

Google Home

Problem

How does Google Home raise awareness for its voice assistant features?

Solution

By bringing these features to the streets of Chicago with interactive bus shelters.

Background

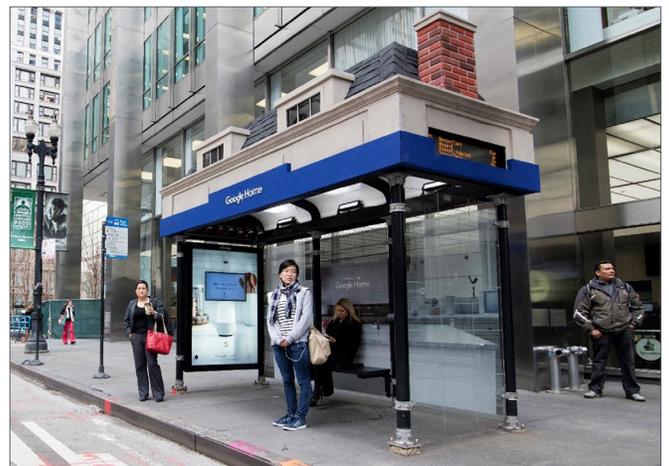
Voice assistants were an emerging technology heavily dominated by Amazon Echo, which had sold five million devices before the Google Home even launched. Amazon Echo had done a lot of the leg work in getting people aware of voice-activated assistants and their capabilities. However, it was perceived as a fun toy, great for playlists, timers, and party tricks, and only the early tech adopters were interested.

Objective

As a challenger in the category, Google needed to appeal to families and the general public, demonstrating that Google Home is more than a toy - it's a powerful tool for your home. The agency's main objective of this product launch was raising brand awareness and driving purchase intent among young, tech-savvy families and moderately-affluent social adopters.

Strategy

Research revealed the two features within Google Home that people found most appealing; the room temperature and room lighting controls. Given that Amazon Echo dominated the early tech adopter crowd, and knowing the preferred features of the Google Home, the agency focused on families. This included young tech-forward and affluent professionals who, with their time-starved lifestyles, would be most receptive to having a helping 'hand', or voice, in the home. But, to appeal to an audience who was seemingly disinterested in the category, it needed to demonstrate these features in a real way. Talking about it wasn't enough. The idea was to bring the Google Home from indoors to outdoors. Due to busy and joyfully-hecked schedules, these families and affluent professionals were exposed to less media than the general population. Regardless, they were commuting every single day. As the agency knew the temperature and lighting controls were the most appealing, it took those features to the coldest darkest city in the US: Chicago. It demonstrated these features in a way they couldn't and wouldn't



want to avoid. Some of Chicago's busiest bus shelters were transformed into mini-Smart Homes with functioning heat, lights, and music. Using an interactive touch-screen, commuters could turn up the heat, dim the lights, and put on whatever music they liked, giving them the experience of Google Home and much needed respite from the harsh winter. The shelters were designed with the local iconic architectural style of its location, each with unique commands and queries contextual to the neighborhoods they were in. For example, in Wicker Park, the painted wall referenced a local live music venue: "Ok, Google, what are some upcoming shows at Empty Bottle?" This illustrated that Google Home could become part of your own Home, whatever your style, needs, and demands might be. These custom build outs were supported by a larger OOH plan made up of hyper-local placements, including traditional shelters, bulletins, and walls placed throughout Chicago neighborhoods. Each was tailored to the young, tech-savvy, and family-oriented target audience. Google had presence in Lincoln Park, Wicker Park, Wrigleyville, Lakeview, Bucktown, and West Loop. The agency also activated general market placements, like shelters and traditional large formats, throughout the prime area of Downtown Chicago to target holiday shoppers.



Plan Details

Markets: Chicago, IL

Flight Dates: November 14, 2016 - December 31, 2016

OOH Formats Used: Static and digital bulletins, wallscapes, painted walls, transit shelters, innovative custom build-outs

Additional Formats: TV, radio, print, and digital

Target Audiences: Young tech families; young affluent professionals age 25 to 40

Budget: \$2.9 million

Results

The company measured exposure to the campaign and surveyed respondents through a mobile audience opt-in panel. Overall, the Google Home OOH campaign performed extraordinarily well. Total ad recall was 43 percent. OOH had a significant impact on aided awareness, with an 11-point lift from a baseline of 57 points. It influenced purchase consideration, resonating most notably among young tech families, a primary target of the campaign, based on a 25-point lift. Frequency also worked in lifting OOH aided awareness. There was a significantly higher aided awareness in respondents who had been exposed to the OOH over seven times (74 percent) in comparison to those with less than three exposures (63 percent). The innovative shelters generated higher aided awareness levels (71 percent) than street level formats (66 percent) and traditional large formats (68 percent).

Additional Information

Cinema was also a key awareness driver for the audience, with premium positioning resulting in higher impact on consideration.

Audience Metrics

Target Audience TRPs: 900

Target Audience Reach: 75 percent

Target Audience Frequency: 12