

Android at MWC 2011 Barcelona

Source: Design Effectiveness Awards, Bronze, Design Effectiveness Awards 2012

Downloaded from WARC

dba

The Mobile World Congress is an industry trade show for leaders in the mobile technology market. In 2011 Android, Google's mobile operating system, wanted its presence at the congress to stand out and "make Android the talk of the show". The stand was made distinct with playful and innovative exhibits, intended to create the feel of a market place with a community feel. The work garnered 56,000 internet mentions - more than any other major brand at the event - and accounted for 27% of the total online conversations during the show.

Agency: Communication by Design and Brandfuel

Client: Google

Category: Experiential Environments, Temporary Exhibitions

Executive summary

The Android stand was an oasis of playfulness in corporate showcase with 25,500 visitors over 4 days.

The Mobile World Congress is the leading industry trade show for leaders in the mobile technology market. Android is the world's first commercial quality open source mobile platform. Android's ground breaking exhibition became the most talked about brand at MWC by shattering the corporate mould of stand design. This was especially important because it became the first time the Android brand had been brought to life as a character. Environmental design was used to amplify his presence and accentuate his personality.

The Android character was an all-encompassing icon at the heart of the stand.

This feeling of a fun and inspirational space was utilised to create the Android Market where a community of developers, equipment providers and end users could see and discuss all the latest product happenings. An interactive screen display gave visitors the latest information as products were added daily. A slide was featured to signify the momentum of Android's unmatched growth. This shaped the Android stand as an oasis of playfulness in an exhibition environment given over to corporate design. An innovative display of over 100 devices 'wowed' 25,500 participants by demonstrating the openness and choice within the platform.

Android was everywhere, with over 40 partners showcasing their membership in this rapidly expanding community.

The Android walk was developed to represent this community. Small Android standees were supplied to partners and were a vehicle for distribution of a selection of 86 pin badges. Visitors were driven to each of the partners in an effort to collect the set.

Android's presence was vastly augmented by the close of MWC.

Astonishing results placed Android with more online mentions than the Microsoft Nokia deal (a major announcement). Android became the topic of 27% of total online conversations during MWC.



20,400 internet 'Android stand' mentions.



56,000 internet mentions





An oasis of playfulness

Project overview

Outline of project brief

Make Android the 'Talk of the show'

- Demonstrate the 'momentum' already established for the Android platform
- To 'wow' participants with an exciting Android-branded exhibition space that stands out through not being 'corporate'
- To demonstrate the Android momentum (fast growing number and 'choice' of devices and apps)
- To showcase the latest innovations on the Android platform to target 25,000 of the 50,000 visitors expected
- To reinforce aesthetically the 'openness' of the Android platform
- To demonstrate how partners in the ecosystem work together - including interplay between exhibitors
- To wow and excite the mobile audience and make the Android stand the space to be and the place to be seen

Description

The GSMA represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites more than 800 of the world's mobile operators, as well as 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, internet companies, and media and entertainment organisations.

The GSMA Mobile World Congress combines the world's largest mobile industry exhibition with an innovative and exciting congress featuring leading mobile operators, vendors, and content owners from across the world. The 2011 Congress featured 1,400 exhibiting companies and occupied more than 142,000 square metres of exhibition and hospitality space. The Mobile World Congress is the place to gain premium market exposure to provide diverse opportunities to meet with approximately 50,000 key decision-makers. Android's 2011 presence was the second time that Google has participated as an exhibitor on MWC. From Google's perspective, it was the considerable chance to make a big mind-blowing impression at MWC 2011 with 681m² exhibition space over 2 floors, much smaller than Nokia, and the other major corporations' stands. Furthermore, the stand position was located on the periphery of the hall and therefore we had to work hard to maximise footfall.



The chance to make a big mind-blowing impression

Overview of market

Android is the world's first commercial quality open source mobile platform that is complete open and free and that handset manufacturers can install when building devices and that developers can use to create applications ('apps') that extend the functionality of the devices. There are currently over 200,000 apps available for Android. Android had never exhibited with such significant presence in the market place, this was certainly a high profile strategy for them. Their presence in MUUC 2010 was a one day showcase in the App showcase presentation space.

Project launch date

February 14th-17th 2011.

Size of design budget

Confidential.



Everything Android everywhere for everyone

Outline of design solution

An open environment of playful wonder

The purpose was to design and build the Android stand at The Mobile World Congress on behalf of Google Enterprise. Android needed high recognition throughout MWC This was achieved through the stand's distinctiveness as a ground breaking experience of playful fun and innovative exhibits. The Android stand had to be the focal-point where everyone would want to be and be seen. A range of inventive activities were employed to provide an unmatched level of entertainment.

Android rocks perceptions of what an exhibition stand can be!

