

Google: London Community Noticeboard – Old Street

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This case study describes how tech giant Google used real-time data to feed live content to a London commuter audience.

- It wanted to showcase its products and how they 'make people's lives better', so it identified London's busiest roundabout to target commuters with a huge digital noticeboard, which displayed a new message every few seconds, tailored to make it relevant to the local community.
- It also provided bespoke content around big cultural moments from related search queries and delivered it through a range of Google products, including Translate, Maps, Earth, Trends and the app.
- By the end of the year, 97% of commuters interviewed said they felt more positive about Google: a +37% increase in Brand Love.

Campaign Details

Brand: Google

Brand Owner: Google

Lead Agency: OMD

Contributing agencies: Talon, Grand Visual, R/GA

Executive summary

Google's mission is to organise the world's information and make products that improve people's lives. The task was to demonstrate this to an influential audience in London and, in doing so, increase brand favourability.

The insight that shaped the campaign was that, of the 8.5 million people living in London, a staggering 94% of them think the city lacks community spirit. Google was perfectly placed to help change this.

Google transformed a set of traditional OOH billboards into a dynamic digital content platform that became a living, breathing part of a London community. Through an innovative use real-time insights and data, the

screens were fuelled with dynamic content, 24 hours a day.

As a result the key metric, brand favourability, increased to 97% – an amazing 37% point increase in one year.

Market background and context

Google is one of the world's most recognised (and powerful) brands; with a global ambition to organise the world's information and make products that improve people's lives.

Google's products have grown significantly over time; from its origins as a search engine, the company now offers services as diverse as video-streaming, mobile software, computing hardware, home devices, solar solutions and driverless transportation. As such, it now has an increasingly complex competitive set – from Uber to Snapchat to Netflix; which their audiences have a very high affinity with.

Despite all these products, the problem was that most people only saw Google as a utility, a search engine. They weren't aware of the other great stuff it does that can enhance and add value to your everyday experiences. Like the intuitive recommendations based on your interests. The maps and travel updates that aid your journeys. The live trending searches and incredible images of Earth from space. The interactive recreations of iconic cultural landmarks. All at your fingertips, through Android smartphones.

The task was to demonstrate how Google's access to information and products enhance everyday life and, in doing so, increase brand favourability. This campaign was about bringing that to life in a meaningful way in London.

Communications objectives

Google's mission is to "build products which make people's lives better" and our comms objective was to demonstrate this in a personal and communal way that resonated with our audience. In doing so, the aim was to increase brand favourability.

We didn't want to simply advertise Google's products to our influential London audience, we wanted to use advertising to show how Google could add value to their lives.

We knew that if we built a campaign that seamlessly integrated media ad tech and creative content, we could bring the magic of Google to life and deliver it at the right time and place, to the right people in London.

Insights and strategy

Insight: London is not only a world-leading technology hub, but also a city full of the young, influential, progressive people that Google sees as its core audience. They are also an audience that live much of their lives on autopilot. Their commutes can become dull routines, passing through the same old places day in, day out. We set out to uncover what really matters to our target Londoners and identify how Google could enhance their commute and make their everyday lives better.

We were amazed to find that of the 8.5 million people living in London, a staggering 94% of them think the city

lacks community spirit. Google, whose mission is to make sense of the world's information, was perfectly placed to help change this.

Strategy: Our solution for creating a community spirit in London was using real-time data to feed content that was relevant and useful to people at the right location at the right time.

The content would be delivered in the form of "notices" from Google to the local community, from traffic and weather updates (using the Google App), to directions to nearby cafes and arts venues (using Google Maps), to trending search terms (from Google Trends). As well as providing practical information and inspiration for our audience, we would also celebrate big cultural moments throughout the year, with live content specifically tailored to them.

Out-of-home was the perfect media for us to deliver. Not only did it allow us to enhance the dull London commute, we could supersize Google's approach of being dynamic and contextual in digital media, to OOH.

We identified Old Street as a key neighbourhood and to broadcast this content we decided to convert London's busiest roundabout into a massive digital noticeboard, helping people connect to their local community – and to each other. We now had the platform to have a year-long, always-on presence.

Implementation and optimisation

Insights guided what to show on the screens and when. From ROUTE (the UK's OOH audience planning tool), we learned about fluctuations in audience size and profile. From Transport for London, we learned about Old Street's commuting behaviours. We learned of their interests in sports and music festivals from localised Google Search Trends data, and their daily activities from Touchpoints.

Every few seconds throughout the day, we would display a new "notice", each one tailored to make it relevant to the local community, based on real-time triggers.

For example, we broadcast greetings in different languages, advised people of traffic delays on nearby roads; told them that it was forecast to be raining later; or recommended the best local cafes for croissants, or club nights serving cocktails.

