exposure to digital content such as social media posts, promotional videos, and online advertisements boosts consumers' capacity to identify and remember brands. Additionally, the research confirmed that content marketing significantly forecasts brand engagement, hinting that awareness fostered through content generates interactive consumer activities such as sharing, commenting, and advocating for brands. This investigation holds particular relevance for the current study as it was conducted in Ekiti State, providing localized evidence that content marketing effectively influences brand awareness among youthful consumers in Ado-Ekiti.

Ozioko (2025) examined content marketing as an advertising strategy by analyzing its effect on brand awareness and audience relationship building, using Apple as a case study in Nigeria. This research followed a quantitative survey methodology, gathering data from Nigerian consumers who interacted with Apple's digital and social media content. The study employed multiple regression analysis to evaluate the effect of content marketing variables, such as influencer marketing, narrative storytelling, and visual imagery. The outcomes indicated that social media initiatives and influencer-oriented content exert a statistically significant effect on brand recognition. The research concluded that consistent, high-quality content enhances brand visibility and elevates cognitive brand recognition among consumers. While the study concentrated on

Apple, its findings are relevant to Red Bull, as both brands heavily utilize digital storytelling and lifestyle-influenced content marketing approaches. The findings support the notion that content marketing is an essential mechanism for boosting brand recognition in the Nigerian marketplace.

Zhang (2025) analyzed the relationship between viral marketing strategies and brand awareness using Red Bull as a case study. This study embraced a case study research design and relied on secondary data sources, including digital campaign analytics, metrics of social media interaction, and audience reach statistics. The analysis concentrated on Red Bull's utilization of event sponsorships, extreme sports narratives, and user-generated digital content. The findings illustrated that Red Bull's viral content substantially heightens brand recognition by enhancing online visibility, brand recall, and consumer engagement across various digital channels. The study highlighted that emotionally resonant and experience-driven content broadens brand outreach beyond conventional advertising. Despite being conducted on a global scale, the findings are pertinent to Nigeria, where social media engagement is robust among young people. This research provides empirical support for examining Red Bull's content marketing strategies in Ado-Ekiti.

Tarekekegn (2024) investigated the effect of content marketing strategy on brand awareness among selected soft drink brands. This study adopted a cross-sectional survey framework, utilizing structured questionnaires distributed to consumers. Data were analyzed using multiple regression and descriptive metrics. The findings demonstrated that content promotion, creation, and distribution play a significant role in brand awareness. Consumers frequently exposed to innovative and engaging brand content were more inclined to identify and remember soft drink brands. Although the study was carried out in Ethiopia, its relevance is significant for the current research, considering the resemblance of consumer markets across Sub-Saharan Africa. The findings suggest that the content marketing tactics employed by Red Bull in Nigeria could similarly affect brand awareness amongst consumers in Ado-Ekiti.

Methodology

This study adopted a quantitative descriptive survey design. Primary data was utilized in the study. The population includes all active Red Bull consumers living in Ado-Ekiti, estimated at approximately 25,000 individuals based on local market and retail estimates. Using Krejcie & Morgan's table for population sampling, a representative sample of 380 respondents was selected. A stratified random sampling technique was used to ensure representation across gender, age groups, and educational levels. Adopted questionnaire structured on a 5-point Likert scale was used to obtain responses from participants. Each respondent's rating is scored as Strongly Agree = 1, Agree = 2, Neutral = 3, Disagree = 4, and Strongly Disagree = 5. An individual's score is determined by the sum of all possible points (Gay et al cited in Tanujaya, et al., 2022). Content validity was used to determine the validity of the scale, and the Cronbach's Alpha coefficient from the pilot study with the application of SPSS version 20 is as follows: blog post 0.83, video content 0.87 and Social media content 0.87, respectively. According to Mugenda and Mugenda cited in Olaolu and Obaji (2020) a research instrument is considered reliable when its Cronbach's Alpha coefficient is 0.70 or above, indicating a high level of internal consistency among the items. In line with this standard, the reliability of the instrument used in this study was tested using Cronbach's

Alpha. Multiple linear regression statistical regression tool, was used to test the hypothesis via the Statistical Package for Social Sciences (SPSS) 20.

Data Analyses and interpretation

Hypotheses

HO1: Blog posts has no significant effect on building brand awareness of Red Bull among consumers in Ado-Ekiti

HO2: Video content has no significant effect on building brand awareness of Red Bull among consumers in Ado-Ekiti

HO3: Social media content has no significant effect on building brand awareness of Red Bull among consumers in Ado-Ekiti

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.979	.63719

Predictors: (Constant), Blog post, Video content, Social media content.

