



# 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

## The way we work and live is blending together

Mobile workers want to work from any device, at any time, on any network

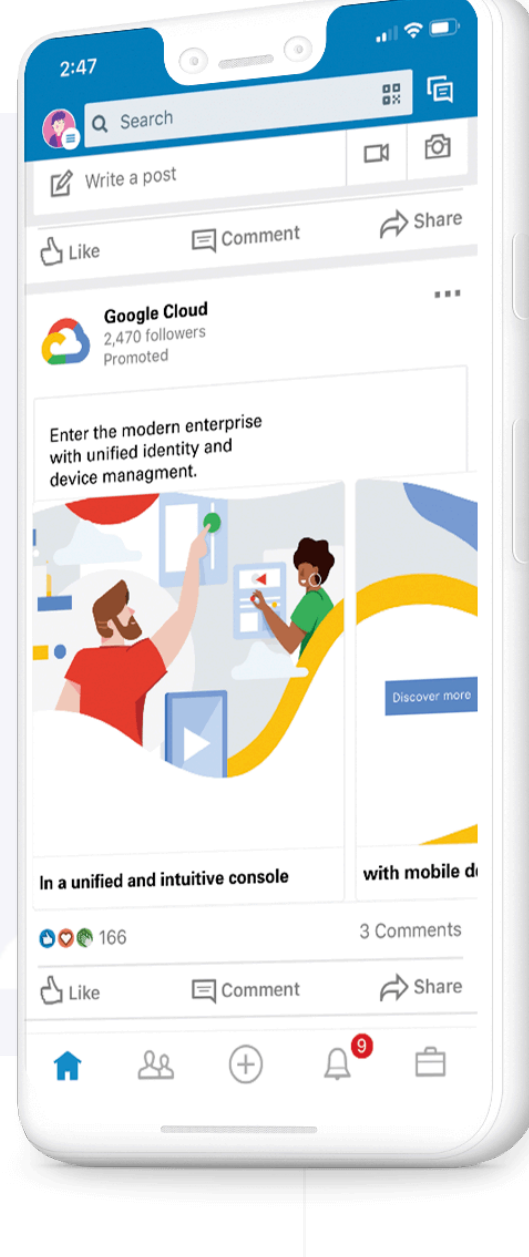
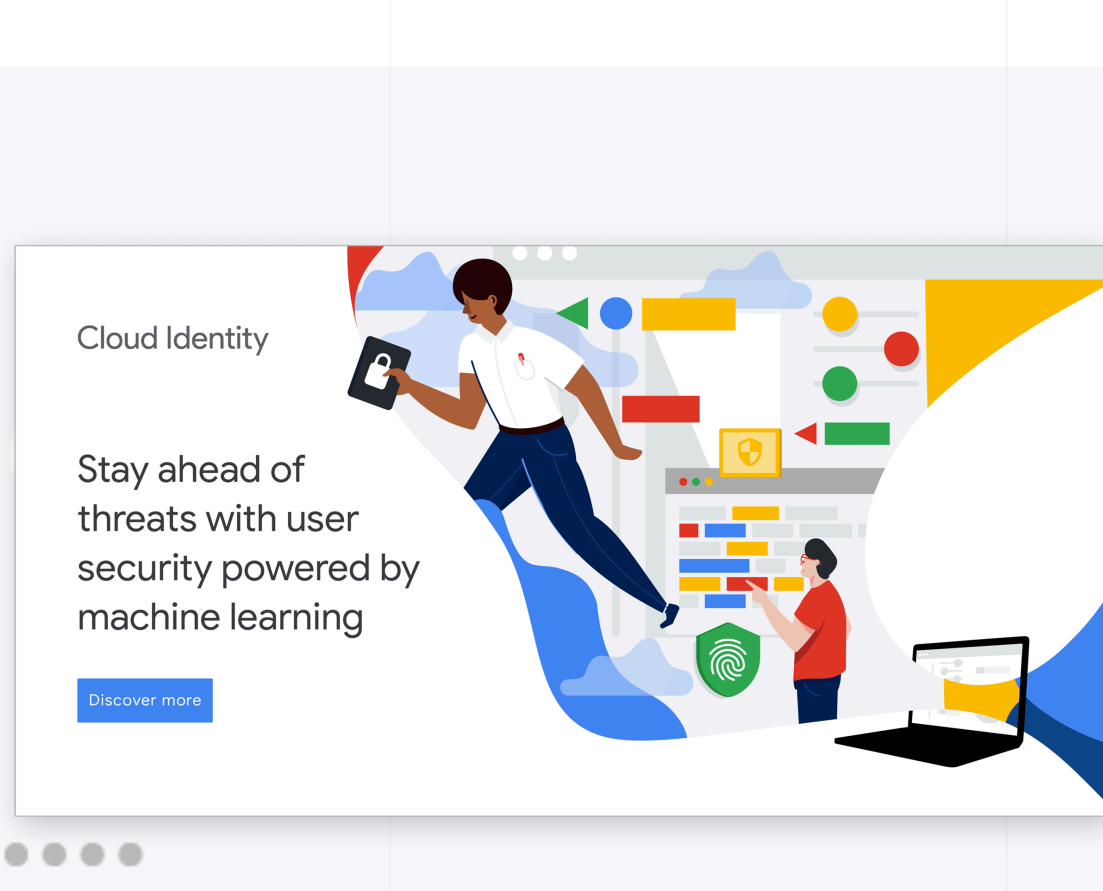
Google Cloud



