



GOOGLE APP THE A TACTICAL MESSAGE TO CELEBRATE THE LAUNCH OF THE NEW STAR WARS TRAILER

Background

Google's search campaign was designed to encourage Australians to use the innovative mobile app to search with their voice, anywhere, any time.

To prompt people, hundreds of unique query-based headlines ran across OOH and mobile, with highly-targeted contextual messages based on location, date, time of day and major cultural or news events.

The idea

One such event was the release of the much-anticipated teaser trailer for Star Wars: The Force Awakens.

To honour the saga and give its very keen fans a relevant message with an extra 'wink', we wrote the panel (including the call to action) in the speech patterns of the great Jedi Master, Yoda. When people used the Google app to ask the question, they were immediately served a link to the trailer.