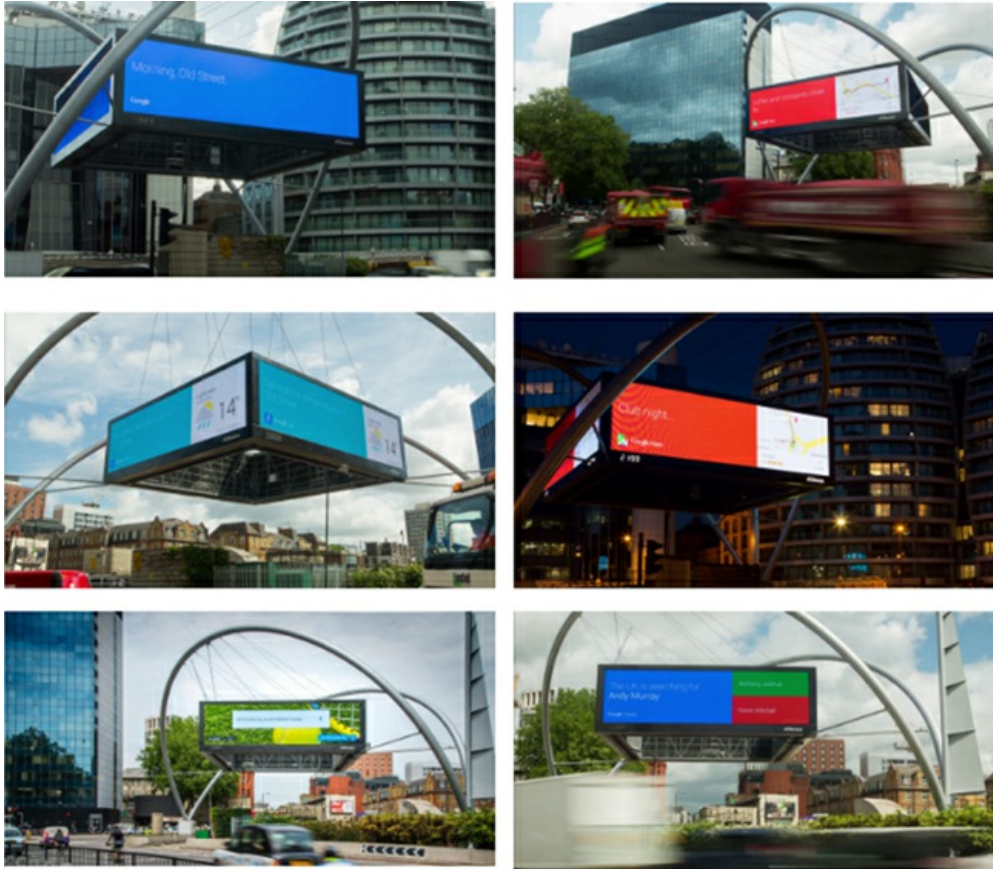
We also provided bespoke content around big cultural moments that we knew would be interesting and useful for the local community, including related search queries for the Wimbledon tennis tournament, London Fashion Week and the Notting Hill Carnival.

And when particular search terms began to trend across the UK, we'd let the community know what was hot.

All of this content was delivered through a range of Google products, including Translate, Maps, Earth, Trends and the app, allowing us to showcase the very best of Google's product suite in a way that was genuinely useful for those who saw it.

The content always adapted and evolved, powered by real-time insights and dynamically served, using pioneering tech. We also carried out monthly qualitative research in the form of face-to-face interviews to see what was performing best and what they wanted more of. We challenged ourselves to always provide new and interesting content based on that feedback, which resulted in us showcasing different products, pulling in new API feeds and focusing on the type of cultural moments that resonated most (i.e. local vs. national).

From January 2015 to present day we have delivered thousands of different pieces of content – every one relevant, useful and inspiring.



Measurement approach and results

Through a long-term presence on an unmissable media placement, serving dynamic and locally relevant ads demonstrating the magic of its products, Google made an extraordinary impact in Old Street and significantly shifted perceptions.

We commissioned a long-term tracking study, in the form of monthly face-to-face interviews held within proximity of the roundabout, and the results were outstanding:

- Some of the strongest recall scores we have ever seen in OOH, or any channel. Spontaneous recall climbed every month, reaching 90% by the end of the year and smashing all known benchmarks.
- Our efforts to truly understand what mattered most to our audience and serve contextual creative paid off. The overwhelming majority found our ads relevant on every level. Relevance to Time (94%); Location (93%); Activity (90%); Local Community (95%); Topical Events (93%).
- 95% even said they found the ads Personally Relevant
- By keeping the ads locally and culturally relevant, it helped people to understand how useful Google's products could be in their everyday lives, with 92% saying they "help me discover and do more around Old Street" and 89% saying they "improve my experience of Old Street".
- There was a near perfect correlation with contextually relevant demonstrations of Google's products and increasing positive sentiment. The more people found the ads relevant, the more positive they felt.

- By the end of the year, 97% said they felt more positive about Google – a +37% increase in Brand Love.

Lessons learned

A long-term presence helped to shift metrics over time: The nature of the long-term holding at Old Street allowed us to have an always-on conversation with our audience, building a virtual relationship with the community.

Data and insights made our content relevant and useful: Using real-time data and insights made our campaign highly relevant and, therefore, more engaging for our audience

Traditional channels don't have to be used in traditional ways: Applying digital behaviours and tactics to an offline channel opened up the opportunity to have great impact at scale for a digital-first brand like Google.

Micro and macro moments helped to make campaign personally relevant: The combination of micro moments that were tailored to our audience (local events, weather) and large cultural moments such as London Fashion Week and Notting Hill Carnival made the campaign feel personally relevant, despite it being a broadcast medium.

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