

A play-to-win Red Bull game inside the app that thousands of drinkers played for a free can

Red Bull — Engineering Lead

Red Bull wanted a playable activation inside ChargedUp's order-at-table app: drinkers see a Red Bull advert, tap it, and play a quick game for the chance to win a free Red Bull. Built on the reusable campaign engine in three weeks, it drew thousands of plays and redemptions.

14k

GAMES PLAYED IN
THE CAMPAIGN

6.8k

USERS ACTIVATED
THE CAMPAIGN

5.1k

FREE RED BULLS
REDEEMED

3 wks

TO BUILD THE
ACTIVATION

THE CHALLENGE

ChargedUp's order-at-table platform had a valuable second life beyond contactless ordering: it put a branded surface in front of drinkers at the exact moment they were choosing a drink. Red Bull, like Jägermeister before it, wanted an in-app activation that felt first-party, but with a playful twist: a drinker sees a Red Bull advert in the app, taps it, and plays a quick game for the chance to win a free Red Bull.

WHAT I DID

- Campaign as configuration. The Red Bull branding (colours, logo, advert creative) and the game and prize rules were modelled as data, loaded into the app at boot rather than hard-coded.
- Playable advert. Tapping the in-app Red Bull advert launched a short game built to feel snappy on a phone, with the outcome decided server-side so the win rate stayed under control.
- Prize fulfilment. A win produced a redeemable free Red Bull, tracked so a drinker could claim their prize once and the brand could see redemptions.
- Usage tracking. Advert impressions, game plays, wins and redemptions all fed performance back to the brand team.

OUTCOME

The activation drew strong engagement: around 6,800 users activated it, roughly 14,000 games were played, and about 5,100 free Red Bulls were redeemed across participating venues. It gave Red Bull a genuinely playable brand moment inside the ordering flow, running alongside the Jägermeister campaign as a second live sponsor on one codebase, and proved ChargedUp could layer branded games on top of ordering as a repeatable revenue line.

STACK