EARNEST

B2B Marketing AWARDS 2012 FINALIST

‘When is a map more than a map?’

Category number: **5**

Category name: **Best use of creative**

Campaign name: **‘When is a map more than a map?’**

Agency: **Earnest**

Client: **Google**

Campaign URL or microsite: **whenisamap.com**

Word count: **948**

Google

Summary

Putting Google Maps, on the map.

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Google came to Earnest with a very specific task – to develop a campaign to drive sales of its Google Maps for Business software. Working with one of the world's most recognisable companies didn't mean the campaign could take care of itself. We needed to put across an important business case, tuning into the needs of different audiences, while remaining humorous, informative and on-brand.

What did it involve?

- An integrated marketing campaign, targeting senior executives in the UK Retail and Transport & Logistics industries
- High-impact pop-up book style direct mail – featuring personalised Google Maps based on the target's location – supported by targeted e-DM and online ads
- Personalised URLs driving executives through to a microsite featuring relevant content, videos, case studies and a 'refer a colleague' email function
- 'The Little Book of Google Maps for Business' – a handy and informative guide that would encourage social sharing

THE RESULTS: $1.25M POTENTIAL PIPELINE BUSINESS, 136 LEADS, 3,500 UNIQUE SITE VISITS

This is the story of how a map came to be much more than a map.







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Putting Google Maps, on the map.

About the client

Google is a global technology company focused on improving the ways people connect with information. Its products and services cover search, advertising, web applications, mapping and cloud computing, to name a few. We were engaged by Google's Enterprise Geo team; responsible for Google Maps and Google Earth.

Strategy

Our focus was to drive adoption of Google Maps for Business within two key, but very different sectors: Retail; and Transport & Logistics. Within each sector, executives are familiar with mapping software – and dare we say, not particularly interested in it. We therefore recognised the need to build our messaging and creative to challenge their perceptions – and show what's really possible with Google Maps for Business. The result was our 'When is a map more than a map?' campaign, an integrated programme of activity designed to enlighten, engage and drive sales.

Objectives

- Drive target executives to a campaign microsite – giving them a compelling reason to complete a contact form, allowing sales follow-up
- Strongly position the value of Google Maps for Business within their specific industry
- Differentiate the Google Maps for Business proposition versus rival offerings – and proprietary mapping software

The target audience

Sector focus: Retail / Transport & Logistics

Role: Sales & Marketing; Heads of Online & E-Commerce; Operational Directors

Size: Segmented by number of branches and number of employees

We developed a series of audience profiles considering the key issues and priorities for each of our target groups. This enabled us to build our messaging for each sector – and shaped our campaign framework.

What was the big idea?

Google's a bit of a victim of its own success. Everyone knows Google Maps – or at least thinks they do. It's just a map, right? Well, we needed to bring out the business benefits of using Google Maps for Business – but in a tangible and 'tactile' way. The direct mail in particular is deliberately 'touchy feely' and even reminds us fondly of our childhood – a little piece of interaction that disarms the audience and gets the points across in equal measure.

'When is a map more than a map?' brings the product to life, distilling what is actually complex technology into simple examples of what Google Maps can actually do for your customers, staff and business – using language and scenarios focused on retail (for one approach) and transport/logistics (the second approach).

One of the particular challenges, as Google explained to us, is that everyone 'thinks' they know the Google brand: but most agencies either trivialise the message, or 'go too corporate'. A tricky nuance to tune into, but one we absolutely relished!

The resulting creative idea managed to be both iconic and memorable, but something that worked across different sectors with the right mix of humanity, verve and impact.





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Putting Google Maps, on the map.

Delivering a personalised experience

Like Google's technology itself, the campaign was developed to be as eye-catching and unique as possible, with the aim of both engaging and inspiring our audience.

We recognised the need to combine highly targeted outbound and inbound activity – mapping out a campaign journey for each of the audiences, considering the different ways executives could interact with our campaign and what we needed to do at each stage to encourage them to engage further.

