

Google

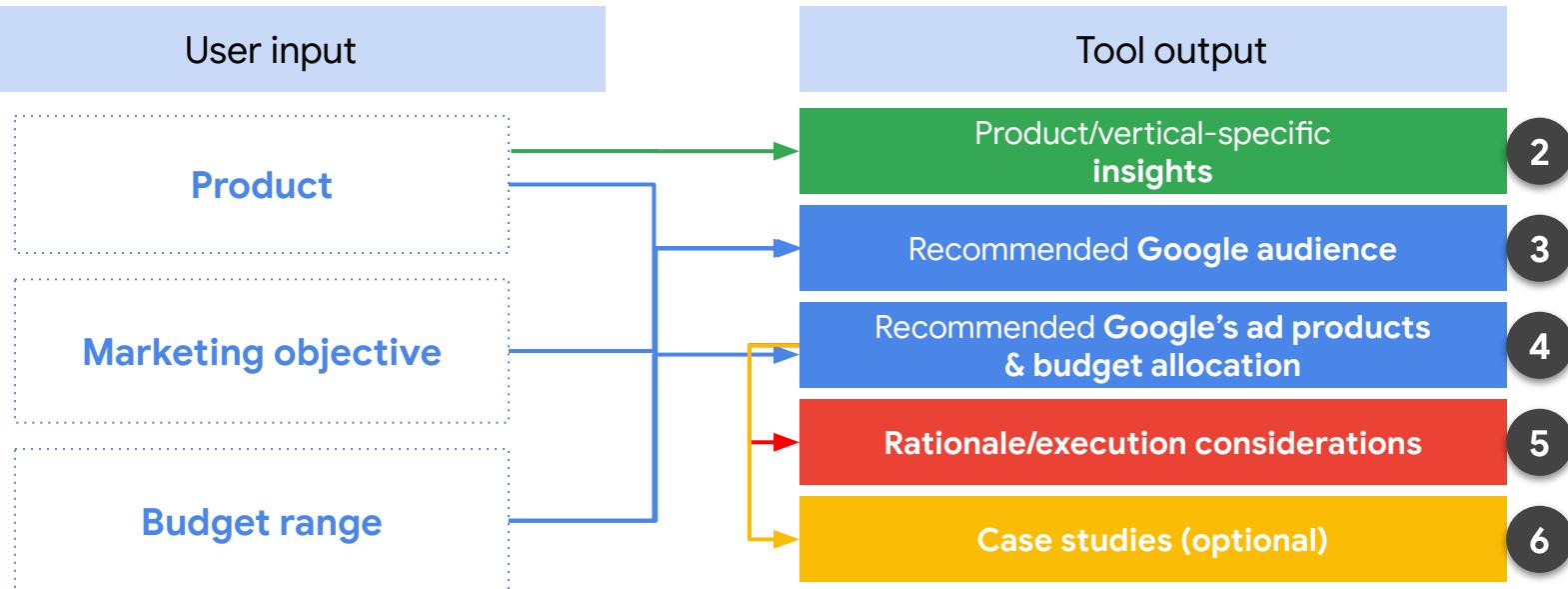
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Google for
Japan

