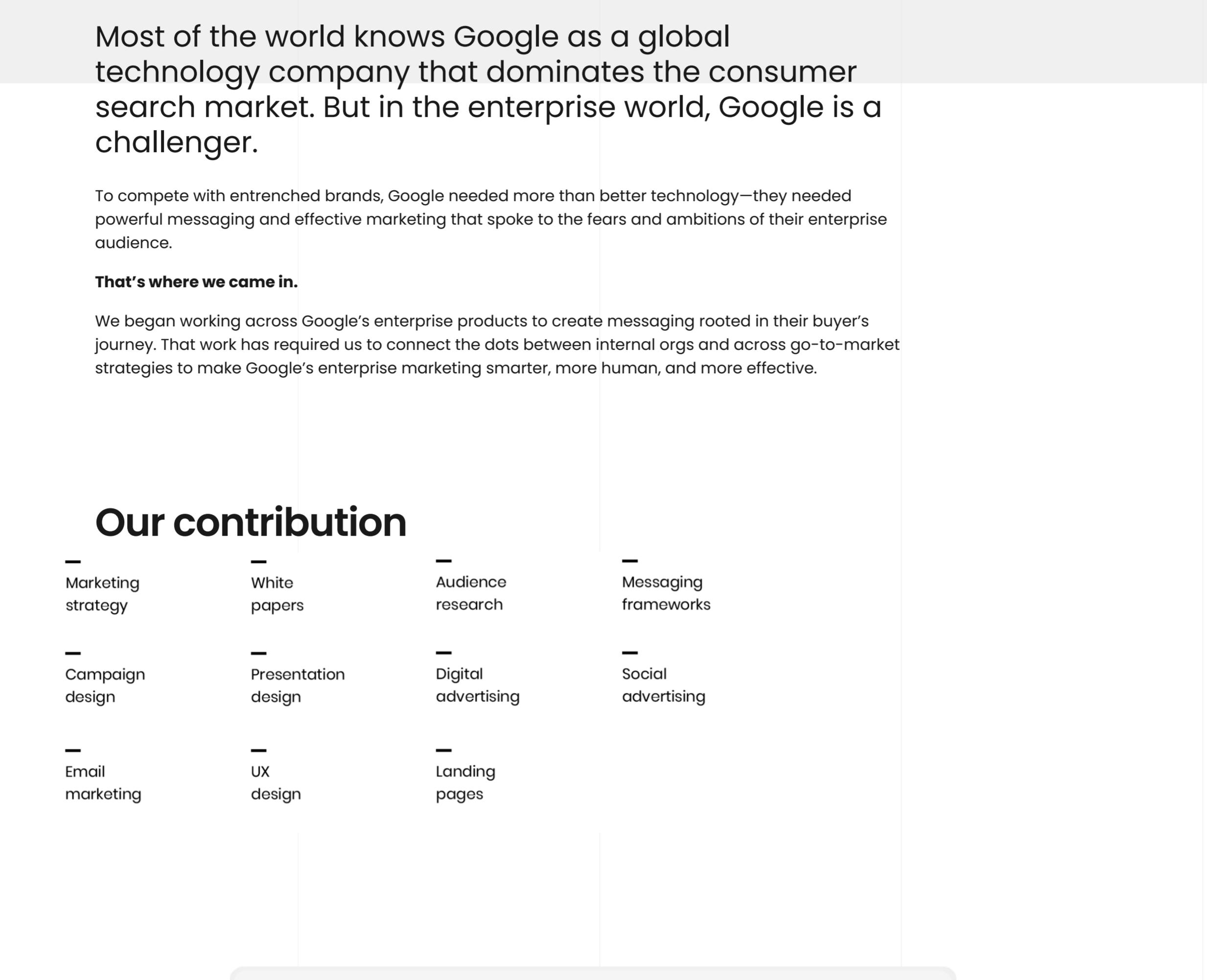




Creating the most powerful digital ecosystem for work

Here's how we helped Google Workspace connect hard-working products to even harder-working humans.



Most of the world knows Google as a global technology company that dominates the consumer search market. But in the enterprise world, Google is a challenger.

