

# Bard AI Creative Campaign



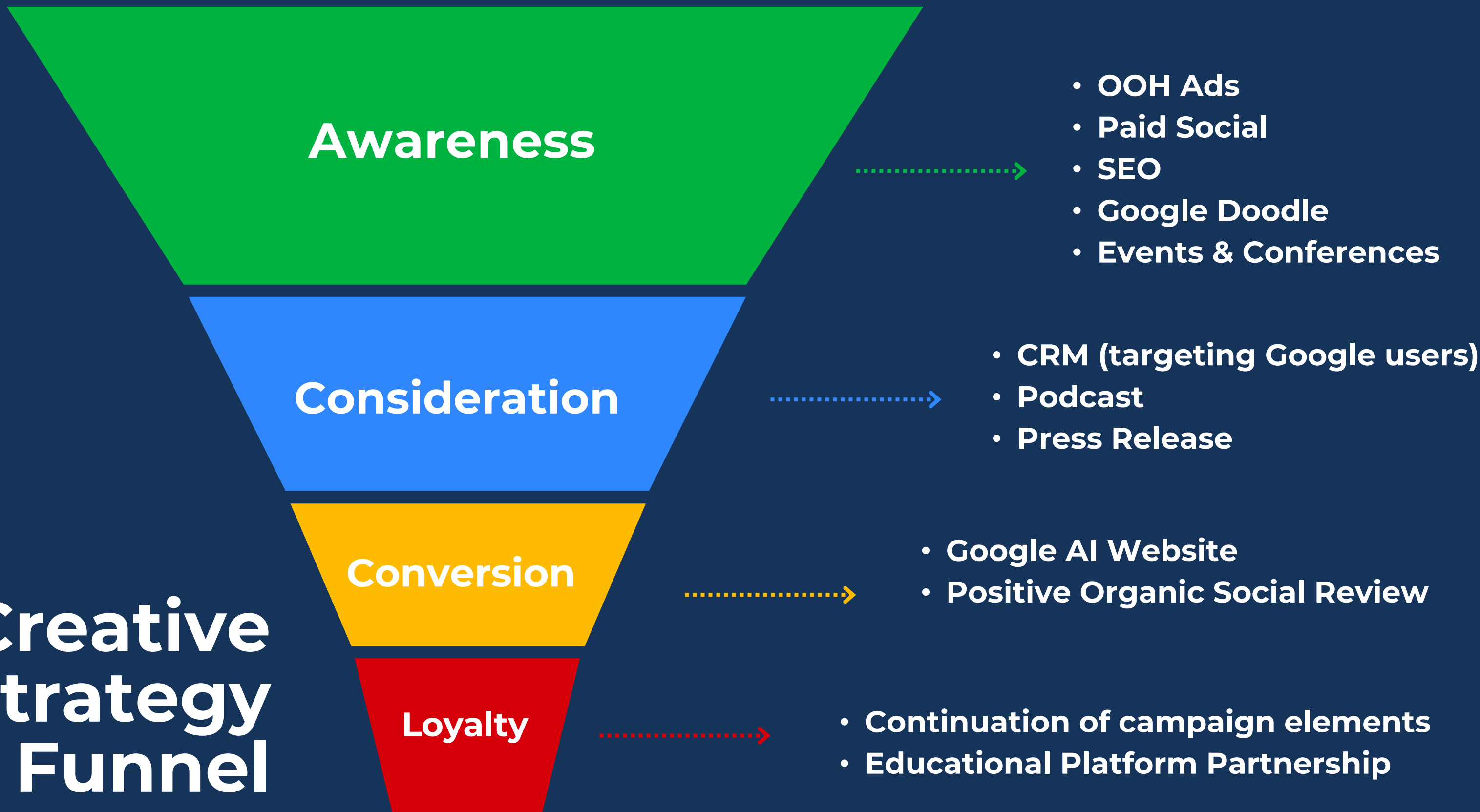
CMGT 541  
Yunqian Wang  
Weijing Zhu  
Ru Chen



# Brand Wheel



# Creative Strategy Funnel







# Creative Brief





# Objective

## Challenge

- Lost the first-mover-advantage
- Market share / monthly unique user

## Opportunity

- Powerful search engine database understands behaviors
- Growing demand for AI products with easy transfer of users in the market

## Strategy

- Connects with users of other Google products
- Promote the distinctiveness and strength





# Positioning

**Bard, Google's revolutionary generative AI product, is your personalized secure virtual assistant that responds with the most knowledgeable answer in a second.**





# Campaign Goals

Connection to Current Google  
product users to Bard

Drive Awareness

Drive Engagement

Build Trust and Reaffirm  
Relationship

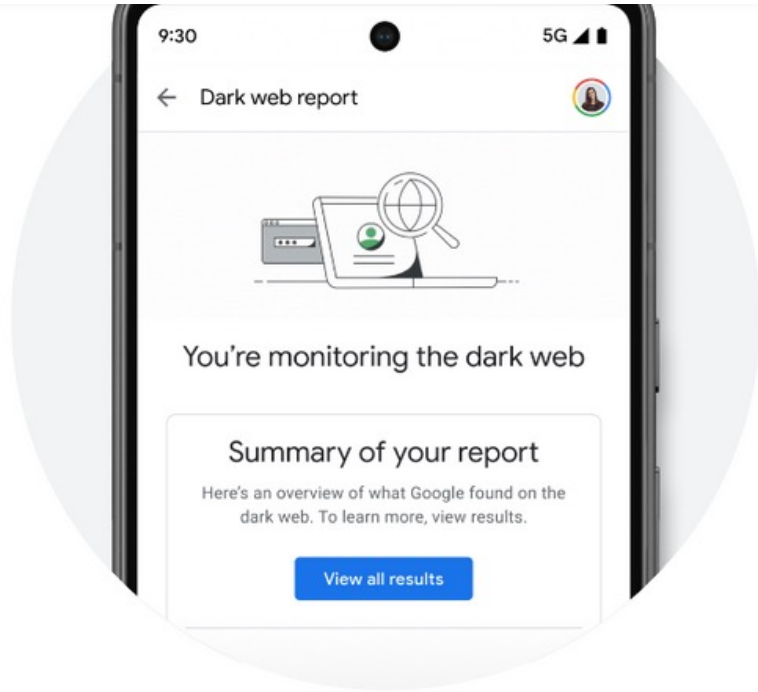






# Stay safer online with advanced security features

In addition to Google's built-in secure cloud storage, Google One members get enhanced security and privacy features, like VPN protection, dark web report, and more.



## Monitor the dark web for your personal info

If we detect that a data breach has exposed your personal information to the dark web — a part of the internet that can allow people to hide their identity and sell stolen info — we'll alert you with a dark web report and provide guidance on how to protect your credit, passwords, and more.\* You can try it out now by scanning the dark web for your Gmail address.

[Try a scan](#)

Available in US only.



Premium Feature

## Personalized security sessions

With one-on-one Pro Sessions, you can schedule interactive screen share sessions with an expert to learn how to stay safer online.\* Get tips on using your account security settings, learn

## Safety check

Chrome can help keep you safe from data breaches, bad extensions, and more

[Check now](#)

## Privacy and security

- Clear browsing data**  
Clear history, cookies, cache, and more
- Privacy Guide**  
Review key privacy and security controls
- Cookies and other site data**  
Third-party cookies are blocked in Incognito mode
- Security**  
Safe Browsing (protection from dangerous sites) and other security settings
- Site settings**  
Controls what information sites can use and show (location, camera, pop-ups, and more)
- Privacy Sandbox**  
Trial features are off



# Privacy & Data Security



# Target Audience Segmentation

## PRIMARY TARGET

Google current users



## SECONDARY SEGMENTATION

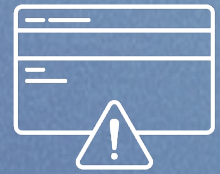
- Content Industry professionals
- Coders/programmers & data analysts
- Casual daily users







