

Google

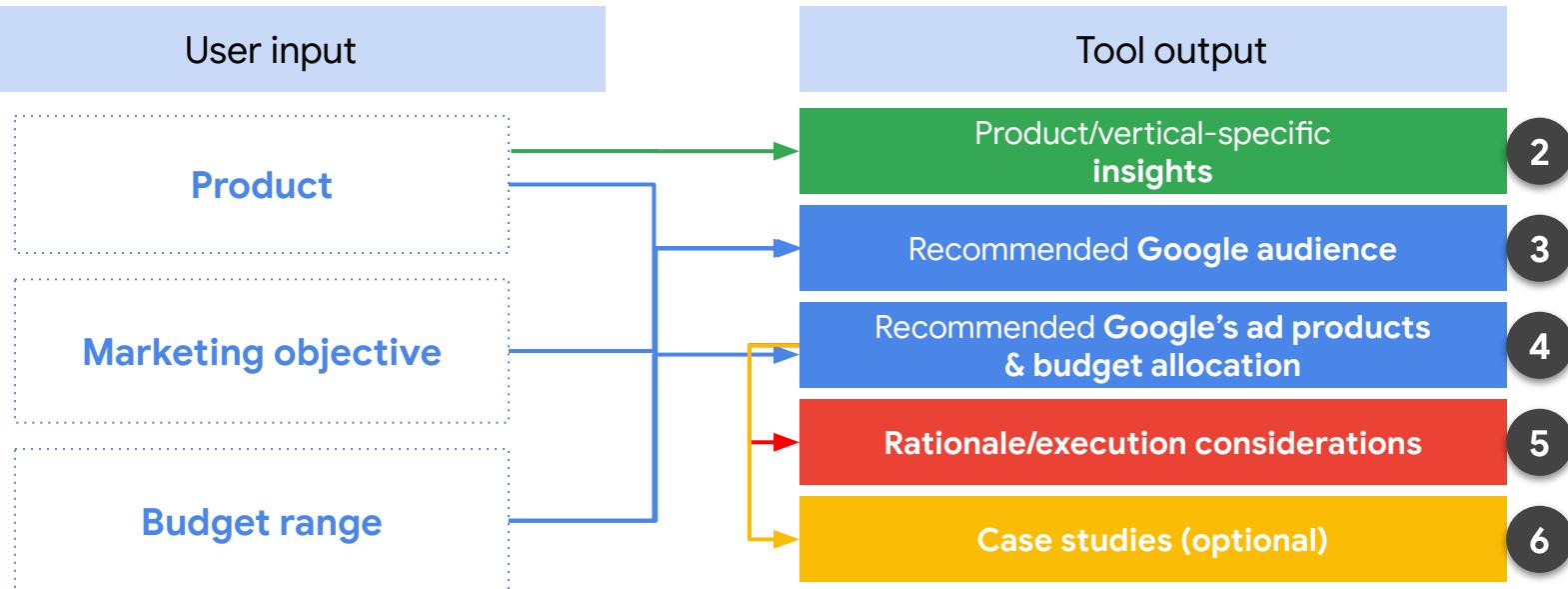
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Google for
Japan

Project Elixir

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Round 1 Creative Review - VD
27 August 2019

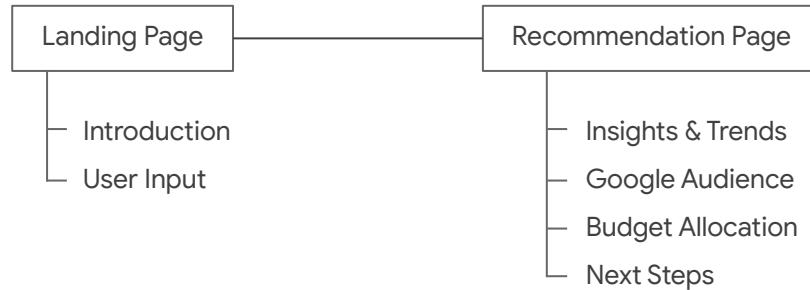
Linkage between input and output



User journey

PHASES	DISCOVERY	ONBOARDING	PRE-PLANNING	NEXT STEP
	Entrypoint	User Input	Google's Recommendation	Suggested Actions
OUTPUT	Email Link	Introduction Select Marketing Requirements	Insights & Trends Recommended Google Audience Recommended Budget Allocation Recommended Ad Formats Things to Consider when Executing	Download / Share View Case Study Discover Related Tools