By focussing on the use of the Android green as the primary colour, and complimentary white we knew that the colour would help achieve stand out and draw visitors to the stand which was not ideally located. The curves and general organic feel were also designed to differentiate Android from the more angular corporate approach of competitors.

It was essential to demonstrate the role of over 70 different partners in the ecosystem and how they work together. This was implemented by the fresh concept of interplay between exhibitors. A significant buzz was developed by showcasing the mutually beneficial partnerships and unity that could exist between Android, application developers, and device manufacturers. The design solution was based on creating an enriching experience a place where business innovation was brought to life.

Integrating the values - Openness

The idea was to create the feel of a market place where a community of developers, equipment providers and end users could see and hear about all the latest products and happenings in the Android 'Market place'. It was essential to amplify the presence of the Android character by bringing him to life. Human sized themed Android robots were used to represent the Apps market place. A unique signposting application.



Openness, choice, and momentum captured in execution of pioneering design

Integrating the values - Choice

The unique display of over 100 Android enabled handsets and handheld devices was based on a Sushi bar conveyor belt. New devices were updated as they were launched at the show.

Choice was represented across all aspects of the stand with 4 different types of smoothies, given away. The names and flavours were of the Android OS platforms. There was a choice of activities for visitors to participate in at different levels including a chance to create your own customisable Droidify.



Integrating the values - Momentum

The slide was a central feature representative of momentum, and as an icon For creating a light-heartedness that we knew would not be represented on any other stand at MWC. Visitors could claim their slide photo in true 'theme park style'.

A number of additional design features were added to act as trigger points and create PR opportunities.



Summary of results

The Android community steals the show

Android facts – Visitor numbers

- Based on the 2010 showcase event Android hosted 1500 delegates on the day.
- We had estimated 25,000 stand visitors 50% of the total expected delegates to MWC.
- This was very ambitious for a new brand, with a small stand in comparison to the major corporate exhibitors, located at the periphery of the hall in a corner.
- We were convinced our design approach would achieve the desired result.
- We achieved over 25,500 over the 4 days. 6,500 per day 650 every hour.

This was a significant achievement to draw 50% of the visitors to the Android stand in a Mobile communications event not just focussed on Apps.

- 25,000 smoothies were served.
- 12 of the 15 new devices were launched on the Android stand.
- An amazing 56,000 Internet mentions (largest mentions of any major brand @ MWC and more than both the Nokia Microsoft merger announcement achieved).
- 20,400 'Android stand' mentions (larger than all other brands together!).

- ROI Android was 27% of the TOTRL online conversations during MWC.
- 125,000 pin badge giveaways became a collecting frenzy across the whole show.
- Featured on the front page of Event Magazine, incorporating a double page spread.

Brand perception and acceleration (PR)

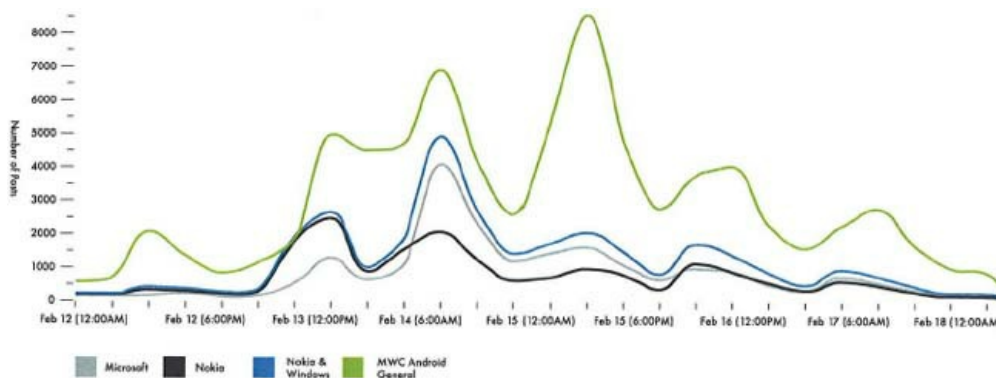
"Forget Disneyland; Android's Booth at MWC 2011 is the Happiest Place on Earth"
 I4U News February 16 2011 07.48am

- Android increased momentum of the App market from 100,000 - 200,000 in 5 months
- Increased handset devices from 115 > 350 product choices
- Significant media coverage, national dailies, BBC News TV
- A number of additional design features were added to act as trigger points and create PR opportunities.

