BONDLABS

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Red Bull

CASE STUDY

RED BULL UAE SALES TEAM



CASE STUDY · CLIENT Red Bull

IGNITING SYNERGY ACROSS THE RED BULL UAE SALES TEAM

15 TEAM MEMBERS	2 HOURS	3 ACTIVITIES	10+ NATIONALITIES

THREE KEY DYNAMICS

01

MULTINATIONAL DIVERSITY

Team members represented backgrounds spanning India, Ireland, South Africa, Ukraine, the Arab world, and beyond.

02

MULTIGENERATIONAL SPAN

Ages ranged from 20-year-old interns to seasoned sales managers in their late 40s, each bringing distinct cultural touchpoints and workplace communication habits.

03

BROAD SPECTRUM OF PASSIONS

Individual strengths and interests stretched across completely different domains, from Disney animation, Formula 1, and country capitals to classic rock, hip-hop, and rugby.



TURNKEY & ON-SITE

A key differentiator of this engagement was the zero-friction operational model:

A **ON-SITE CONVENIENCE**

Hosted directly within Red Bull's office premises, eliminating travel overhead, logistical headaches, and lost work hours.

B **MINIMAL INFRASTRUCTURE REQUIRED**

Red Bull provided only a conference room with a TV screen. BondLabs took care of everything else, from custom digital game engines to interactive delivery.

C **PRE-CALIBRATED PERSONALIZATION**

Using intake profiling data, the entire session was mapped to the squad's exact cultural eras, entertainment tastes, and personal strengths prior to stepping into the room.

FLOW OF THE SHOW

2 HOURS

OPENER	STAGE 1	STAGE 2	STAGE 3
CALIBRATE	**GUESSTIMATE**	**FRAMEFRENZY**	**FACE TO FACE**
Lighthearted Opener	Paired Logic & High-Stakes Intuition	5 Teams of 3 / Cinema Recognition	1v1 Precision Niche Duels
WHOLE ROOM	PAIRS	5 TEAMS OF 3	1V1

00:00 · WARM-UP

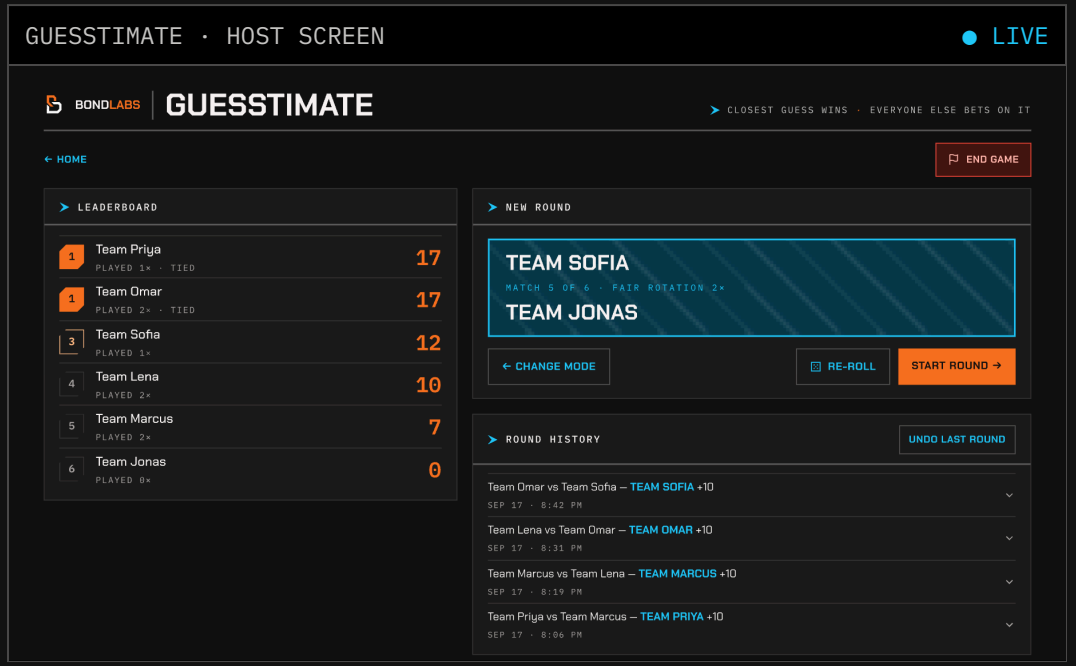
CALIBRATE

The session kicked off with Calibrate, designed to quickly strip away corporate formality, establish psychological safety, and prepare the room for active, equal participation across all seniority tiers.



GUESSTIMATE

To build immediate cross-tenure alignment, the 15 participants were divided into pairs.