# Tone and Manner



Authoritative, personal, encouraging, trustworthy

- Precise references
- Personalized responses
- Insightful
- Secure & Unbiased



Identify 'problems' and provide solutions accordingly



# Priority of Communications



Accuracy,  
Accessibility, and  
Convenience



Capability boost  
of all google  
products



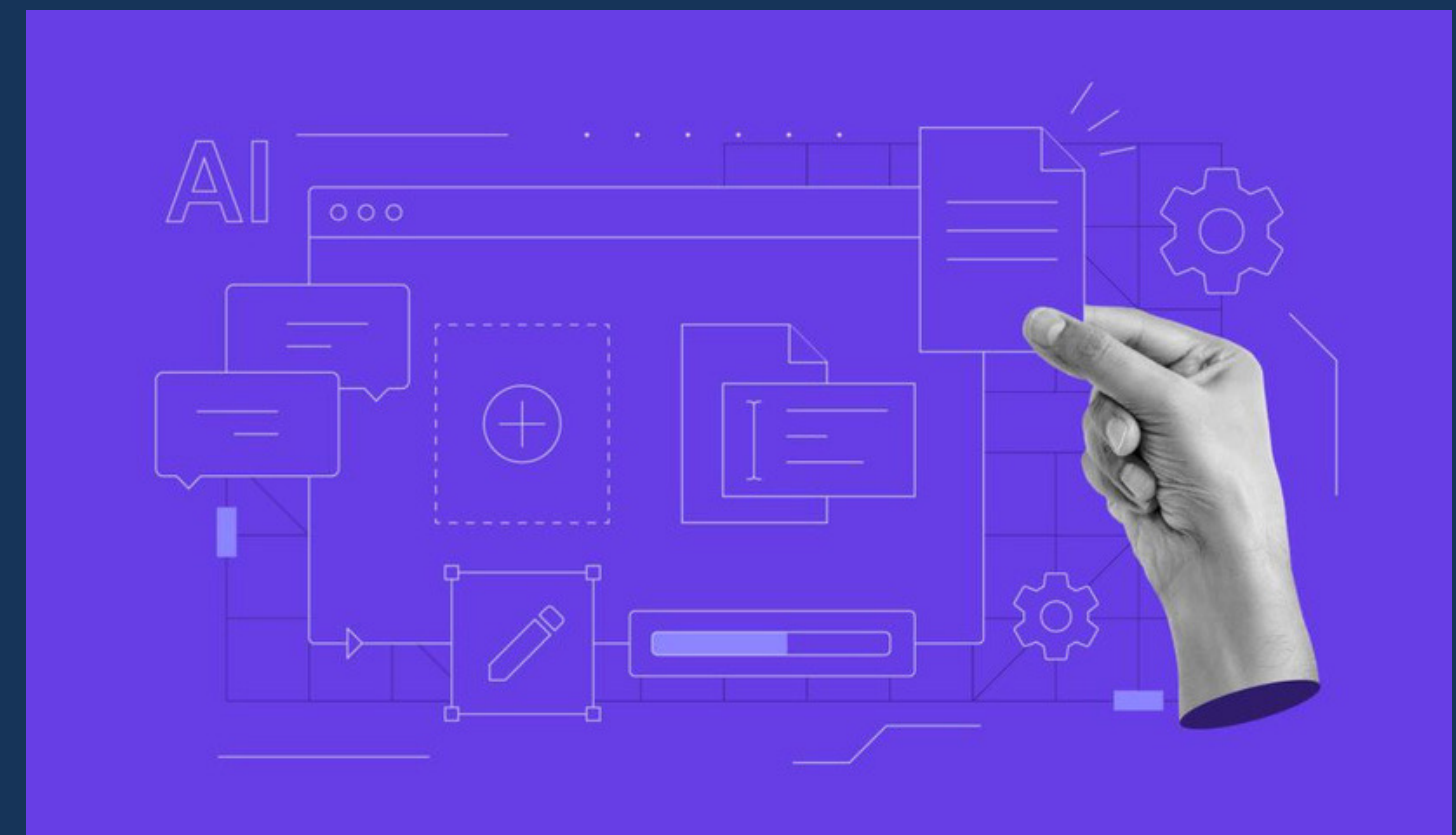




# Benefits

Extensions for all products

Content modification and programming





# Unique Selling Proposition

The trustworthy AI assistant who integrates all the functionalities seamlessly with Google's vast knowledge base in a second for you

Connects the user of Bard AI to a wide range of Google services







# Reasons to Believe



- Google's powerful database
- Pioneering search engine operation and reputation



- Open-source large language model (LLM)
- Founding father with trustworthy assets