Project Elixir

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Proprietary

Round 1 Creative Review - VD
27 August 2019

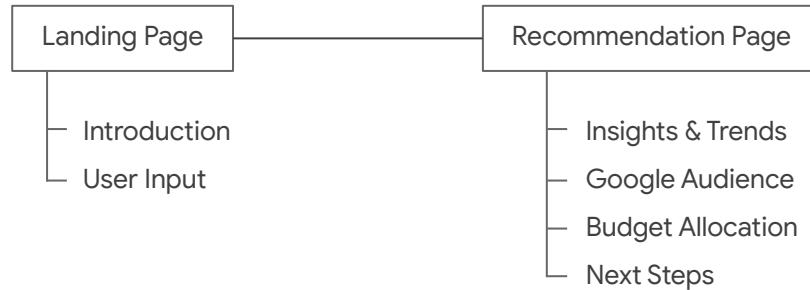
Linkage between input and output



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
Japan

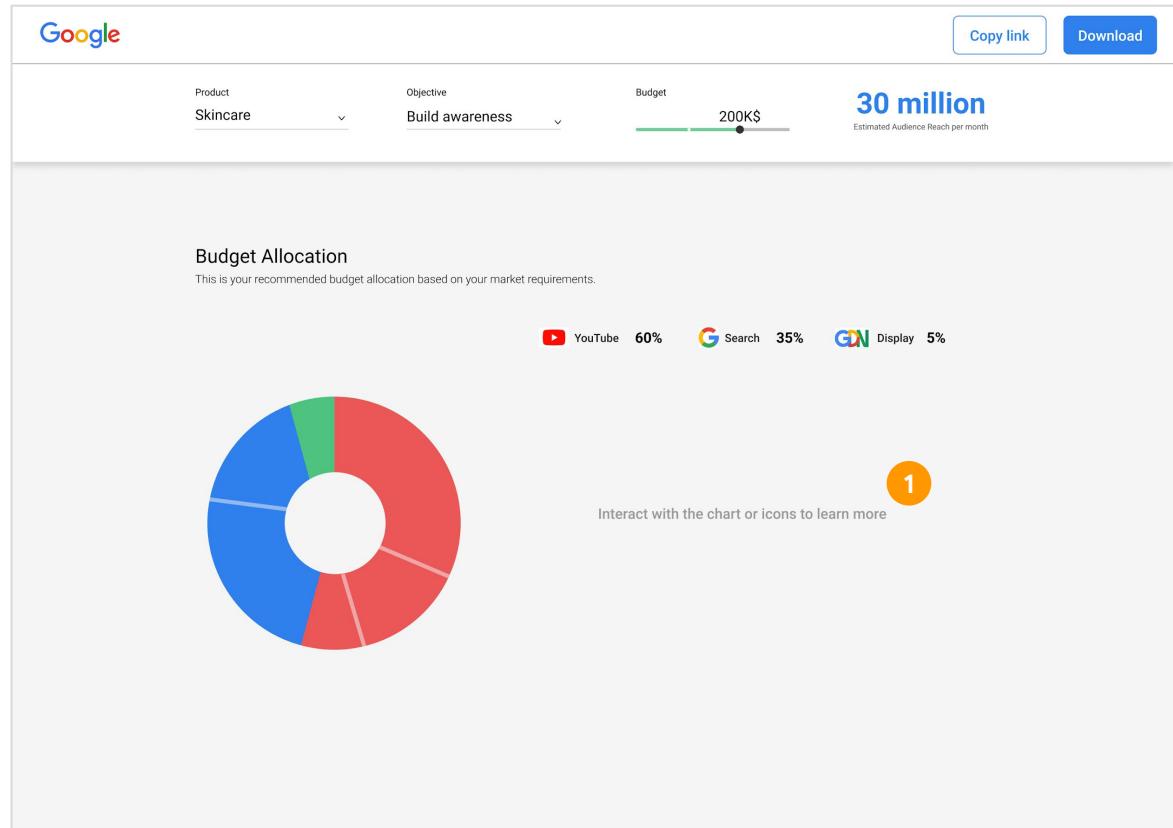
