



## google on your mobile

### challenge

- Support the UK launch of Google Mobile
- Exploit Google Mobile features, specifically Maps for Mobile, as a means to introduce consumers to the brand
- Target 18 - 30 year old ABC1 city centre opinion formers
- Employ non-traditional live techniques, in-keeping with Google brand equity to word of mouth

### solution

- Sense created a tactical guerrilla campaign
- Campaign targeted consumers in high footfall city centre locations
- Branded carts offered free ice lollies as a reward to all users who downloaded Google Mobile
- Activity was supported by branded outdoor games, each designed to communicate a Google Mobile feature
- Product information communicated via free z cards and blue tooth to users mobiles

### results

- 3,200 handset demonstrations per day
- Z card information & blue tooth communication reach = 11,825
- OTS: Total opportunity to see 70,000
- Total projected word of mouth = 340,180 reach
- Usage of Google Mobile increased by 45% in London



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