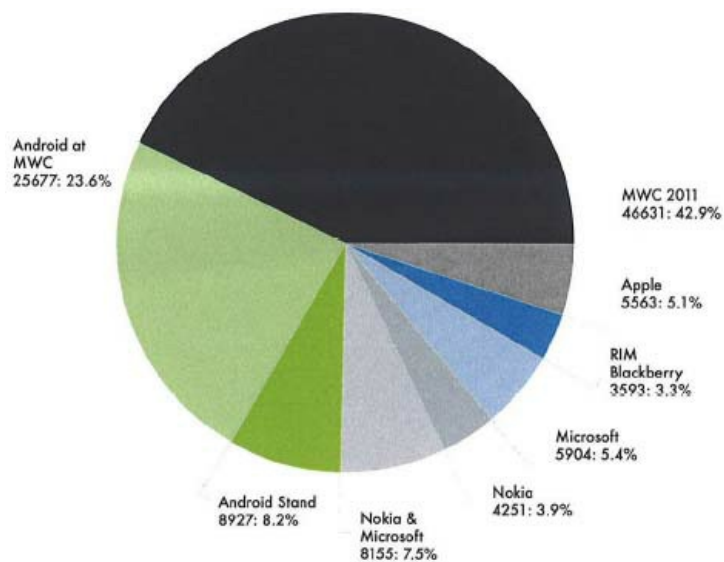
Monitoring results

Social media helped transform the 'buzz' to a roar.

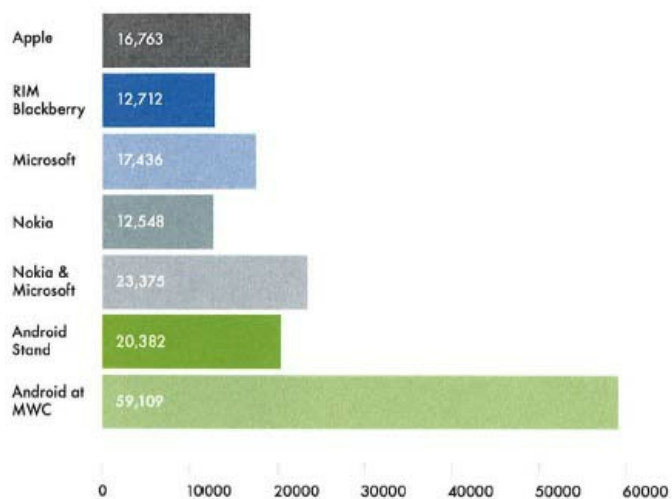
As one of the most popular locations of MWC 2011. All the partners in the Eco system and the value added elements of the stand meant that there was more to talk about other than new product releases of general sales. This led to a significantly high volume of tweets, statuses, articles, interviews and blogs focusing around the Android stand adding to the perception that Android is an innovative brand in the marketplace. The scale of the stand was commented on in social media, but the main aspect was that it captured the imagination of the delegates present at the show. Monitoring of the show was made possible through social media tools that allowed for precise searches with keywords focused on MWC references and hashtags. The below graph of conversation trends shows how Android compared with Nokia (individually), Windows (individually), and Nokia & Windows throughout the period of MWC.



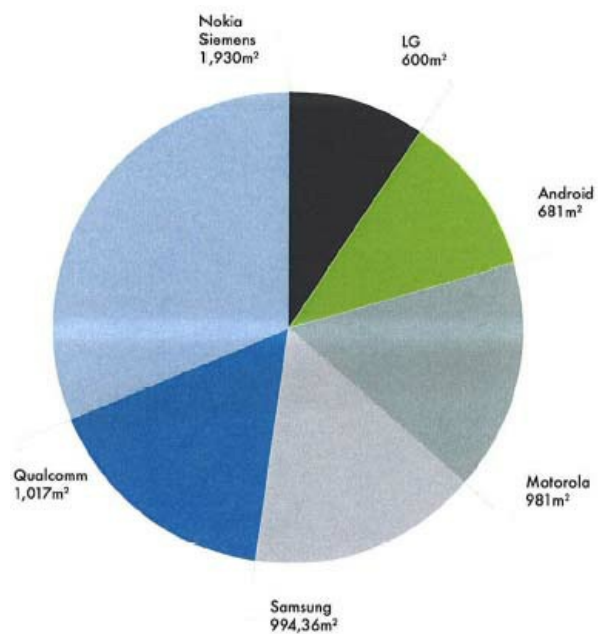
One quarter of MWC conversation is Android. One third of MWC conversation is Android and stand - (see graph on following page). Social media was a prime way of getting the message out to their family, friends, colleagues and followers wherever they were in the world.