Desktop

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Budget Allocation

Empty state

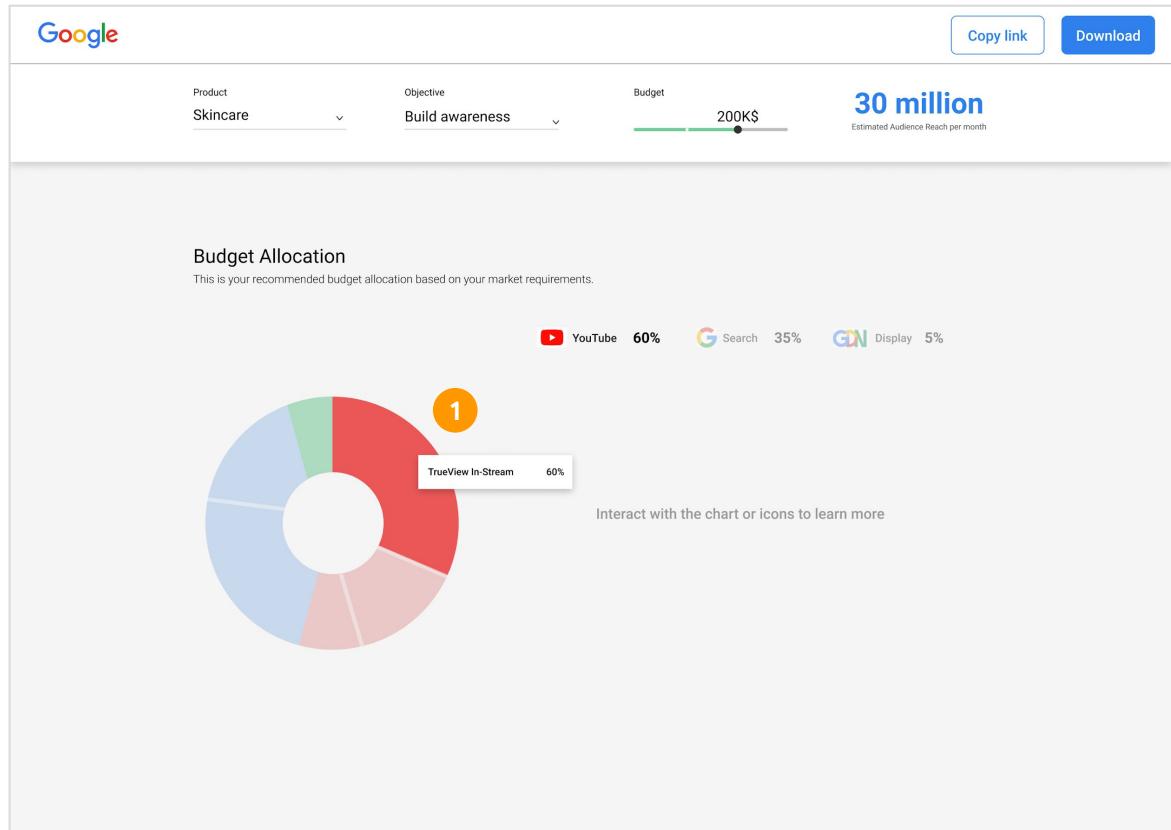
- 1 Include a copy to suggest interaction



Budget Allocation

Hover state

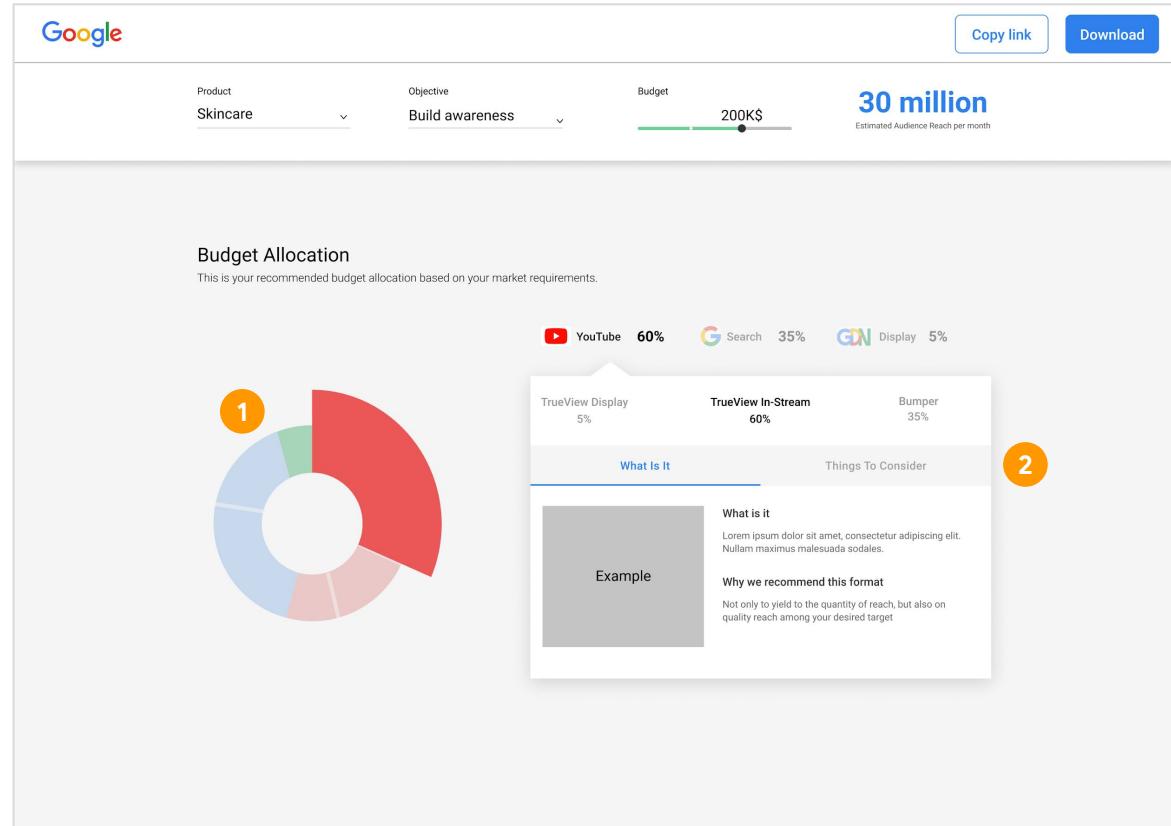
- 1 Name of format and its percentage appear on hover



