

Gemini

Google Step up Career Challenge

Mission: Power Google's Gemini Pro Breakthrough

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Budget: \$ 10M USD

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Target: University Student

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Length: 8 Weeks

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Markets: 3

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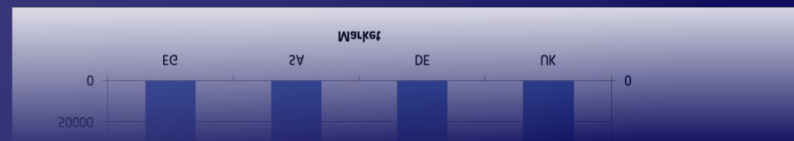
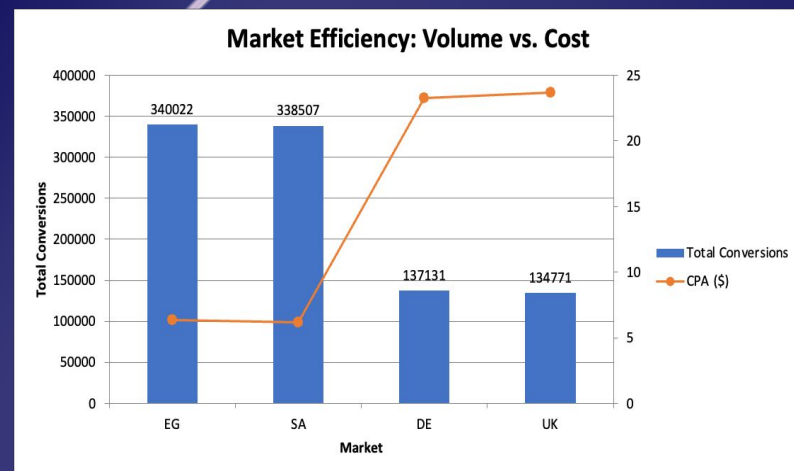
Matthew Lau

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Data Science Route

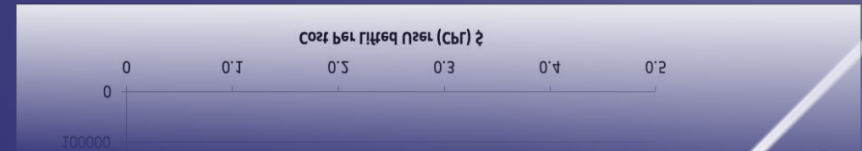
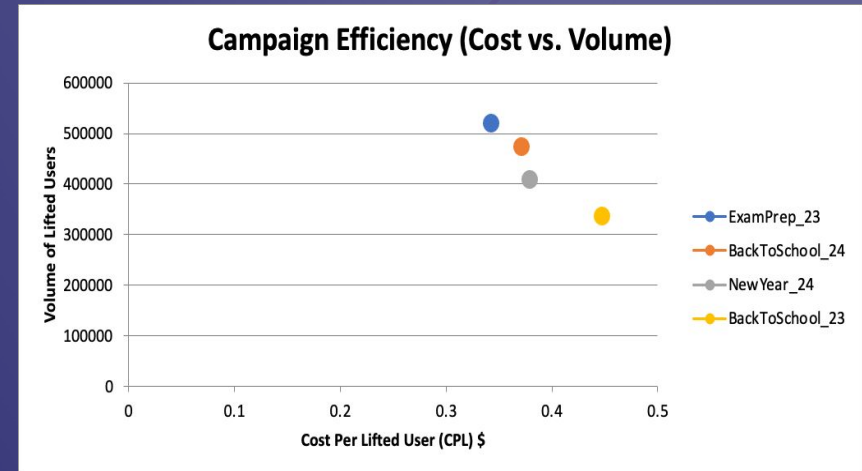
Insight 1 : High Efficiency in Emerging Markets (Egypt (EG) and Saudi Arabia (SA))

- EG and SA are **the most efficient markets** for driving conversions, significantly outperforming the United Kingdom (UK) and Germany (DE) in cost-effectiveness.
- EG and SA achieved **the highest conversion volumes** (~340k and ~338k respectively).
- Both markets maintain a much **lower Cost Per Acquisition (CPA)** of approximately **\$6.33**, compared to over \$23 in the UK and DE.
- While total reach is lower in EG/SA, the **Cost Per Reach (CPR)** is **consistent** across all markets (~\$0.036), indicating that the audience in these regions is naturally more responsive to the current channel mix.



