

A person stands next to a camel in a vast desert landscape with sand dunes. The camel is carrying a large camera on its back. The scene is set in a vast, open desert with rolling sand dunes under a clear sky. The person is standing next to the camel, which is facing left. The camel is carrying a large camera on its back. The scene is set in a vast, open desert with rolling sand dunes under a clear sky.

NEW DIGITAL JOURNEYS

Adriano Accardo, Senior Industry Manager

THE WORLD HAS CHANGED...

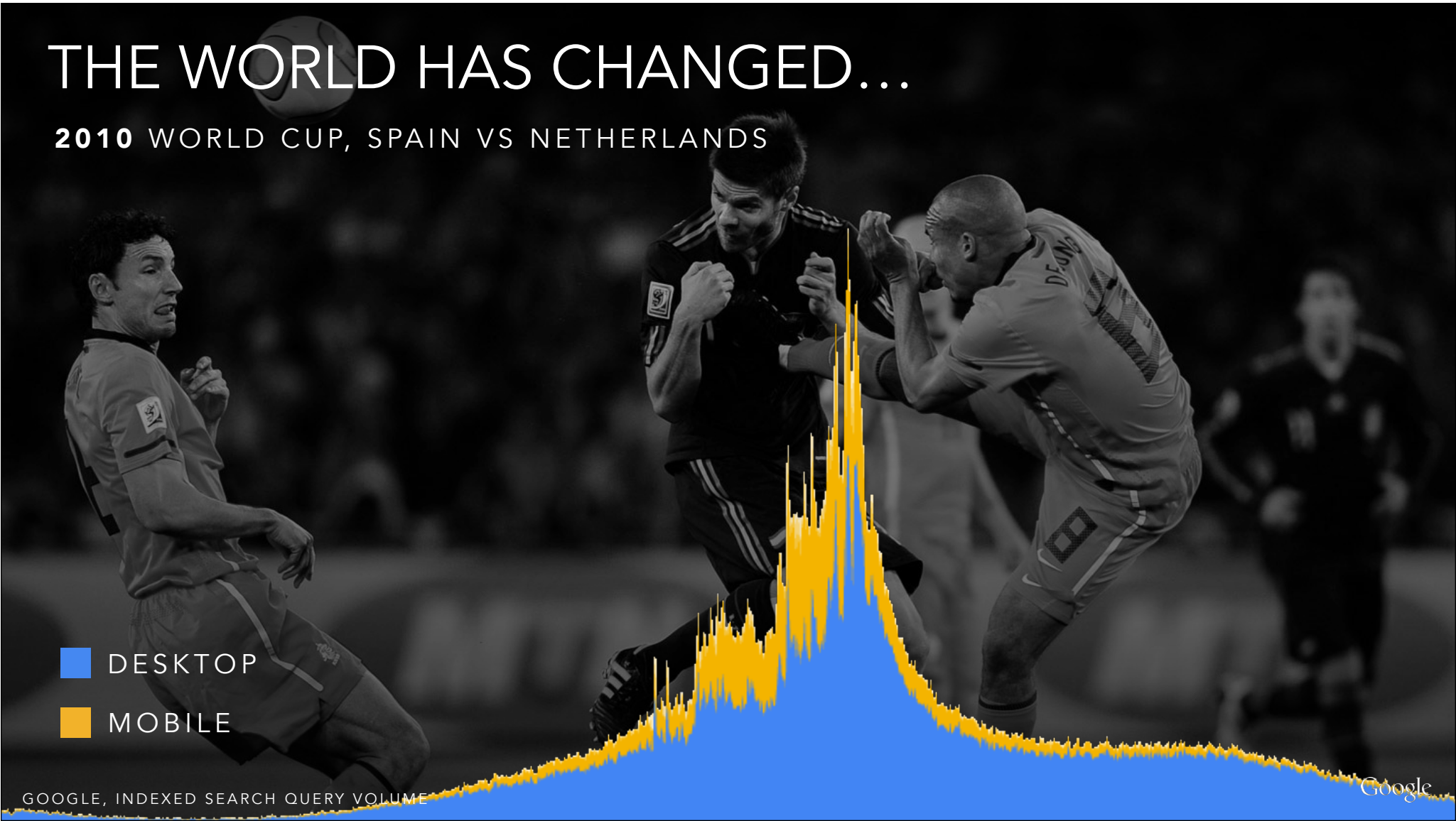
2010 WORLD CUP, SPAIN VS NETHERLANDS

■ DESKTOP

■ MOBILE

GOOGLE, INDEXED SEARCH QUERY VOLUME

Google



THE WORLD HAS CHANGED...

