



CASE STUDY

THE CHALLENGE

Launching Google Home in Australia, meant launching an entirely new and unfamiliar category, product and behaviour. With Aussies in mind, Google wanted to create a product that was helpful and relevant, freeing people up to focus on the things that matter most at home. But it needed to be more than just a piece of tech; we needed to earn our place in Australian homes, in a tough economic climate, with a product that Aussies didn't yet understand the purpose of.

THE SOLUTION

From the outset of this campaign, we used insights to create a product Aussies would love, design a strategy to connect with them, and a hard-working campaign that would improve as we progressed. We therefore used data to drive our campaign, and demonstrate to Australians that they needed 'A little help at home, like only Google can' (our creative platform). This approach yielded sales of +144% above target, and Australia grew from a zero base, to the highest household penetration rate of Google Home globally.

Our strategy: *Help in moments of need.* We identified 6 key moments, when Google Home could provide the most relevant help to our audience, to anchor our moments around: In the morning, In the kitchen, Easter, Mother's Day, School holidays, and Australian Football League season (our most important cultural moment).

Our tactics: *Relevant in the moment.* To show Australians how relevant Google Home could be, we got creative with product benefits and use insights to connect creative executions with audiences, based on their demographics, psychographics, time of day and seasonal data, to deliver contextually relevant ads in the moment.

Our execution:

- *Directors Mix* - Real life product demonstration using dynamic digital video. Each of our 54 x YouTube targeting segments was served a hyper-relevant ad that featured a question relevant to the content they were watching. For example, cricket video viewers were shown ads with the query 'Hey Google, what's a googly?' while those watching food tutorials saw 'Hey Google, what's a good substitute for butter?'
- *AFL 'Adrenaline' Banners* – our 200+ dynamic banners used a data feed for live banner updates, insights from search and geo-targeting
- *Media Selection Algorithm* - optimising investment across publishers and using machine learning to buy higher quality display impressions
- *TrueView for Impact* – this beta allowed us to collect a pool of users who demonstrated consideration lift after being exposed to our anthem, to build lookalike audiences on YouTube with similar media characteristics

THE RESULTS

It turns out, offering a little help goes a long way. Across our core family audience we delivered 80% awareness, 39% consideration and 34% purchase intent. Success was also seen across our audience segments, even though media was not targeted to this audience, we saw a 74% awareness, 42% consideration and 36% purchase intent.

Creative performance - Overall, people understood our message (97%) and felt it was relevant to them personally (79%) (Lewers data '19)

Brand performance - The campaign drove strong upper funnel metrics in market, achieving 63% awareness, consideration of 26%, and purchase intent of 22% (YouGov data '19)

Commercial performance

- Given the monumental challenge of establishing a totally new category and consumer behaviour, sales were a secondary metric for the launch. However, the campaign exceeded sales targets for both Google Home Mini and Google Home
- Google Home Sales: +144% of target
- Google Home Mini Sales: +109% of target
- Google Home became one of the hottest Christmas gifts for 2017, with both Google Home and Google Home Mini being in the top five products sold at JB Hi Fi over Christmas
- Australia grew from a zero base to the highest household penetration rate of Google Home globally
- Australia achieved a cost per acquisition of \$25, 16% below our \$30 goal

Our conclusion

In this campaign we use data-driven insights to help our thinking and demonstrated to Australians that they needed '*A little help at home, like only Google can*'. This approach grew Australian smart-speaker penetration from a zero base to the highest household penetration worldwide. Our data smarts therefore drove both strategy and execution, and effectively created the smart speaker market in Australia.

CREDITS – Essence, PHD, 72&Sunny