

#EasyThrowback Campaign Case Study

December 2015

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GOOGLE PHOTOS + THROWBACK THURSDAY

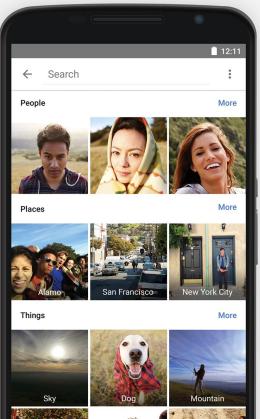
To promote the Google Photos App, we created a campaign based around the app's most impressive feature: search. Search makes it easy to find and share photos in the moments that matter – especially on #ThrowbackThursday (#TBT).

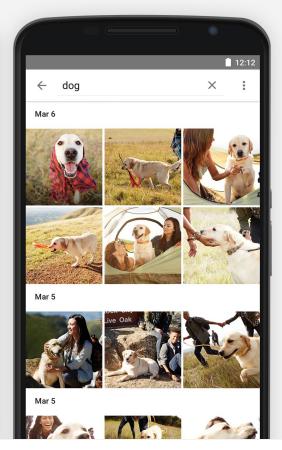
GOOGLE PHOTOS + THROWBACK THURSDAY

Search lets you call up a photo based on what you remember about it, no scrolling required.

If your 5th birthday party photo is buried somewhere in your library, Google Photos will find it. Search "cake" or "candles" and away you go.







The driving force behind Throwback Thursday and the reason it has remained so popular is because of...

NOSTALGÍA



Insight: Many people only post on #TBT when they find that perfect photo.



Creative idea:

With Google Photos, bringing back the past has never been easier.

GOOGLE PHOTOS + THROWBACK THURSDAY

In this campaign we want to inspire people to find and share their Throwback Thursday photos fast with Google Photos.

It's an #EasyThrowback.

SOCIAL INFLUENCERS + Coogle Photos





7

Google Photos #EasyThrowback

Call up the perfect throwback photo, faster than ever.

Who we're talking to: TACOs (18-34)

Focus on Millennials who care about connecting with friends & family through photos and social media.

Tech Friendly

Hold a positive view of technology and make it an active part of their life

Aspiring

Passionate, true to themselves, interesting, engaged, switched-on

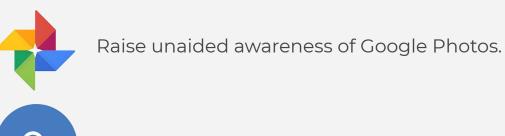
Curious

Open-minded and like to explore new things

Optimistic

Enjoy life and always put forth their best efforts

CAMPAIGN OBJECTIVES



Generate feature awareness of search.



Increase intent to use the app to share.