Aggregated Social Media mentions 14.2.2011-17.2.2011




Stand Sizes of Competitors in Hall 8






25% of all tweets at MWC 2011 referenced Android

Positive sentiment throughout all 4 days

 **dcobley** Dan Cobley
Mobile World Congress just finished and **Android** showed the world what a cool stand looks like. Enjoy the slide...) <http://goo.gl/YZVb5>
2 minutes ago

 **MichealWalsh** Micheal Walsh
#Android steals the show at **#mwc** <http://goo.gl/45I7C>
12 minutes ago

 **ChristofferM** Christopher Malling
Android takes the concept of "conference stand" to the next level at **#MWC** businessinsider.com/google-booth-m (via @fromedome)
19 hours ago

 **maximemarcel** Maxime MARCEL
Welcome to **Android City**. Absent les années précédentes, **Android** s'est rattrapé cette année au MWC en envahissant
<http://bit.ly/e7cd01>
1 minute ago

 **BBCClick** BBC Click
<http://yfrog.com/h3I7rmbj> <http://yfrog.com/h76Ixnj>
<http://yfrog.com/h7snitdj> - behind scenes on **Android** stand at **#MWC** complete with slide!
11 Feb
[Top Tweet](#)

 **etseng** Erick Tseng
Android has taken over Mobile World Congress. Literally. There are little green droids everywhere! **#mwc** <http://yfrog.com/h0rv5rzj>
16 hours ago [Favorite](#) [Retweet](#) [Reply](#)
[Top Tweet](#)

Significant media coverage, national dailies, BBC News TV, Event Magazine



In Summary

We have been commissioned by Google to design their next Android stand at MWC 2012 with a 40% increase in site size.

Android was a dominant force at the show because of the number of partners within the eco system which naturally drove conversation mentions. Nevertheless, the volume of mentions was increased dramatically because of the organic conversation that sprung up from the conference stand and its value added aspects that resonated with attendees.

By having content that made people excited about the brand, conversation through social media exploded in comparison with every other brand at the show.

Rather than just dry sales pitches at a trade show, Android was able to produce exceptional buzz about their brand through innovative marketing that drove positive discussion topics amongst delegates and those connected with them around the world.

Other brands at MWC could not compete with Android in either conversation levels or positive sentiment generated from their conference stand or general presence at the show.

Other influencing factors

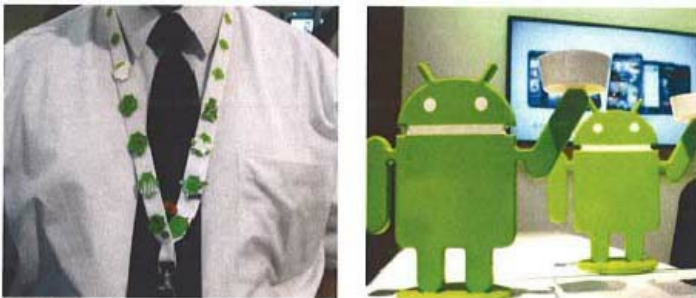
Themed walk highlighting Android partners added to amplification

Android figures were present at partner's stands along an Android themed walk and operated as means to issue an assortment of 86 pin badges. This allowed us to amplify the Android message by integrating the Android community. Delegates were either motivated to visit each of these in order to obtain the entire collection. Or the small Androids acted as 3 subliminal message to show the choice and numbers of partners.

An event where the audience used social media

The use of social media was evident throughout the show as a means of getting news out to the world as quickly and efficiently as possible to a vast audience of industry observers, tech enthusiasts, journalists and then their respective followers. The online footprint of the MWC show meant that it was seen around the world by a larger audience than perhaps there would be at other less technological specific shows.

The choice to use the selection of 86 pin badges was part of the Google Android campaign plan. Distribution across the partners stands and selective distribution on the Android stand drove the desire to collect the full set over the 4 days. (These became a collectors phenomenon and the full collection reached a staggering £1,000 on e-bay no one would have predicted the incredible interest).



Research sources

Social Fuel

Twitter

Brandrepublic.com

www.guardian.co.uk

www.i4u.com

BBC Click

Testimonials - what the client and 56,000 people had to say

An ecstatic client! The Android stand was the talk of the show a ground breaking example of doing something that really broke the corporate mould. A stand where people could do business and have some fun along the way.

"Android goes large, Google's mobile operating system stole the show. More than 200,000 people a day are buying a mobile phone that uses Android."

<http://www.brandrepublic.com/bulletin/brandrepublicnewsbulletin/article/1056065/eight-things-need-mobile-world-congress/>

"The stand was very entertaining. There was a lot to see and each area promoted a different Android offering, with a wide range of applications to try."

Yoonmi Park, Manager, SK Telecom Korea

Client Endorsement

"I've been coming to MWC for 8 years, and I've never seen anything like this."

"The Android presence at Mobile World Congress really captured the momentum and vibrancy of the Android community."

Andy Rubin (Founder of Android)

In conclusion

"The most talked about stand at this year's MWC belongs to Google. It's an Android themed playground, complete with giant green robots, on-brand sweets and even a slide"

www.guardian.co.uk

Wednesday 16 February 2011, 10.21 am

WARC

