

Case Study: Google Workspace

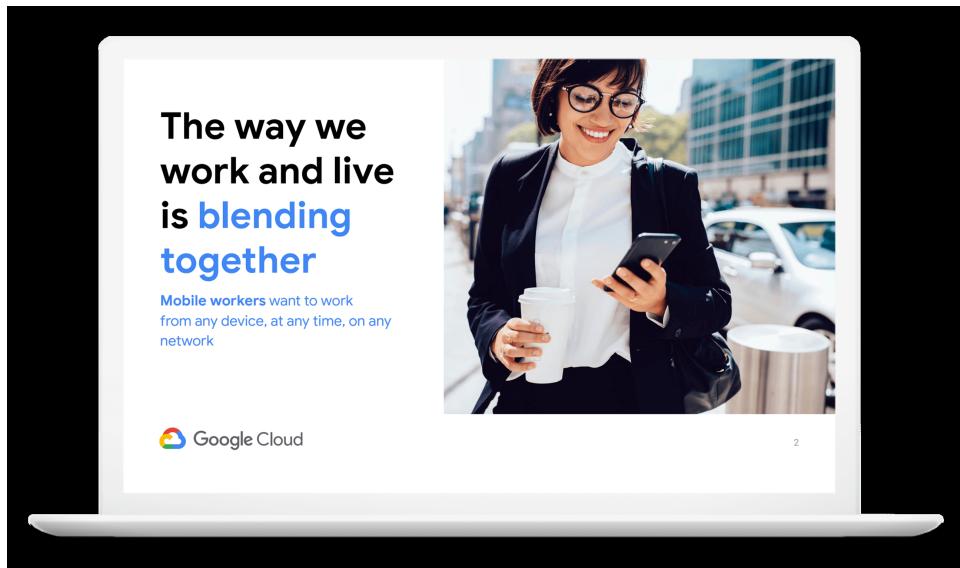
Creating the most powerful digital ecosystem for work — how Article Group helped Google connect hard-working products to even harder-working humans.

The Challenge

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.

Our Approach

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.



Google Cloud Enterprise Mobility messaging

Google Enterprise Mobility

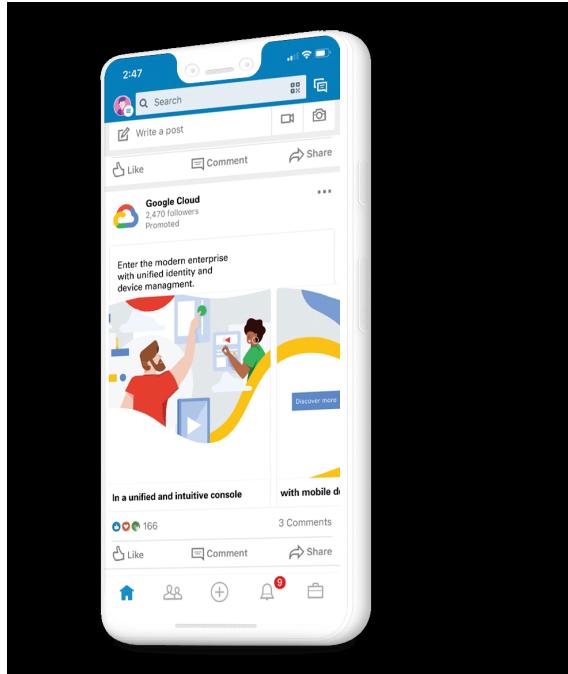
Reaching IT decision makers with an empathetic message

Google was struggling to articulate a coherent, cohesive story for its enterprise mobility offering. 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. 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

Using human stories to launch Google's enterprise mobility flagship

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 inside real world scenarios that would make the audience feel as though we understood their world and cared about their problems.



Google Cloud Identity social campaign

Google Drive

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

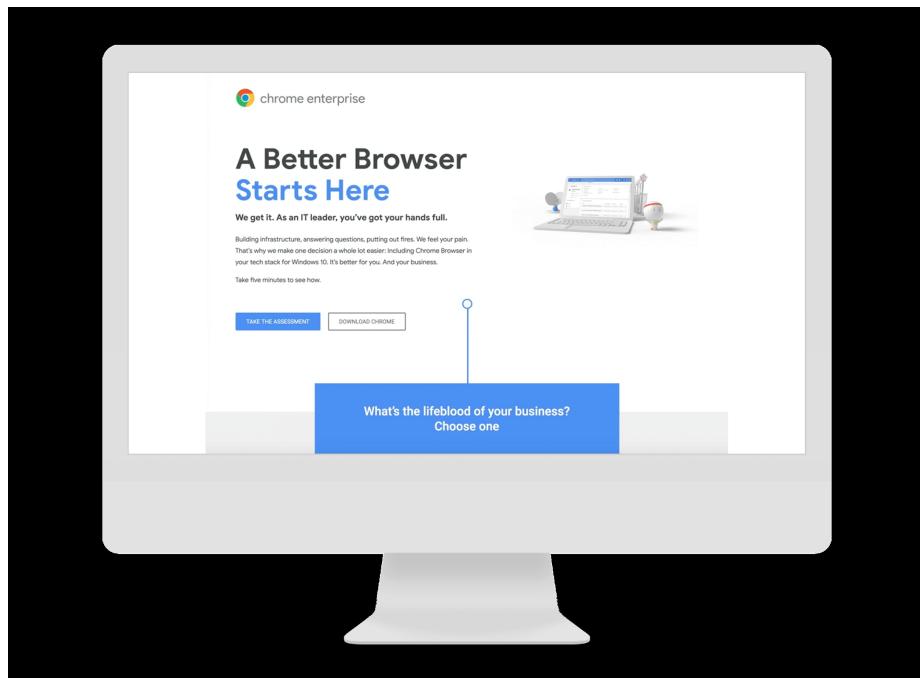
Google needed to market Drive Enterprise as a standalone content platform and appeal to enterprise customers who were not ready to rip and replace their existing solutions. We addressed this challenge by appealing to a psychological truth: every enterprise wants to innovate, but most of them think they're 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

Giving 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.



Chrome Enterprise interactive assessment tool

We created an interactive digital assessment tool that highlighted the connection between your browser and what culture of work your organization has. We supplemented that tool with digital ads and technical white papers that demonstrated Chrome's benefits.

The Result

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.