Site structure





Google Ad Simulator

Find out who you can target and how you can reach them using the entire Google touchpoints

Set your objective to find out

Product

Skincare

Objective

Build awareness

Simulate

Google

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Google for
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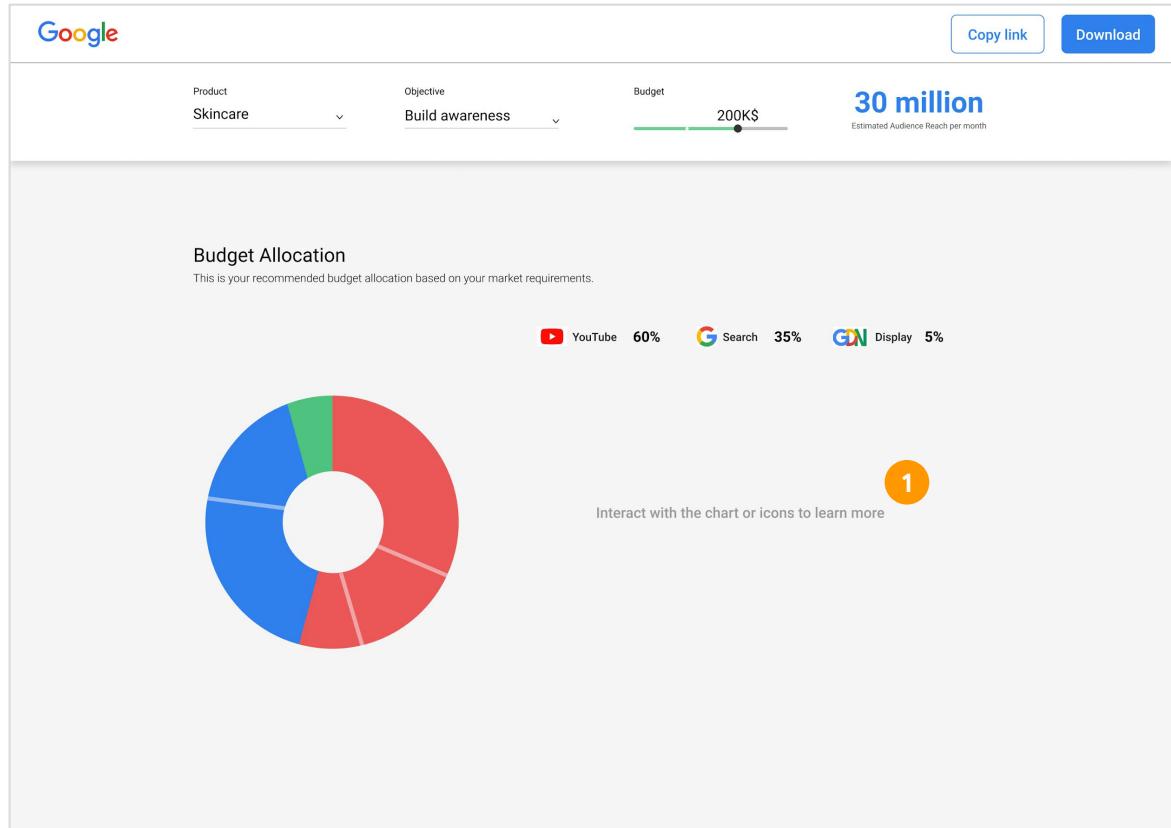
Desktop

