

## Google: The Voice

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This case study describes how tech company Google set out to build love for its brand by creating a dedicated hub, The Voice, to give young Taiwanese citizens a platform in the country's presidential elections.

- Google wanted to be seen by members of the public to be playing a role at every key moment but voter apathy meant that people paid relatively little attention to election activities.
- Young people are the most eager for political change but feel disenfranchised, so Google had to find a way to direct them to The Voice hub to kick off the discussion, share their views and put questions to the presidential candidates.
- Google analysed the data in its database and mapped users into groups by different life stages, issues and identified micro behaviours to find the target users in the digital world and encouraged them to share their voices through tailored creative on news-related sites and YouTube masthead placements.
- Approximately 7,000 questions were submitted to the presidential candidates, across a wide variety of subjects - the only source of citizen questions for the presidential debate and one in three young people joined the Google Election event.

## Campaign details

**Brand:** Google

**Brand Owner:** Google

**Lead Agency:** OMD Taiwan

**Country:** Taiwan

**Industry:** Information technology

**Channels used:** Online display, Websites & microsites

**Budget:** Up to 500k

## Executive summary



# The Voice

## It's The First Time And No One Achieved Before



### Background:

In 2016 Taiwan presidential election, how and where can Google participate?

### Idea:

Google made voters can ask questions about their concerns to candidates and see issues raised by other citizens.

### Result:

1 out of every 3 Taiwanese youth visited the Google Election site.  
First ever in the world president debate using public questions from online platform.  
First time in Taiwan, all candidates replied to public questions in a single digital place.

#### Ask the Candidates

你的聲響，你的一言一語決定這座島嶼的未來！透過「聽候民問」的機制，表達對即將舉行的大選未來的期待或憂慮。

ASK YOUR QUESTION+



所有議題

最多議題

Can you state your view on cross-strait relation?

4個月前 · 新北市

100
1
1

Will Taiwan be able to join UN?

4個月前 · 新北市

100
1
1

Solutions for labor's overtime?

3個月前 · 新北市

100
1
1



**Engagement Learning Ecosystem**

Taiwanese citizens are facing social issues including economic recession, wealth inequality and even national sovereignty that is not universally recognised overseas. These topics have been raised by citizens, especially Taiwan's youth, who view themselves as the country's next generation. However, Taiwanese presidents have failed to respond to their voices, disenfranchising the younger generation.

## Communications objectives

To cultivate brand love, we needed to ensure that Google was seen by members of the public to play a role at every important moment. In past couple of years, voter turnout has been low and people paid relatively little attention to election activities. Therefore, we needed to look for people in the digital world who were willing to speak up and share their views and put questions to the presidential candidates. Moreover, current new service providers had a platform/section for the election, so how could Google do better and be at users' top-of-mind?

## Insights and strategy

"Rights imply duties." Google has many resources and abilities at its disposal, including media platform creation, data management, and real-time technology to support doing something that no one had previously achieved. OMD helped Google to find the group of people eager for change to kick off the discussions. We analysed the data in our database and mapped users into groups by different life stages and issues. After the emergence of micro behaviours, we found out where the target users were in the digital world, encouraging them to share their voices. Next, we optimised their allocation to increase engagement across the platforms, raise awareness across the country, and drive high-quality engagement.

## Implementation and optimisation

We helped Google to find the group of people most eager for political change. Through our database, we found that youth who cared strongly about current issues and were looking to speak up frequently visited news-related sites. Therefore, news media placements were the top choice for media channels. For the first few weeks, two sets of creative were tested online to see which were more engaging. Whenever we observed a decreasing trend in engagement levels, new creative was generated to preserve audience interest in the message. Moreover, we leveraged YouTube Masthead placements to allow the audience to interact with us directly, enabling them to leave a message without visiting the site. At different phases of the presidential election, we delivered creative that matched each phase to connect more closely with the audience, driving more people to The Voice section to share their opinions and promote platform awareness across the country.

## Measurement approach and results

Approximately 7,000 questions were submitted across a wide variety of categories and one in three young people joined the Google Election event. Questions on the Google Election site were the only source of citizen questions for the presidential debate – the first time ever around the world that official questions for a presidential debate came from a single online platform. And for the first time ever in Taiwan, the presidential candidates answered public questions directly on the platform itself.

## Lessons learned

This could be a classic example that a well-known and big enterprise can contribute and leverage their owned asset to help people to achieve something great, beyond just selling a product.

There are a lot of campaigns out there focusing on giving content rights to users but there isn't one that "brand" leverages its owned assets, capabilities and market influence to help people to sway issues or decisions at a country-level. Through the Google Election Site, Taiwanese citizens could reveal their opinions and desire for change, and the candidates could understand what concerned the people. With Google's help, Taiwanese people could fight for what they were looking for, could be heard and were responded to.

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