CAMPAIGN CHANNELS

- Twitter
- Instagram









Twitter

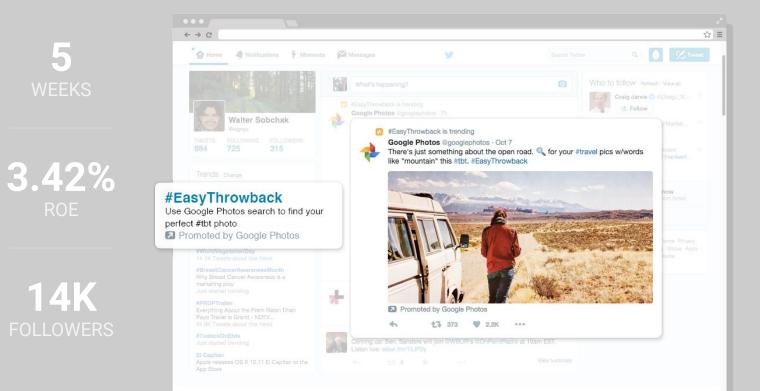








Trending hashtag



\$200K

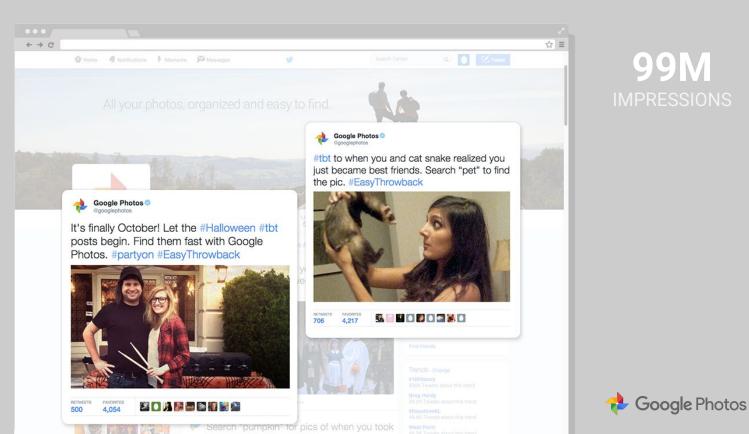
52.7M



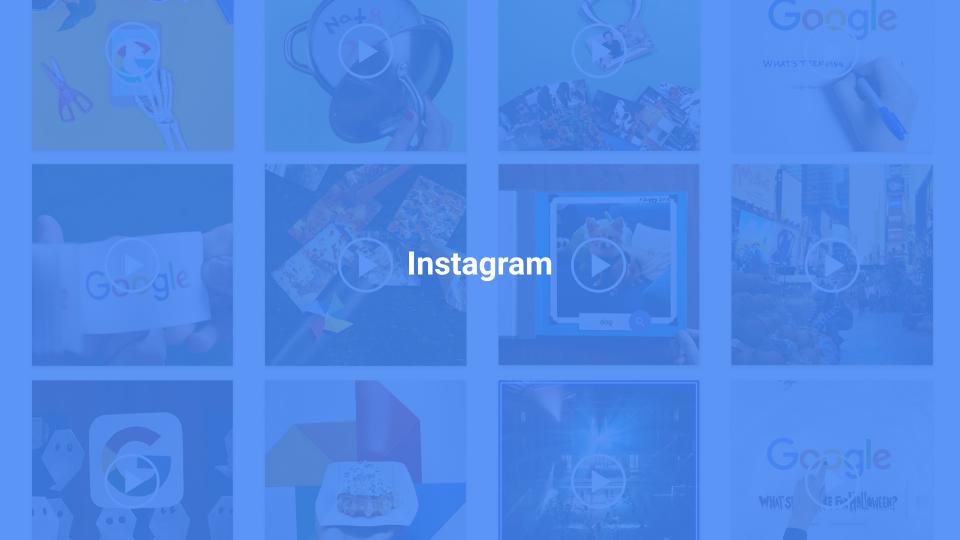
@GooglePhotos Twitter



17K



99M



Claw

-

9.7K



• 9,695 likes

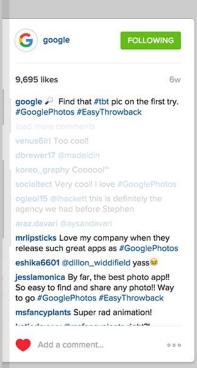
T

google >> Find that #tbt pic on the first try. #GooglePhotos #EasyThrowback View all 84 comments

0

Q

Q



83 COMMENTS



Pet Book

10.1K LIKES



0

Q

A

-

Q

G google FOLLOWING 3w google 🐼 🗢 💀 #TBT to best friends, in all coats and colors. 🔍 Google Photos for an #easythrowback NOM 38 0 someguy It always shocks me how well this works Add a comment... 000

77 COMMENTS



Leaf Blower

10.4K LIKES



• 10,451 likes

T

Q

google #TBT to when every pile of leaves had your name on it. Find your best fall flashback with Google Photos 🌺 View all 67 comments