## Google Enterprise Mobility

Reaching IT decision makers with an empathetic message

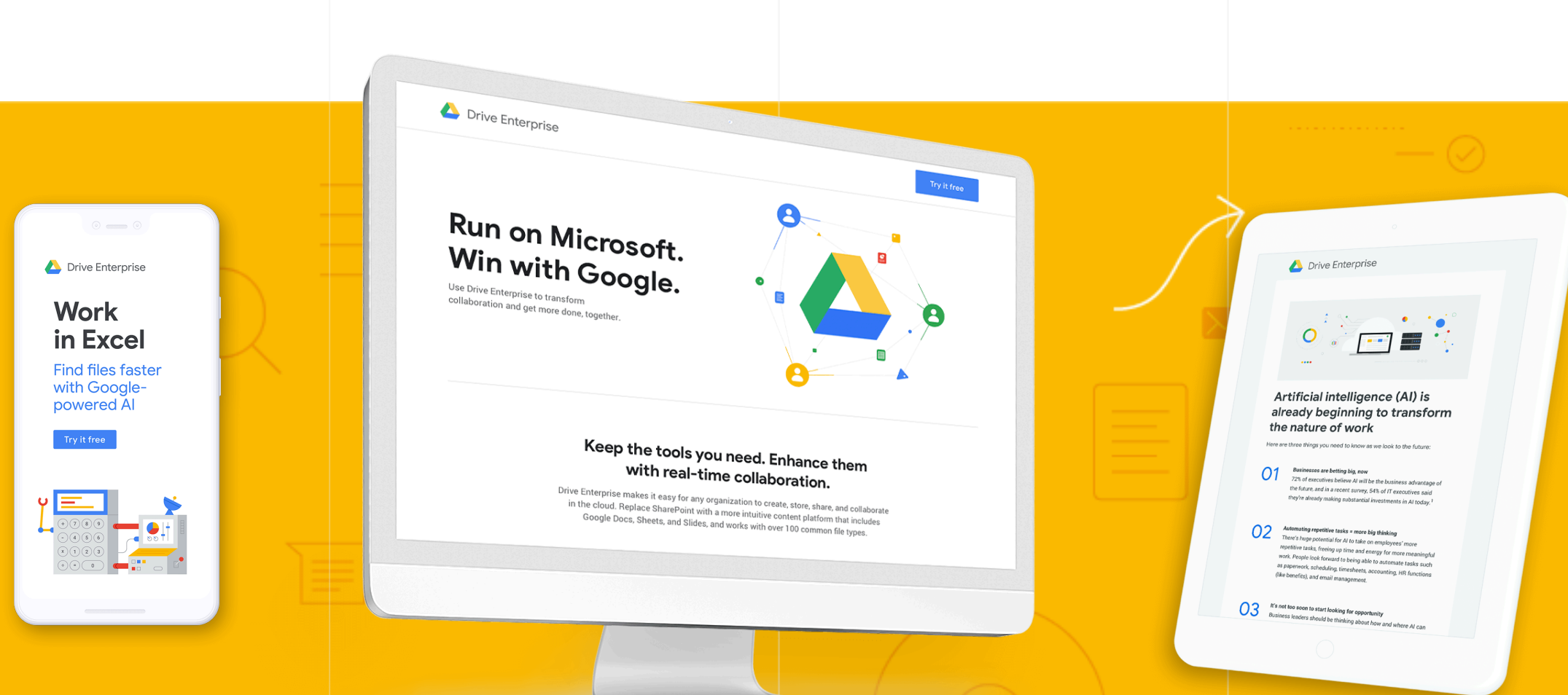
Google was struggling to articulate a coherent, cohesive story for its enterprise mobility offering, from infrastructure (Google Cloud Platform) to collaboration apps (G Suite). Accordingly the market viewed Google offerings as a siloed collection of point solutions for disconnected use cases. Through 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

