

**Google makes the web work for brands.** The travel experience has radically changed over the past few years. As consumers spend more time researching and sharing travel experiences online, a new approach to maintaining and evolving brands is necessary. While navigating and resourcing for the digital world proposes challenges, it also creates new opportunities for brands to connect with consumers through consistent and powerful messages.

Brands that align their messaging and customer experiences across touch points will reap the benefits of a more engaged, loyal and participatory customer base.

**Win the Moments that Matter**

**Create and capture demand:** Have the right content and be present across devices when consumers search for you.

**Be proactive:** Think about how Consumers interact with you, and have a strategy for leveraging technology to be innovative across the end-to-end experience.

**Measure impact:** Test and iterate as your brand evolves.



**Engage your audience, where they spend their time.**

*Airbnb drove global brand awareness and acquired new customers with YouTube and the Google Display Network.<sup>1</sup>*

**Strategy:** Inspire, engage and acquire customers, on a global scale.

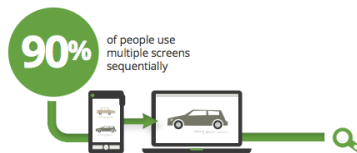
**Result:** With 100 YouTube videos, targeting which placed ads in front of the right customers, and a campaign which re-engaged site visitors, Airbnb grew bookings to 2M (from 800k), achieved 750k TrueView video clicks in one month and increased branded searches from display by 120%.



**Why now? More opportunities than ever to effectively reach consumers.**

**Television no longer commands our full attention**

77% of viewers watch TV with another device in hand. In many cases people search on their devices, inspired by what they see on TV.<sup>2</sup>

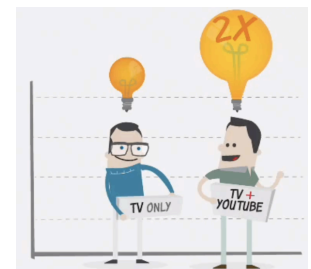


**Consumers move between devices for each goal**

90% of people use multiple devices to accomplish a goal, 43% use devices sequentially when planning a trip.<sup>3</sup>

**Cross screen is more effective**

YouTube and TV ads combined provides a 2x better recall than TV ads alone.<sup>2</sup>



Sources: <sup>1</sup>Google/Airbnb Case Study 2011: <http://www.google.com/adwords/watchthisspace/case-studies/airbnb>

<sup>2</sup><http://googlemobileads.blogspot.com/2012/08/navigating-new-multi-screen-world.html>

<sup>3</sup><http://www.thinkwithgoogle.com/insights/featured/better-together-tv-youtube/>



**Make better decisions with better metrics.**

We're re-imagining online measurement tools so that brand advertisers can better understand who they reach, whether someone views their campaign, and how that campaign changes brand perceptions. We believe that brand advertisers need more meaningful metrics in order to learn what is working and iterate for greater success.



**Engagement**

TrueView video ads let viewers choose you—everyone wins—viewers choose ads that are relevant to them, and you reach people who are interested in what you have to say.



**Active View**

Understand which ads people actually see with Active View, and have the opportunity to only pay for those ads that are viewable.



**Brand Lift**

Gain insight into how your campaign changes brand perceptions such as brand favorability and purchase intent.



**How Google can help your brand win the moments that matter.**

**Create Demand**

- Get massive reach and niche appeal
- Combine the best of TV and digital
- Pay only for what you get with TrueView
- Use all screens and corners of the web with the Google Display Network and AdMob

**Capture Demand**

- Ensure that your best content is available where consumers are spending their time – have a strategic presence across all screens (Desktop, Mobile, Tablet and TV)
- Win the zero moment of truth with our massive search discovery engine

**Maximize Your Brand Experience**

- Have every touch point improve your audience's end-to-end experience
- Make it easy for customer advocates to recommend your brand through reviews, your sites, YouTube and your brand's Google + Pages

**Measure Impact**

- Access useful consumer and industry insights in real-time
- *Insights for Search* can help you find trends that matter to your brand
- *Google Keyword Tool* helps you find keywords that people use to search
- *Google Consumer Surveys* provide a quick, low-cost survey option



**Contact your Google sales representative for more information.**