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Budget Allocation

Empty state

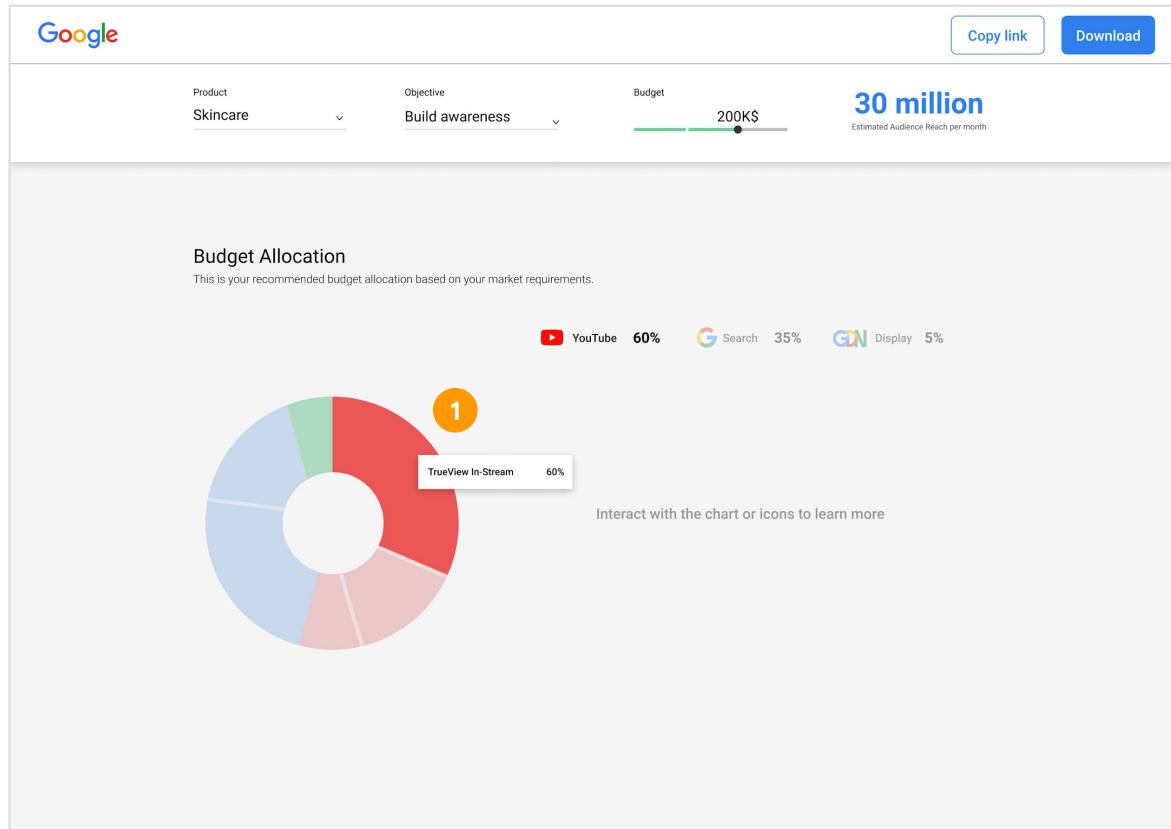
- 1 Include a copy to suggest interaction