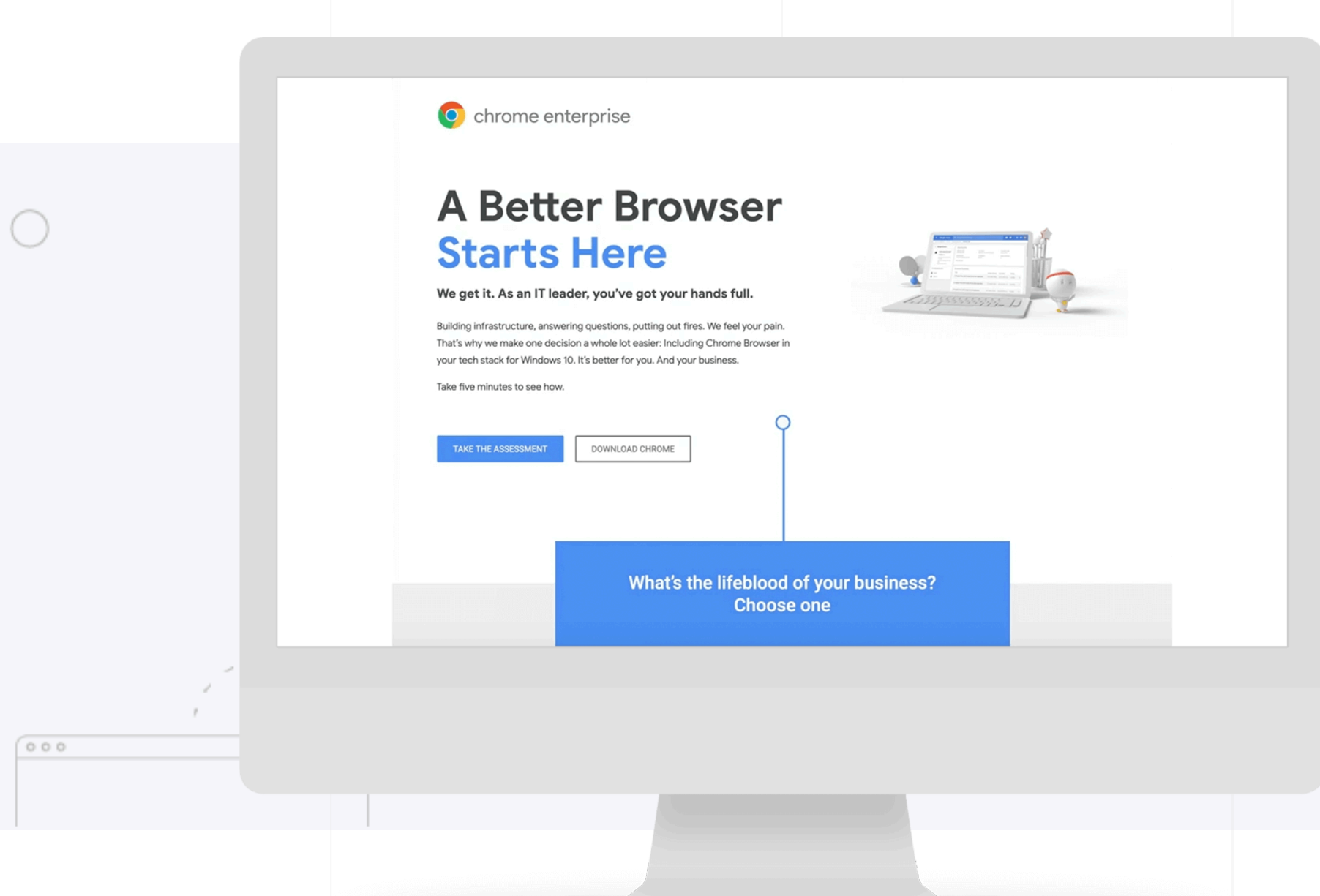
Using insights from our work on the Enterprise Mobility project, we crafted a digital campaign that positioned Google's new identity—as-a-service offering as the new secure boundary of the modern enterprise. The campaign struck a balance between pragmatic and transformative, with ads that placed feature-rich 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.



