a) Creative Brief

Target Audience

The primary audience is Generation A and young Generation Z residents of Los Angeles. This demographic is at a critical stage of forming their digital habits and tool preferences, making them an invaluable long-term audience for Google and Alphabet. By reaching them early and authentically, this campaign positions Gemini as their default AI tool, the one they grew up with and trust. Capturing this audience now builds lasting brand affinity that carries well into adulthood.

Ad Placement

The campaign will run across three out-of-home (OOH) formats in the Los Angeles area: billboards, bus shelters, and digital kiosks at Metro stations. These placements are strategically chosen for their high visibility in high-traffic urban environments. During summer break, Gen A and young Gen Z are especially active. They will be traveling with family by car (billboard), commuting with friends by bus (bus shelter), and riding the metro independently (digital kiosks at Metro stations). Together, these formats ensure broad, repeated exposure across the daily movement patterns of our target audience.

Campaign Goal

The campaign aims to drive awareness of the Gemini AI Lab launches across all 73 LA Public Library branches at the start of summer break, while reinforcing Google and Alphabet's image as a socially responsible industry leader through meaningful community partnership.

Why is the Ads Needed

This campaign tells the story of Google and Alphabet's commitment to democratizing AI access for the next generation. By visibly partnering with the LA Public Library system, we demonstrate that Gemini is more than a product or a tool. It is a public good. These ads bridge the announcement to the streets where our audience lives, moves, and spends their summer, driving both foot traffic to libraries and long-term brand loyalty.

b) Brand Storytelling I, OOH Advertising Design

<u>Billboard</u>

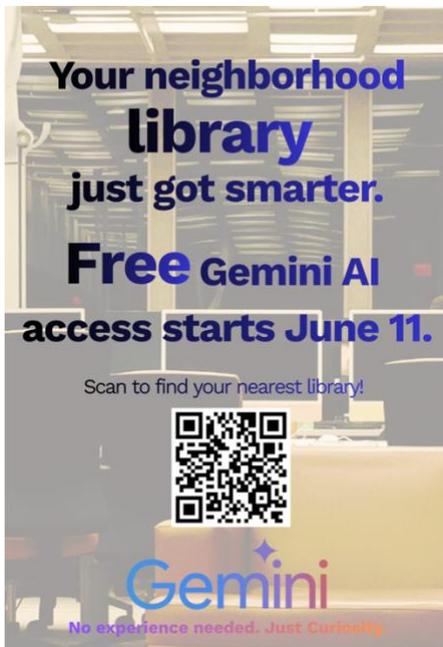
Image Credit: Unsplash

<u>Bus Shelter</u>

Image Credit: Unsplash

Digital Kiosks at Metro Stations

Image Credit: Unsplash

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