



Google B2B
Proposal

THE SITUATION

Google facilitates programs to educate CMO's on Google products with the intent to influence and encourage Digital Marketing spend.

The current program ('CMO Connect') misses opportunities to truly connect and engage with CMO's ongoing due mostly in part to:

- CMO Connect tends to attract mid-weight Marketers
- Content is product and business analytics focused, recall is low
- Whilst event feedback is positive, it is not generating growth in Google ad spend
- Lack of pre-event/event/post-event engagement



THE ASK

Design an event experience that inspires and delights CMO's, helping them to understand Google products better, making it easier for sales teams to convert sales and grow digital ad spend

How?

By understanding the CMO as a person first, a CMO second!

Identifying the types of content they gravitate towards.

Illustrating how to deliver this content with maximum impact, in 3 stages:

- **Pre-event** | Excite and engage leading up to event to drive RSVP and generate excitement
- **Event** | Inspire, empower and delight to learn more about Google products
- **Post-event** | Conversion, close the loop and foster a proactive, ongoing working relationship



AUDIENCE

Chief Marketing Officers
the ultimate marketing decision-makers

They are extremely busy, their time is precious
and it's hard to get their attention



SCENARIO

CMO Connect is currently a standard conference format - a basic event with a speaker, projection of slides and dinner.

It's not enough
to entice and excite busy and affluent CMOs.



CHALLENGE

Step away from the conventional.

Bring to life the advantages of Google digital marketing with fun and entertainment.

Generate excitement amongst the CMO community around this “hot ticket” event.



INSIGHT

It's the age of viral internet sensations.

These new age celebrities have used the power of Google to build their fame.



IDEA 1



Google  tainment

THE EXECUTION

Get the most popular and trending entertainers and leverage their celebrity status and craft by having them build Google marketing products into their performance/art.



Famous stand-up stars deliver witty shticks to talk about how Google products can boost a brand.

GETTING VIR-AL

Vir Das, one of India's most popular stand-up comedians.

Vir Das:

"We have Mr Ramesh, CMO from HUL. Sir congratulations on 10,000 views on your Lifebuoy video.

It is finally catching up to my little niece's latest viral video on fashion which got 15,000 views. Sassy little girl has been using YouTube pre-rolls to target urban millennial school girls aged 16 to 20."



Famous stand-up stars deliver witty shticks to talk about how Google products can boost a brand.

FUNNY BUSINESS

Atul Khatri, a businessman turned comedian.

Atul Khatri:

“My company is expanding, and I recently hired some guys for some SEO work.

I went for the cheapest.... *you know, I'm Sindhi!*

I spent two hours searching, I couldn't find my own website. I had been feeling a little lost the past few weeks but, in that time, I found myself! twice!”



Famous stand-up stars deliver witty shticks to talk about how Google products can boost a brand.

FROM MICROSOFT TO MIC

Anshu Mor a successful corporate exec, who left it all to pursue a career in stand-up comedy.



Popular improv singer takes brand key words
from the audience and makes marketing music.

SING A SONG OF SEO

Sidd Coutto is a songwriter, singer, multi-
instrumentalist and a master of musical improv.



A shayar and a celeb beat-poet face-off to explain Google ad space and analytics.

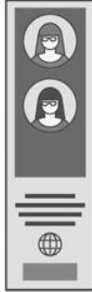
VERSE VERSUS VERSE

Rakesh Tiwari and Hussain Haideri, two popular poets on the spoken word and poetry platforms.



PRE-EVENT HYPE

Teasers in form of online ads, memes and bite-sized content by the entertainers are seeded online, building the intrigue and excitement around Google-tainment.



INVITE

A box with a miniature stage is sent to the CMO's.

It has a URL to a web based augmented reality.

When the CMO logs on and points his phone camera to the stage, a stand-up comedian appears in AR.

Custom pre-recorded content plays where the comedian addresses the CMO and invites her/him to the event.



REFERENCES

Clean elements using neon and Google colours to give it an entertainment touch.

Stage will be created as mosaic of LED panels, mimicking the phone screens whose attention the CMO's are vying for



