Red Bull VIP Promotions Setup

2025

Summary

In this document, we will describe the recommended approach to implementing the 2025 Red Bull VIP Promotion structure in Encompass. Because Encompass is not providing any of the import files directly, you, the Red Bull distributor, have the flexibility to modify this approach to best meet your needs. You are completely responsible for the structure and pricing data associated with the program.

Setup Instructions

The Codes table in your Encompass database have been updated with the 2025 Red Bull VIP Codes. The 2025 Red Bull VIP Promotion structure and the structure of the import files is exactly the same as it was for 2024. Again this year, Encompass has included an example of each of the 4 import files that are needed with the purpose of presenting the correct structure (columns) for the import files. Please note that while these files are structurally correct, they are also incomplete. You will need to ensure that the import files you create contain all the data that is needed.

I. Create Lines

See " Example - 2025 VIP Lines "

You will need 4 Lines: RB 8 oz, RB 12 oz, RB 16 oz, and RB 20 oz. If you do not already have these Lines set up, you will need to create them.

II. Create Import Files

1) Markets

See " Example - 2025 VIP Markets "

Market records carry the RB VIP Code that will be associated with invoice transactions that utilize promotion(s) associated with the Market.

This import file should contain one line for each separate Market that you need to support the 205 VIP promotional structure, along with the 2025 VIP Code that goes with that Market.

Pricing Program Markets: Display Drive Promotions will still be referred to as "Pricing Programs". These Pricing Program Markets will have different VIP Codes starting with RBNA25.

2) Zones

See " Example - 2025 VIP Zones "

Zones will be used to specify which customers qualify for which specific 2025 VIP Program. In this approach to setting up the 2025 VIP promotional structure, there should be one Zone record for each Market created in Step 1 above.

This import file should contain one line for each separate Zone that you need to support the 2025 VIP promotional structure, along with a column "Add to New Customers" set to a value of 0 to ensure that new customers are not automatically added to the Zone.

3) Promotions Zones

See " Example - 2025 VIP Promotions Zones "

Promotions Zones record link a Zone to a Market.

This import file should contain one line for each separate Zone and Market combination. There should only be as many lines in this file as there are Zones (or Markets) as in this approach, there is a 1-to-1 relationship between Zones and Markets.

4) Promotions

See " Example - 2025 VIP Promotions.xlsx "

Promotions are where we bring it all together: Markets (with their Zone and VIP Codes) and the 2025 Pricing structure. As in years before, Encompass recommends that VIP Promotions are set up as "Price" type promotions, where the Amount on the promotion record is the actual price to retailers. For example, a product has a full price of $50. To create a record where the retailer gets a $4.00 discount and you get a $2.00 bill back, create a Price type promotion for that product with an Amount = $46.00 and Participation = $2.00.

Again this year, RBNA has also asked that distributors "set up zero discount promotions on 16/20oz for VIP stores so that VIP promo codes (e.g. RBNA2556BN) is sent on all SKU's per invoice". This is supported in Encompass using the same Price type promotions as for the 8oz and 12oz products, only where the Amount field contains the Full Price and the Participation = $0. The example import file shows entries for the "zero discount" promotions highlighted with BLUE letters.

The approach recommended by Encompass will organize Promotions that are organized by product Lines (8oz, 12 oz, 16 oz, and 20 oz), so that for each Market (e.g. 2025 TDiamond Premium FDC Cooler) you will generally have four (4) promotions

associated with that Market, one for each Line. In the case of Pricing Programs (new Display Drives), a single Market will have one promotion for each Line / Display Drive combination (again, see Example - 2025 VIP Promotions.xlsx file).

The example file contains the columns required to properly import promotions into Encompass using Table Import. The file should contain a single record for each unique promotion (Market -> Line -> Date Range). Be sure that values in the Lines column exactly match the names of the Lines in your system (see Section I above). You will need to enter the proper Amount, Participation, and Start/End Dates values based on the information you received from RBNA. Also, it is important that the data in the Active column is 0. This will create each promotion as Inactive, allowing you to review and confirm the data in the created promotions (see Section IV below).