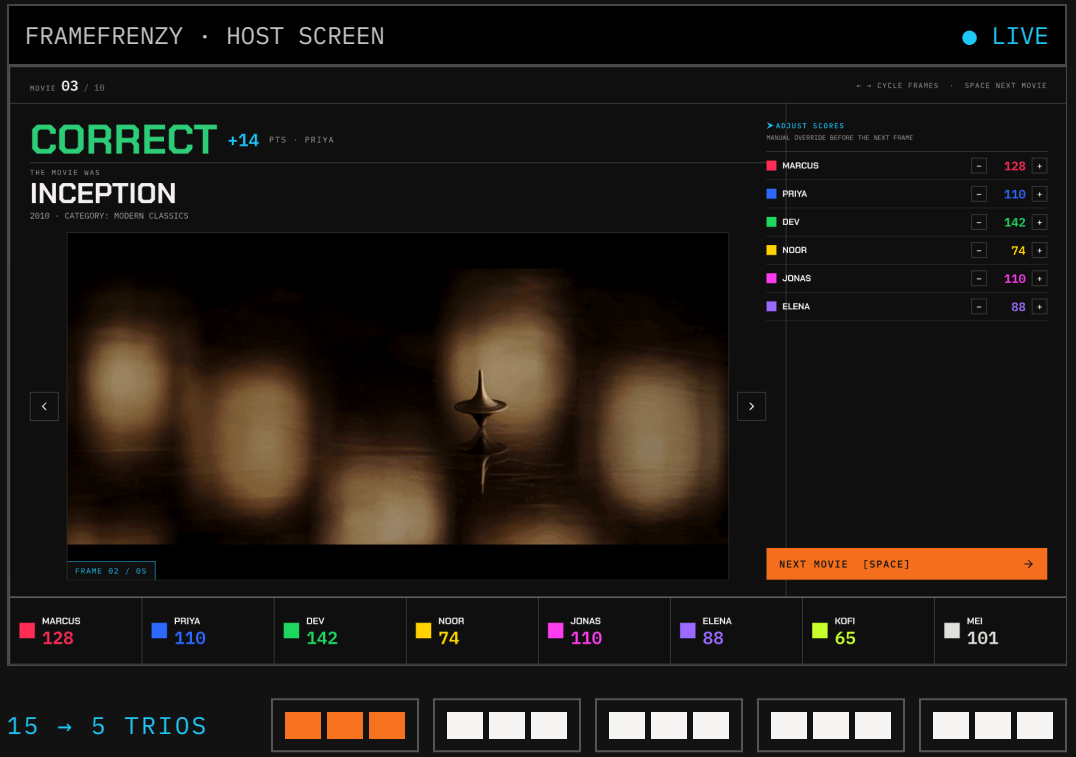


MECHANIC

Pairs tackled estimation prompts requiring them to blend logic with raw intuition under time pressure.

DYNAMIC

Interns and senior sales leads operated as equal strategic co-pilots, working intensely through debate, banter, and calculated risk-taking.



15 → 5 TRIOS

FRAME-FRENZY

Intake forms showed an overwhelming shared strength in 2010s cinema across the team. Capitalizing on this common ground, the room was split into five teams of three for a rapid visual showdown.

MECHANIC

Trios raced against each other to identify films from single still frames and obscure visual clues.

DYNAMIC

The challenge produced major surprises; several introverted team members emerged as decisive tactical weapons, spotting obscure movie details instantly to turn the tide for their teams.

FACE TO FACE

The final stage leveraged each individual's self-selected niche strengths.

01 · 1V1 **FOOTBALL**	02 · 1V1 **ROCK BANDS**	03 · 1V1 **RUGBY**
04 · 1V1 **DISNEY**	05 · 1V1 **FORMULA 1**	06 · 1V1 **WORLD GEOGRAPHY**

MECHANIC

Colleagues faced off 1-on-1 in hyper-specific arenas: Football, Rock Bands, Rugby, Disney, Formula 1, and World Geography.

DYNAMIC

Every duel pushed the clock to the final second. The room shifted into full stadium mode, cheering on personal passions in an electric, nail-biting finish.



ROCK BANDS DUEL

08 / RESULTS

KEY OUTCOMES

ZERO BARRIER TO ENTRY

Total immersion achieved directly within their existing office space without logistical complexity.

100% TEAM SYNERGY

Full engagement across all ages, nationalities, and roles, bridging interns and senior sales leadership into a unified unit.

LASTING CULTURAL COHESION

Team members connected through shared niche interests and newly discovered personal traits, translating directly to stronger day-to-day office alignment.



Red Bull

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We had some new members of our team start and we wanted to do a unique bonding session. BondLabs developed a fun, interactive session which was really well received by the team and also achieved the objective of onboarding the new team members. The session was interactive, human and genuinely fun and the feedback from the team was exceptional. We will have BondLabs back again.



SHAUN WARNER

NATIONAL SALES MANAGER, RED BULL UAE

NEXT UP

DESIGN YOUR NEXT EVENT WITH US.

BONDLABS

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