0

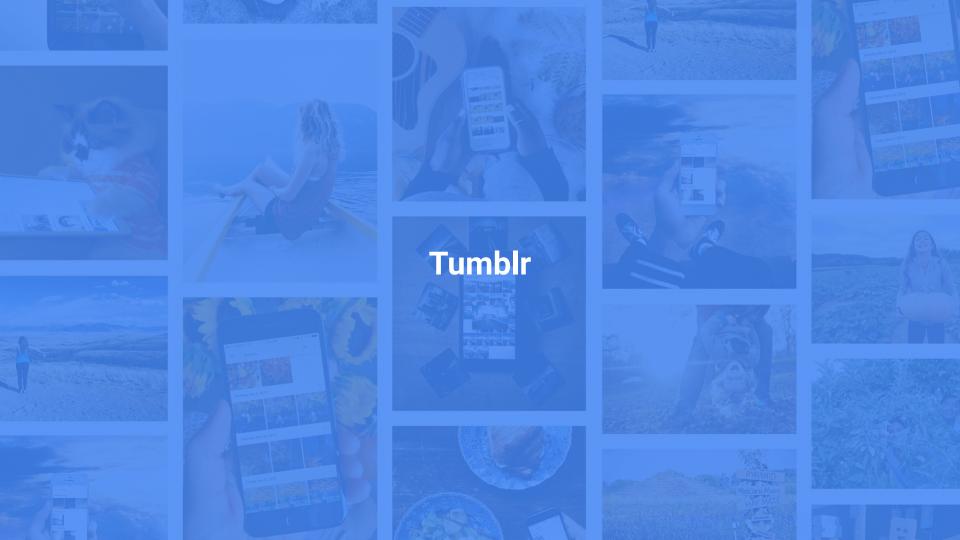
Q

-

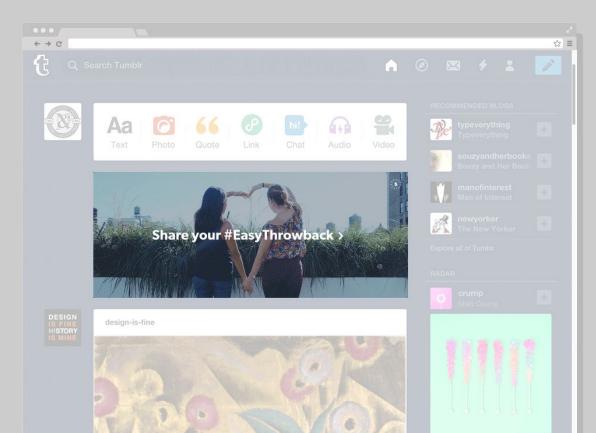


66 COMMENTS



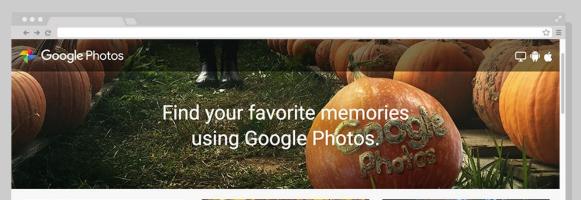


Thematic days



Coogle Photos

Landing Page



Throwback with Google Photos.

Find a picture by what you remember about it. Use Google Photos search to easily find and share your best throwback memories.

UPLOAD AND SHARE YOUR PICS











Content buckets

Influencer posts Tu

Imblr content

User conten[®]

Owned content















Turn your fall memories into shareable movies with Google Photos. It's simple, open the app, tap the "+" and tap movie and select up to 50...

#Google Photos #fall () 68 notes #autumn

Partner content









Influencers

Week 1

Insight

Those who shared an authentic experience or talked about search vs. those who didn't, e.g. "I used Google Photos" didn't cut it.

Takeaway

Ask influencers to talk about search specifically in their captions and reject influencers if it's obvious they haven't used the app.



5	jontaylorsweet	FOLLOW
,098	likes	5w

jontaylorsweet // That one time I was way overdressed for this day in the rain at Diablo Lake... Just ran across this using the #GooglePhotos app. Sometimes in life you just embarrass yourself for the things you use to do. What's your EasyThrowback? I haven't done one these in a while! #EasyThrowback #tbt #ad #google PC: @kylehouck//

patryceartis Wow sounds like an awesome app! I am totally downloading it! moraleschristian Gotta download it now!

000

Log in to like or comment.



	aritheheiress	FOLLOW
	2,374 likes	Зw

aritheheiress #tbt Reminiscing on my first fashion week experience about 3 years ago! Wow, time flies. I love how I found this photo so easily by using the search tool with the new Google Photos app instead of having to scroll back for dayyyys on my camera roll. Try it, and tell me what's your #EasyThrowback? #FashionWeek #googlephotos #ad

jarrodspeaks Cool shot Ari!

princessroselive Love this! 😊

Jarrodspeaks I agree, the App is MUCH EASIER!! Found a new Throwback that I forgot ALL about! Lol

aritheheiress @jarrodspeaks that's so awesome! I love it. @princessroselive thanks, love! []

stevomoviemaker This is so dope @aritheheiress amazing! huglent

Week 2

Insight

Instagram is a visual, photos-driven platform, which means people typically care more about the visuals than their associated captions.

Takeaway

Aaking the visual focus very obviously on the feature that's worth sharing - the Google Photos search functionality - will help drive app comments. **Test & learn!**



	_
tylercarter4I	1

OLLOW

9,007 likes

tylercarter4I #TBT to our secret performance with Linkin Park at Warped Tour with sooo many homies. Too many great memories last summer, at least I have #GooglePhotos app to help me search my massive catalog. I found this #EasyThrowback using "sunglasses" ♥ in/ #ad

merlinmoonradious Breathtaking astrojaws That Google app seems legit lol

Log in to like or comment.



noelledowning	FOLLOW
2,226 likes	2w
@jaglever and I have been much together, traveled to together, and seen each of and worst of times. When I #googlephotos I found it a grabbed all of my shots wil grouped them together. Lii this #tbt an #easythrowbac many more ##ad	multiple states ther in the best tried mazing that it th her and ke magic. Makes

transientshenanigans Come visit @noelledowning

jupiterlala 🛛

kaylynweir Love both of your feeds. You guys rock

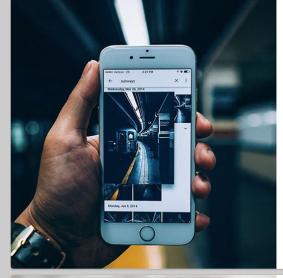
cryspark Friend goals

denny623 You guys are awesome.

solange__94 Such a lovely photo and google photos seems to be good

thealliecat Totally thought @jaglever was

Log in to like or comment.