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 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

Copy link Download

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

Budget Allocation

Different Product

1 A carousel navigation is necessary since some products, such as Search, contain 4 formats



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

Format	Allocation (%)
YouTube	60%
Search	35%
Display	5%

Dynamic search 15% Generic keyword 20% Product keyword 35%

What Is It Things To Consider

Example What is it
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nullam maximus malesuada sodales.

Why we recommend this format
Not only to yield to the quantity of reach, but also on quality reach among your desired target

1

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\$

Recomended

500K\$

Maximum

Interact with the chart to learn more



● YouTube 60%

● Search 35%

● Display 5%



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\$

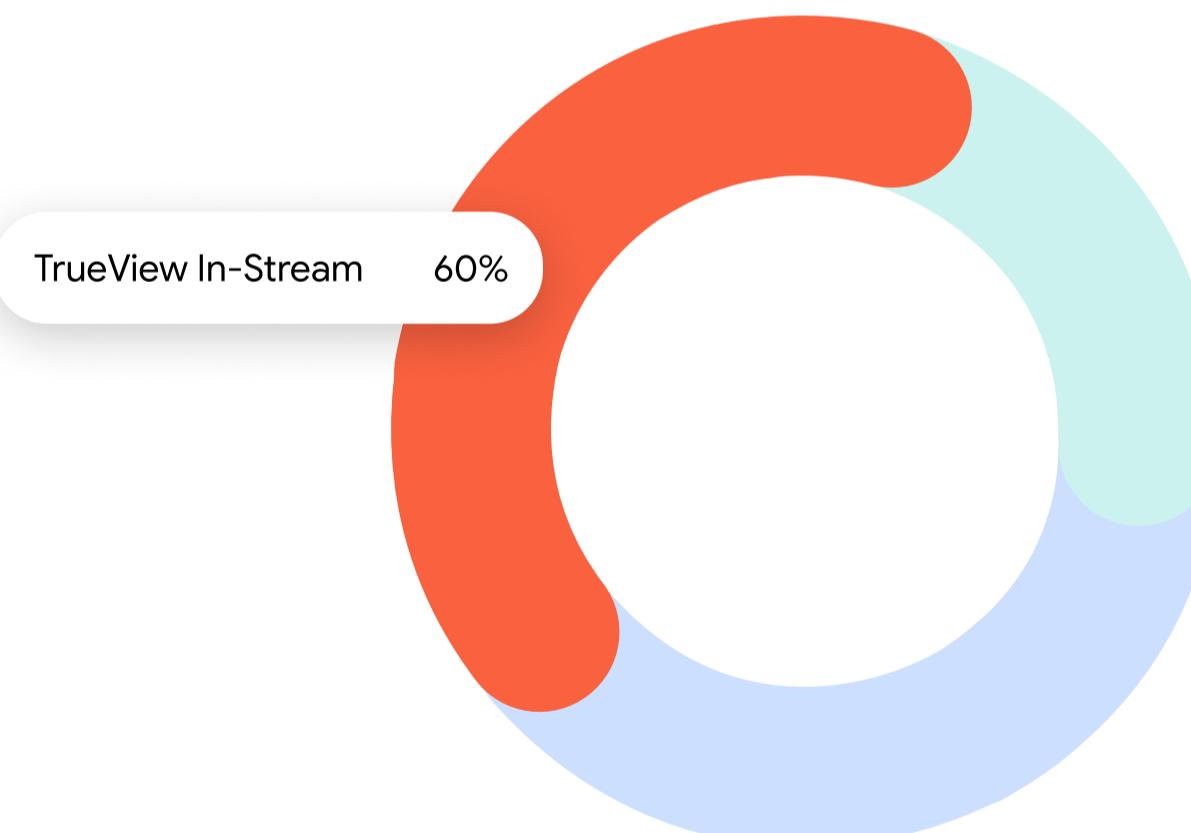
Focused

200K\$

Recomended

500K\$

Maximum



● YouTube 60%

● Search 35%

● Display 5%



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%



The callout box contains the following information:

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

What is it



What is it
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

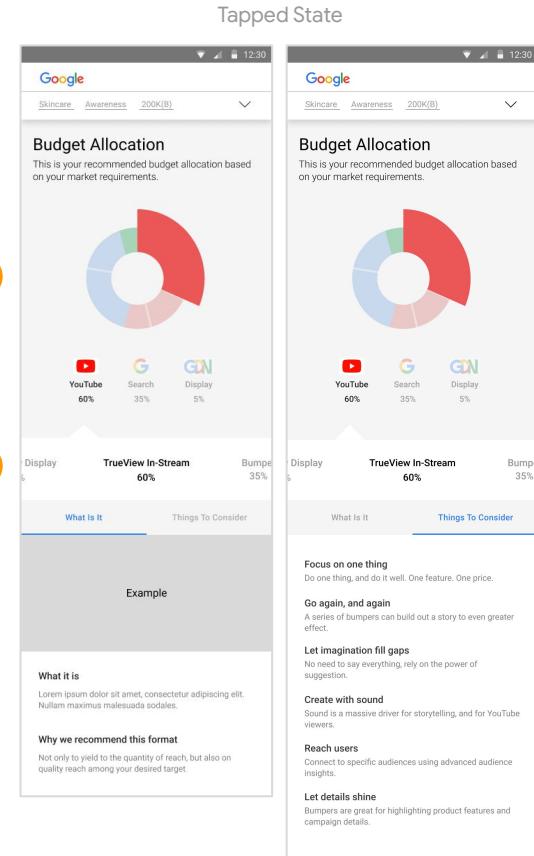
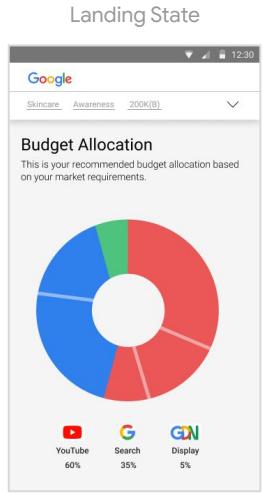
Why we recommend this format
Not only to yield to the quantity of reach, but also on quality reach among your desired target

Things To Consider

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



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Google for
Japan

Mobile

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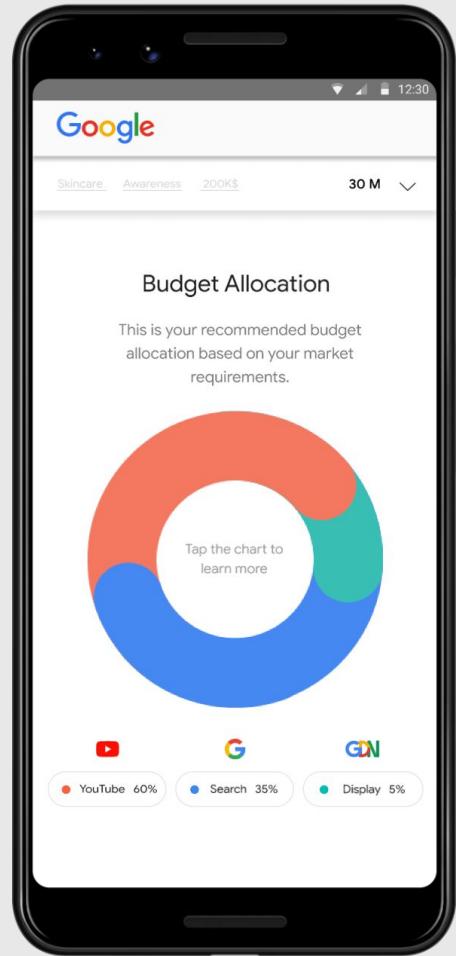
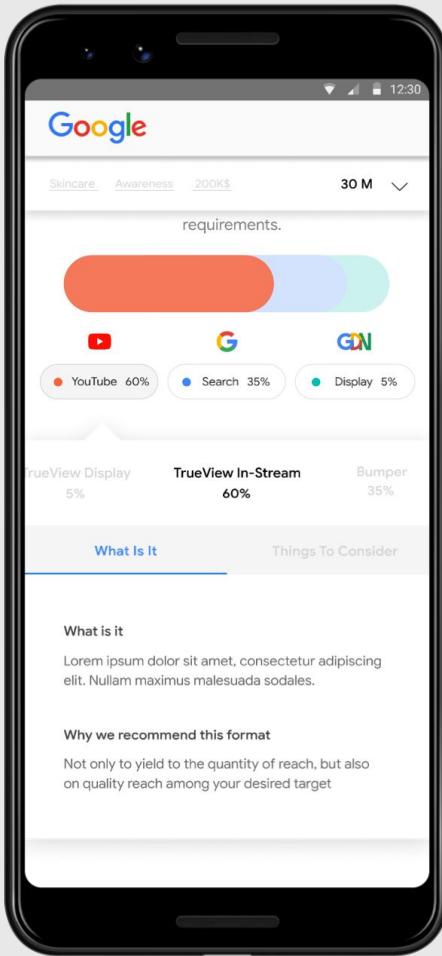