We developed a direct mail piece for each sector, which was highly personalised to feature a Google Map of the target executive's location and a personalised URL. The creative was designed to be interactive and fun – to encourage them to retain the mailer and share it with their colleagues. At the same time, it was underpinned by very clear business messages pinpointing how they could benefit from Google Maps for Business.

For instance, for retailers the key message was focused on how they could increase store footfall, drive sales and better understand their customers. For Transport & Logistics targets, the emphasis was on how Google Maps for Business could help them see in real-time and detail what's going on across their business – for better route planning and to drive innovation in the way they serve their customers.

Targeted eDM was used to reinforce the message – and also encourage visits to our campaign microsite. Each site held relevant content for each sector, including videos, case studies and our Little Book of Google Maps for Business – with each content asset optimised for social sharing.

Targeted online advertising was used to maximise the reach of our campaign leveraging the Google Display Network.

Client testimonial

"This is our first campaign focused on promoting Google Maps for Business and we're really proud of it. We think this campaign charmingly brings to life the key benefits of our product for our focus industries and are looking forward to rolling it out across other countries."

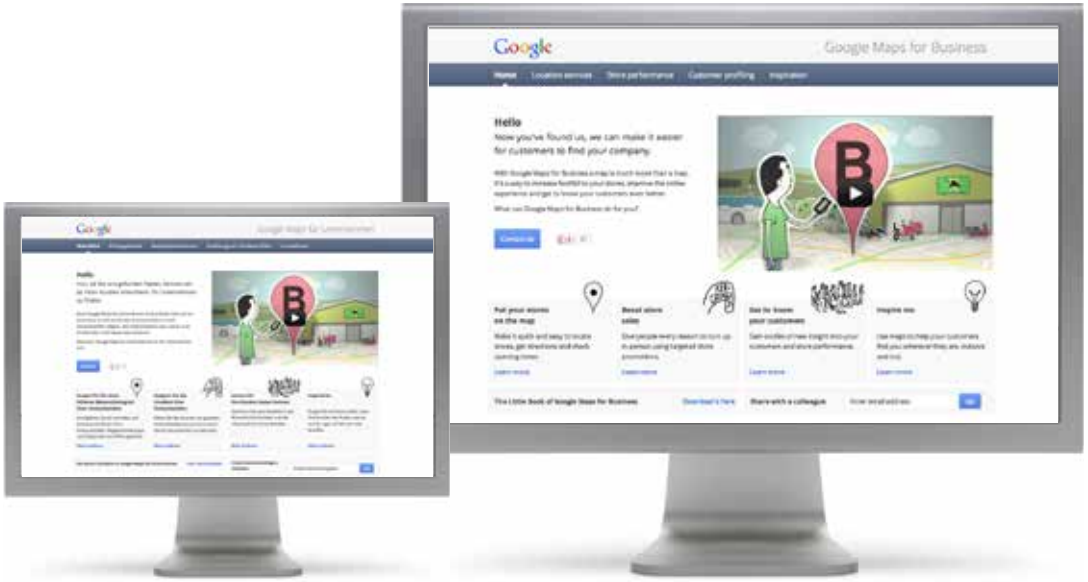
Caroline Mogford
Marketing Manager, Google Enterprise GEO Europe, Middle East & Africa
Google

Timescales

- Initial briefing: Jan 2012
- Planning, campaign design, messaging and creative development: Feb 2012
- Data sourcing and build of campaign assets: Mar 2012
- UK campaign launched Spring 2012