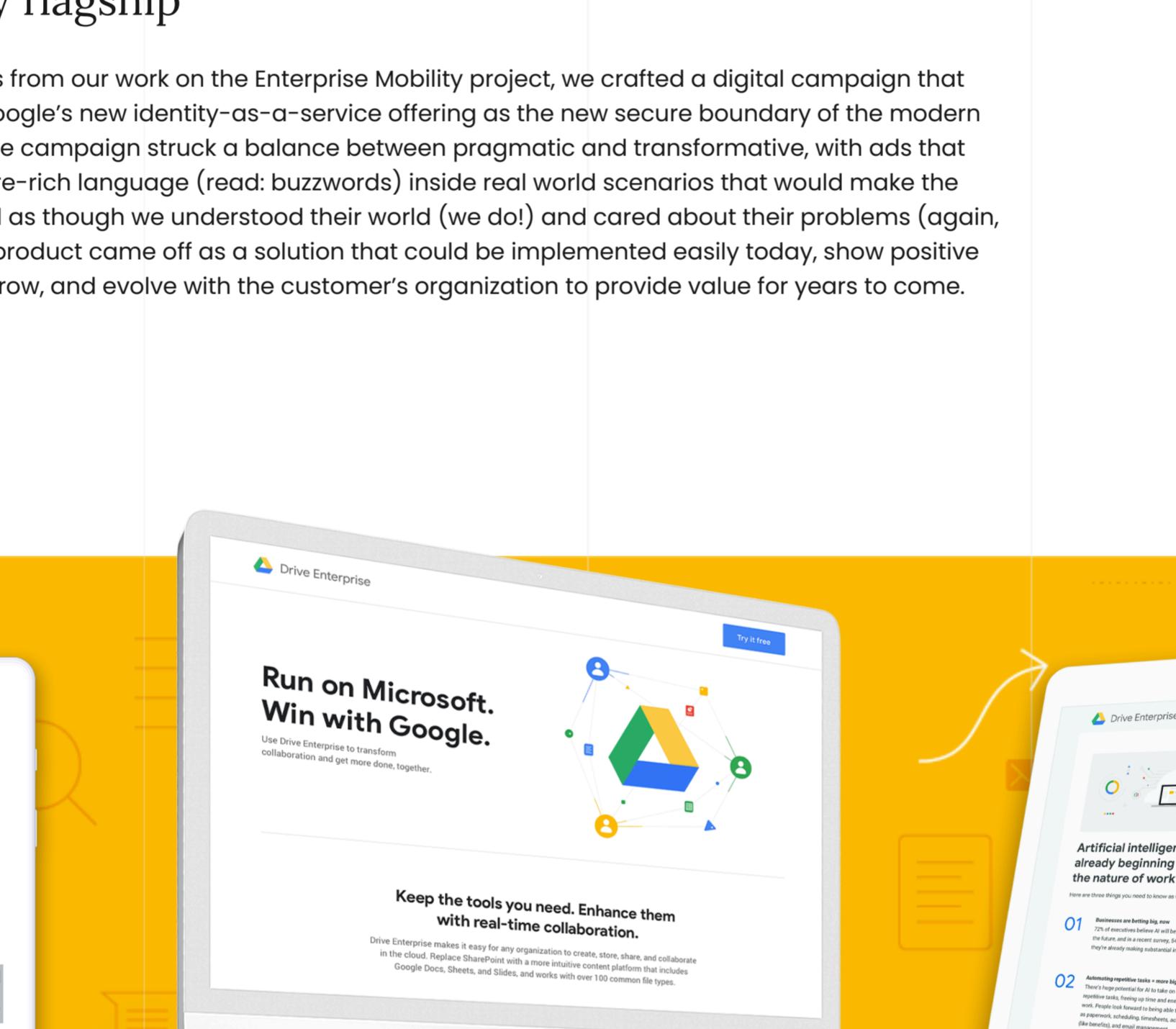
To compete with entrenched brands, Google needed more than better technology—they needed powerful messaging and effective marketing that spoke to the fears and ambitions of their enterprise audience.

That's where we came in.

We began working across Google's enterprise products to create messaging rooted in their buyer's journey. That work has required us to connect the dots between internal orgs and across go-to-market strategies to make Google's enterprise marketing smarter, more human, and more effective.

