



**Plan for New Year 2012 with
Google**





Consumer New Year behaviour

What do consumers do online during the New Year period?

Plan for New Year 2012 with Google

Subscribe

Google™

how to ask for a pay rise

Google Search

I'm Feeling Lucky



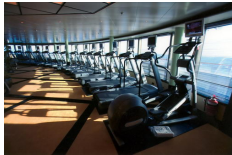
http://www.youtube.com/watch?v=li2QLNue8H8&feature=channel_video_Htle

New Year Search Story
(click to view)

Google™

They will embark on a health and fitness drive

- The term 'nhs' was the 6th fastest rising search in January 2011*



- Gym membership and location terms will spike



- People will search for routes to go running



They will embark on a health and fitness drive



- User interest in healthy eating will increase



- People will be keen to break their smoking habit



People will look to tidy up their finances



- Debt consolidation will drive increased credit card queries



- Bank account queries will increase as people look to make their money work harder



They'll be shopping for bargains in the sales



- Interest in store sales will increase as shoppers hunt for bargains post Christmas

They'll want to book their holidays

- The term 'holidays' was the fastest rising search in January 2011*



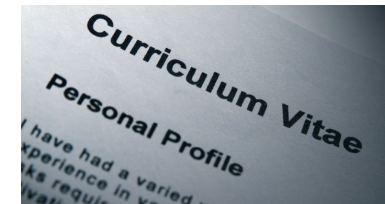
Rising searches		
1.	holidays	+200%
2.	gumtree	+100%
3.	sky_sports	+100%
4.	rightmove	+90%
5.	autotrader	+80%
6.	blackberry	+70%
7.	sky	+70%
8.	nhs	+60%
9.	halifax	+50%
10.	the_sun	+50%

