

# LORDS OF THE FLOOR

## RED BULL NORTH AMERICA



### CHALLENGE

Reach Red Bull's core North American demographic through a unique communications channel. Establish a vibrant brand presence through a larger-than-life event that actively engages its audience.

### SOLUTION

The Workshop partners with Red Bull North America to develop and produce *Lords of the Floor*, an urban hip-hop dance competition held over two days in a Seattle aircraft hangar.

- draws over 1,000 attendees, more than 100 competitors
- brings together well-known MCs, DJs, mural artists and dancers
- designs & creates an authentic boxing arena/hip-hop concert environment with central dance floor, DJ booths, concert lighting and striking tag art
- positions Red Bull as the drink of choice for the young, urban B-Boy community



THE  
WORKSHOP

strategic communication through events