Our contribution

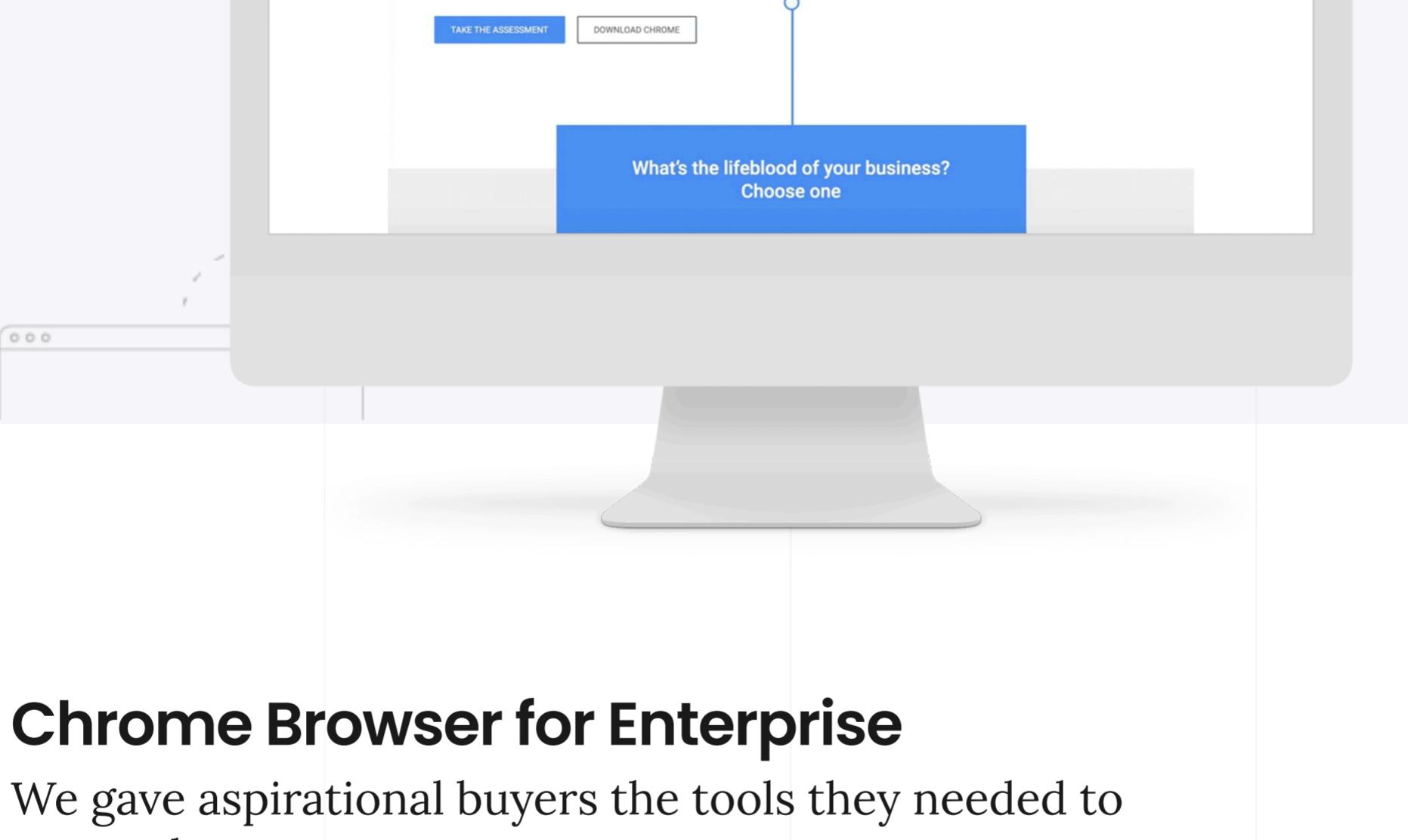
Marketing strategy	White papers	Audience research	Messaging frameworks
Campaign design	Presentation design	Digital advertising	Social advertising
Email marketing	UX design	Landing pages	