## Google Drive

Reframing a popular offering to raise awareness in a new target audience

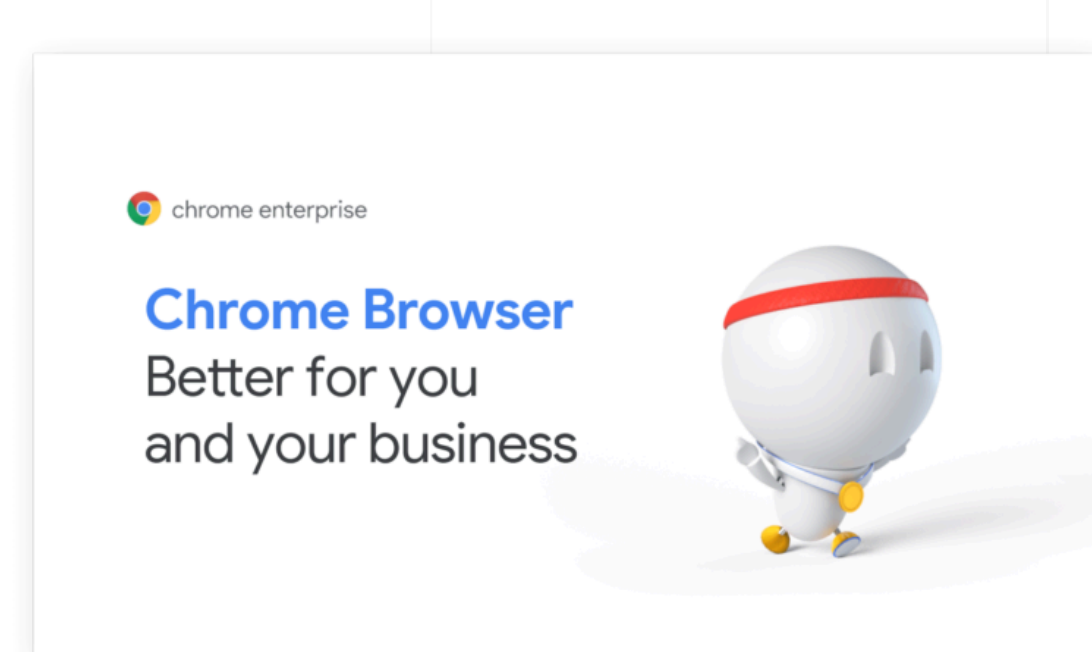
Google needed to market Drive Enterprise as a standalone content platform and appeal to enterprise customers who were not ready to rip and replace their existing solutions. Article Group realized we could address this challenge by appealing to a psychological truth: every enterprise wants to innovate, but most of them think they're stuck with the way they work today. Article Group created a digital campaign, sales site copy and design, and a thought leadership email campaign that let enterprises know they could keep their legacy systems while adding Google Drive to enhance productivity.



## Chrome Browser for Enterprise

We gave aspirational buyers the tools they needed to succeed

Google wanted to protect their position as the dominant browser while expanding Chrome's role as a key part of the enterprise tech stack. Through audience research, Article Group realized that the target audience wanted to be regarded as more than just administrative functionaries—so we spoke to those aspirations. We created an interactive digital assessment tool that highlighted the connection between your browser and what culture of work your organization has. We supplement that tool with digital ads and technical white papers that demonstrated Chrome's benefits. The result: We helped Google's audience understand how easier product management and a streamlined network would help them to think big, impress the boss, and even have time for a leisurely lunch.



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.