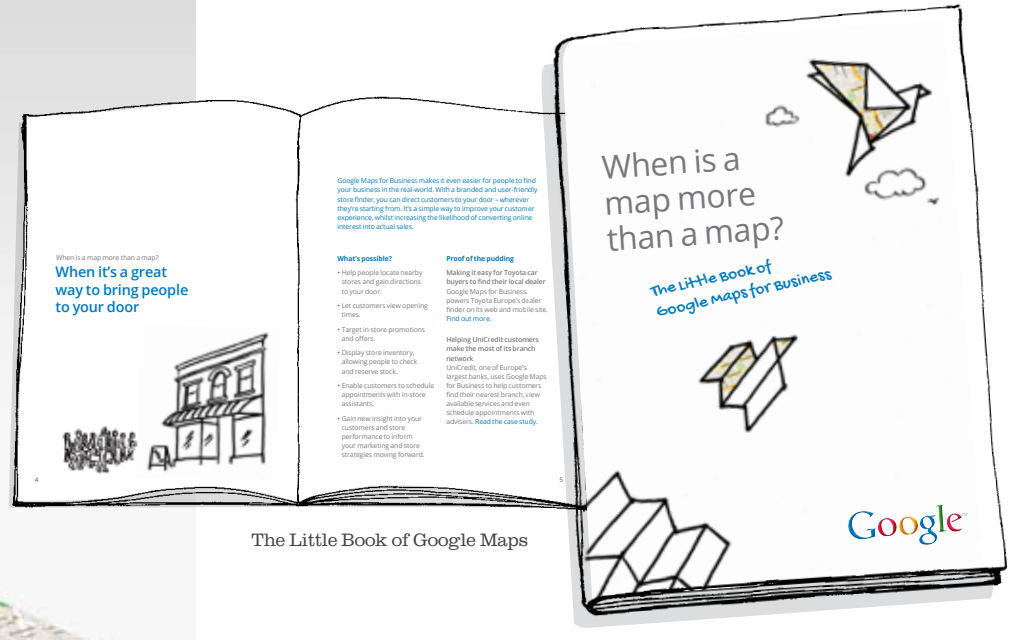
Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.





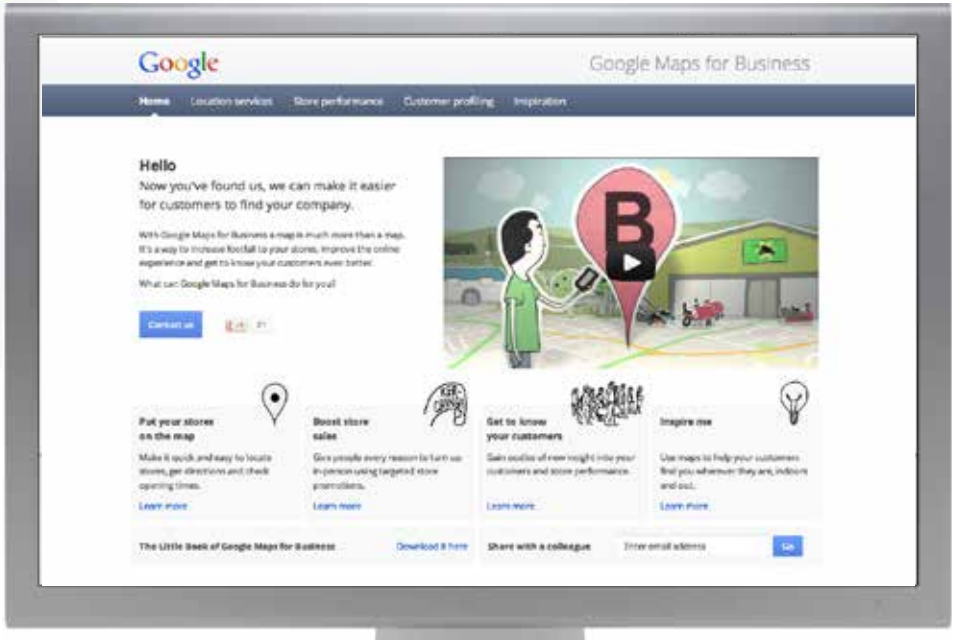
Pop up DM



The Little Book of Google Maps



Email



Microsite

Google