- Consumers will try and overcome the post Christmas slump by planning holidays

They'll assess their employment situation



- The online channel will be used to search for new job roles

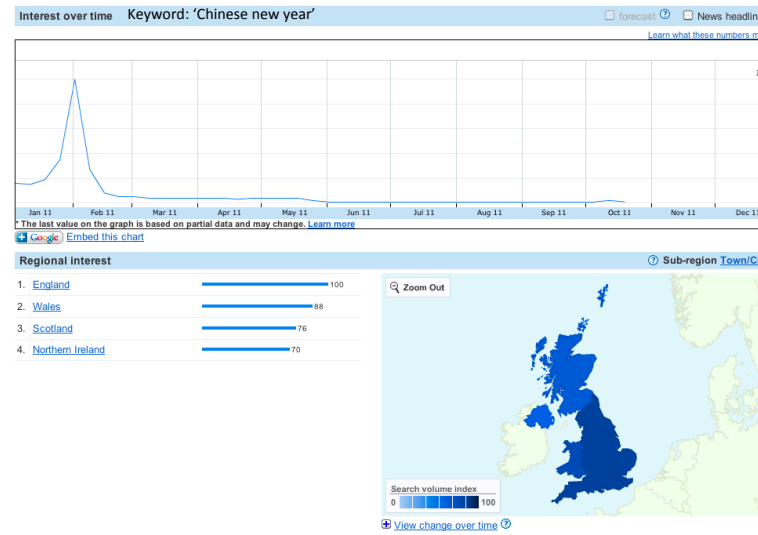


- Users will search for advice on compiling their CV



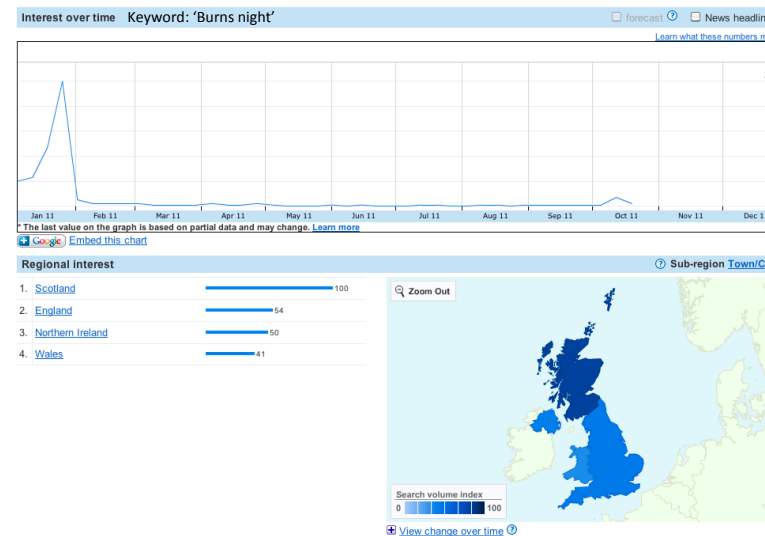
There will be key traffic peaks on certain specific dates

Chinese New Year



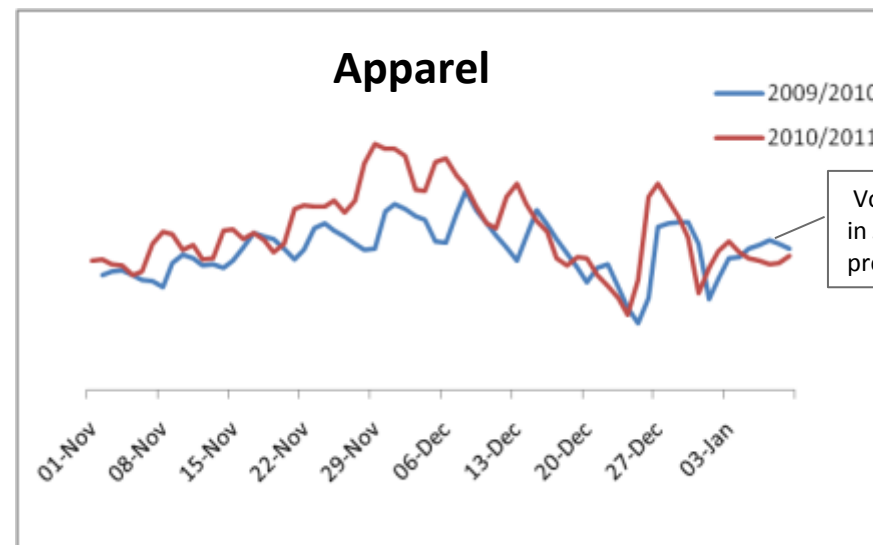
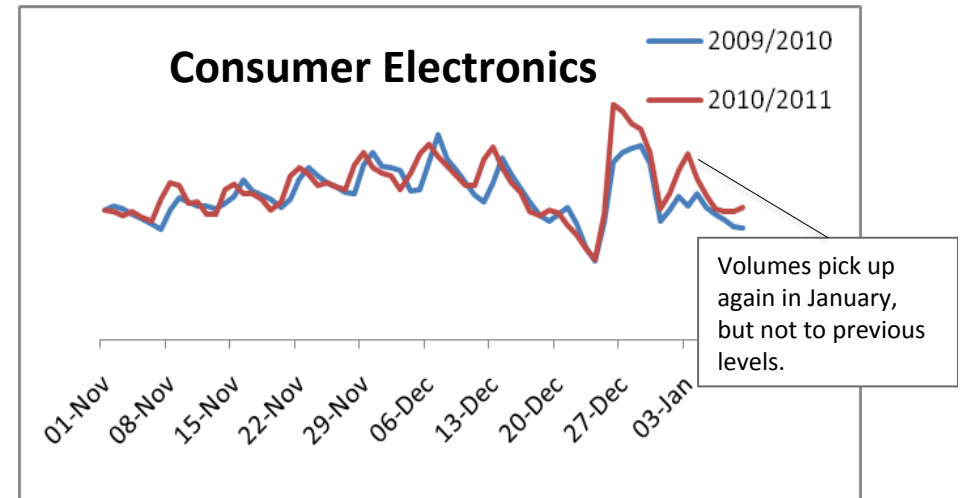
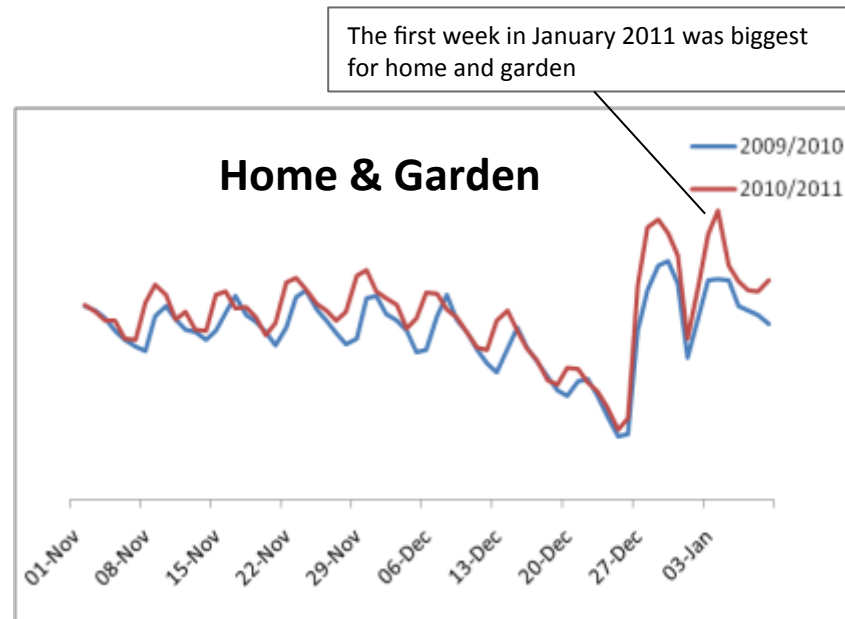
- Chinese New Year is Monday the 23rd of January 2012
- Note the search peak in 2011 searches
- Note the difference in regional searches

