Problem
How does a digital music service attract an audience with its “right music, at the right time, for the right mood” approach?

Solution
Develop a OOH advertising campaign to showcase a smarter, more relevant contextual message to its audience, visually demonstrating this approach through digital imagery.

Background
Google Play Music is an app that allows users to stream curated music stations on their desktop or on their mobile device based on a particular mood, time of day, or activity. The magic of Google Play Music is that it serves up “the right music, at the right time, for the right mood” for you, using machine learning in short, ultimately anticipating what you want to listen to even before you do. Only problem is that very few people were aware of the product or its features.

Objective
Primary: Increase awareness of Google Play Music and its features.
Secondary: Drive trials of the free version, and up-sell to the paid ads-free version.

Strategy: “Mass with Magic”
Mass: Utilize 331 largescale, premium Digital OOH billboards to build mass awareness across 4 key markets to reach our music-loving audience: Chicago, Atlanta, Miami, and Philadelphia. The team validated and scored the inventory and selected locations that delivered general market reach (A18-49), but also over index for our subaudiences as well (AA18-49 & HA1834).

Magic: Leverage the dynamic capabilities of Digital OOH to play up the “magic” features of Google Play Music by setting up a backend data trigger logic (time of day, weather, and traffic patterns) that serve the perfect Google Play Music playlist creative to contextually match that specific moment. Utilizing new data and technology advancements allowed Google to showcase a smarter, more relevant contextual mes-
sage to its audience, while highlighting the responsive and intuitive magic of the Google Play Music product.

For example, during a hectic morning rush-hour commute in Chicago, the billboards would serve the Heavy Traffic playlist creative, while a cloudy day would generate That Overcast Feeling. What’s more, the playlist suggestions were also paired with relevant visuals that would really resonate with each local audience, i.e., a clear Friday night in Miami could trigger the Hot Miami Nights: Latin House playlist accompanied by an image of bustling nightlife.

To increase frequency and maintain consistent messaging, the campaign also ran “linear” standard static digital creative that was culturally relevant to the market, but did not require a data trigger to serve; for example, in Philly, creative included an image of a Philadelphia Cheesesteak labeled with the playlist, Philly Soul Soother.

Plan Details
Markets: Chicago, Atlanta, Miami and Philadelphia
Flight Dates: Chicago, Miami and Philadelphia in May; Atlanta May - June
OOH Formats Used: 331 digital bulletins

Results
The groundbreaking Google Play Music’s Digital OOH campaign represents the first programmatically informed Digital Out of Home campaign to run on this scale, across multiple media vendors and markets.

In total, 55 creative iterations were served to over 331 digital bulletins generating an estimated 370 million OOH impressions. In collaboration with Grand Visual’s Openloop technology and the OOH vendors, we were able to track which creative spots were served and to where, right down to the board.

Campaign reach was 83.4%, thus achieving the goal of reaching the masses and lifting awareness of Google Play Music within each market.

Digital OOH was the perfect channel to execute our strategy since it can accommodate an endless number of creative iterations, provide short creative lead times and does not require install charges.

The campaign underscores the flexibility and measurability of Digital OOH, but also is a significant step forward in OOH’s adoption of datadriven programmatic practices, that the media industry at large forecasts will help drive additional revenue, flexibility and advertisers into the sector.

Audience Metrics

<table>
<thead>
<tr>
<th>Market</th>
<th>Flight Dates</th>
<th>Total TRPs</th>
<th>A18-49 R/F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>5/2 - 5/29</td>
<td>1,054</td>
<td>85.5%22.1</td>
</tr>
<tr>
<td>Atlanta</td>
<td>5/2 - 5/29</td>
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<td>80.7%19.8</td>
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<tr>
<td>Atlanta Extension</td>
<td>5/30 - 6/26</td>
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<td>79.66%18.3</td>
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<td>Miami</td>
<td>5/2 - 5/29</td>
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<td>85.9%11.3</td>
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<tr>
<td>Philadelphia</td>
<td>5/2 - 5/29</td>
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<td>74.9%10.1</td>
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<tr>
<td>Campaign Total R/F</td>
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<td>83.4%22.2</td>
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<tr>
<td>Nationalized Equivalence R/F</td>
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<td></td>
<td>7.8%22.2</td>
</tr>
</tbody>
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Outdoor Advertising Association of America