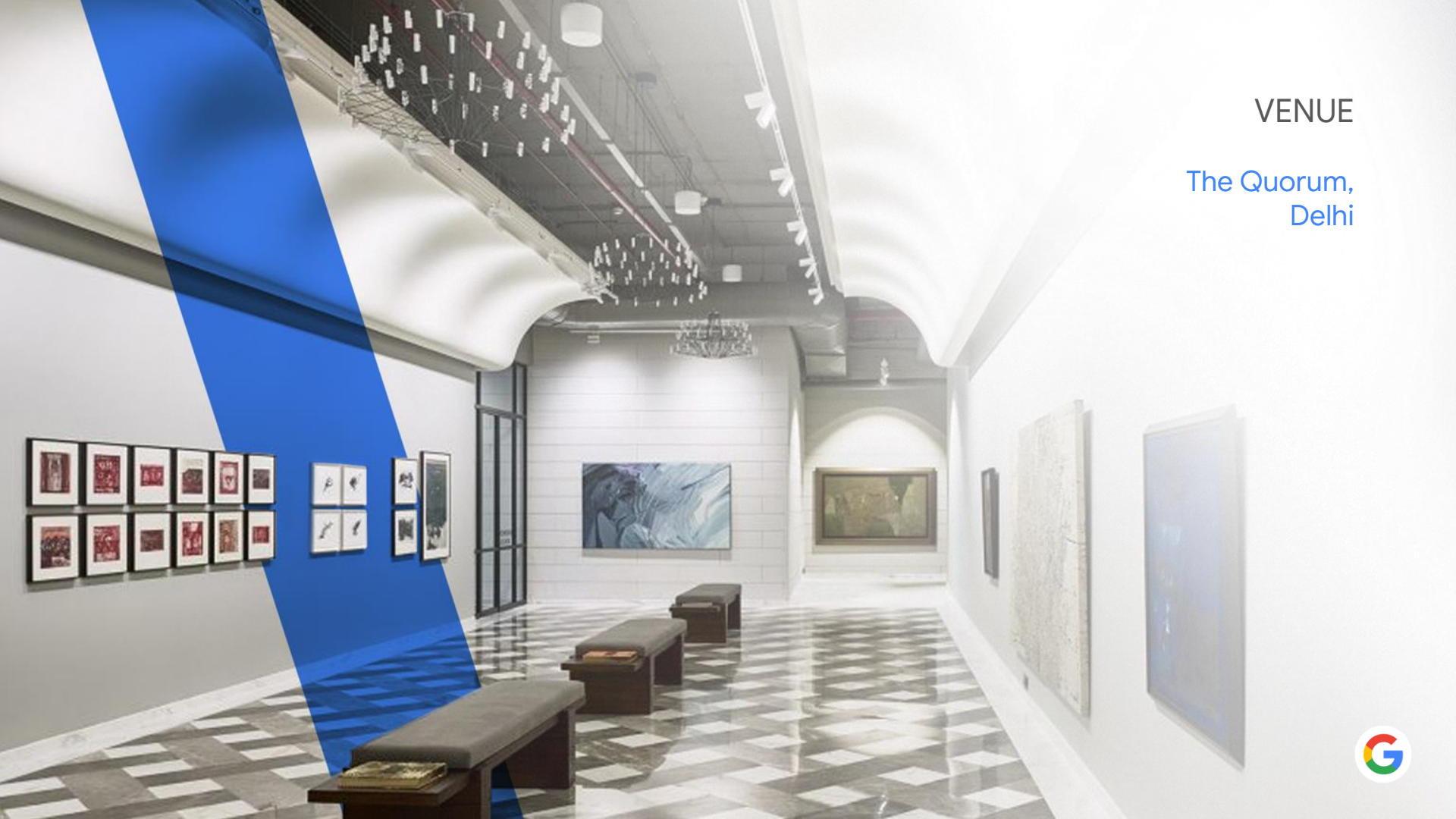
VENUE

SOHO House
Mumbai



VENUE

The Quorum,
Delhi



GIVEAWAY

A special hardbound coffee table book.
Each page will contain a memorable
quote, joke or lyric from the evening.

Below each quote there will be details
about the topic.





RECONNECT

Each CMO will receive a Google Home device and a sample list of FAQs about Google digital marketing.

When they ask a question about Google products, the device recognises it and plays a pre-recorded answer by one of the performers, effectively converting the comedian into a Google Assistant. At the end of the answer, he will also suggest a visit by a Google rep for further details.

And when another event is being organised, the device will follow-up its answers with an invite to the event.



IMPACT

CMO's will look forward to being invited to one of the most sought-after events in town, featuring some of the most trending entertainers.



IDEA 2



SCENARIO

CMO's have an extremely hectic lifestyle.

Their health, wellness and fitness are often compromised.
As a result, bodies (and marketing expenditures) are growing larger!





STRATEGY

Everyone is striving for health and wellness, to be fitter, leaner and stronger.
What if we bring CMO's and their brands' fitness together?
Integrate the fitness!





CHALLENGE

Let's make their digital marketing scenario healthier, more fit and lean. Remove some marketing carbs and sweat out some pre-rolls.