Burns Night



- Burns Night is Wednesday the 25th of January 2012
- Note the search peak in 2011 searches
- Note the difference in regional searches

Different retail sectors will have different click patterns



The influence of mobile will continue to increase



- This year, **17.6m** people in the UK accessed the internet using their mobiles, amounting to **45%** of internet users
- Consumers' mobile spend up **43.3%** year-on-year
- **42%** of people view M-Commerce as the 'easiest way to do it'.
- Near Field Communication (NFC) is seen as a positive move for mobile with **74%** of consumers stating they feel the service would be a good idea
- Retailers could collectively be losing **£500m** a year by failing to keep website and smartphone apps up to date

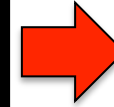
New Year consumer behaviour key points and recommended actions

Key Point

Action

1

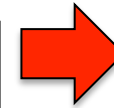
Remember the consumer mindset at the start of the new year as it will influence their search behaviour (health, diet, finance, sales, holidays, recruitment searches)



Where appropriate, plan your search strategies accordingly

2

There will be traffic peaks on certain specific dates during the period



Set daily budget caps accordingly. Remember regional differences.

3

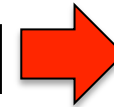
Different retail sectors will have different search click patterns



Adjust spend accordingly to maintain share of voice in relevant sectors

4

The influence of mobile and tablets will continue to rise



Ensure clients have an appropriate mobile strategy



Concept thought starters

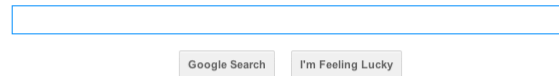
Remember to think about Google's entire product suite...



admob^{((((()))}



Google
UK



Google+

...and don't forget these stats



- YouTube was the fastest growing social network in the UK for the 5th straight month accounting for **22.54%** of social network visits
- A total of **48 Hours** of video are uploaded each minute, resulting in **8 years** of content uploaded daily

Source: Myona, and Youtube (Aug., Sep. 2011)



- Android's Q2 2011 global smartphone market share stood at **43.4%**
- This is an increase of **26%** from the previous year