2014 UEFA, MUNICH VS MADRID

■ DESKTOP
■ MOBILE

GOOGLE, INDEXED SEARCH QUERY VOLUME

Google

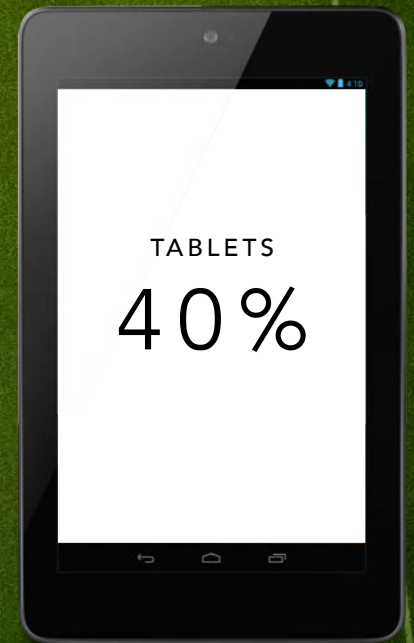
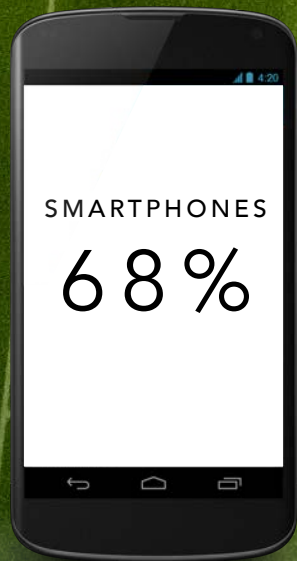


Brazilian searches for number 10's
ex-girlfriend are higher than for
number 10 himself

#GooglePrints
google.com/waytop

Google

USAGE IN THE UK



TBS / GOOGLE GLOBAL CONNECTED CONSUMER SURVEY, 2014 (UK), PERCENTAGE OF PEOPLE USING EACH DEVICE

Google

CONNECTIVITY IS CHANGING BEHAVIOURS





SEARCH

SEARCH IS MORE COMPLEX

WHAT'S NEXT?

HOW?

WHY?

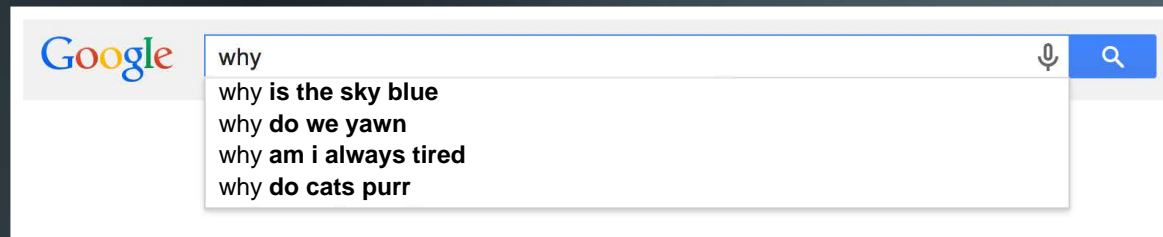
WHAT?