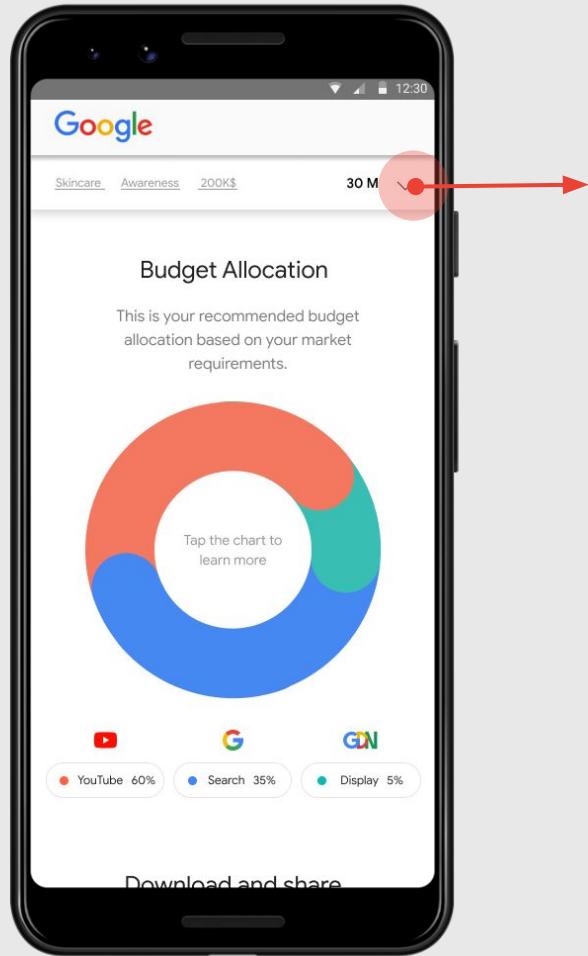
Chart interaction



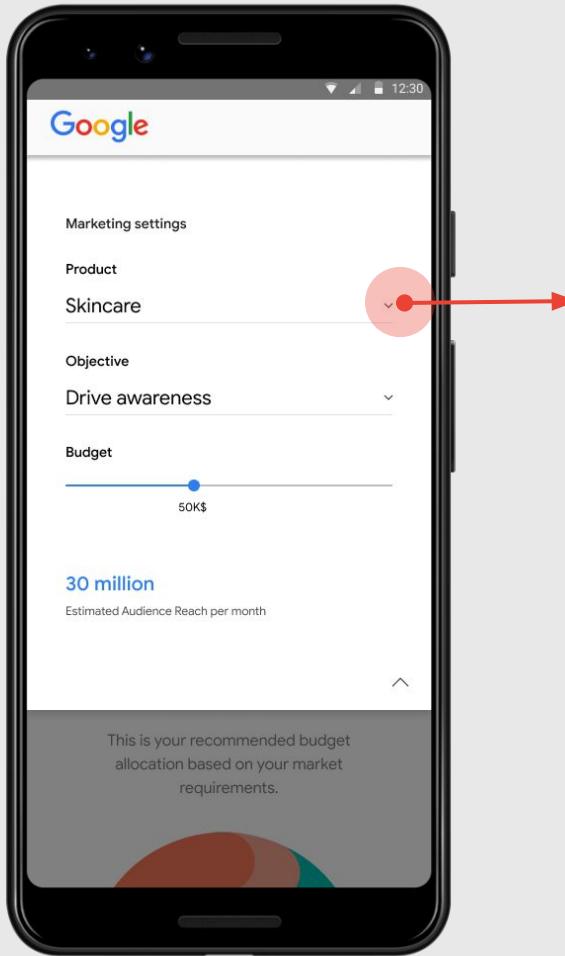
After Tab- YT

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

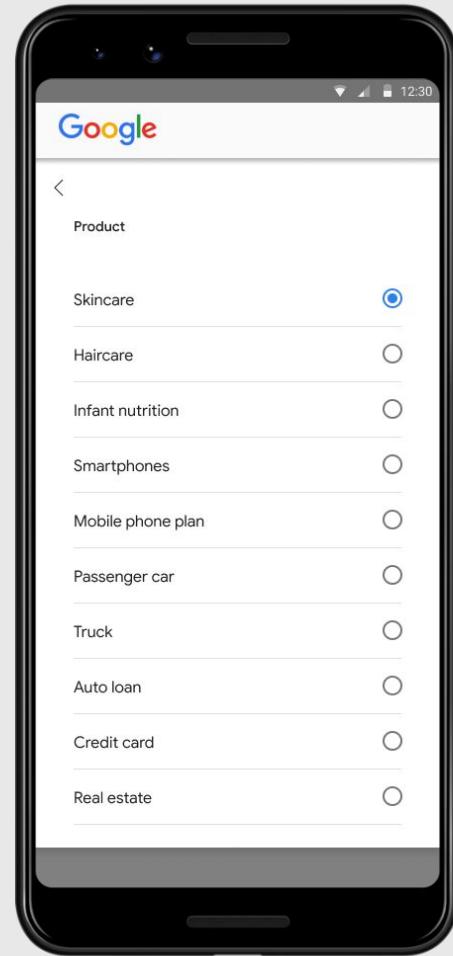
Carousel - max 5



Top nav - input dropdown