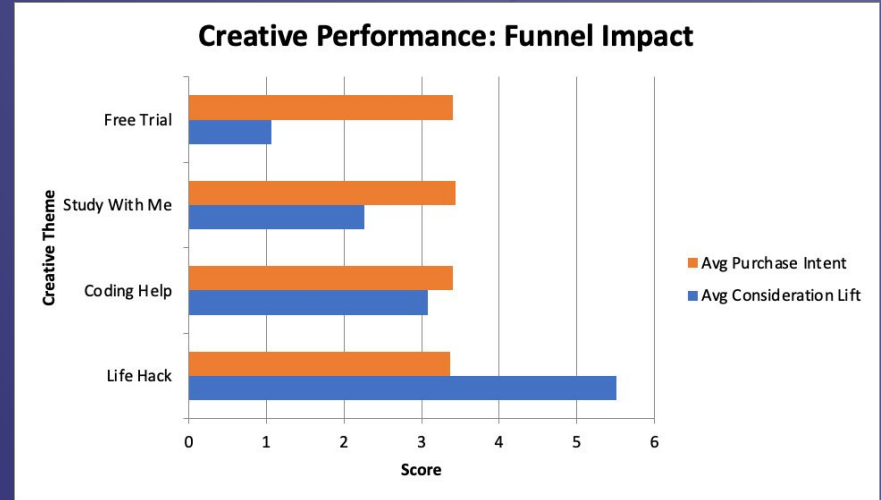
Insight 2 : Strategic Timing: Maximizing Impact during Exam Periods

- **Academic-focused campaigns**, particularly "Exam Preparation", it shows the **highest efficiency in lifting brand metrics**, suggesting that students view Gemini as a critical tool during high-stress study periods.
- The **ExamPrep_23** campaign delivered the **second-highest absolute lift** among all seasonal efforts in Brand Lift Study Dataset.
- It also achieved the **lowest Cost Per Lifted User (CPL)**, making it the **most economical period** to acquire new high-intent users.
- **Increasing marketing spend** during these windows (**Back to School** and **Exam Prep**) will likely yield the **highest Return of Investment (ROI)**.



Insight 3 : Creative Strategy: Awareness Vs Conversion

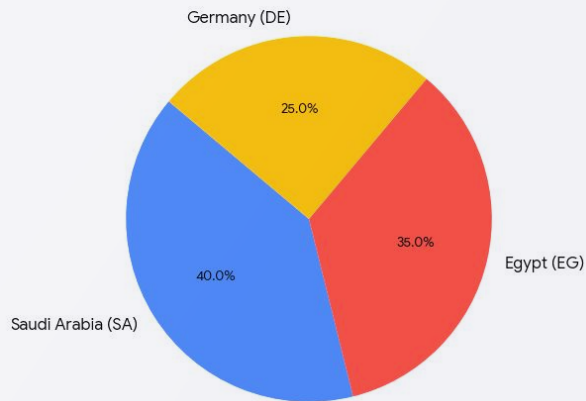
- **Creative content** should be segmented by **funnel stage**. "Life Hack" content is superior for **building initial awareness**, while utility-based content drives **actual purchase intent**.
- The "Life Hack" creative consistently drives the **highest average Consideration Lift**, making it the **best choice for top-of-funnel engagement**.
- Conversely, "Study With Me," "Free Trial," and "Coding Help" show the strongest impact on Purchase Intent.
- Use "Life Hack" to attract attention and retarget those users with "Free Trial" or "Coding Help" to increase Gemini Pro conversion.