SEARCHES FOR WHY ARE
GROWING 1.5X AS FAST AS
FOR WHAT



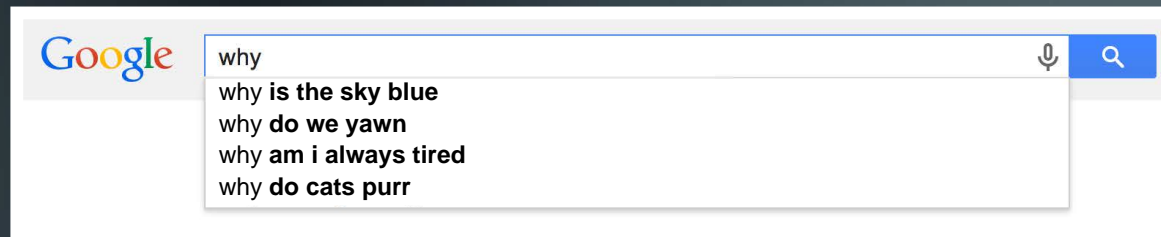
Google

JANUARY 2014

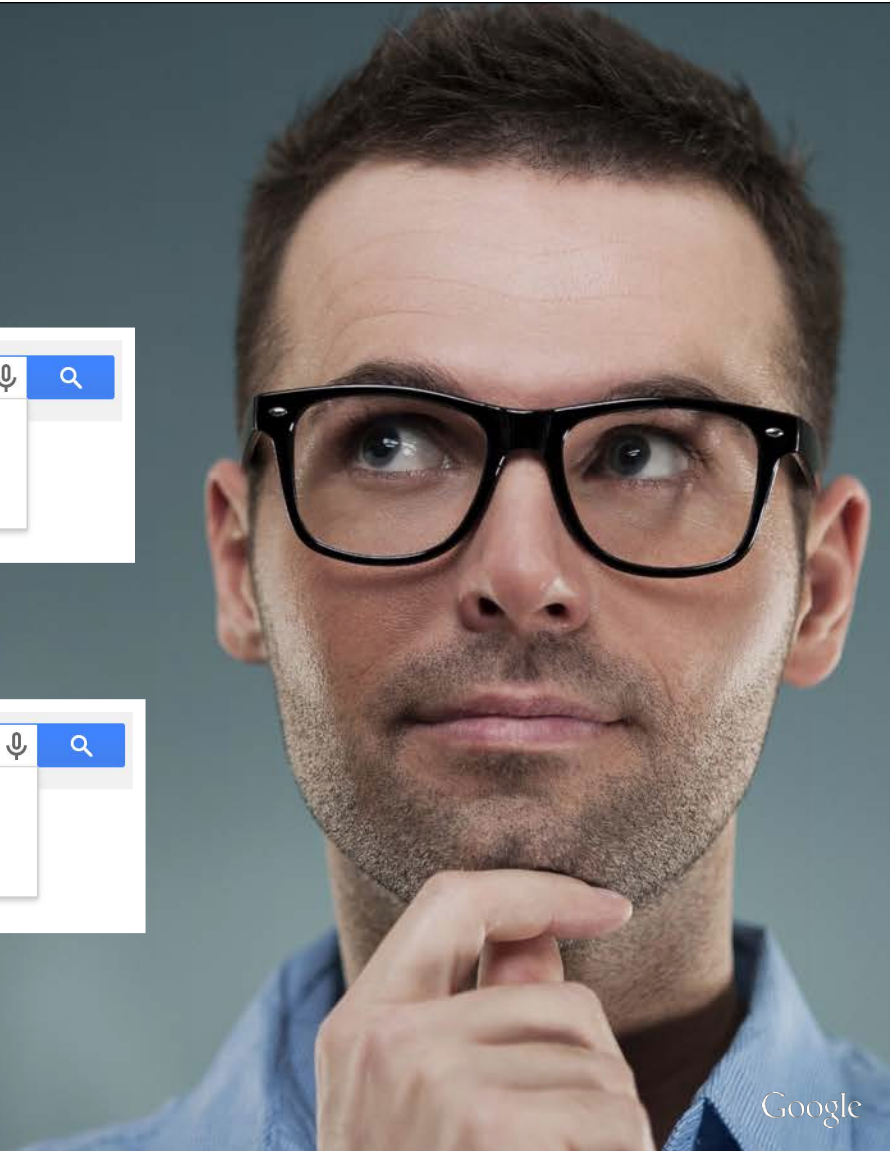
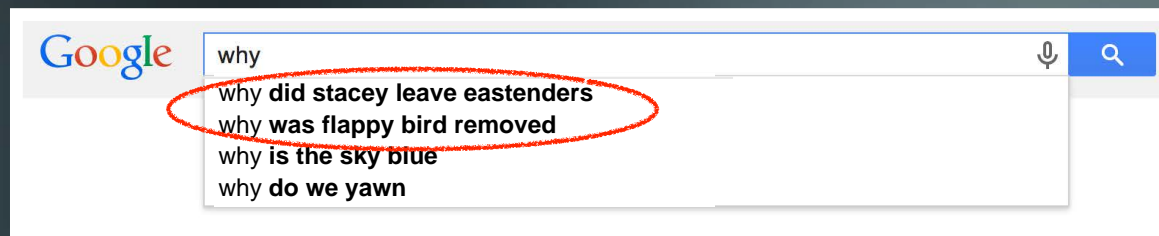


