Bard AI
Creative Campaign

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Creative Strategy Funnel

**Awareness**
- OOH Ads
- Paid Social
- SEO
- Google Doodle
- Events & Conferences

**Consideration**
- CRM (targeting Google users)
- Podcast
- Press Release

**Conversion**
- Google AI Website
- Positive Organic Social Review

**Loyalty**
- Continuation of campaign elements
- Educational Platform Partnership
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.

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
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
- 18-24: 82.3%
- 25-34: 14.5%
- 35-44: 3.2%

Gender Identity
- Male: 38.7%
- Female: 56.5%
- Prefer Not to Say: 6.8%

Employment Status
- Full-Time: 24.2%
- Part-Time: 16.1%
- Unemployed and Job-Seeking: 1.6%
- Student: 58.1%
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
Expected Potential Competitive Advantages (over ChatGPT) from Bard

53% - Enhance Search Engine Result

40% - Seamless Connection to Other Google Services
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
Top 3 Functions that AI users Value The Most

- 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

- Hallucination: 22%
- Repetition of Instructions: 20%
- Redundant Answers: 15%
Intention to Take an Introductory Generative AI Course

- Yes: 45.16%
- Maybe: 41.94%
- No: 12.9%

- Nearly 90% intention
- Accessable
- Free
Release of AI services within Web Products: Incorporated VS Manually Activated

- Incorporated: 56.45%
- Manually Activated: 43.55%
Satisfaction Rate with Generative AI Capabilities

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

3 stars:
- 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

- YouTube Preroll/ Mid-roll ads
- OHH (Billboards)
- SEO
- Events & Conference
- Education Platform Partnership
- CRM (email marketing)
- Organic Social
- Interactive Media (Doodle)
- Press Release
- Paid Social - Linkedin, Discord
- Google AI Website
- Audio

Total Budget: $10,000,000

- Paid (80%)
- Earned (0%)
- Owned (20%)
Media Plan

Campaign Period
12 weeks

Budget
$10,000,000
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<tr>
<th>Month</th>
<th>SEO</th>
<th>YouTube</th>
<th>Preroll/Midroll Ads</th>
<th>OHH</th>
<th>Paid Social</th>
<th>Education Platform Partnership</th>
<th>Press Release</th>
<th>Organic Social</th>
<th>Events &amp; Conferences</th>
<th>Interactive Media</th>
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**Campaign Timeline**

August 2023 - November 2023
Out-Of-Home Ad

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

Your Personal AI Assistant,
Connected to All Google Services.
"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:

```python
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 - Discord Platform

Meet your favorite assistance Bard!
Creative, collaborative, and clever!
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!
Take a tech journey with Pichai about Bard’s newest updates. October 2023

Decoder with Nilay Patel

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

Try Bard

Advance your social media skills and career

450,000+ STUDENTS
72,000+ PROFESSIONAL
1,000+ SCHOOLS
YouTube Pre-roll/Mid-roll Ad
Show me the nearest Coffee Shop

Here is the nearest Coffee Shop...
## Campaign Evaluation

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>User engagement</td>
<td>Percentage of Google users connected to Bard</td>
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<tr>
<td>Website Traffic</td>
<td>Goal: 3% in 12 weeks (10 x increase in UMV)</td>
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<td>Media Coverage</td>
<td>Positive coverage on mainstream media outlets</td>
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<td>Positive reviews on social media</td>
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<td>Share of voice</td>
<td>Increased brand awareness compared to competitors</td>
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<td>Market Share</td>
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</tbody>
</table>
Conclusion

Background Research
Sentiment Analyses
Semi-Structured Interviews & User Observation
Quantitative Survey
Creative Campaign

6 Interviews
4 Observations
139 Responses
240 Comments

Awareness
Consideration
Conversion
Loyalty
Appendix

Complete Survey Report: https://ql.tc/△xXgLW
Thank you