FOLLOW

8,938 likes

1st I've got tons of subway photos I've never posted and forgotten. Simply searching "subways" using the #googlephotos app instantly turned up a bunch of classics. That's an #EasyThrowback. #tbt #ad

ktyviy Cool

irfannrrhmn Old but gold 👌

madeinewyork This is sick

kindoftrashy @mcsmallbone

emcantosfotograficos 😇

oyxma Google Photos is a legitimately good app. Dope shot as well!

ollienordh Dope

marsel_t @1st great shot 🤌

aristopal I love subway shots 🚄 velislavvelislav crazy jacob.fischer Awesome shot bro

swopes Using #GooglePhotos to organize and search through my many photos whenever, wherever! Checking out my fav search 'Giraffe' for my giraffe pics. 💞 #tbt #EasyThrowback #sp #SwopesGiraffe

jonxgenius @damanig

meganash Awesome!

"cloud" for my photos. Excellent photo btw

blvcklens dope 🔀

swopes @zarembaphoto it's so helpful, seriously. I didn't even want to put #sp

swopes @meganash thanks :)

swopes @blvcklens thank youuu





FOLLOW

61.6k likes

4d

luanna90 Afternoon things looking through my old food photos with #googlephotos app. Looked up for dessert and this is what I got 🙂 so good for an #easythrowback #ad

vparadise Primer comentario

yourgirlgabi

tapletli.muqo.enqin ******

luca.tnf 100

katherine.castillo_ Saludos @luanna90 ຮັຮັຮັ

tapletli.lua Sen hayırdır @tapletli.muqo.engin nskndjsxmxj

zooy_adams Uau

solange__94 I need that app

tapletli.muqo.engin Kdkdkdkdkd yaşasın kalp @tapletli.lua

tapletli.lua Salak heryerde buluyoruz

menstyleguide Astor Place

FOLLOW

1.848 likes

4d

menstyleguide After using #GooglePhotos I'm feeling a bit like I was back at the beach instead of at work. It found all my old photos just by searching things like "beach" or water"! Check it out #EasyThrowBack #tbt #ad

menspotter 👍

wilarunningclub This is dope!

donborsch I love google photos!!

mressentialist amazing!

thedailybydaniel Very cool

stephen_int This is kind of magic.

bestrepnoob13【Wechat/微信: A8686518518 里面均有标价】 😅 😅 专注顶 级名表一比一复刻,装逼找我,委妥的~里 面均有标价

williams Cool!!! TGIF bros



4.381 likes

nivlek_ Damn

swopes @nivlek_ lol thanks

zarembaphoto Love Google photos as a

cause I really believe in it lol

15h TITLE 111111

FOLLOW

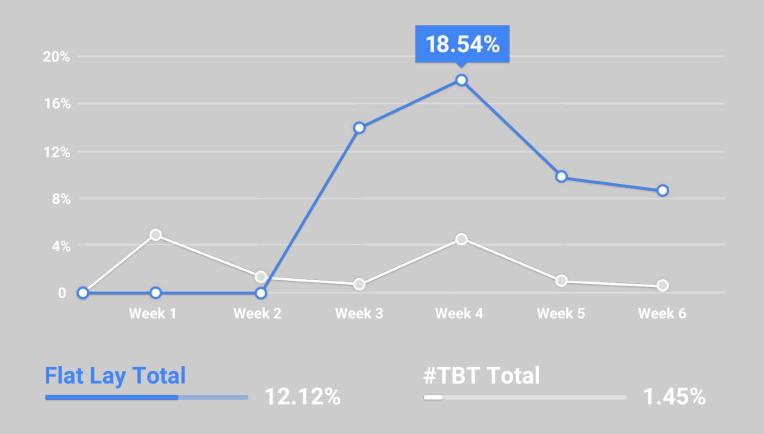




Index Sep 18



App-related comments



App-related comments

1w



• 683 likes

karen.lao Whaat! So I'm using #googlephotos and searched for "food" and it found all the old photos on my phone related to food! Um, there are a lot ... Nom nom. This is super handy

0

O

.

karen.lao FOLLOW 681 likes

#googlephotos and searched for "food" and it found all the old photos on my phone related to food! Um, there are a lot... Nom nom. This is super handy for quickly finding all the recipes I've tried over the years! #easythrowback #tbt #ad

karen.lao #vsco #vscocam #vscogrid #vscophile #vscofood #vsco_hub #onthetable #eeeeats #feedfeed #mytinyatlas #healthspo #fitspo #nomnom

hiandrew I agree it's super awesome. It uses the same algorithm used in Google Image search to go through your pictures. How many times have you gone through your gallery trying to find something you took a picture of so long ago you're scrolling forever! Not anymore 😊

karen.lao @hiandrew exactly!! And I can delete all the photos on my phone since it backs up to Google Photos. More space on my phone!