# Quantitative Analysis: Survey Results





# Participants Overview

**Total Participants**

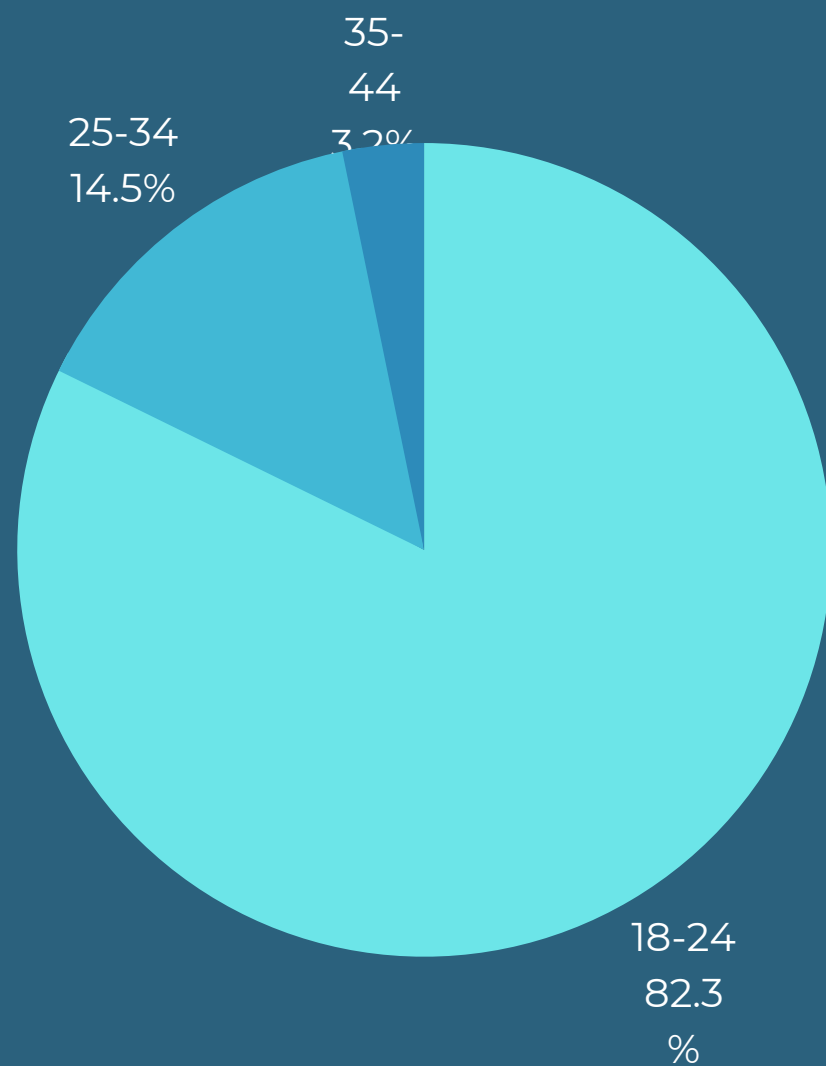
**139**

**Target Audience**

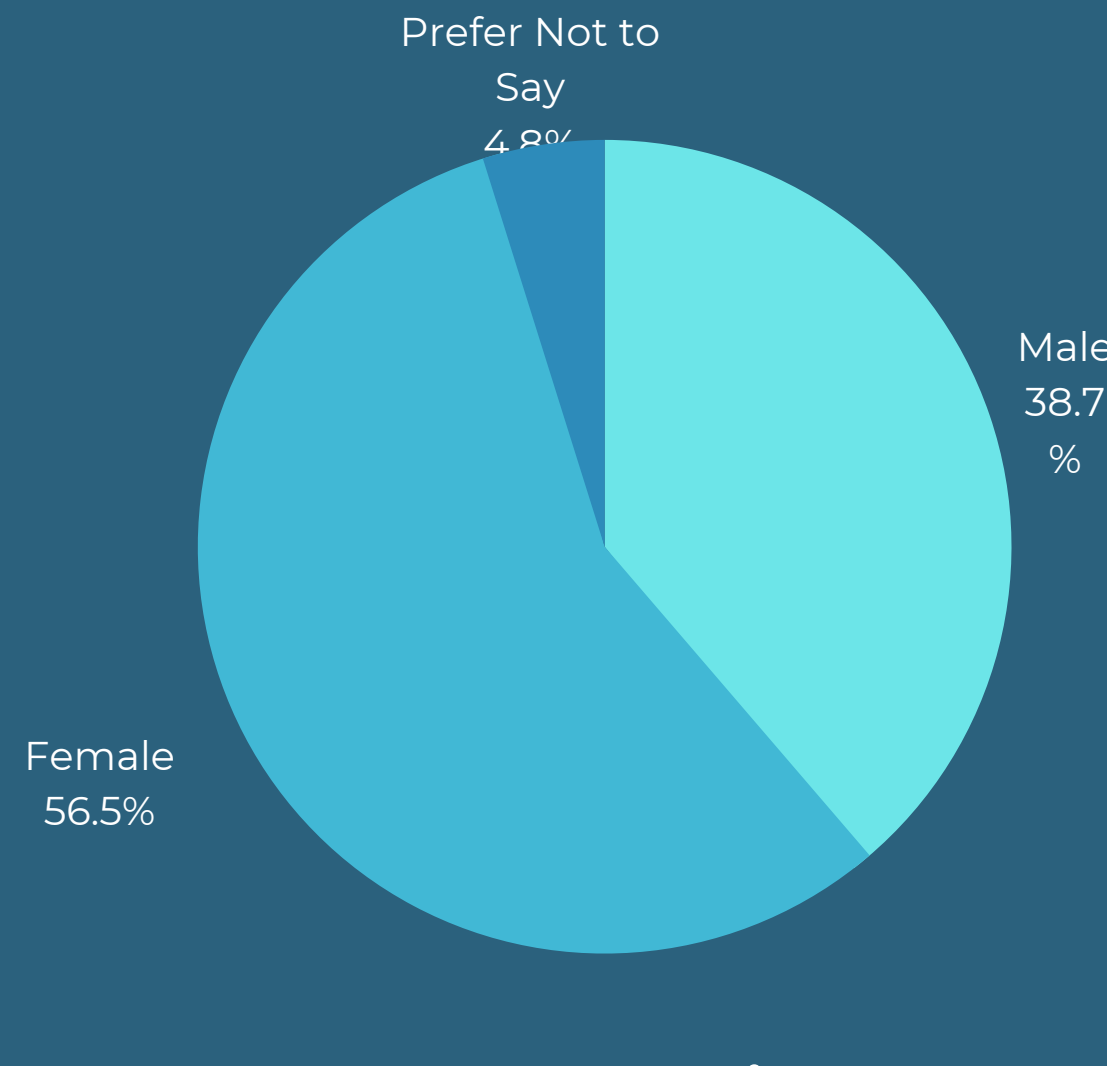
Google current users  
Content Industry professionals  
Coders/programmers & data  
analysts  
Casual daily users