Google

JANUARY 2014



FEBRUARY 2014



Google



SEARCHES FOR HOW TO HAVE
TRIPLED IN THE LAST THREE
YEARS



HOW TO...

...TIE A TIE UNITED STATES

...MAKE PANCAKES UNITED KINGDOM

...KISS INDIA

...GET DIMPLES THE BAHAMAS

...GROW TALLER SINGAPORE

...HACK WIFI PASSWORD CAMBODIA

...MAKE A BABY BOY BOTSWANA

Google

SEARCH IS MORE EXPLORATORY

A woman with brown hair and bangs is lying on her stomach on a light-colored sofa. She is looking down at a laptop in front of her, with her right hand on the keyboard and her left hand holding a silver credit card. In the foreground, there are three shopping bags: a tan one on the left, a red one in the center, and a blue one on the right. The background is a plain, light-colored wall.

62% OF UK CONSUMERS
DID ONLINE RESEARCH
BEFORE THEIR LAST
PURCHASE...

...49% DID OFFLINE



shirts that



shirts that **go with navy suit**
shirts that **go with grey suit**
shirts that **go with jeans**
shirts that **go with blue suit**
shirts that **change colour**

25% OF UK SHOPPERS LOOK
FOR IDEAS AND
INSPIRATION ONLINE

A stylized map of the Americas, including North and South America, rendered in black and white. The map is set against a white background. Mexico is highlighted in a solid red color. The rest of the landmasses are black, and the surrounding water areas are white.

Q MY PREGNANT WIFE...

MEXICO:
poems for my pregnant wife
words of love for my pregnant wife

ANALYSIS OF GOOGLE ADWORDS, DATA BY SETH STEPHENS-DAVIDOWITZ

A stylized map of the world where the United States is highlighted in blue. The rest of the world is represented by black and white shapes. The text is overlaid on the left side of the map.