III. Import the Files

Once you have created the 4 import files and confirmed that they contain all the required Markets, Zones, Promotions Zones, and Promotions (check this one twice!), you will need to import these files.

The steps to import each file are the same, and should be repeated once for each import file:

1) Navigate to 'Table Import' under Links in the search menu

2) Set the Destination Table to the appropriate table (Market, Zone, etc.)

3) Set Import Action to 'Add Only'

4) Select the Use Local File option to upload your import file.

5) Select 'Save Changes'

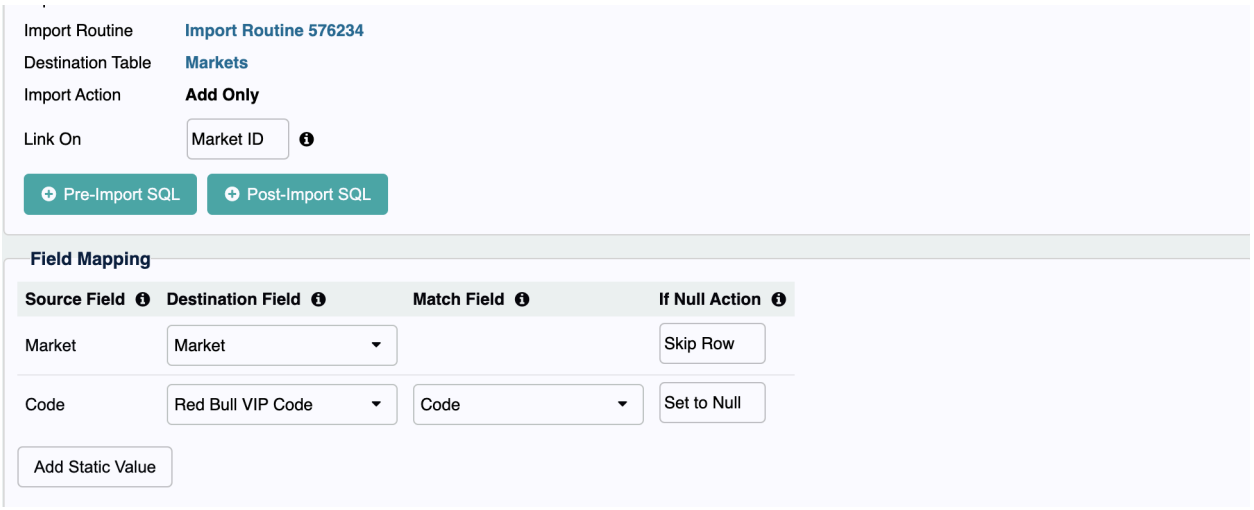
6) On the Map Fields screen, set up the field mappings as shown in the figures included below

7) Select 'Save Changes'

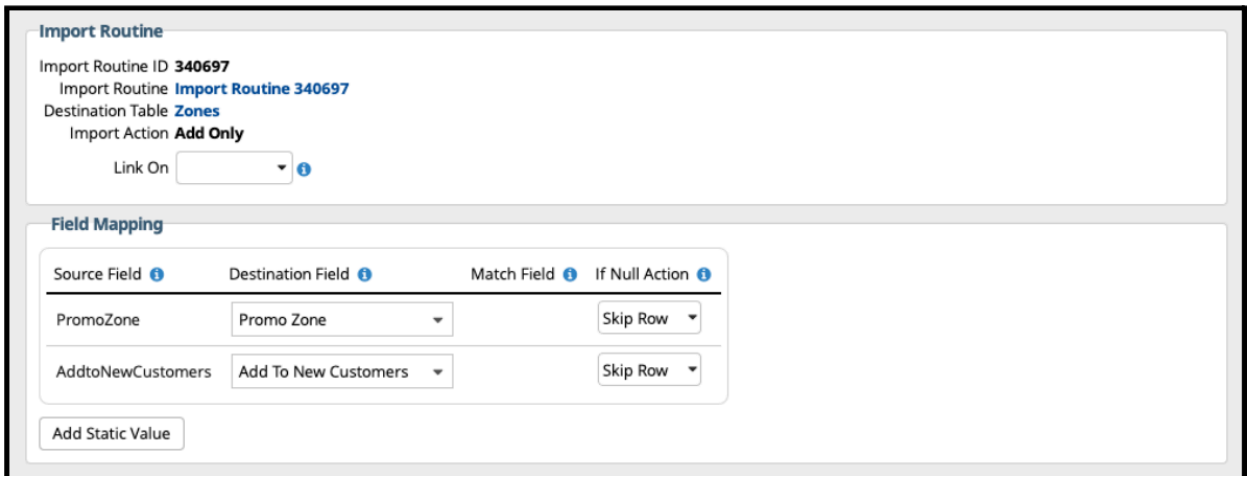
8) On the Import Tasks screen, select 'Execute' to import the file.