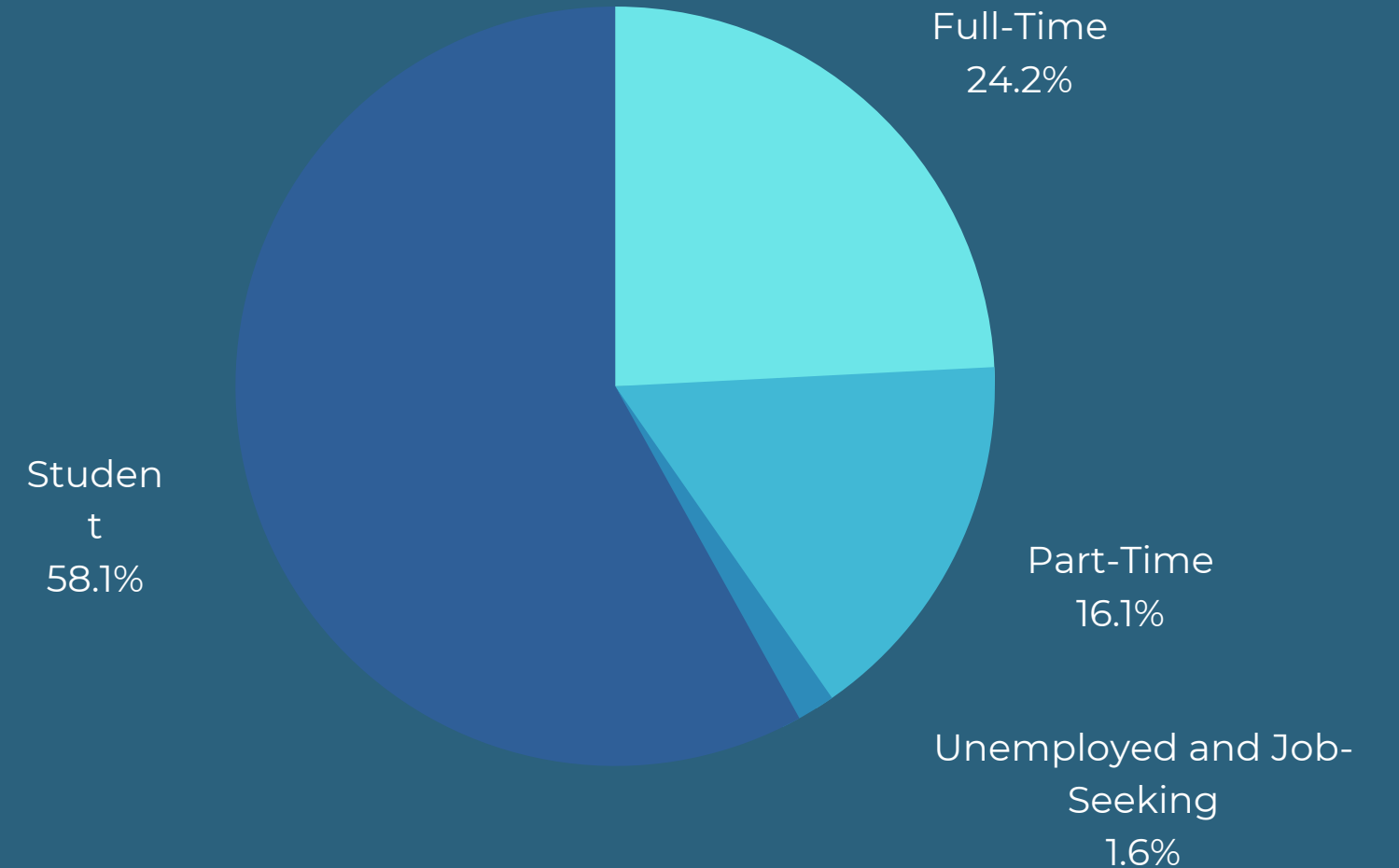
# Demographic



**Age**



**Gender Identity**



**Employment Status**



**93%**

**Higher than average Familiarity with  
Generative AI**

**74%**

**Use AI products at least every week**

**50%**

**Professional Usage**

**40%**

**Both Professional and Daily Context**



# Usage of Bard AI vs ChatGPT

**83%**

Use ChatGPT but not Bard

**15%**

Use Both

**0%**

Use Bard AI but not ChatGPT





53%

Enhance Search Engine Result

40%

Seamless Connection to Other Google Services

**Expected Potential Competitive Advantages  
(over ChatGPT) from Bard**



# Qualities that Users Value

## Top 3 qualities valued

- Accuracy of Response
- Response Generation Speed
- Source and Citation

## Least 3 qualities valued

- User Interface Design
- Good Personality
- Ethical Commitment



# Functionalities

## Top 3 Functions that AI users Value The Most

### Ability to

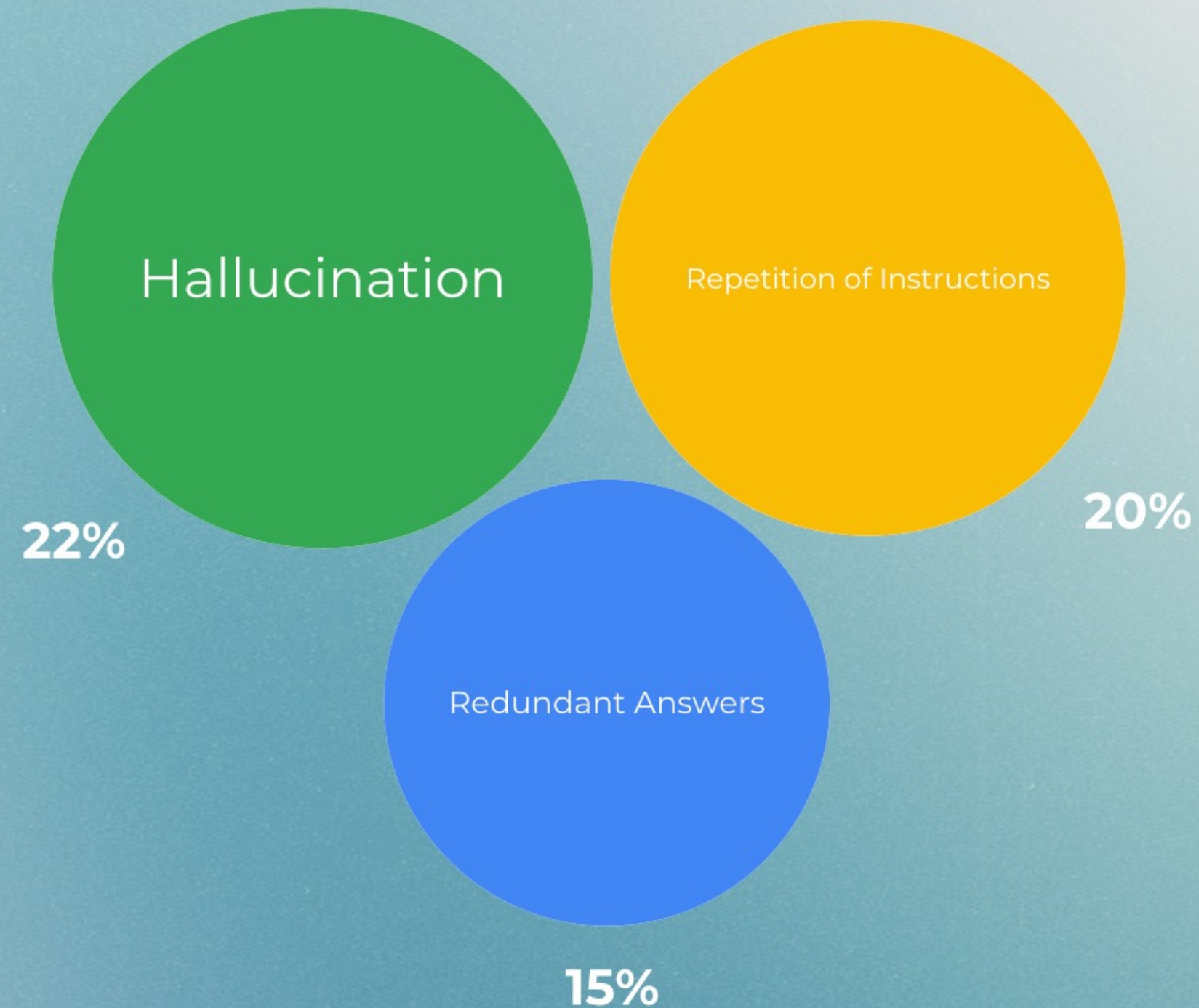
- 27%: Understand Prompts Accurately
- 20%: Understand Vague Prompts
- 19%: Save Previous Conversation

Consists nearly 70% of the answers.



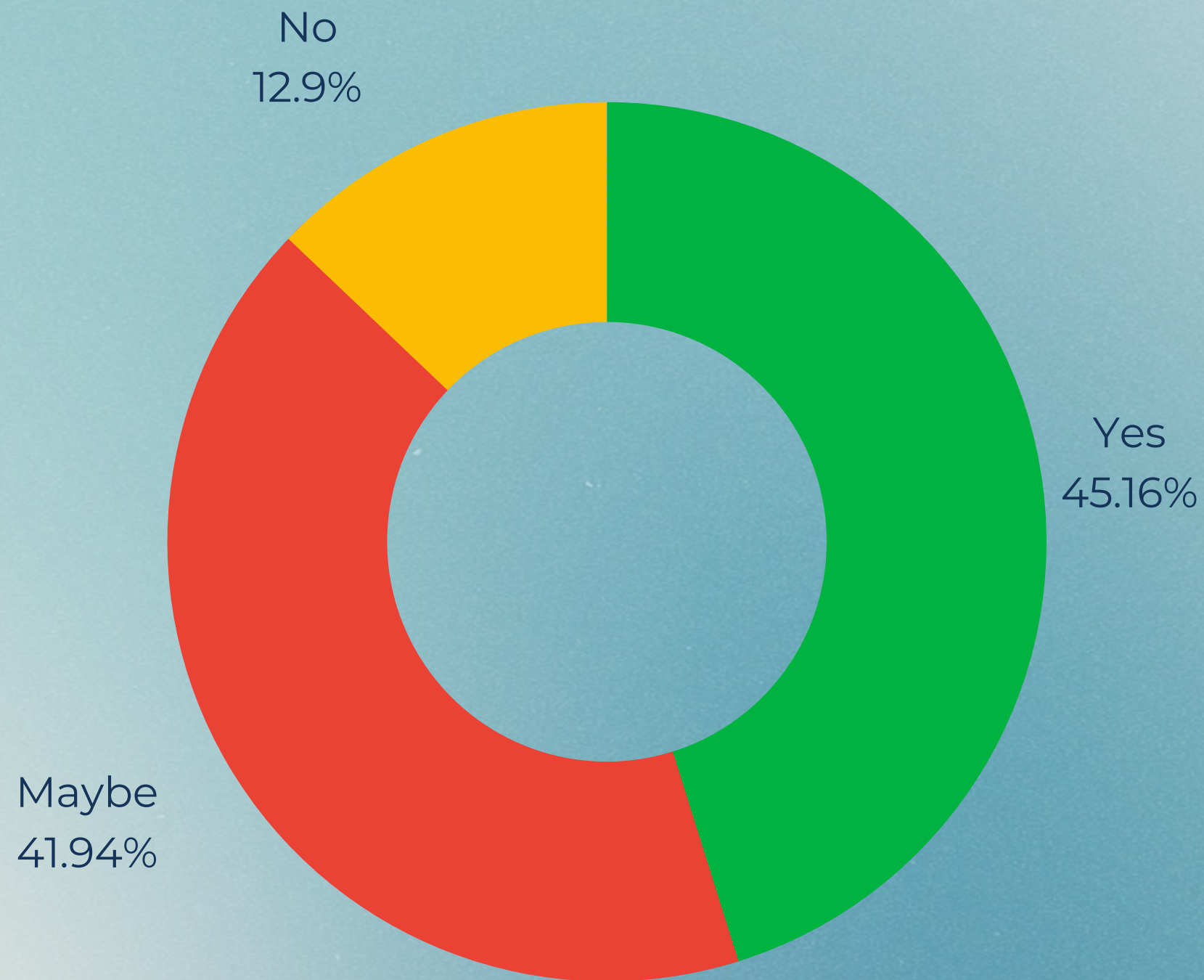
# User Experience / Concerns

## Top 3 Problems Matter The Most





# Intention to Take an Introductory Generative AI Course



## Generative AI learning path

10 activities • Last updated 23 days • Managed by Google Cloud

This learning path guides you through a curated collection of content on generative AI products and technologies, from the fundamentals of Large Language Models to how to create and deploy generative AI solutions on Google Cloud.

Select this learning path

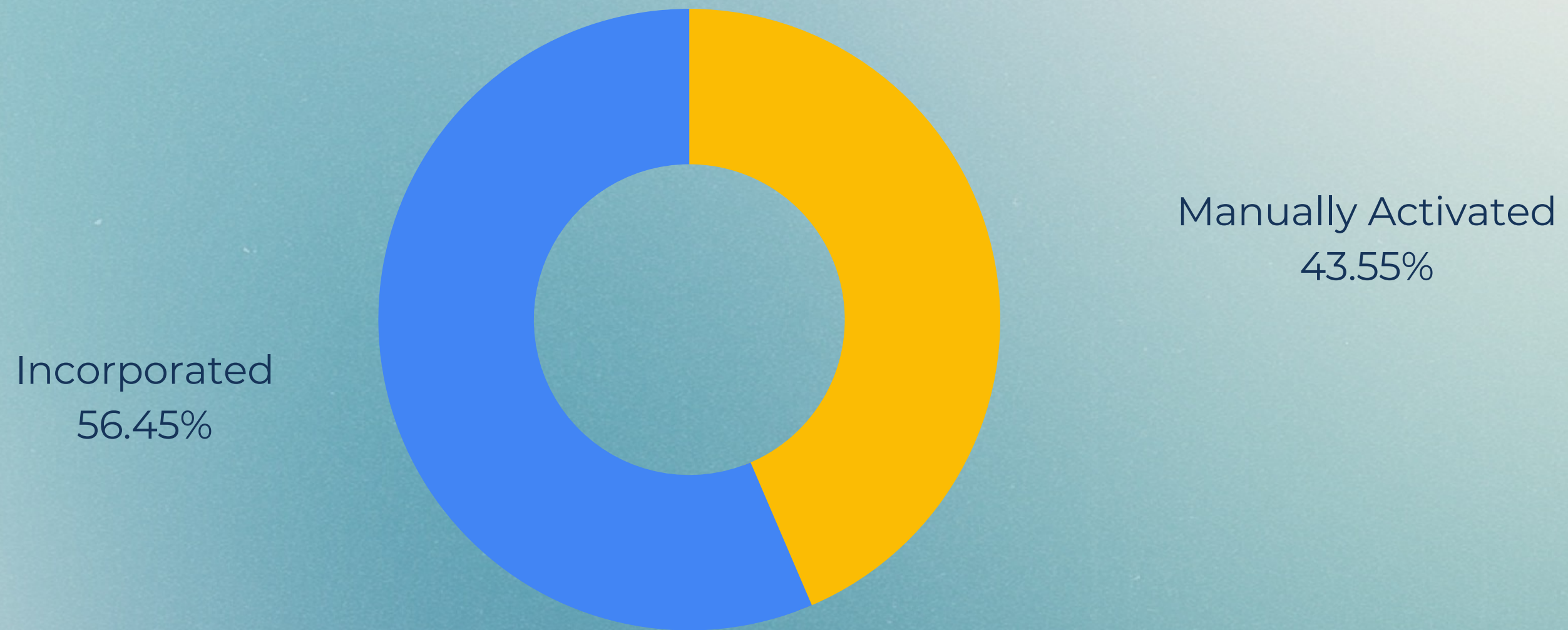
### Learning path activities

- 1 Introduction to Generative AI**  
Course • 1 day • Introductory  
This is an introductory level microlearning course aimed at explaining what Generative AI is, how it is used, and how it differs from traditional machine learning methods. It also covers Google Tools to help you develop your own Gen AI...  
[Learn more](#)
- 2 Introduction to Large Language Models**  
Course • 1 day • Introductory  
This is an introductory level microlearning course that explores what large language models (LLM) are, the use cases where they can be utilized, and how you can use prompt tuning to enhance LLM performance. It also covers Google tools to...  
[Learn more](#)
- 3 Introduction to Responsible AI**  
Course • 1 day • Introductory  
This is an introductory-level microlearning course aimed at explaining what responsible AI is, why it's important, and how Google implements responsible AI in their products. It also introduces Google's 7 AI principles.  
[Learn more](#)
- 4 Generative AI Fundamentals**  
Course • 1 day • Introductory  
Earn a skill badge by completing the Introduction to Generative AI, Introduction to Large Language Models and Introduction to Responsible AI courses. By passing the final quiz, you'll demonstrate your understanding of foundational...  
[Learn more](#)
- 5 Introduction to Image Generation**  
Course • 1 day • Introductory  
This course introduces diffusion models, a family of machine learning models that recently showed promise in the image generation space. Diffusion...  
[Learn more](#)
- 6 Encoder-Decoder Architecture: Overview**  
Course • 1 day • Intermediate  
This course gives you a synopsis of the encoder-decoder architecture, which is a powerful and prevalent machine learning architecture for sequence-to-sequence tasks such as machine...  
[Learn more](#)

- Nearly 90% intention
- Accessable
- Free



# Release of AI services within Web Products: Incorporated VS Manually Activated





# Satisfaction Rate with Generative AI Capabilities



- Perform as Powerful Search Engine
- Provide Information to Make Decisions
- Debug
- Write Communication materials



- Generate Creative Content
- Develop Market Strategy
- Perform as your personal Assistant





