

# GOOGLE

## OLD STREET

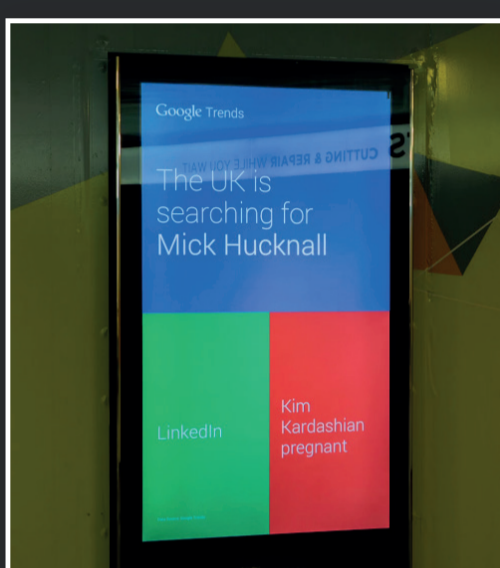


### OBJECTIVES

- To increase positivity around Google.
- Demonstrate and increase awareness of Google products that enhance everyday lives.
- To create a deeper connection with Google and achieve Brand Love.

### STRATEGY

- Demonstrate the magic of Google's products in a way that was personally relevant to the audience.
- We narrowed down the target audience to a valuable core of influential Londoners, living, working and socialising in the EC1 postcode area.
- The young professionals here are tech-savvy, international and highly social; by targeting them Google could expand their impact beyond EC1 into their large social and professional networks.



### EXECUTION

- We dominated the screen on a long-term holding to ensure the digital screens created unmissable presence and a platform for magical content delivered contextually.
- Thousands of lines of real-time and locally-relevant data were drawn dynamically from dozens of Google and third-party sources.
- The data was the catalyst for storytelling that became content, stitched together to make real-time and locally-relevant stories.
- They would provide insightful information for people on the go such as UK search trends, news, weather updates and local attractions.
- The ads were served ensuring the right information was displayed at the right time amidst the constantly changing context.



### RESULTS



- **OOH relevant to our activity**
  - » Increased brand metrics by +11%
- **OOH relevant to location**
  - » Increased brand metrics by +9%
- **OOH relevant to time of day**
  - » Increased brand metrics by +7%