Google Enterprise Mobility

Reaching IT decision makers with an empathetic message

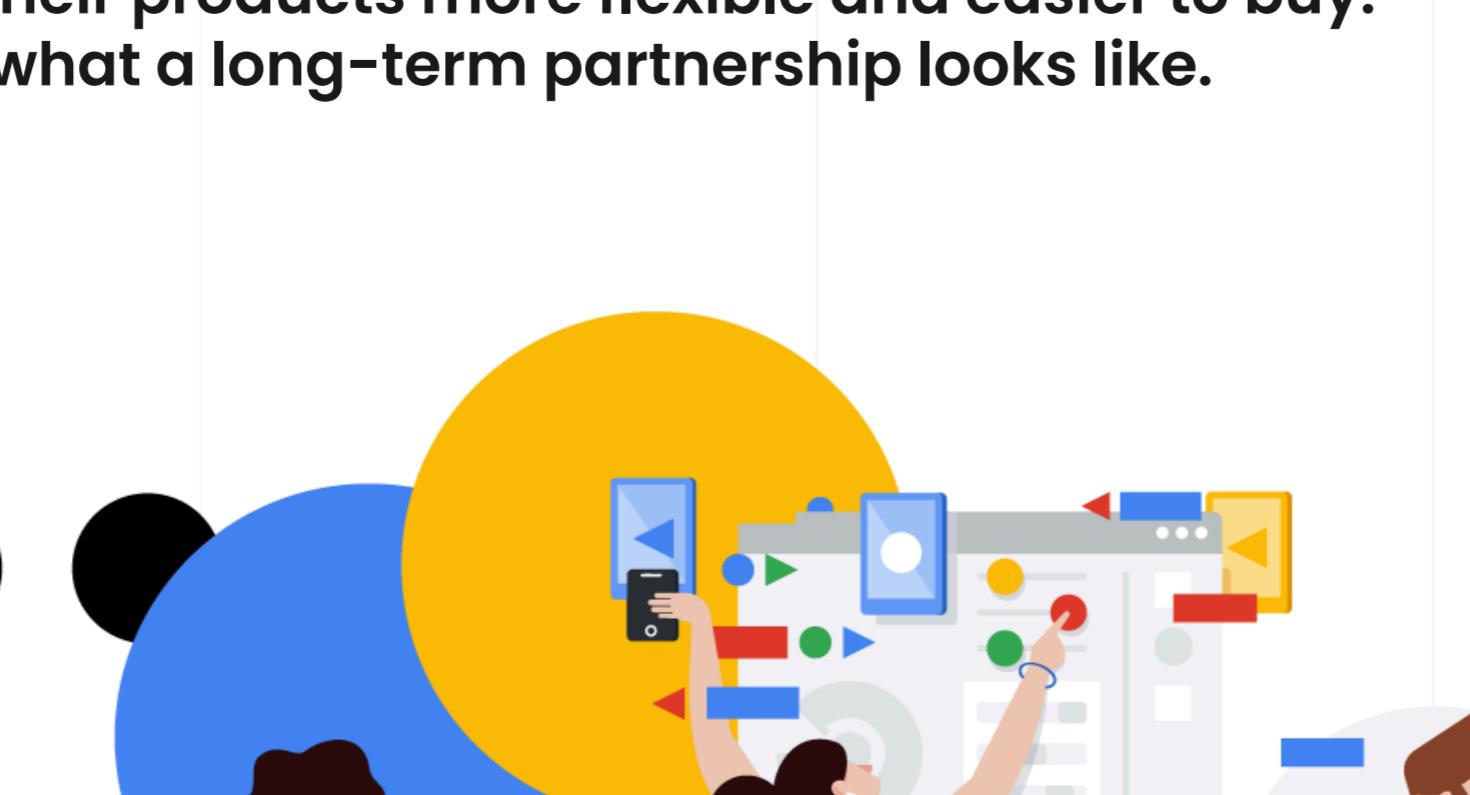
Google was struggling to articulate a coherent, cohesive story for its enterprise mobility offering, from infrastructure (Google Cloud Platform) to collaboration apps (G Suite). Accordingly the market viewed Google offerings as a siloed collection of point solutions for disconnected use cases. Through a rich discovery process, Article Group realized that Google had the tech, expertise, and brand strength to be viewed as the broadest enterprise mobility offering (own that!). The core question was how to adapt this offering to the needs and buying habits of their customers. We developed a strategic positioning and messaging framework for Google to offer right-sized, flexible product bundles that are powerful, easy to implement, and secure.



Google Cloud Identity

We used human stories to launch Google's enterprise mobility flagship

Using insights from our work on the Enterprise Mobility project, we crafted a digital campaign that positioned Google's new identity-as-a-service offering as the new secure boundary of the modern enterprise. The campaign struck a balance between pragmatic and transformative, with ads that placed feature-rich language (read: buzzwords) inside real world scenarios that would make the audience feel as though we understood their world (we do!) and cared about their problems (again, we do!). The product came off as a solution that could be implemented easily today, show positive results tomorrow, and evolve with the customer's organization to provide value for years to come.



Today, we're still working with Google. We've helped make their products more flexible and easier to buy. This is what a long-term partnership looks like.