Source: Myona, and Youtube (Aug., Sep. 2011)



- Google+ reached **10 Million** users in 2 weeks,
- **20 Million** users in 3 Weeks and **25 Million** after a month, all whilst still in private beta
- There are now over **40 Million** users who have already uploaded over **3.4 Billion** photos

Source: Google-plus.com, NYTimes (Sep., Oct 2011)



- Google Chrome is now the **2nd** most popular browser in the UK with a **22%** market share

Source: StatCounter, July 2011

YouTube brand channel for dietary advice

INSIGHT

At the turn of the year, consumers will seek to eat more healthily after the heavy Christmas season.

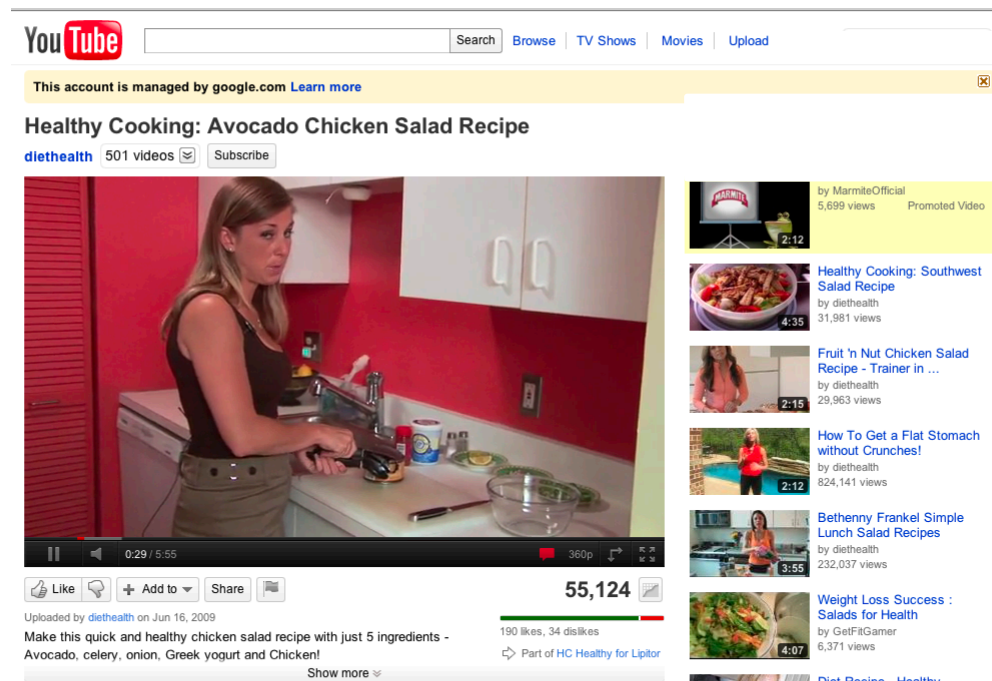
IDEA

Launch a YouTube brand channel aggregating tips and advice from dietary experts and healthy recipe ideas.

Include lots of different clips on different topics and incentivise users to upload their own and discuss content in the comments section.

MEDIA

Support with targeted keyword activity across relevant topics like 'diet', 'healthy eating' and 'healthy recipes' as well as display formats across the GDN and YouTube alongside relevant content.



Google+ hosted forum to help people stop smoking

INSIGHT

People want to stop smoking in January as part of their New Year's resolutions.

IDEA

Aid the process by allowing users to connect to a hosted forum group where they can share progress, tips, advice and provide support for others.

This could be facilitated by a brand, providing them the opportunity to position themselves as experts in the field.

Potentially incorporate with a video diary as part of a YouTube channel to broaden out the appeal and also include a cost calculator and other supporting materials.

MEDIA

Support with targeted keyword activity across 'quit smoking' keywords and appropriate display format activity across the GDN and YouTube. Hangouts conducted via desktop, tablet or mobile devices.