Budget Allocation

Hover state

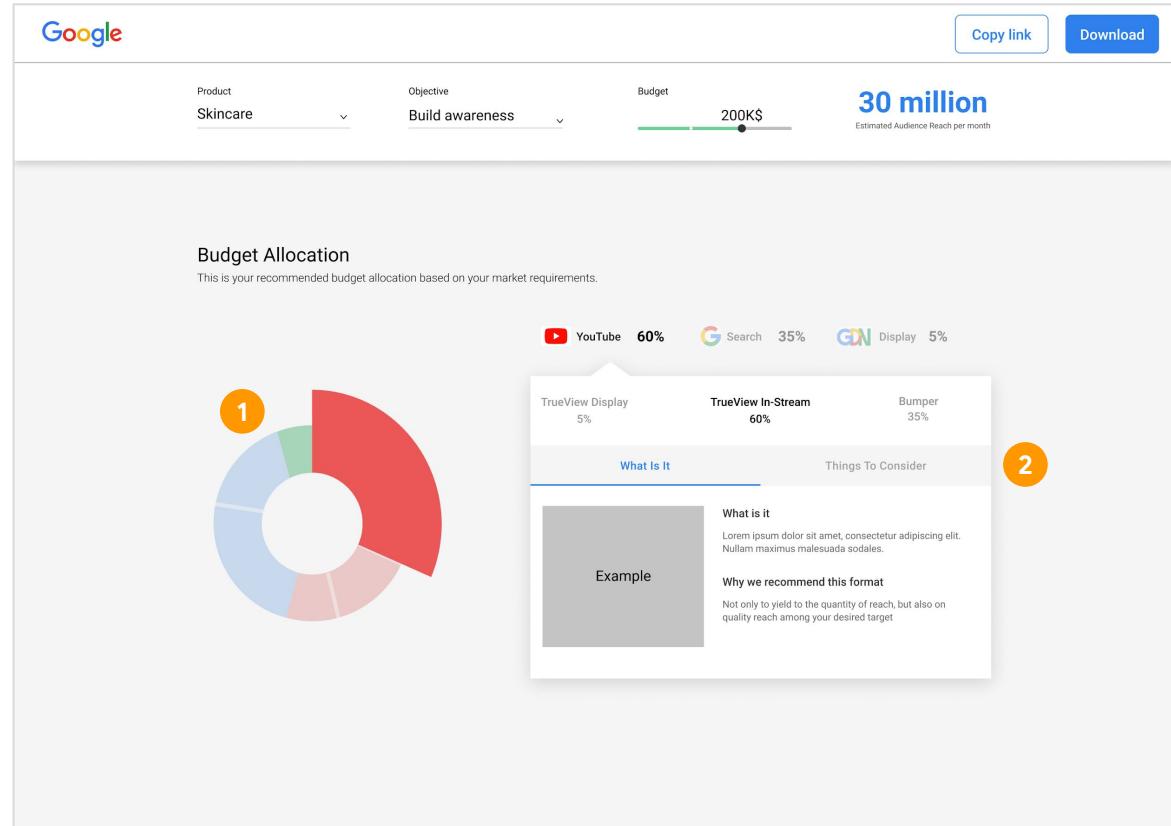
- 1 Name of format and its percentage appear on hover



Budget Allocation

Clicked state

- 1 Rest of the chart shrinks after clicking on a format to emphasize the area of focus
- 2 Each format is split into two tabs: 'What is it' and 'Things to Consider'



Budget Allocation

Different Format

- 1 User can navigate between different formats through a carousel

Google

Product: Skincare | Objective: Build awareness | Budget: 200K\$ | 30 million (Estimated Audience Reach per month)

Copy link | Download

Budget Allocation

This is your recommended budget allocation based on your market requirements.

Platform	Budget Allocation (%)
YouTube	60%
Search	35%
Display	5%

TrueView In-Stream: 60% | Bumper: 35% | TrueView Display: 5%

What Is It | Things To Consider

- Focus on one thing**
Do one thing, and do it well. One feature. One price.
- Go again, and again**
A series of bumpers can build out a story for even greater effect.
- Let imagination fill gaps**
No need to say everything, rely on the power of suggestion.
- Create with sound**
Sound is a massive driver for storytelling, and for YouTube viewers.
- Reach users**
Connect to specific audiences using advanced audience insights.
- Let details shine**
Bumpers are great for highlighting product features and campaign details.

Google

Final Design



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Product

Skincare

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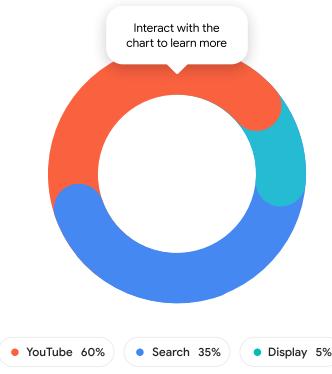
Build awareness

Simulate

Budget allocation

See our budget allocation recommendations, whatever your budget size is. Maximize your reach by using the right mix of Google ad tools

50K\$
Focused
200K\$
Recommended
500K\$
Maximum



[Copy link](#)[Download](#)