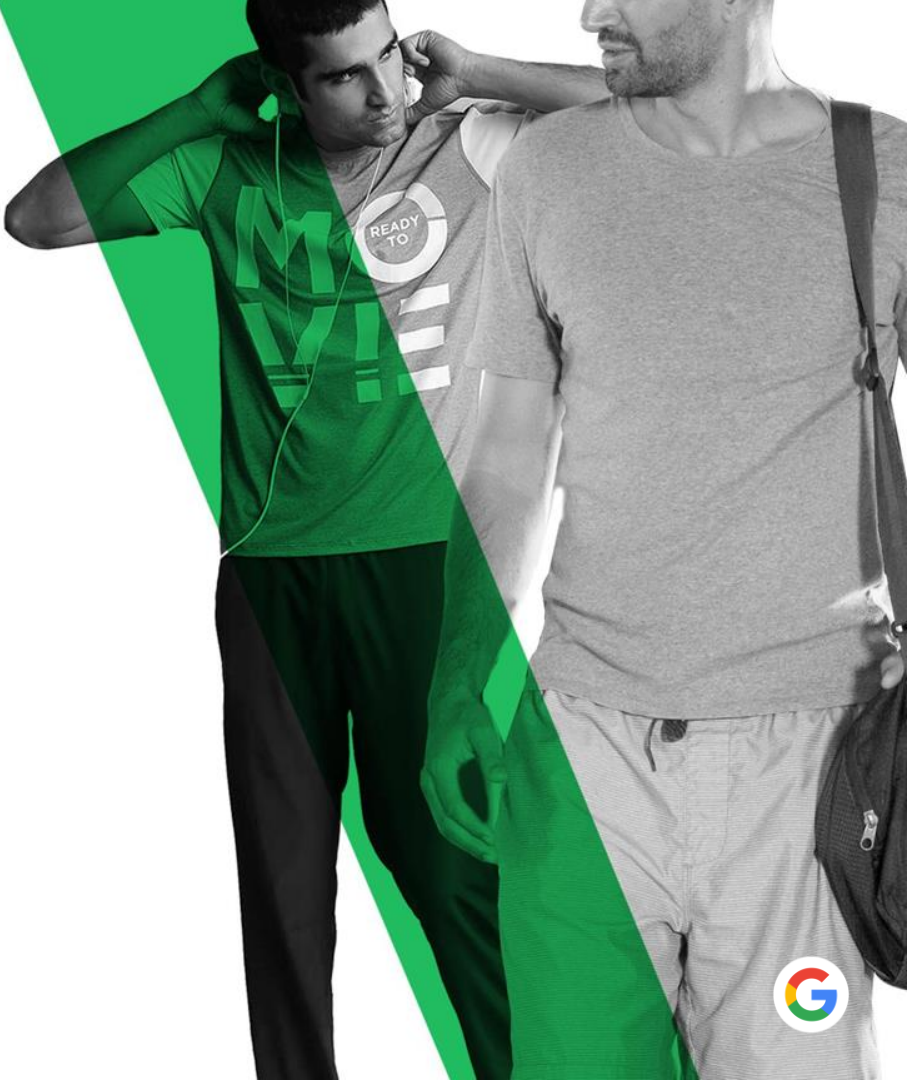
We want our CMO's to be "healthier" when it comes to their marketing *AND* their personal health.



Google Gym

— Helps make your brand fitter —

A fitness themed event where CMO's come in their tracks and sports casuals.



The sessions start in the morning with a brain fitness class and mind nutrition recipes.

Topics include:

- Optimal brain performance
- Activate the full potential of your mind
- Boost your mental multitask



Improving brand fitness with Google products

Test your BMI – Brand Marketing Index

Trim the FAT – Faulty Advertising Tactics

Get six-pack Ads

Planking to increase your brand's core strength



A celeb nutritionist that relates nutritional ingredients to Google marketing products.

“Oats are like Google SEO – they sustain you long term.”



Each Google product is related to equipment, exercise or food that makes you stronger

Banner ads - Protein bars

YouTube - Fitness bands

Google Ads - Cross training platform



PRE-EVENT HYPE

Targeted content videos and online ads build up the intrigue and excitement around Google gym.

The search for the fittest CMO
Google Gym





INVITE

A mini fitness kit that includes a stress ball, a grip machine and a resistance band.



Event location is themed like a gym/fitness centre.

Held at a venue with a panoramic sea view.



VENUE

Manhattan Bar Exchange and Brewery
Gurgaon



VENUE

Ultra High Lounge
Bengaluru



GIVEAWAY

Each participant receives a special Google Fit app that lets them track their brand's fitness and their own. They can even compare the progress between the two.





RECONNECT

A health expert and a Google rep will visit the CMO at her/his office and do a personal and brand fitness re-evaluation.

CMO's receive feedback, plus more tips and tricks to improve their brand's fitness as well as their own.



SUMMARY



IDEA 1

SUMMARY



IDEA 1

Google Gym

— Helps make your brand fitter —

IDEA 2



Let's chat.