

Search



Be the answer to the question

With billions of searches on Google every day, it's no longer a product, it's a behaviour. United by curiosity, Search has revealed terrific insight, truth, and commonalities about humans, across pretty much any topic you can imagine. Performance aside, innovative advertisers have realised Search can shift the brand needle by capitalising on consumer trends, driving awareness, and capturing imagination at critical moments. Making the most of the world's largest living, breathing, insight-generating search engine can provide the creative firepower you seek.

But first, how Search works

Today, brands are using Search in highly creative ways to drive brand value. Data and insights provide a rich understanding of audience requirements, better enabling brands to fill a need at just the right time. Plus, delivering elevated Search interactions can have serious cut through.

Google search tools

Text: Search terms, lyrics, symbols, emojis... you name it.

Voice: Growing daily, this will continue to accelerate as technology improves and behaviour becomes second nature.

Image: Google Lens, an AI-powered technology, uses smartphone cameras and deep machine learning to detect objects – if you can see it, you can search it.

Unlimited possibility

Search has become an integral part of life, resulting in potent creative opportunities. After all, it provides infinite ways to connect. A good starting point is investigating data and insights to see what audiences really want. You can then reach specific groups, appealing to them in a way that demonstrates understanding. Below are some ways in:

Unexpected relevant responses

Putting a clever spin on standard questions or better yet, respond with a link to a video instead of text. It's an incredibly effective way to stand out above all of the other search results, delivering an idea in a direct way.

Resolve questions fast

Skip a step by offering the solution earlier in the process. Often customers will research the problem before seeking solutions, but you can get there faster by being the solution at the moment research begins.

Be in the moment

Tapping into what your audience cares about right now is a great way to insert your brand into the conversation. Tools like Google Trends and the Google Search autocomplete function provide a feel for what's happening, and can offer even more insights (news, sports, events, surveys etc).

Start with Search

If you know something's coming up, like a new product launch, anticipate curiosity and plan responses accordingly. Alternatively, think about how you can get an audience searching and how you'll provoke them with your response. Both ways can extend engagement beyond the initial search, and have the potential to be the big idea.

Go Search

Build brand association by getting your audience to search for things you know are related or connected with your brand. It means you can reward them with information that simply can't be delivered in a campaign. As long as the search term is unique, you can point them in a particular direction or give them access to content you don't own.

Evaluating success

Search campaigns are typically measured by looking at the specific outcomes they drive using “performance marketing” metrics such as cost per conversion. However, if using Search to make a brand statement, it will need a different set of rules when looking at how it is evaluated. Measuring a brand-building Search campaign with brand-relevant metrics or outcomes. Building association, creating conversation, increasing engagement, and driving campaign awareness are all worthy ways to measure.

Creative Juice

Some thought starters to get you going:

- What is your audience searching for? Can data and insights help?
- Can Google Trends help you tap into conversations on Search or YouTube?
- What are questions your product or service is the answer to?
- How can you answer customer queries relevantly but in surprising ways?
- Is your audience using Assistant? Are they searching via images?
- Can a question be the beginning of your campaign?
- Can you insert your brand earlier into the customer research stage?
- Can you insert yourself into trending or customer conversations?

Useful facts to support your creative idea

Consumers who click on an advertiser's Google Search ad prior to visiting a store are 27% more likely to buy something in-store, on average.

Source: Google Data, U.S., median percent difference in in-store purchase per visit and spend value between the merchant's search ad click attributed and unattributed subgroups, advertisers=25, Oct.–Nov. 2016

For both routine purchases such as baby care and relatively infrequent ones such as personal finance, search is the most commonly used source of information for 58% and 49% of consumers, respectively.

Source: Mobile, Search, APAC Region, Finance & Banking, Retail, Omnichannel, Research Studies July 2017

Searches for “open now” have tripled since 2015 and mobile searches related to “same-day shipping” have grown over 120% since 2015.

Source: Google Data Jan-June 2017 vs. Jan-June 2015. U.S.