Budget allocation

See our budget allocation recommendations, whatever your budget size are. Maximize your reach by using the right mix of Google ad tools

50K\$

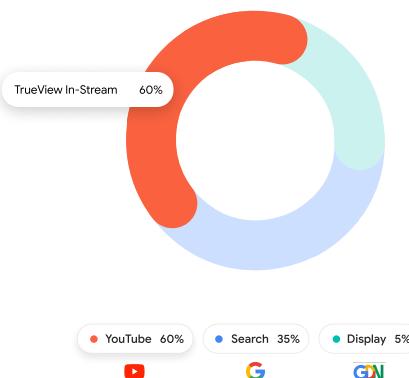
Focused

200K\$

Recommended

500K\$

Maximum



[Copy link](#)[Download](#)

See our budget allocation recommendations, whatever your budget size are. Maximize your reach by using the right mix of Google ad tools

50K\$

Focused

200K\$

Recomended

500K\$

Maximum



YouTube 60%



Search 35%



Display 5%



What is it



Things To Consider

What is it

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

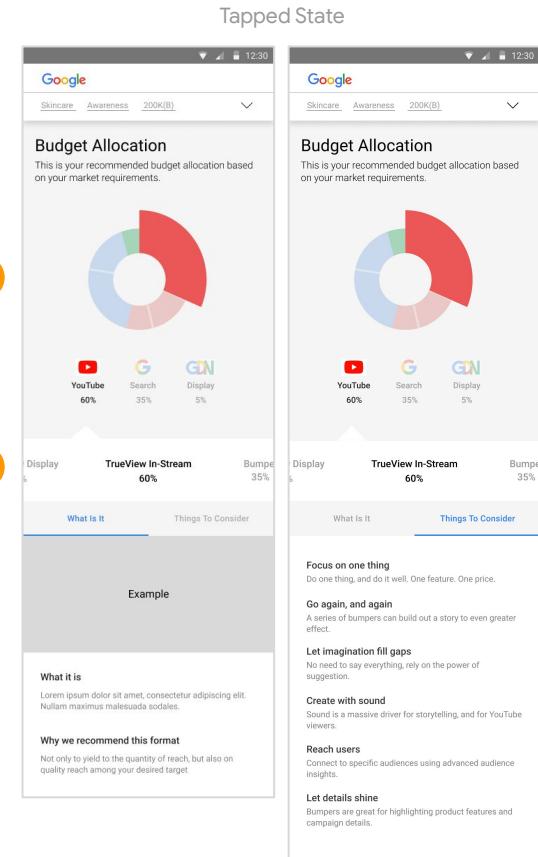
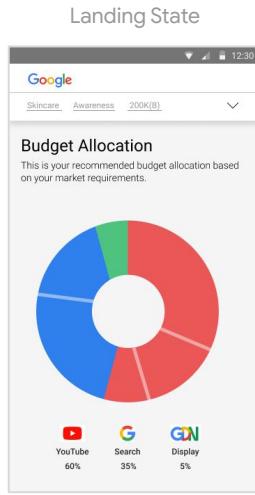
Why we recommend this format

Not only to yield to the quantity of
reach, but also on quality reach among
your desired target

Budget Allocation

- 1** Chart shrinks as the content is revealed to imply a connection with the content below

