

GOOGLE

GOOGLE OUTSIDE 2.0



OBJECTIVES

- To change how people used the Google Search App .
- Increase downloads of the app, trial and regular use of the app itself.
- To demonstrate the technology in a way that made sense at every location, at any time of the day.

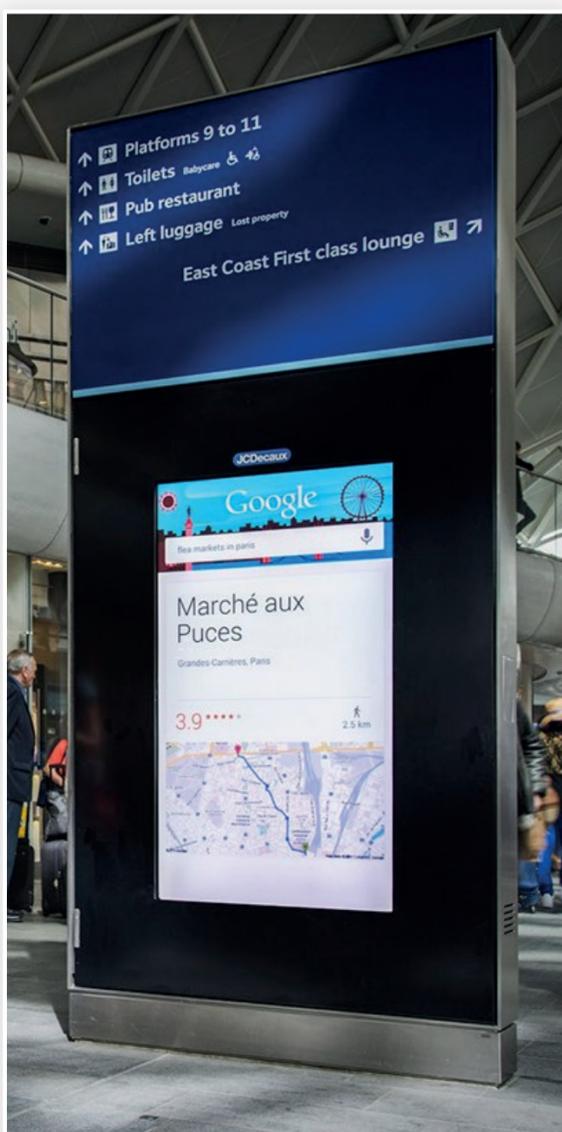
STRATEGY

- Reproducing the magic of search on digital OOH would be a huge communications, creative and technical challenge.
- It involved making 'dumb' digital screens smart, and - just like the app on smartphones - able to anticipate their audience's needs.
- While people are out and about, they happily look for information on their mobiles through browsers and apps. To persuade them to use the Google Search App instead, we'd need to show a compelling reward.
- To demonstrate the reward for using the app, the content needed to be intuitive and valuable - thousands of pieces of unique, real-time and location-based data drawn dynamically from dozens of Google and third-party sources.



EXECUTION

- The campaign launched with huge scale – on over 1,240 digital screens, in hundreds of different locations, 24 hours a day for 4 weeks.
- The digital screens created a city-wide presence that reached Londoners in different contexts and touchpoints, during their daily commutes, lunch hours and evenings out.
- Ads reflected the constantly changing context of every single screen, such as day of week, time of day, weather, audience mind-set and environment.
- So, if it was evening and you were in East London, it might suggest an Indian restaurant in Brick Lane and give you directions to get there. On a sunny Saturday morning near Regents Park, it might give you opening hours for London Zoo.
- Overall the campaign delivered:
 - » 700 megabytes of data were distributed to digital OOH networks each day; 300 times greater than the typical dynamic digital OOH campaign
 - » That data created 2,300 unique pieces of content; nearly as much each day as in the whole of the original campaign
 - » And that content filled more than 1,000,000 spots each day, surrounding Londoners with the right information at just the right time



RESULTS



- The campaign truly cut-through and resonated with Londoners:
 - » 96% found it informative
 - » 90% learned something new
 - » 85% found it personally relevant
- Having seen Outside 2.0, Londoners were 9 times more likely to download the app.
- Usage of the Google Search App increased by 9% and the number of regular users of the app grew by 3%.