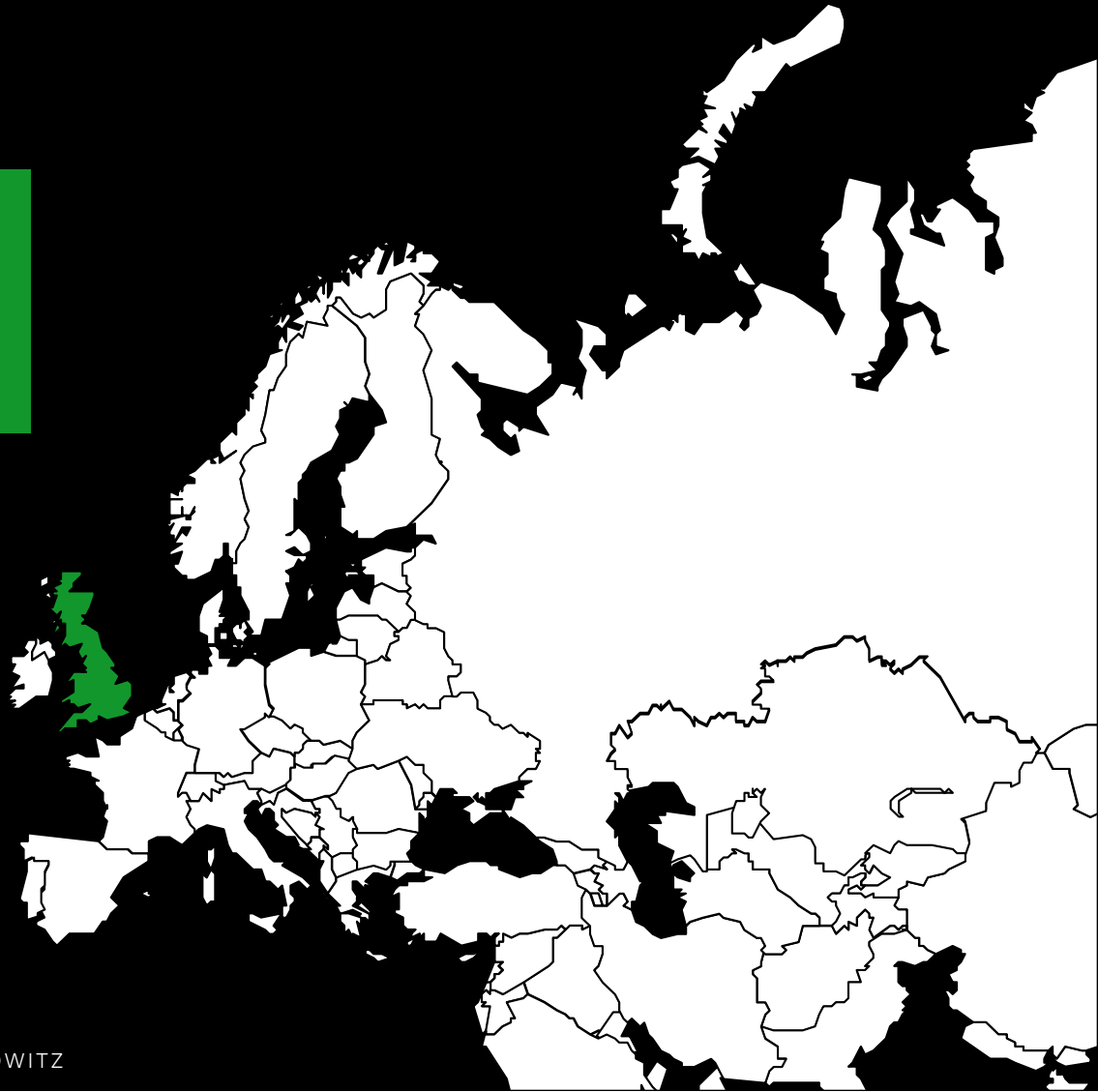
Q MY PREGNANT WIFE...

UNITED STATES:
my wife is pregnant what do I do?
my pregnant wife now what?

ANALYSIS OF GOOGLE ADWORDS, DATA BY SETH STEPHENS-DAVIDOWITZ

Q MY PREGNANT WIFE...