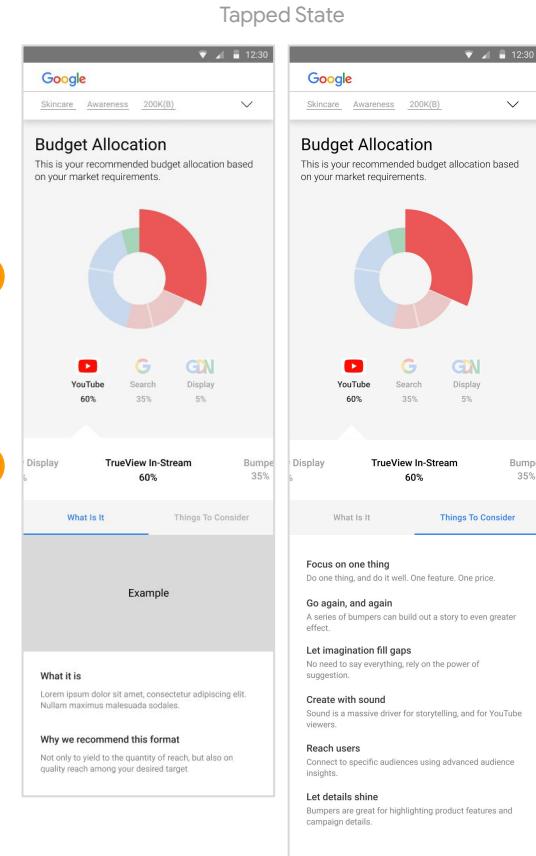
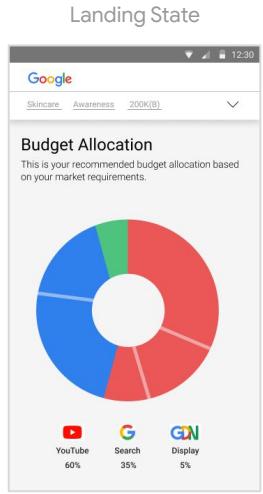
- 2** User can navigate between formats by swiping left/right



Budget Allocation

- 1** Chart shrinks as the content is revealed to imply a connection with the content below

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Google

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Google for
Japan

Mobile

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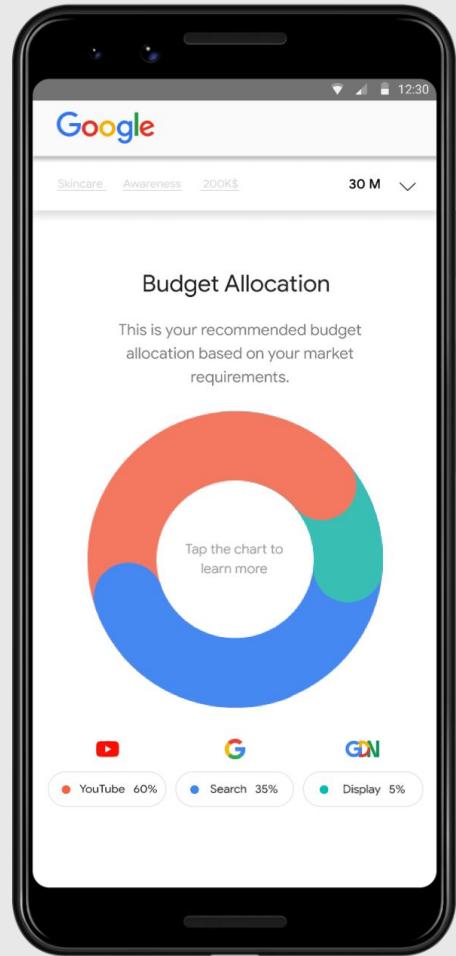
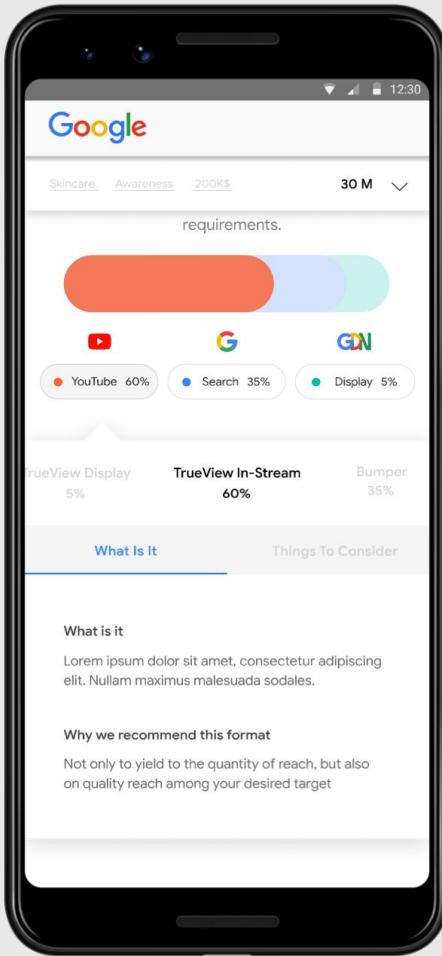