**Marketing Elements that voted as most Persuasive and Credible**

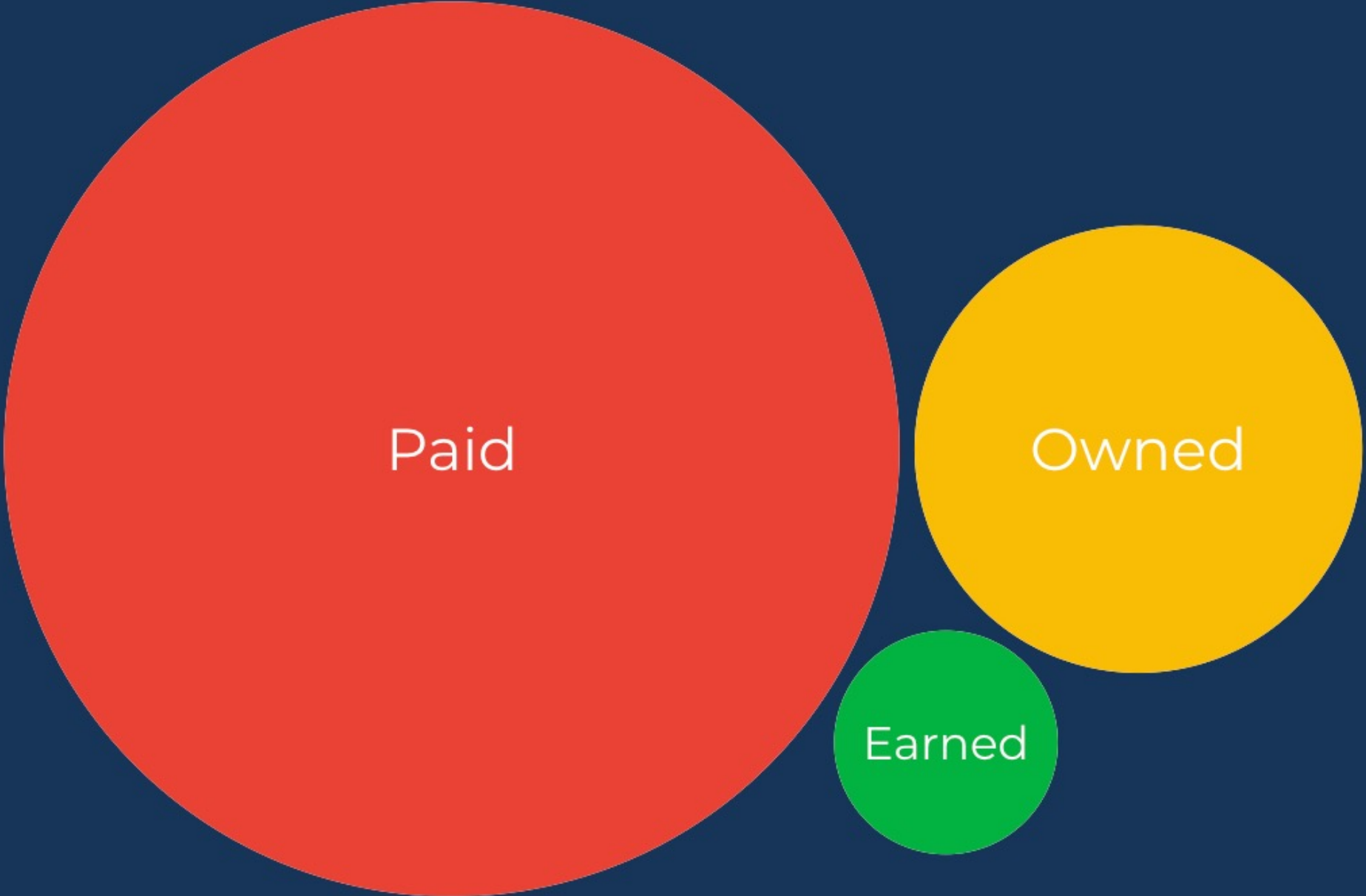


# Media & Promotion Strategy





# Communication Assets



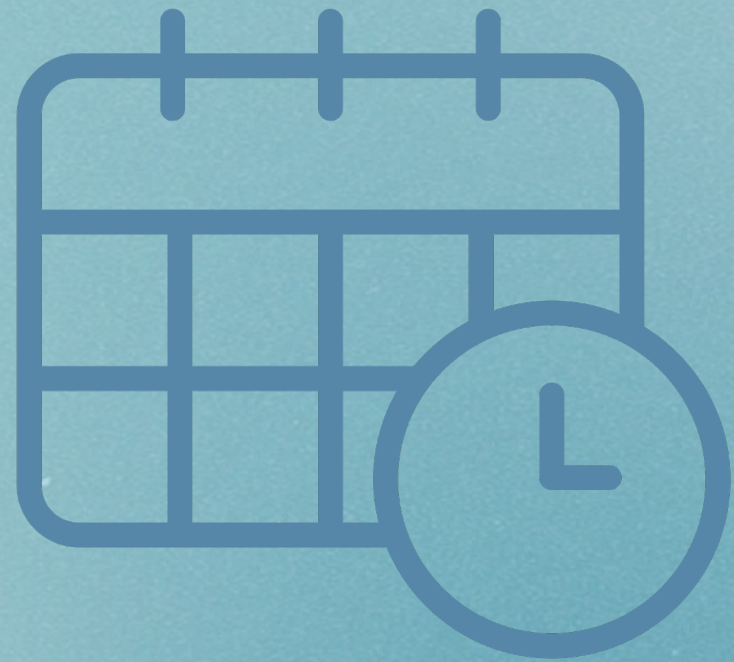


# Media Mix





# Media Plan



**Campaign Period**

12 weeks



**Budget**

\$10,000,000

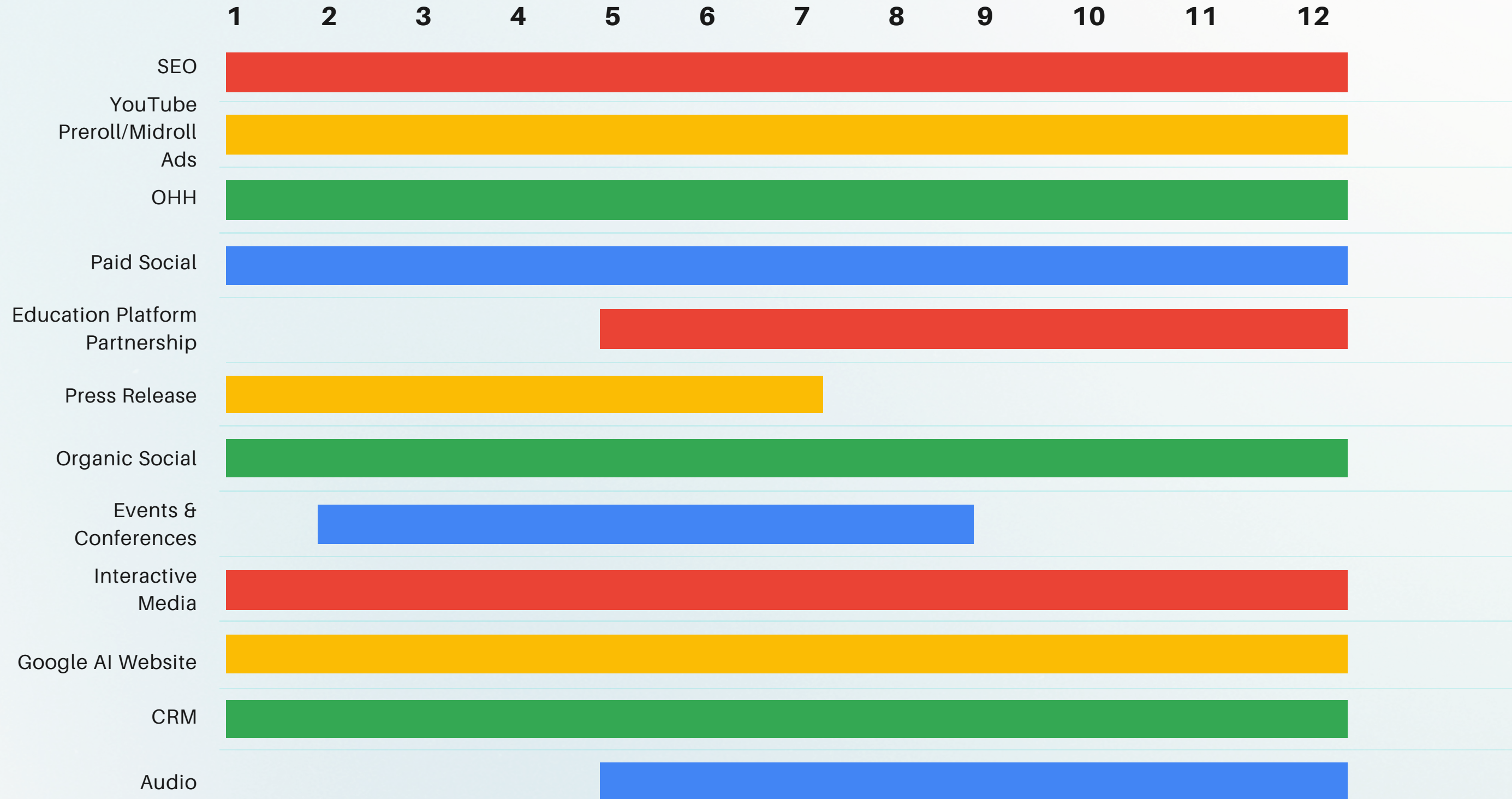






# Campaign Timeline

August 2023-November 2023





# Creative Executions

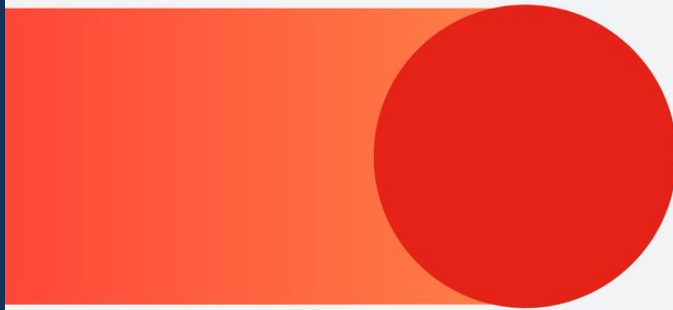




# Out-Of-Home Ad



Your Personal AI Assistant,  
Connected to All **Google** Services.










# Bard


Your Personal AI Assistant,  
Connected to All Google Services.


city outdoor



# Paid Social - Before & After Illustration

 "Give me a creative code in processing that creates interactive circular patterns."

 "Sure, here is a creative code in Processing that creates interactive circular patterns:

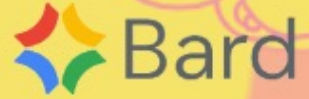
```
import random


def setup():
  size(500, 500)
  background(255)


def draw():
  for i in range(100):
    x = random.randint(0, width)
    y = random.randint(0, height)
    r = random.randint(10, 100)
    color = random.choice(["red", "yellow", "orange"])
    fill(color)
    ellipse(x, y, r, r)

def mousePressed():
  for i in range(100):
    x = mouseX
    y = mouseY
    r = random.randint(10, 100)
    color = random.choice(["red", "yellow", "orange"])
    fill(color)
    ellipse(x, y, r, r)
```

This code creates a simple interactive circular pattern, hope it helps!"






 "Give me a direction to Santa Monica, without annoying traffic."

Sure, here are some routes to Santa Monica Beach that avoid traffic:

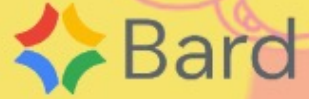
Drive via Sunset Boulevard: Sunset Boulevard is a scenic route that runs along the coast from Hollywood to Santa Monica. It is a good option if you are coming from the east side of Los Angeles. However, it can be congested during peak traffic hours. If you are driving, try to avoid driving during rush hour (7am-9am and 3pm-7pm).