UNITED KINGDOM:
my pregnant wife hates me
my pregnant wife is so mean



ANALYSIS OF GOOGLE ADWORDS, DATA BY SETH STEPHENS-DAVIDOWITZ

SEARCH IS MORE CONVERSATIONAL



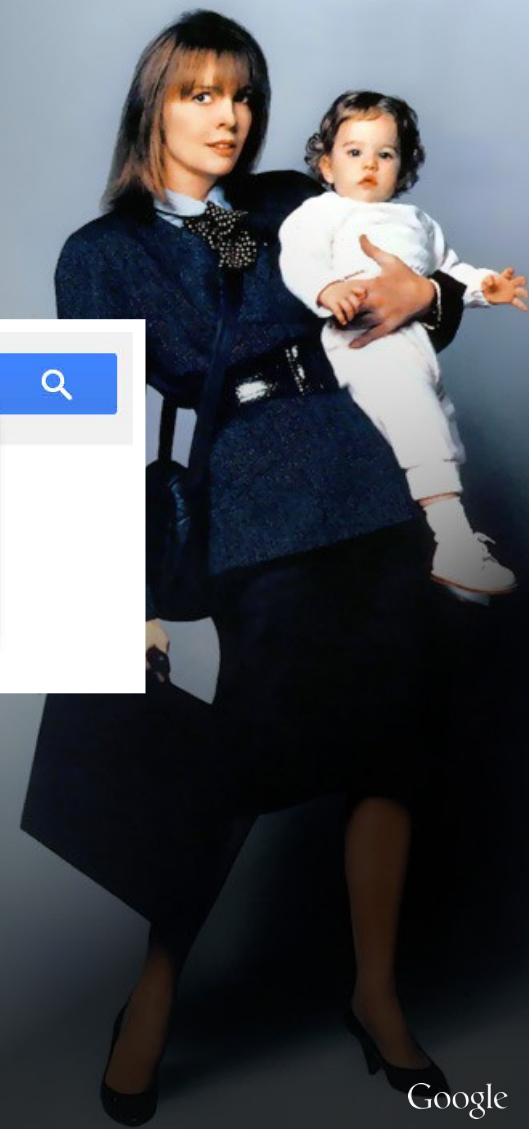
Google



that movie where



- that movie where **a mom makes applesauce**
- that movie where **no babies are born**
- that movie where **time is currency**
- that movie where **everyone goes blind**
- that movie where **everyone dies**



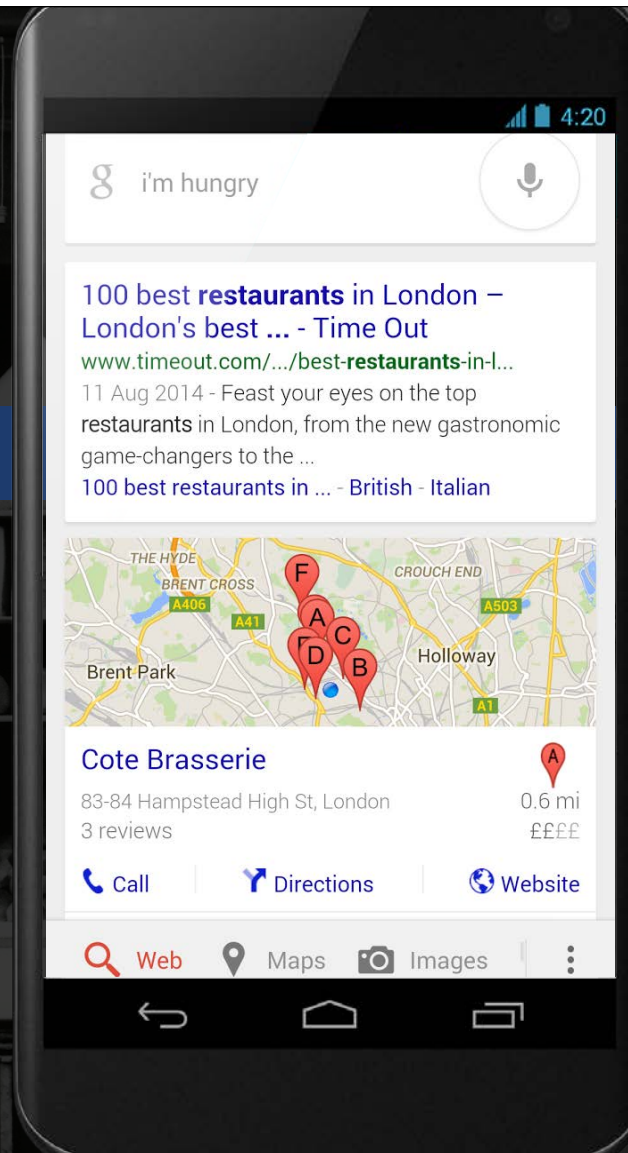
Google

SEARCH IS MORE 'IN THE MOMENT'

A man with a beard and glasses, wearing a white shirt and a dark vest, is standing in a supermarket aisle. He is holding a bottle of milk in his left hand and a smartphone in his right hand, looking at the phone. The shelves are stocked with various products, and the background is slightly blurred.