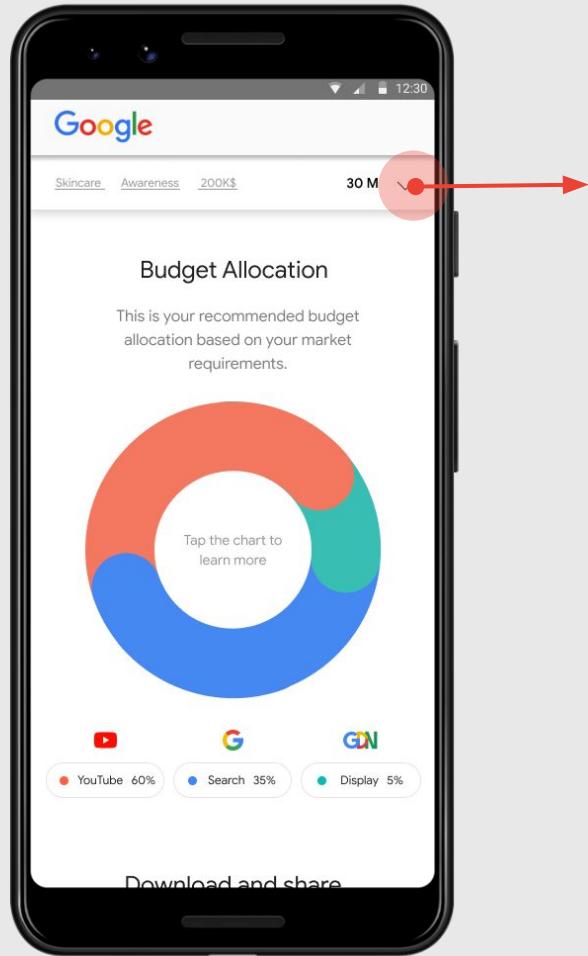
Chart interaction



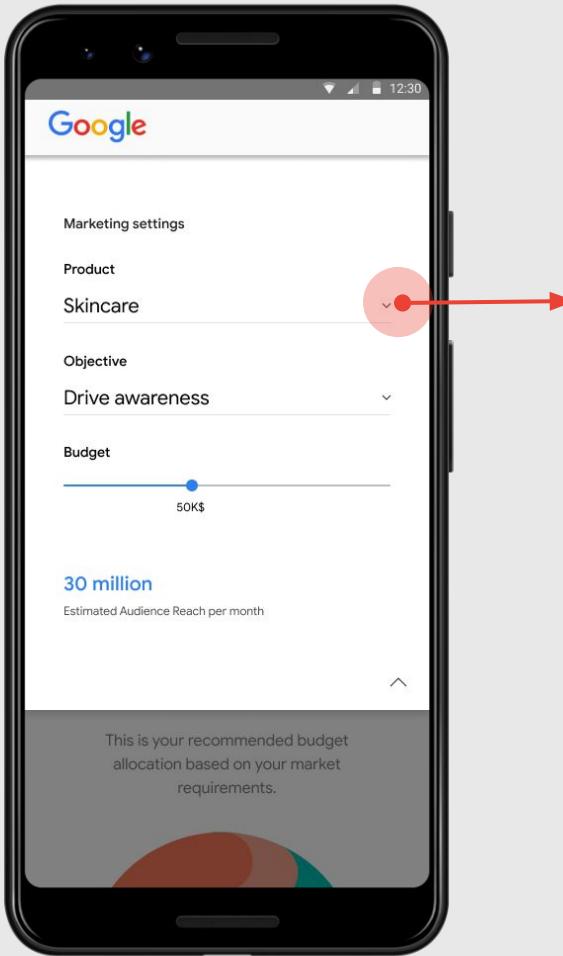
After Tab- YT

Tapping the buttons/
chart allow users to
navigate to different
section

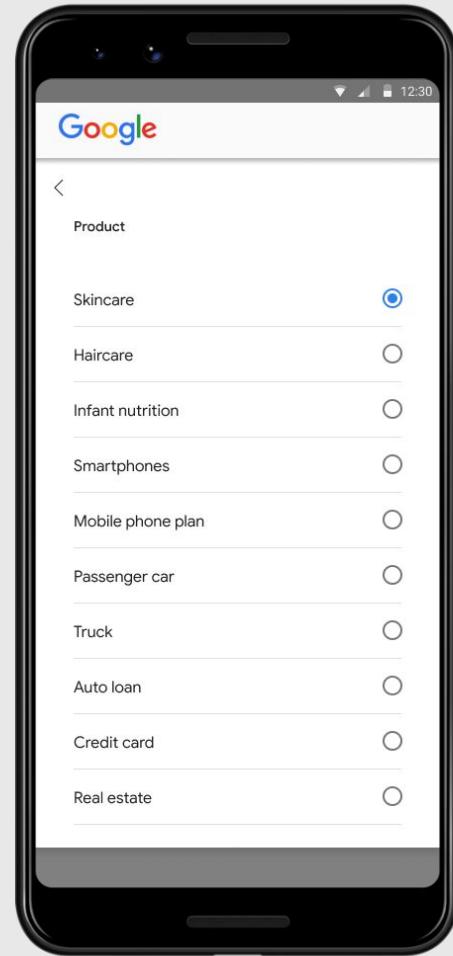
Carousel - max 5