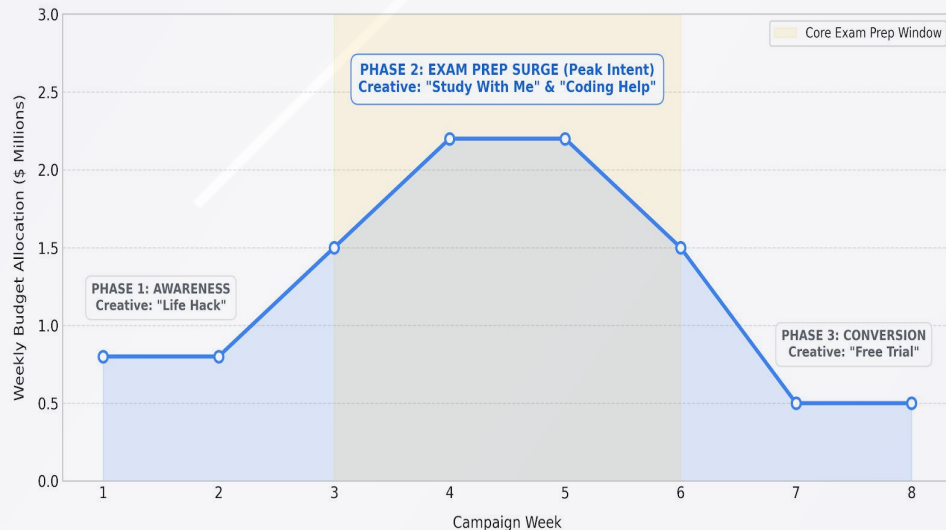
Data Strategist Route

8-Week Global Launch Strategy: High Impact and Seasonal Surge

Strategic Budget Allocation (\$10M Total)



Gemini Pro: 8-Week "Exam Surge" Investment Strategy



Market Selection:

- **Saudi Arabia (SA):** The "Efficiency Leader." Boasts the **highest conversion rate (0.61%)** and the **lowest CPA (\$6.16)**.
- **Egypt (EG):** The "Growth Engine." **High audience volume (59M reach)** with near-identical efficiency to SA (**\$6.33 CPA**).
- **Germany (DE):** The "Scale Market." While more expensive (**\$23.25 CPA**), it provides a **massive audience** of over **86M**, ensuring the campaign achieves significant global "noise" and reach.

Media Execution: The Funnel Sequenced approach

- **Display (Top Funnel):** Use this for **massive reach** at the **lowest cost (~\$0.019 per reach)**. This is purely to keep Gemini Pro "top of mind" during the 8-week period.
- **YouTube & Social (Middle Funnel):** They provide a balanced **Cost Per Reach (~\$0.035)** and are the **natural environment** for **university students**.
- **Search (Lower Funnel):** The **primary conversion driver**. In SA/EG, Search delivers a **CPA of \$3.22**, making it essential for capturing students actively looking for "study help" or "coding assistants."

Budget allocation (\$10M Total):

- **Market Split:** **\$4M** Saudi Arabia > **\$3.5M** Egypt > **\$2.5M** Germany
- **Channel Split:** **50% Performance** (Search/Social) > **30% Video** (YouTube), **20% Awareness** (Display).

Creative Feature Focus: The Funnel Sequenced approach

- **Week 1-3 (Awareness):** Lead with **"Life Hack"** content. This creative has the **highest Consideration Lift (5.51)**. Its goal is to "excite" students **by showing how Gemini simplifies their lives**.
- **Week 4-6 (Consideration):** Transition to **"Study With Me"** and **"Coding Help."** These themes showed the **strongest Purchase Intent (3.4+)**. They demonstrate the utility required to **turn a "fan" into a "user."**
- **Week 7-8 (Action):** Close with the **"Free Trial"** creative and a **"Limited Time" offer** for Gemini Pro to **drive immediate sign-ups** before the 8-week window closes.

Thank you