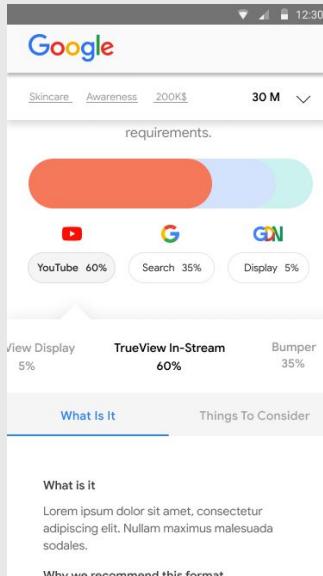


Top nav - input selection

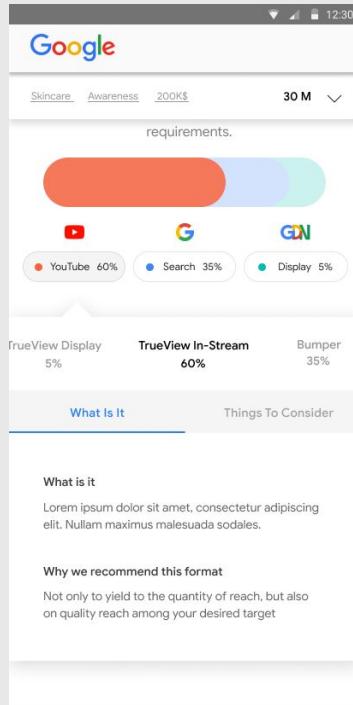


Top nav - input selection

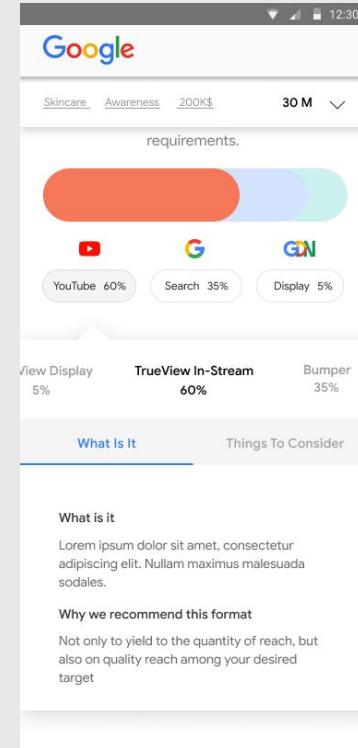
Size testing



iPhone 5



Google pixel 3



iPhone X