

## Google

### Problem

How can Google become the center of attention at an upcoming major tech trade show?

### Solution

By immersing Vegas in OOH media and setting up a variety of product showcases.

### Background

The Consumer Electronics Show (CES) is the most important electronics trade show in North America. Brands go big, some spending over two weeks just setting up their booths. More than 200,000 of the most important tech influencers converge in Las Vegas. Last year Alexa captured the attention of CES, kicking off the war of the virtual assistants. This year, Google needed to steal the show.

### Objective

Drive significant buzz among attendees, and create foot traffic to the Google Playground exhibit where the best of the Google Assistant was on display.

### Strategy

CES's chaotic and stressful environment was the perfect opportunity to show people how a little help from Google could help them navigate the overwhelming experience. To demonstrate the breadth of Google Assistant's capabilities, when and where people really needed it, we created over 50 different product showcases. Our OOH takeover simulated the experience of having an assistant when/where people needed one the most. "Hey Google, remind me to watch the keynote at 9am tomorrow." "Hey Google, where can I find pizza nearby?" "Hey Google, is my flight on time?" With only four conference days to make our mark, we took over Vegas with over 50 units of out-of-home media. We welcomed everyone with airport dioramas in every terminal. Using the monorail as the tour guide - we wrapped it inside and out. "Hey Google, make me a reservation at Sushi Roku." "Hey Google, will I need sunglasses tomorrow?" Ten different audio spots were triggered by landmarks along the way. En route to the heart of Vegas, we created a hand-selected network of digital screens, including an unmissable billboard at the intersection of Tropicana and Swenson. We created custom MGM hotel units related to their amenities. "Hey Google, what time is the Bellagio water show?" We even had voice-activated gumball machines, encouraging users to use their voice to interact with Google to receive rewards. Finally, the monorail pulled into the Google Playground, creating the perfect connection moment of media to experience.

### Plan Details

Markets: Las Vegas

Flight Dates: January 1 - January 14

OOH Formats Used: Interior and exterior wrapped monorail trains + geo-triggered audio spots running Assistant queries

Target Audience: CES Attendees



## Results

Google dominated the press that week with over 200 press stories. PR coverage of our CES presence crowned Google Assistant as the winner of not just the Virtual Assistant category, but all of CES 2018. We also saw over 565,000 social conversations, with 100,000 happening on the first day. The Google Playground attracted 41,500 visitors. The three gumball machines alone had over 5,000 interactions, for free gumballs! Most importantly, 80 percent of survey respondents leaving the Google Playground said they would use the Google Assistant again. Some of the Press: [\[1\]](#)[\[2\]](#)[\[3\]](#)[\[4\]](#)[\[5\]](#)[\[6\]](#)[\[7\]](#)[\[8\]](#).