Use Google Maps to allow people to plan exercise routes

INSIGHT

Many people wanting to get fit after the Christmas splurge will look to run and cycle rather than just go to the gym.

IDEA

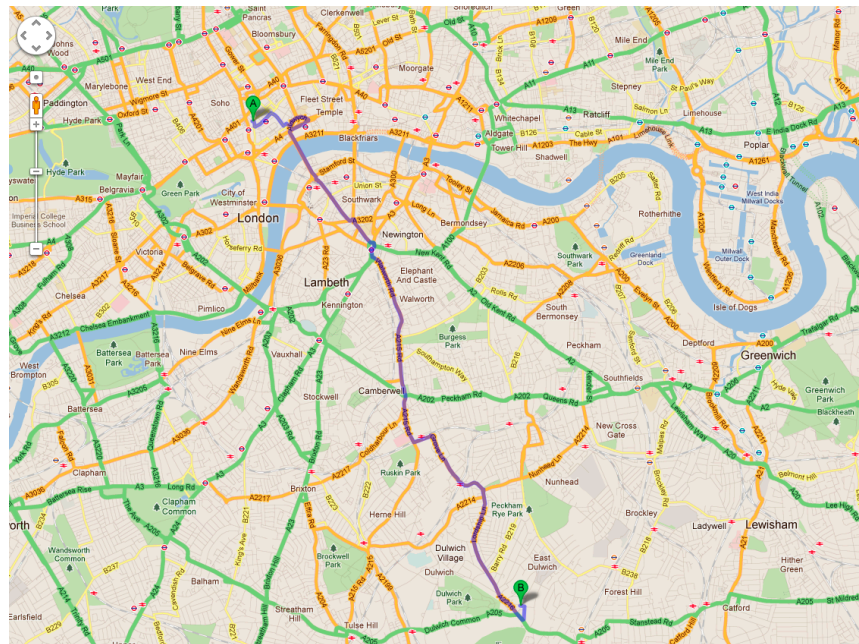
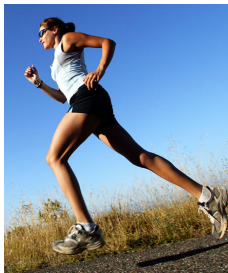
Provide users with a branded utility allowing them to plan appropriate routes to run and cycle.

House content on a YouTube or Google+ hub and encourage users to submit their own annotated routes, rate those of others and share socially.

Mobile channel or app would be particularly appropriate.

MEDIA

Support with targeted keyword activity across 'running route' keywords and appropriate display format activity across the GDN and YouTube.



YouTube brand channel for fitness tutorials

INSIGHT

People want to get active after Christmas, but often need help and guidance to find the right training program for them.

IDEA

Host a dedicated YouTube channel to give users the information they need to set and maintain goals across a range of different activities.

Content could include a number of different sports and activities as well as information on warm ups, warm downs and the right equipment to purchase.

Users would be able to ask questions or submit ideas in the comments section and share content socially.

MEDIA

Support with targeted keyword activity across 'running route' keywords and appropriate display format activity across the GDN and YouTube.