51% OF UK SHOPPERS GO
ONLINE TO COMPARE
PRODUCTS, PRICES, AND
FEATURES

LOCATION BASED ADS LED
32% TO VISIT STORES/MAKE
PURCHASES AND 19% TO
MAKE UNPLANNED VISITS/
PURCHASES



TOP LOCATION BASED SEARCHES:

SMARTPHONE

COMPUTER/TABLET



BUSINESS HRS



PRODUCT AVAIL



DIRECTIONS



BUSINESS HRS



LOCAL ADDRESS



LOCAL ADDRESS

Google

VIDEO



Google

VIDEO IS MORE INTERRUPTED



63%

GO ONLINE ON
THEIR DEVICES WHILE
WATCHING TV

86%

OF PARALLEL
INTERNET USE IS
UNRELATED TO THE
PROGRAMME BEING
WATCHED



45% OF YOUTUBE
VIEWS IN THE UK
COME FROM MOBILE
PHONES AND TABLETS



VIDEO IS MORE MOBILE

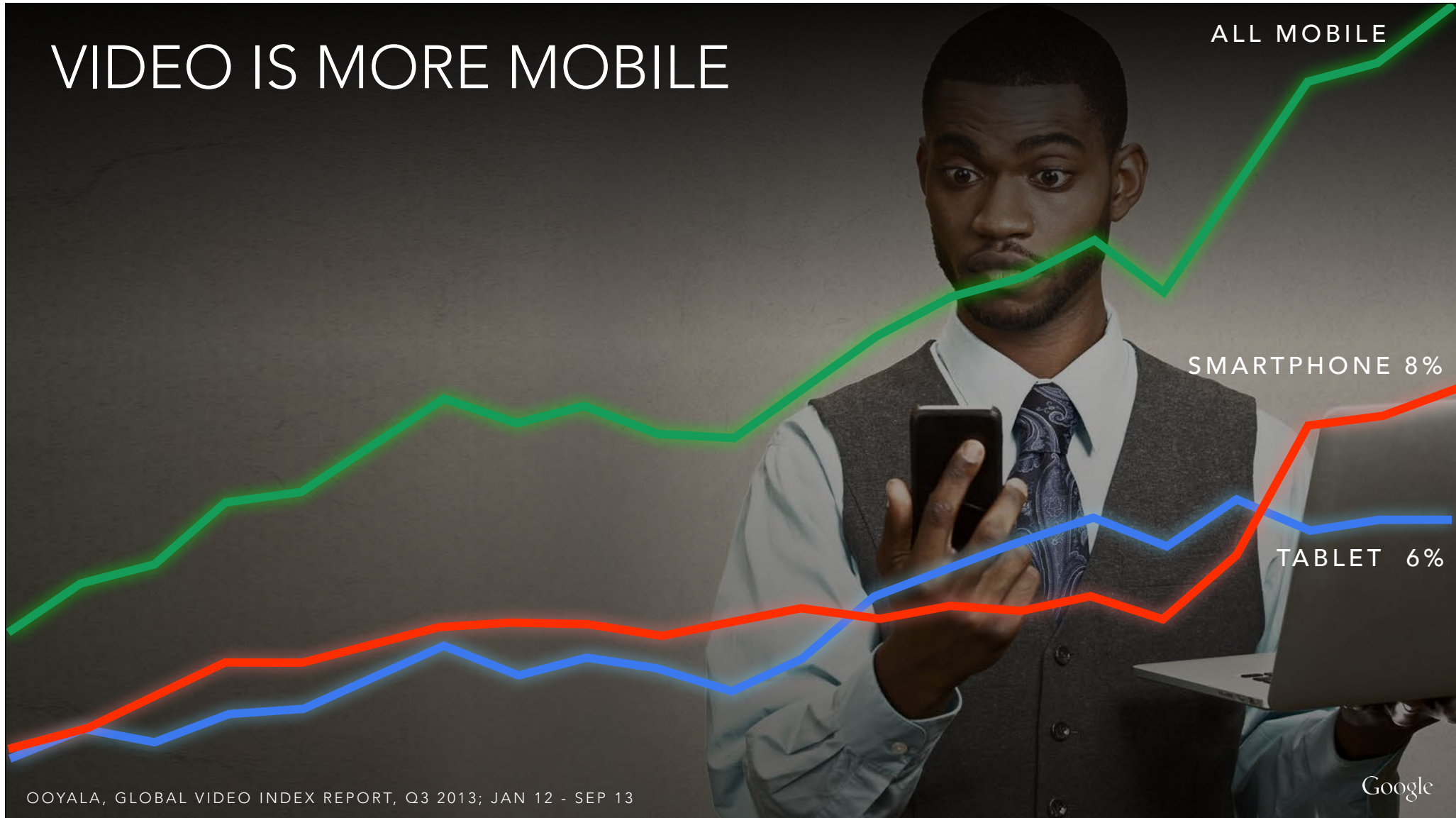
ALL MOBILE

SMARTPHONE 8%

TABLET 6%

OOYALA, GLOBAL VIDEO INDEX REPORT, Q3 2013; JAN 12 - SEP 13

Google



VIDEO IS MORE INFLUENTIAL

Word of mouth 74%

Retailers & store visits 69%

YouTube 64%

Twitter 61%

Facebook 56%

TV / Movies 51%

GOOGLE THINK INSIGHTS, STATED INFLUENCE OF MEDIA TOUCH POINTS WHEN MAKING A DECISION TO PURCHASE

Google



ZOELLA'S HOW TO: 8M CHANNEL SUBSCRIBERS

YOUTUBE, ZOELLA AND MORE ZOELLA CHANNELS

Google



