

Marketing Campaign Guide for Google's Pixel 9

Target product

- Pixel 9 smartphone

Target Regions

- Atlanta, US

Target Audience

- Demographics: Gen Z individuals (aged 18-24 years old)
- Psychographics: people who are frustrated with technology
- Lifestyle or profession: developers or young adult technophiles
- Humor: love surreal memes (e.g., <https://www.reddit.com/r/surrealmemes/>, https://surrealmemes.fandom.com/wiki/Surreal_Memes)

Key Selling points

- **Best camera** - Google Pixel's AI makes sure everyone in group photos looks their best by combining multiple images together instantly. So everyone is smiling, nobody is blinking, and everyone is picture perfect. Google's AI uses technology to remove blur, visual noise and distractions in the background from images with just a few taps. So now you can relive the moment just as you remember it.
- **Makes your life easier** - Pixel is the best phone for phone calls with Pixel Call Assist, a suite of features that help with everything from making calls to avoiding them. Our latest upgrade to Call Screen helps you save more time and focus on what matters. With Call Screen, Pixel can now detect and filter out even more spam calls. For other calls, it can tell you who's calling and why before you pick up.

Campaign Objectives

- **Increase Brand Awareness of Google Pixel 9 Among Gen Z:** Establish Pixel 9 as a relevant and desirable smartphone option within the target demographic in each region. Achieve a measurable increase in brand recall and recognition
- **Drive Consideration and Desire for Pixel 9 Features (Camera, AI, etc.):** Effectively communicate the unique benefits and superior performance of key Pixel 9 features, particularly its camera capabilities powered by AI, its seamless integration with the Google ecosystem, and other innovative functionalities that resonate with Gen Z needs and desires.

Media Strategy

- **Social Media (Core Focus):**
 - **Instagram:** Visually-driven content, Reels showcasing short-form video capabilities, Stories for behind-the-scenes glimpses and interactive polls, influencer collaborations, targeted ads with visually appealing creatives.
 - **TikTok:** Short-form, engaging video content showcasing trends, challenges, and creative ensembles for the target audience, collaborations with popular TikTok creators in each region, leveraging trending sounds and formats.
 - **YouTube:** Longer-form content such as reviews from trusted tech creators, behind-the-scenes tech stories, tutorials on how-to mix-and-match various clothing items, and collaborations with Gen Z YouTubers.
- **Influencer Marketing (Hyper-Localized):**
 - Identify and partner with a diverse range of Gen Z influencers in each region, including micro-influencers and nano-influencers with strong engagement within their niche communities.
 - Focus on authentic partnerships where influencers genuinely use and endorse Pixel
- **Digital Ads (Highly Targeted):**
 - Utilize platform-specific ad targeting options on social media and relevant websites to reach specific Gen Z segments based on interests, demographics, and online behavior.
 - Employ visually compelling ad creatives that are optimized for mobile viewing and align with the overall campaign aesthetic.

- Consider using interactive ad formats and incorporating calls to action that drive engagement