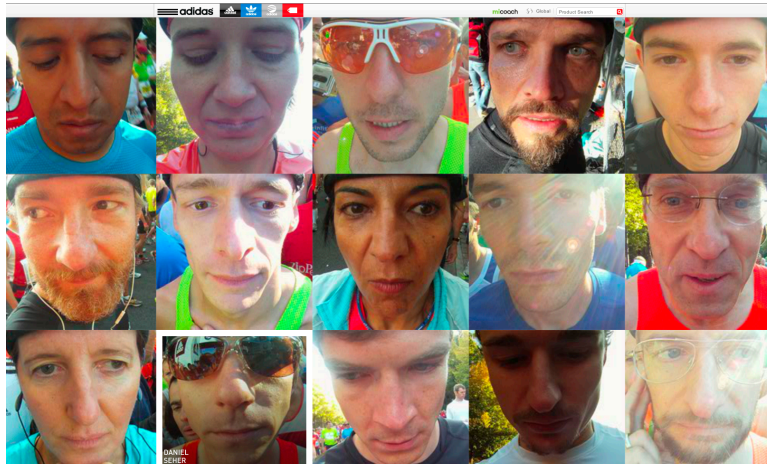
The screenshot shows the YouTube channel page for 'Fit2Talk1'. The main video is titled 'Circuit training for Beginner. The only way to lose weight and increase fitness!'. The video player shows a person exercising in a gym with red walls and a checkered floor. The video has 1,628 views and 2 likes. Below the video, there are links to 'Like', 'Add to', 'Share', and 'Show more'. The channel name 'Fit2Talk1' is displayed with 263 videos and a 'Subscribe' button. To the right of the main video, there is a list of recommended videos, including 'Watch Our Story', 'No Equipment Full Body Workout (Circuit Training)', 'Circuit Training', 'Tabata Functional Training - Circuit 1', 'Circuit Training Workout: Beginner Exercise', and 'Circuit Training Workouts for Fat Loss: 5-Minut...'. The Google logo is visible in the bottom right corner.



Some creative inspiration

(Click to view examples)

Adidas – Facing the Marathon



<http://www.adidas.com/campaigns/angesichtdesmarathons/content/index.asp>

Head mounted cameras for the Berlin marathon.

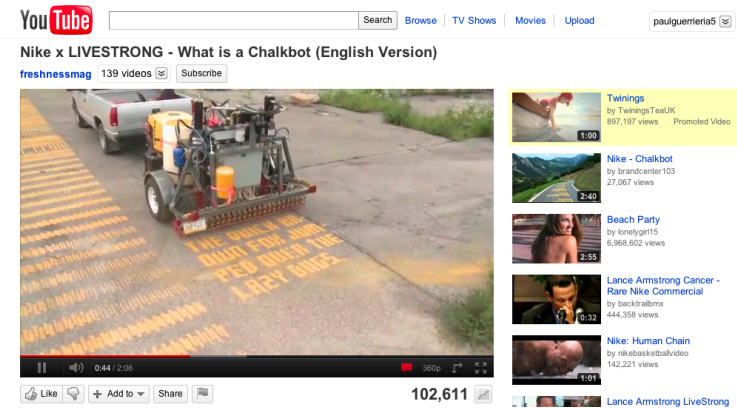
Nestlé – Contrex viral



http://www.youtube.com/watch_popup?v=yEH4Yum4nN4

A great piece of viral video powered by exercise bikes.

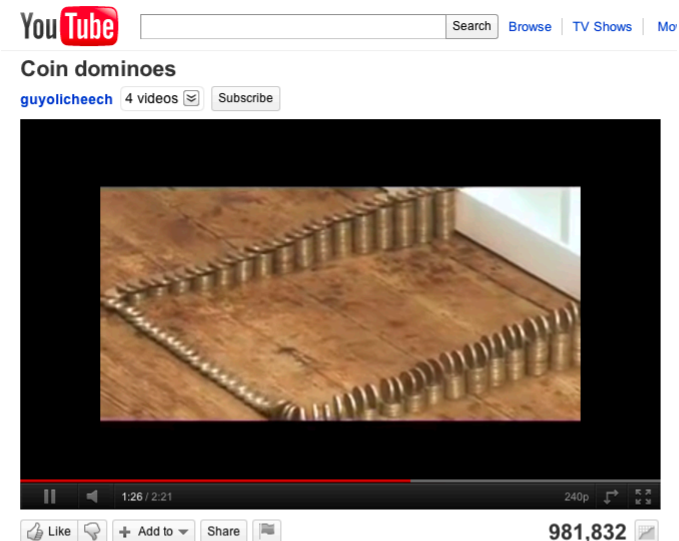
Nike Chalkbot



<http://www.youtube.com/watch?v=HmW-eGCrSxs>

Online messages printed on the road for the Tour De France.

Vodafone – Coin dominoes



<http://www.youtube.com/watch?v=0-Bje2VKEvM>

A very creative use of money!



Thank you