🕕 💎 🖌 📕 10:32

4w

amytangerine

• 804 likes

amytangerine Getting ready to make a project using some photos of my pups and I searched 'dog' in #googlephotos and it pulled up some seriously special memories. A scrapbooker's



amytangerine	FOLLOW
788 likes	3d
for that to work?	חמיב נט נמץ נווכווו
kymkt Never heard of G before. I will have to look	~ .
amytangerine @planitwi Somehow it knows. It giv people too, recognizes f	ves you a choice of
amytangerine @kymkt it couldn't believe it. I still r	need to back up

coul about 10,000 more photos, but it will be so cool to just search beach and have it pull up all those pics!

misererenobis I don't get it - how does google have your photos?

amytangerine @misererenobis it's an app called google photos that you download onto your phone.

gettoworkbook I'm obsessed. I've cleared so much memory on my phone by transferring.

A/B testing: awareness + engagement

FOLLOW

3w

000



carlywad

15.2k likes

carlywad Trying to find a good #tbt post of me and my bestle @jadelizroper cuz I miss her when she isn't with me!I I used the new #googlephotos app and just typed in beach and this came up. I'd say I'm winning on this onel #easythrowback #ad

view all 39 comments

coachtant Carley - need to check out Gulf Shores - only 81:2 hours away from the Most Beautiful Beach !

_3was Wow! 🐸

sah_lee_naah That sky thoo is just unreal!!

mr.joe Sas!!! Tua gu??? Thong far hun na @swaggyswe @pphoipallin @sergey_sihanouvong

victoriagsullivan @hannahnglws bff goals

nbbyler @carlywad Do your shorts have an elastic waist?! If so, where are they from? jennafairchild Woah lol I wish...if you came

Log in to like or comment.



Carlywad	FOLLOW
4,442 likes	1w
LOL	
danalbertmanage I love	the google photos

app! This looks awesome. michaelarnone @carlywad this looks pretty

cool - downloading to try it out

stephciotta omg fab bracelets!! and fab photo app!

britt_pallone LOVE that planner, where is it
from?

mac.designs Pretty ring 😊 @carlywad

laura_tx7 @caligirl903 it's so cute. Where
did you get it??

ami_smith Anyone know what planner that is?

tiara_nicole06 @rochellemestees go travel!!!

caligirl903 @laura_tx7 | ordered it online, from staples | believe !

000

Log in to like or comment.



Athlete Activation

Social Posts

+



Shortcut to finding a #tbt? Search "selfie" on @GooglePhotos. So. Many. Photos. #EasyThrowback #ad



11:30 AM · 01 Oct 15

47 RETWEETS 403 LIKES

Reply to Andrew Shaw





Searched @GooglePhotos for 'pumpkin' and found this #TBT of Knox at the pumpkin patch. #EasyThrowback #ad



10:06 AM · 29 Oct 15

6 RETWEETS 90 LIKES

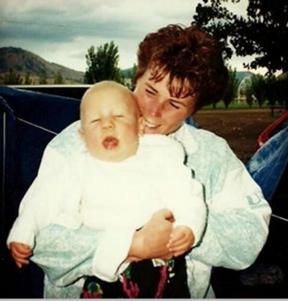




Social Posts







blawrie1313	FOLLOW
1,570 likes	3d
blawrie1313 Momma and I day of found this #Ea with #GooglePhotos #ad	
kidrauhl_707 I love you	
lynelleduh It looks like he'	s gonna yack.

kels.mck The head on you 🈂 👌

bexter_exter Whoa @jackeroonle

jettvans What are your thoughts on Donaldson Iol

blondielocks @laurakrks oh my godddd

kaylat.7 Your mom babysat mine once upon a time

shaynston @mudmunro 🥘

jackeroonie Hahhaa fay jai @bexter_exter

nena hlue Awwwww.so.cute1

Add a comment...

