



PROJECT OVERVIEW

Red Bull Stratos is a mission to the edge of space, a 120,000ft free fall by Felix Baumgartner to provide valuable medical and scientific research data for future pioneers. Supported by a team of experts Felix will carry out the jump with the aim to create 4 new world records.

A digital solution was needed to excite audiences and gain momentum before, during and after the event. The site needed to host a live video stream so users can watch the live jump, have interactive elements and competitions to increase dwell time and return visits and house conversations around the extreme sport and the science behind the event.

Utilising a responsive and immersive visual design, social media, competition elements and live data streaming, the site has been a huge success. In partnership with YouTube the site helped create online history with over 8 million concurrent viewers on YouTube during the jump.

WWW.REDBULLSTRATOS.COM

RESPONSIVE EXPERIENTIAL WEBSITE
WITH GAMIFICATION + FOCUS ON
IMMERSIVE VISUAL DESIGN

CONCEPT DEVELOPMENT

RESPONSIVE APPROACH

AXURE WIREFRAMES

PSD VISUALS

HTML + CSS

UMBRACO CMS