Top nav - input dropdown

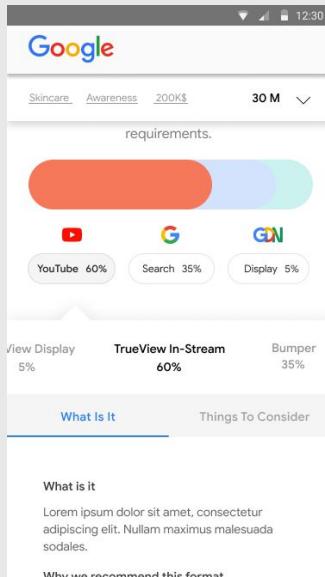


Top nav - input selection

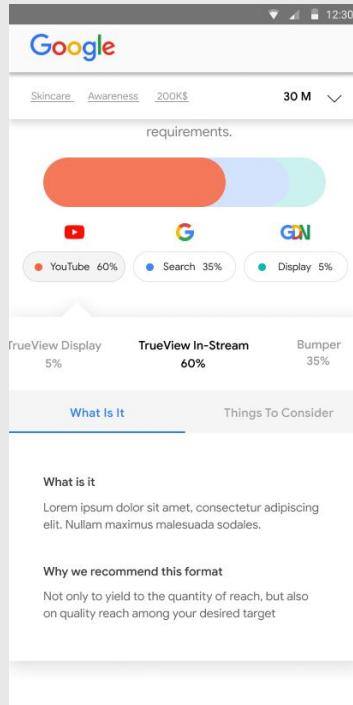


Top nav - input selection

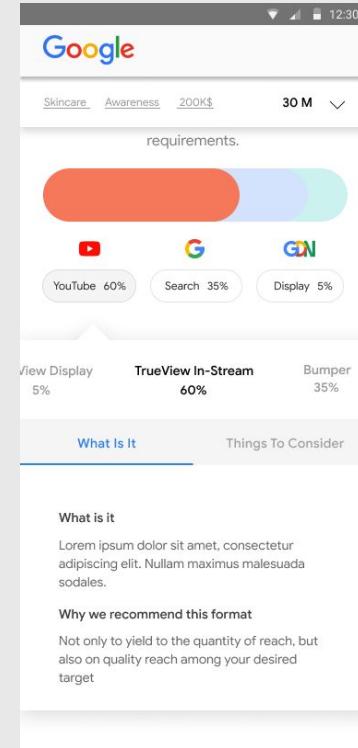
Size testing



iPhone 5



Google pixel 3



iPhone X