000

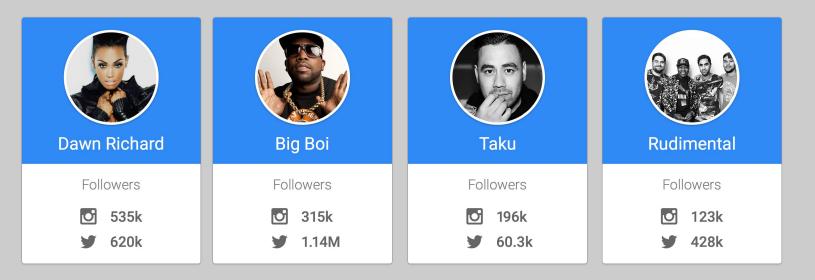


Music Activation

Influencers

A six week campaign that featured **~20 different musicians** posting their #TBT and other photos using Google Photos.

Some highlighted musicians below:





Highlighted musicians



Big Boi Loving the search feature on Google Photos - Easy for me to search photos from tour and in the studio. #easythrowback #ad

Big Boi's Photos in Timeline Photos · Oct 29 · . View Full Size · Send as Message · Report Photo



Kabel Williams Yeah it's kool



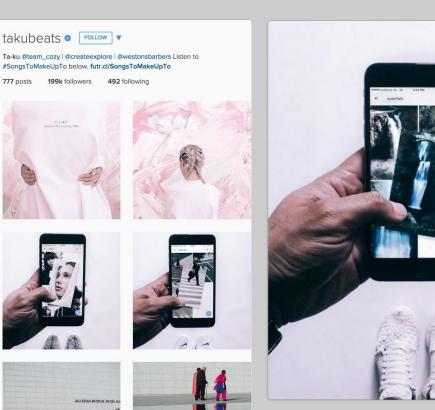


danwellsyy @charlie_hatcher @graceflorence_ @joep23 good times aye

Log in to like or comment.

000

Highlighted musicians



AGA KHAN MUSEUM | MUSÉE AGA KHAN



takubeats It's never easy starting a new hobby or learning something new. At the time you are taking on a new skill set there are many things that can almost stop you or prevent you from wanting to evolve. Using the search feature on #GooglePhotos I was able to search 'waterfalls' to find some #TBT pics of where I started. These early photos remind me of the origins of my creative journey and I can't believe it's been just over a year since i picked up my first camera. #EasyThrowback #ad #tbt

view all 39 comments

rafavodo Just one year?? You talented Son of a haha

shelohim Ur phone about to die Reg vickrama Only one year? @_@ how vandyshev_v OMG hugh 85 d caption

Jimmy Kimmel Live









Social presence



Jimmy Kimmel Live

Following

Jimmy in his hometown #Brooklyn #NY 1970. #TBT #EasyThrowback @GooglePhotos #KimmelinBrooklyn 10/19-10/23



FAVORITES 160



jimmykimmellive	FOLLOW
3,699 likes	5w

jimmykimmellive Jimmy & Cousin Sal #Brooklyn #NY 1976 #ThrowbackThursday #TBT #EasyThrowback #GooglePhotos #KimmelinBrooklyn 10/19-10/23

view all 43 comments

garyrgriffin @sarahbfertig

claudiatopaz123 @azevega 🤓

joc_maturo @amandasacks you as a baby?!?!

eocm The Fonz is strong in Sal

mikenyc22 Did anyone get their tickets yet off wait list?

danielapineyro Oh my gos this is too cute ILY @jimmykimmellive

bxbyy_sankar They were so cute... What happened?

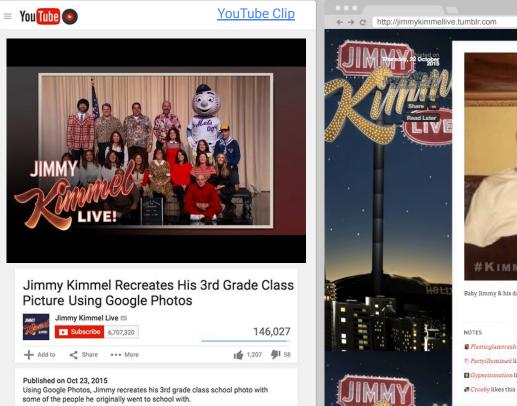
azevega @claudiatopaz123 [So cute claudiatopaz123 @azevega traviesos like

Log in to like or comment.