Table 1 shows the results of the analysis revealing the relationship between blog post, video content, social media content and building brand awareness. The findings indicate that blog post, video content, social media content could be used to predict the outcome of building brand awareness; This means that if blog post, video content, social media content increase building brand awareness could also improve. According to the R-square value of (0.980), between blog post, video content, social media content can 98% of the variance in building brand awareness

Table 2: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7308.681	4	1827.170	4500.244	.000 ^b
	Residual	152.256	375	.406		
	Total	7460.937	379			

a. Dependent Variable: Building brand awareness

b. Predictors: (Constant), Blog post, Video content, Social media content,

Table 3: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.300	.149		2.011	.045
1 Blog post	-.012	.024	-.009	-.520	.603
Video content	.872	.028	.934	31.151	.000
Social media content	1.882	.020	1.833	96.068	.000

a. Dependent Variable: Building brand awareness

Decision Rule

According to Table 2 and 3, the F test calculated by analysis of variance (ANOVA) was $F(4, 375) = 4500.244$, and the coefficients indicated Blog post has no significant effect on building brand awareness ($\beta = -.009$, $t = -.520$, $p = 0.603 > 0.05$), video content has significant effect on building brand awareness ($\beta = .934$, $t = 31.151$, $p = .000 < 0.05$) and social media content has significantly effect on significantly influence building brand awareness ($\beta = 1.833$, $t = 96.068$, $p = .000 < 0.05$). Hypotheses test revealed that null hypothesis was accepted therefore, blog post has no significant effect on building brand awareness since $p = 0.603 > 0.05$ while null hypothesis was rejected therefore, video content and social media content have significant effect on building brand awareness since $p = .000 < 0.05$.

Discussion of Findings

Hypothesis one indicates that blog post has no significant effect on building brand awareness. Blog posts act as beacons, guiding consumers to pertinent and valuable information. They often provide platforms for interaction and engagement, rendering them susceptible to public scrutiny. Managing negative remarks or feedback can be difficult and may affect the reputation of the brand behind the blog.

Moreover, many blogging niches are oversaturated, making it increasingly challenging for newcomers to differentiate themselves. The internet is inundated with content, and discovering a distinct voice or perspective that grabs attention is becoming more arduous (The Blog Bunch, 2023). Hypothesis two indicates that video content has significant effect on building brand awareness. Video presentations refer to an online stage that is driven by content and creativity, effectively utilizing well-crafted video material for product promotion and brand communication. With the advancement of media technology, visual information has become ever more prevalent on social media, with businesses increasingly relying on videos to market their offerings (Li & Xie, 2020). Hypothesis three indicates that social media content has significant effect on building brand awareness. Social media content and advertising have surged in popularity, becoming the most prevalent method for companies to enhance visibility (Ali et al., 2024). Social media marketing has attained global recognition and credibility as organizations understand its significance in bridging and shaping consumer interactions and purchasing decisions (Baltes,

2015). Social media has expanded dramatically across age demographics and has evolved into a widely accepted mode of communication across various platforms such as Facebook, Instagram, Twitter, and TikTok.

Conclusion, Recommendations, Limitations, and Suggestions for further studies

The research findings indicated that blog posts do not significantly influence brand awareness, whereas video content and social media content have a significant effect on building brand awareness.

Content marketing is a strategic approach focused on creating and disseminating valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately aiming to drive profitable customer engagement. Unlike traditional marketing strategies that may disrupt a potential customer with direct sales pitches, content marketing focuses on building a relationship with the audience by providing them with high-quality content that is helpful and informative. This involves articles, blog posts, videos, and social media updates that assist prospective customers in solving problems or addressing needs they might have in their personal or professional lives.

The research offers the following recommendations based on its findings:

- i) Blog posts should not be consistently utilized due to their exposure to public scrutiny, and the challenge of managing negative comments that could adversely affect the brand's reputation.
- ii) Video content should serve as a focal point in creating brand awareness for Red Bull products.
- iii) The company should strategically leverage social media content as an essential marketing tactic to establish extensive brand awareness.
- iv) Content marketing should be actively employed to further broaden brand recognition.

The study limits its conceptual and geographical scope to content marketing and building brand awareness of Red Bull product in Ado-Ekiti, Ekiti State, Nigeria due to financial and time constraints experienced by the researcher. Also, the study can be suggested for further study by expanding it beyond Ado-Ekiti, Ekiti State, and extending the study to other geographical areas in Nigeria for further assessment, gaps, and findings that may enhance the study.

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