Note: The screenshots for import field mapping are shown using the ECP 19.07 version of Encompass. Your interface may look different. If you have any questions, please call Encompass Support and we can assist you in mapping import fields in your version.

Markets Import Field Mapping →



Zones Import Field Mapping →



Promotions Zones Import Field Mapping →

Import Routine

Import Routine ID **340698**
Import Routine **Import Routine 340698**
Destination Table **Promotions Zones**
Import Action **Add Only**
Link On

Field Mapping

Source Field	Destination Field	Match Field	If Null Action
PromoZone	Promo Zone	Promo Zone	Skip Row
Market	Market	Market	Set to Null

Add Static Value

Promotions Import Field Mapping →

Import Routine

Import Routine ID **340726**
Import Routine **Import Routine 340726**
Destination Table **Promotions**
Import Action **Add Only**
Link On

Field Mapping

Source Field	Destination Field	Match Field	If Null Action
PromotionType	Promotion Type		Skip Row
MARKET	Market	Market	Skip Row
PromotionCode	Destination Field		Set to Null
Line	Line	Line	Set to Null
PromotionName	Promotion Name		Set to Null
Condition	Condition		Set to Null
Amount	Amount		Skip Row
Participation	Participation		Skip Row
StartDate	Start Date		Set to Null
EndDate	End Date		Set to Null
Active	Active		Skip Row

Add Static Value

IV. Confirm Data and Next Steps

Once the data is in Encompass, there are only a couple of steps left to complete the 2025 Red Bull VIP Promotional setup.

1) Confirm the imported data

Take a look at each of the tables for which data was imported--Markets, Zones, Promotions Zones, and Promotions--and confirm that the data you intended to import was actually imported. The Promotions were imported in the Inactive status, so you will need to change the default view of the Promotions table to see the data that you imported.

2) Add Customers to Zones

You will need to add customers to the appropriate Zones for each of the Zones records

that you created importing the Zones import file (Step 2 of Section II)

3) Add Promotions Locations to the Market or to the Promotion Record

Once the Market has been created you will need to add Promotions Locations for each Market record that you created importing the Markets import file (Step 1 of Section II) or you will need to add Promotions Locations for each Promotion record that you created importing the Promotions import file (Step 4 of Section II).

4) Activate the imported Promotions

Once the imported data is confirmed and all the customers are associated with the appropriate Zones, you can activate the promotions imported during this process. You are ready to go!

At this point, you have now completed all necessary imports to set up the 2025 Red Bull VIP Promotions in your site. Again, please ensure that customers are in the correct Zones and that Products are in the correct Lines.

For questions about pricing, requirements surrounding the special “zero discount” promotions for 16oz and 20oz products, or about the 2025 Red Bull VIP Program itself, please contact RBNA.

For questions about the construction of the import files or the import process itself, questions about the approach or implementation of the 2025 Red Bull VIP Program in Encompass, please create a Support Task with the Support Portal for Encompass, or call Encompass Support at (970) 449-8000.