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Social presence





ALL COMMENTS (103)

Stadium Activation



Social Media



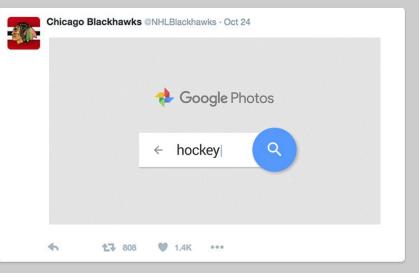


Social Media

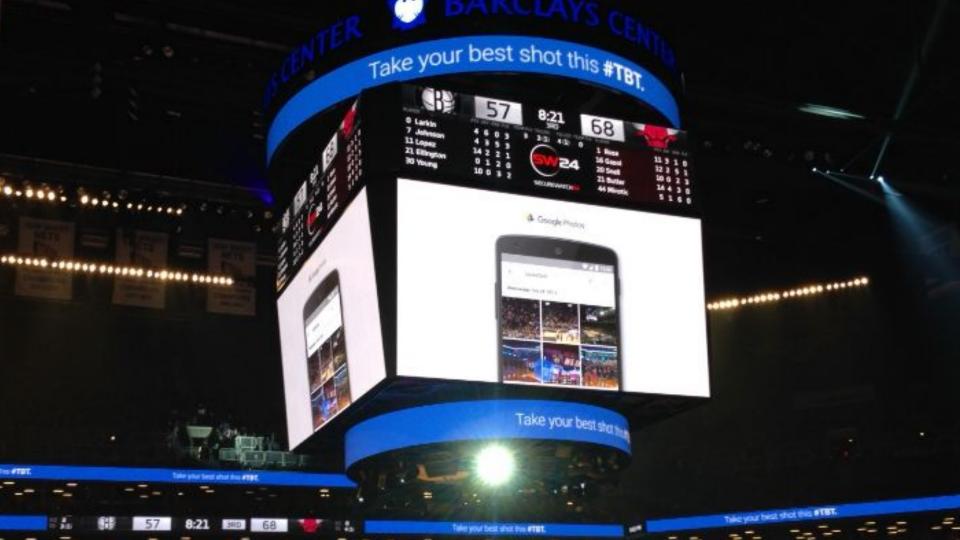


Chicago Blackhawks @NHLBlackhawks · Oct 22 #tbt to The Captain's performance on this date in 2013 against FLA (PPG and SO goal)! #easythrowback @googlephotos











arena

40:27

1 Google Photos

and see what you're

×

and see what you find

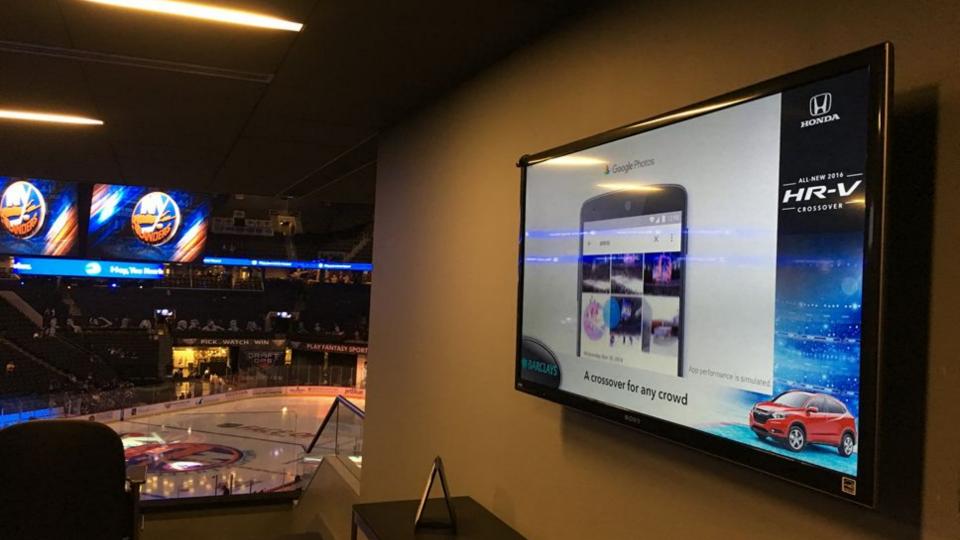


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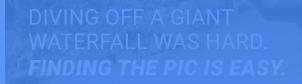
...............

and see what you find





KING ROOM FOR SECONDS WAS HARD. DING THE PIC IS EASY.