A black and white photograph of a person walking away from the camera on a moving walkway in an airport. The person is wearing jeans, a light-colored shirt, and a dark backpack. They are pulling a dark rolling suitcase with their right hand. The walkway is flanked by glass railings, and the background shows the airport's interior structure with high ceilings and other travelers in the distance.

TAKEAWAYS

MARKETING IN REAL TIME

BETFAIR - 2014 CHAMPIONS LEAGUE FINAL, REAL MADRID VS ATLETICO MADRID

LUNCHTIME

CONTENT-DRIVEN:
E-MAIL, BLOGS, TIPS

2X CUSTOMERS
£1M TRADED

PRE-KICK-OFF

REAL-TIME:
SMS/PUSH, PROMOS

4X TRADING VOLUME

HALFTIME

REAL-TIME:
SMS OF POSITIONS

2X USERS ON SITE

GAME ENDS

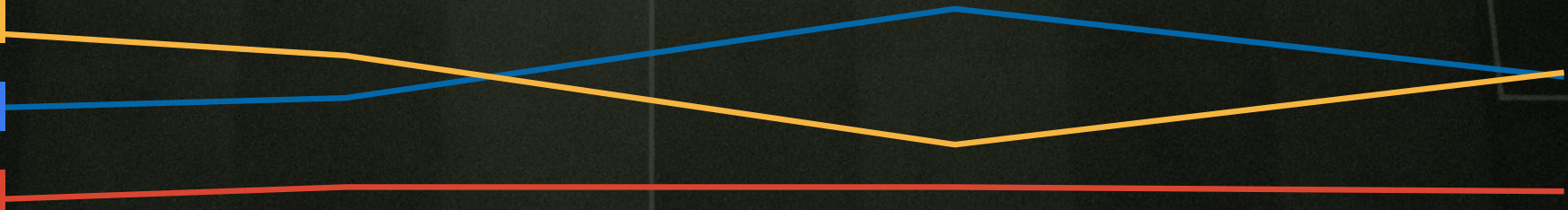
COMMS:
CROSS-SELLING

TRADING VOLUME >
£7M

DESKTOP

MOBILE APP

MOBILE WEB



Find out what your users are asking for (and how they're asking for it) and be in that space

Understand context and use it to be creative and impactful with your message

Market to people, not devices. Be included in their lives and reactive to their changing behaviours

A wide-angle photograph of a desert landscape with rolling sand dunes. In the middle ground, a person is riding a camel. The camel is facing left, and the rider is looking back over their shoulder. The dunes are a warm, golden-brown color, and the sky is a pale, hazy orange. The overall mood is serene and adventurous.

NEW DIGITAL JOURNEYS