Here are some additional tips for avoiding traffic when going to Santa Monica Beach:

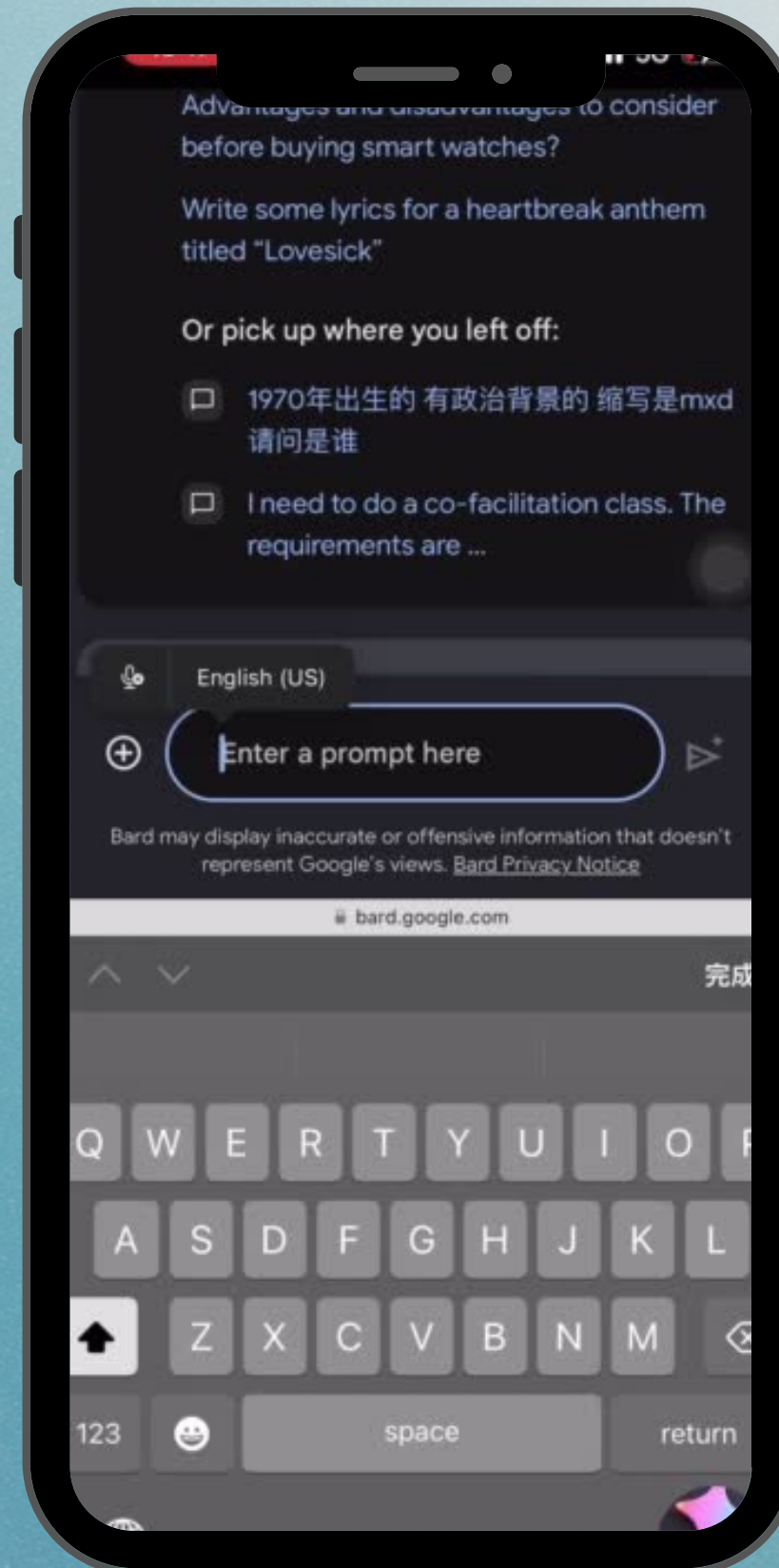
- Plan your trip ahead of time: Check the traffic conditions before you leave so you can plan your route accordingly.
- Leave early: If you can, try to leave early in the morning or later in the evening to avoid the worst of the traffic.
- Take public transportation: If you can, take public transportation to Santa Monica Beach. This will help you avoid traffic and parking hassles.
- Be patient: If you do get stuck in traffic, try to be patient and enjoy the scenery.

I hope this helps!





# Paid Social - Illustration





# Paid Social - Discord Platform

The screenshot displays the Discord Discover interface. On the left is a navigation sidebar with icons for Home, Gaming, Music, Education, Science & Tech, Entertainment, and Student Hubs. The main content area features a search bar with the text "Bard" and a "Find your community on Discord" banner. Below this, there are featured community cards for Bard, VALORANT, and Genshin Impact Official, each showing online and member counts. At the bottom, there are partial views of other community cards for Genshin Impact and ROBLOX.

**Discover**

- Home
- Gaming
- Music
- Education
- Science & Tech
- Entertainment
- Student Hubs **NEW**

**Find your community on Discord**  
From gaming, to music, to learning, there's a place for you.

Bard

**Featured communities**

- Bard**  
Meet your favorite assistance Bard!  
Creative, collaborative, and clever!  
1,104,379 Online • 13,722,743 Members
- VALORANT**  
The official VALORANT Discord server, in collaboration with Riot Games. Find the latest news and talk about the game!  
306,100 Online • 976,104 Members
- Genshin Impact Official**  
Welcome to Teyvat, Traveler! This is the place to discuss with others about your favorite game: Genshin Impact!  
269,784 Online • 1,000,703 Members

wzhu4067  
wzhu4067#2...

**ROBLOX**



# Audio Ads - Podcast (Owned Platform)





Google Bard Overview Training Meet

Search Docs Support 中文 - 简体 Console Y

Bard Podcasts Contact Us Start free

## Bard AI Podcast

Each week we invite Google Bard professionals, product leaders, and customers to peel back the layers of our technologies and introduce you to cool new things!


Meet your hosts



# Audio - Podcast (Other Podcast Platforms)

The screenshot shows the Apple Podcasts interface. At the top is a navigation bar with links for Store, Mac, iPad, iPhone, Watch, AirPods, TV & Home, Entertainment, Accessories, and Support, along with search and cart icons. The main content area features a 'Preview' section for a podcast episode. On the left is a large black image with the 'Bard AI' logo. To the right, the episode title is 'Take a tech journey with Pichai about Bard's newest updates. October 2023', followed by the host 'Decoder with Nilay Patel' and the category 'Business'. A 'Listen on Apple Podcasts' button and a share icon are present. Below this is a short description of the episode, a 'PLAY' button with a 32-minute duration, and a link to 'Learn more about your ad choices'. A 'More Episodes' link is also visible. At the bottom, there is a 'Top Podcasts In Business' section with a 'See All' link and a row of six podcast covers: 'The Money Rehab', 'Financial Feminist', 'The Money Monday\$', 'YAP', and 'Planet Money'.

Apple Podcasts Preview



## Take a tech journey with Pichai about Bard's newest updates. October 2023

Decoder with Nilay Patel

Business

[Listen on Apple Podcasts ↗](#) [Share](#)

Bard just launched its new features as a big change in the AI industry. Bard CEO Pichai shared his thoughts on the development of investigation and researches.

We hope you enjoyed the interview. Decoder will be back again on Tuesday with an all new episode. See you then.

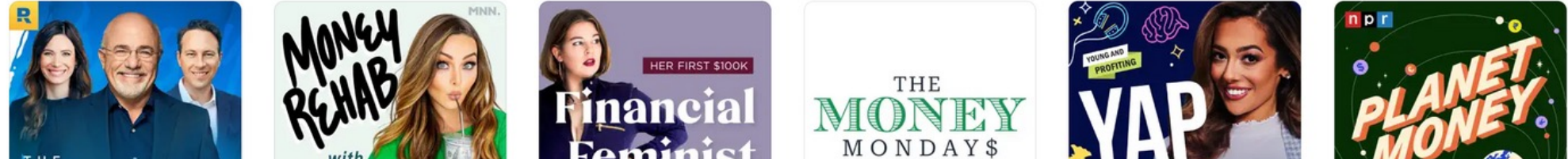
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# Press Release



[A.I. and Chatbots >](#)

[Google's RT-2 Robot](#)

[Smart Ways to Use Chatbots](#)


[ChatGPT's Code Interpreter](#)

[Can A.I. Be Fooled?](#)

[A.I.'s Literary Skills](#)

## *The Newest Feature of Bard: Revealing the Secret of AI Industry*

The internet giant Google updated Bard with the most powerful language model, PaLM2 version.

 Give this article



 127



Gain unlimited access to all of The Times. ~~\$6.25~~ \$1 a week for your first year.

[VIEW OFFER](#)





# Press Release

[Home](#) » [Research + policy](#) »

## **Bard Updated Its New Features Audios, Integration, and So Much More.**

Bard's users are thrilled to see the new updates as they want to use Bard in daily life with all Google products.