00H

TING THE DRIVE-THRU WITHOUT A CAR WAS HARD.

find. Easy to share. **#EasyThrowback**

Google Photos

IMPRESSING THE HOSTESS WAS HAP FINDING THE PIC IS

Digital Urban Panels





Digital Newsstands





Static Train Interiors





AdSpace Malls



Pumpkin Patch NYC





Teaser Videos



Google Photos is Turning Times Square a Pumpkin Patch #PumpkinPatchNYC



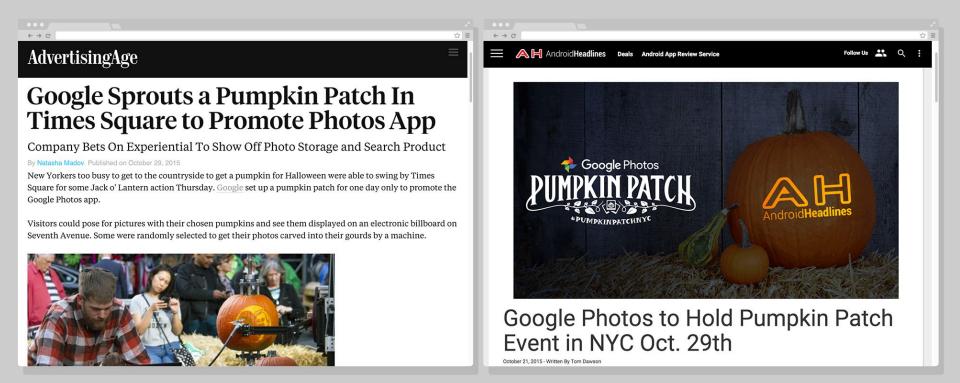


Google Photos @googlephotos - Oct 22 The pumpkins are coming to Times Square! Check back for details 😒 😒 #PumpkinPatchNYC



Notable Earned Media

AdAge, AndroidHeadlines, NYTimes, MommyPoppins, Creativity-Online, CBS-NYC



Pumpkin Tags





Google Photos PAY WITH A PHOTO FOOD TRUCK

Pay with a photo, get a delicious fall treat. Find a fall photo on your phone in 20 seconds or less to get a free donut and hot apple cider from Carpe Donut.

*PUMPKINPATCHNYC



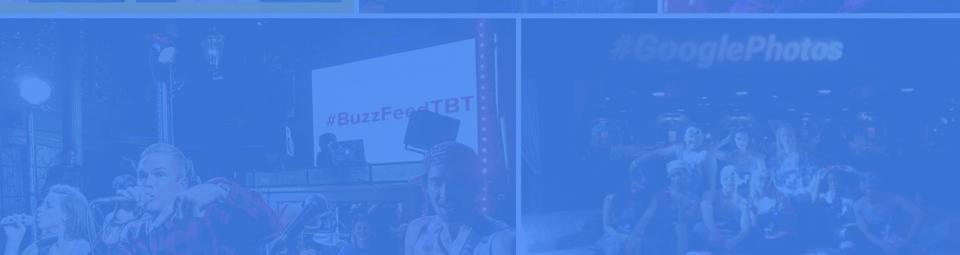


Clear Channel Spectacolor - #128

Times Square



Buzzfeed Throwback Party



Google Photos branding and integrations

355 guests and influencers attended the '90s throwback party on October 22nd in Hollywood, Los Angeles.

Guests interacted with our brand in several ways:

- Beat the clock with Google Photos
- Searchable objects photo booth
- Co-branded give aways
- Google Photos decor and branding



Beat the clock with Google Photos

Over **200 people** tried their skills at the "Beat the clock" game.

We handed out ~50 Chromecasts and numerous other gifts for those who found their photos within 20 seconds.



A searchable objects photo booth

Guests loved the photo booth!

240 GIFs were captured at the co-branded experience with a social reach of **38K** through Facebook, Twitter, sms, email, and Tumblr.



Entertainment and influencers

Sugar Ray's Mark McGrath joined "Saved By The '90s" cover band, surprising the crowd with two of his hit singles!

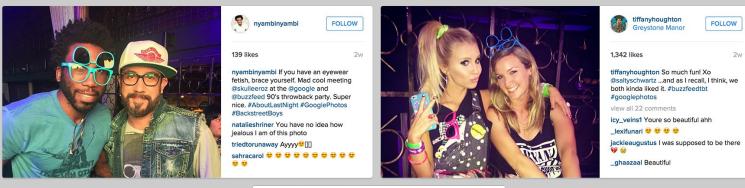
Influencers and celebs mingled together at the party, including:

- <u>AJ McLean</u> from Backstreet Boys
- BuzzFeed's "Try Guys" and Violet
- Singers <u>Andy Grammer</u>, <u>Tiffany</u> <u>Houghton</u>, and <u>Aijia Lise</u>
- Actor Nyambi Nyambi



Brand mentions from our influencers and guests

#googlephotos with #Buzzfeed or #BuzzfeedTBT



AJ McLean @skulleeroz · Oct 22 Fanny packs, war heads, snap bracelets & seeing this dude. Thx @BuzzFeed @googlephotos! #BuzzfeedTBT #GooglePhotos

2 Andy Grammer



166



#POIDH



Yours truly.

#GooglePhoto

MA





ALLONNA

GooglePhotos

Thank you

