

Developer Partner Case Study: Red Bull Application



Red Bull Takes Rock, Paper, Scissors to Next Dimension With Facebook Platform

The Company

Founded in 1984, Red Bull Energy Drink had grown to become one of the world's most popular energy drinks.

The Application

Red Bull Roshambull, an online version of rock, paper, scissors.

Red Bull Application

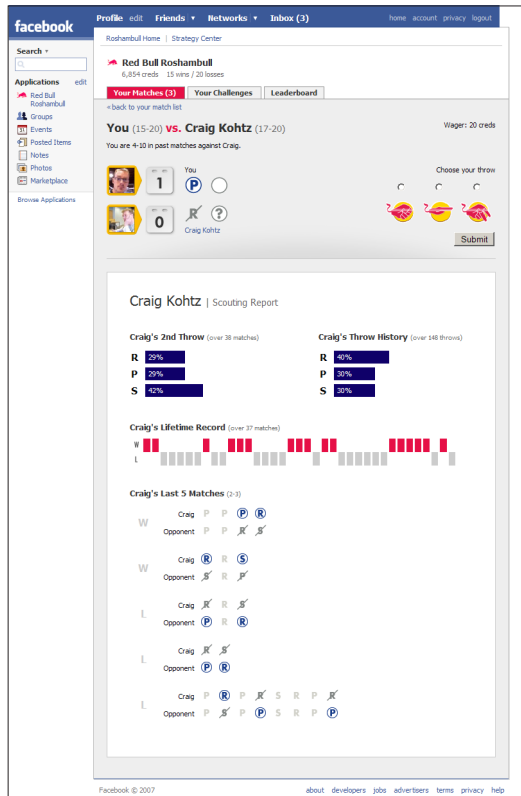
Red Bull Roshambull is an online version of the old schoolyard game "rock, paper, scissors." Though it might seem a strange game to play online, it turns out to be a perfect match for the Facebook community.

Users can add the Roshambull application on their Facebook profiles and invite friends to do battle. But this isn't the same game you played as a kid. Leveraging Facebook technology, the application creates a scouting sheet that can be used to help players decide what to throw.

"Before you make your next throw you can check your friend's stats and see that, hey, 48 percent of the time he throws rock," Johnston says. "We've added this intriguing statistical aspect to the game so it becomes like poker. You're constantly trying to out-strategize your opponent."

"We wanted to create a viral application for Facebook Platform that was fun and playful. We think people will ask their friends to install it because it's a really interesting way of saying 'what's up?' to your buddy."

—Bart Johnston,
Interactive Director,
Archival



Screen capture of Red Bull Application

Facebook Developer Resources

Roshambull is able to capture historical data and create scouting sheets by leveraging the tools and APIs that are part of Facebook Platform. The application also takes advantage of AJAX-like code, written by Facebook, for the seamless exchange of data. This enhances the user experience because players can submit their throws without having to wait for the page to reload.

“Facebook has done really incredible things in terms of giving users a great experience and making them forget there’s clever technology behind the scenes,” Johnston says. “We wanted to uphold that spirit and give users an application that works exactly the way they think it should work.”

For the Users

The challenge for Red Bull was to create an application that would blend well with the Facebook environment—and be embraced by the community.

“Our goal was to create an application that users would enjoy having on their profiles and would want to share with their friends,” Johnston says.

If users really like the Roshambull application, they can place it prominently at the top of their profile pages. “Roshambull is an original way for people to engage with their community,” he says. “It’s more informal than sending a message and more personal than just poking a friend.”

Why Red Bull Built on Facebook Platform

Facebook Platform gives users a chance to add an application that will be a great extension of their Facebook experience.

The application also gets to the heart of what Facebook Platform represents. “It’s all part of letting users decide how they want to interact with their friends and what kinds of experience they want to have on Facebook,” Johnston says.



Screen capture of Red Bull Application