[Find out more](#)





# Education Platform Partnership

**Hootsuite**  
Academy

Certification Courses

Custom Education

[Back to Hootsuite.com](#)

Sign up

Login

HOOTSUITE PLATFORM TRAINING > CHAPTER 2 > LESSON 3.4

## How to use Bard AI in the most effective way?

Try Bard



Take the Free Course

Advance your social media skills and career



450,000+

STUDENTS



72,000+

PROFESSIONAL

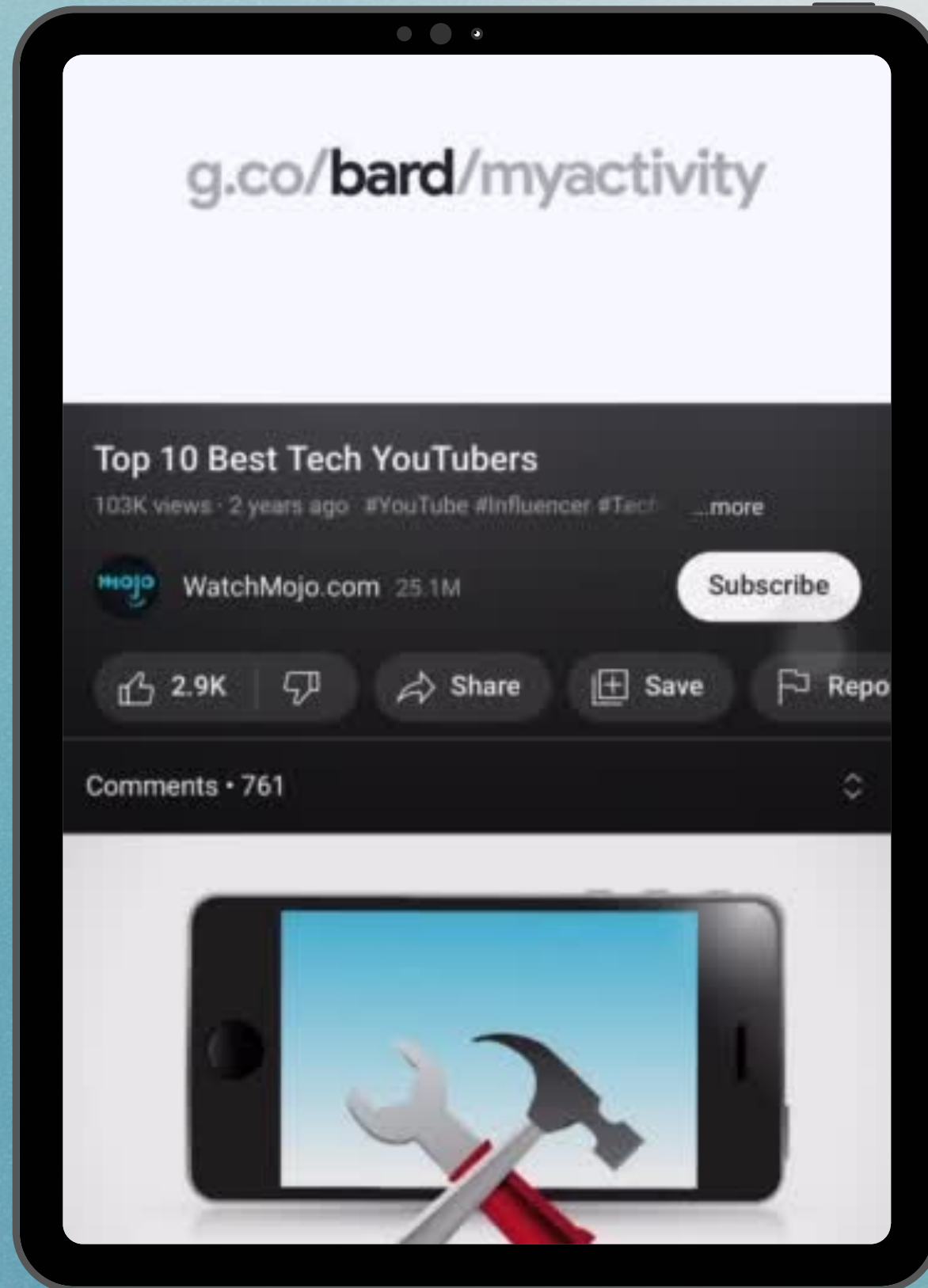


1,000+

SCHOOLS



# YouTube Pre-roll/Mid-roll Ad





A search bar with a magnifying glass icon on the left and microphone and image search icons on the right.

Google Search

Bard It

Interactive Media





GOO



🔍 Show me the nearest Coffee Shop

Show me the nearest Coffee Shop

Here is the nearest Coffee Shop...



Google Search

Bard It

**Interactive Media**





# Campaign Evaluation



## User engagement

- Percentage of Google users connected to Bard



## Website Traffic

- Goal: 3% in 12 weeks (10 x increase in UMW)



## Media Coverage

- Positive coverage on mainstream media outlets
- Positive reviews on social media

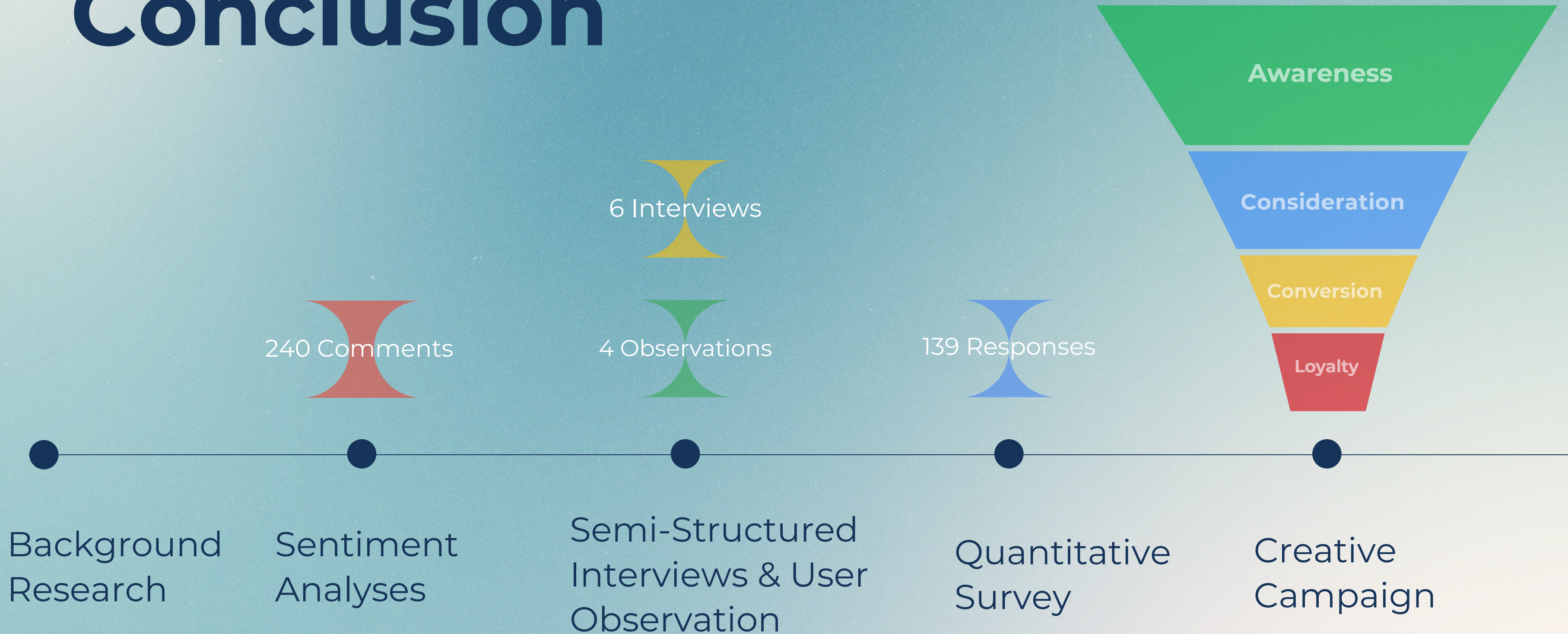


## Share of voice

- Increased brand awareness compared to competitors
- Market Share



# Conclusion





# Appendix

Complete Survey Report:

<https://ql.tc/VxXgIW>



**Thank you**

