

Google

Through our work on launching Google's regional office, we had already established a good relationship with the technology giant. Google wanted to raise awareness of the benefits of pay-per-click advertising amongst the small business community.

Our approach

We devised a campaign for Google to highlight the shift in UK media consumption and set out to prove that internet usage was now challenging TV viewing as a dominant pastime for people in the UK.

Research was conducted by TNS and analysis of the results indicated that the amount of time people spent online had overtaken that spent watching TV. No one had ever set out to prove this hypothesis before. We opted to make a bold statement to create debate – even if other observers then challenged our claim.

This creative and brave approach was proved right by the resulting media coverage. The story spread across the day's news agenda, hitting national and regional newspapers, radio and television – as well as the internet news channels.

Coverage highlights included interview with Google's Vice President of European Operations on Newsnight (which illustrated its report with the example of a mother and son from Brixton), news features on Radio 1, 2 and 5 Live, a full page article in the Guardian and page-led articles in the Daily Mail and Daily Mirror. The Guardian also devoted its G2 graphic to the research the following week, in Monday's Media Guardian.

Regionally we secured 23 print and broadcast items, including radio interviews totalling over 40 minutes of air-time.

The Mirror



The Daily Mail



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk