



What do you  
usually do at  
*Home?*

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365

We spend **365** mins per day  
on the internet



Does this look  
*familiar*  
to you?

Spent  
*quality time*  
at home?





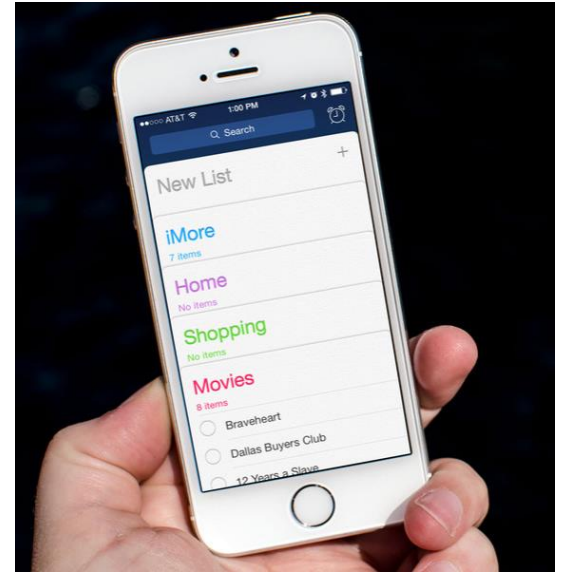
*We take away time  
from the things  
that matter*



Checking the *weather*



Checking *traffic conditions*



Keeping track of *appointments*



*Hands tied up*  
to settle the  
“little things”



# INSIGHT

The “little things” stems  
from *love and care*



# CREATIVE DIRECTION



*Hands tied up*

with the  
“little things”

*Hands freed*

to grab the  
ones you love



*As a father...*



or as a *mother*...



or as a *partner*...



## STRATEGIC DIRECTION

Empower you to have  
hands-free moments,  
*no matter your role  
at home*

**HOW DOES IT WORK?**



# SMART SPEAKER COMMON USES

By Users During a Typical Week

Smart speaker usage is based on *immediate needs*





What if we could *proactively* show  
consumers hands-free moments?

An aerial view of a city at sunset, with a digital network overlay of white lines and dots. The city lights are visible, and the sun is low on the horizon, creating a warm glow. The background is a mix of blue and orange tones. The text is centered in the middle of the image.

Trigger audience need &  
drive relevancy with

***DATA***



Leveraging your  
*digital footprint*  
to show you hands-  
free moments

Facebook  
profile data

Twitter  
data



Google  
search data

Real-time  
weather  
data

YouTube  
viewing  
behaviour

Traffic  
congestion  
data

Spotify  
data

News  
channel  
linkage

So how do the *dynamic prediction ads* drive relevance and trigger need?

# SAMPLE: Booked a flight online

**Audience data:** Male, father of 2 kids

**Gmail data:** Bought airline ticket 1 day ago

**Skyscanner data:** Flight to Manila, CX615

**Time:** 9am

**Booked a flight online?  
Bookmark it on Google Home!**



**Keep your hands free  
to enjoy breakfast with your family.**

# SAMPLE: Checking the weather

**Audience data:** Female, mother of 1 kid

**Weather data:** Slight drizzle

**Search data:** Searched for weather

Raining alert  
Google Home hopes you stay dry!

Keep your hands free  
to play with your kids



We created personalized, customized ads for each and every role in the home = *Drives relevance*

Predictive ads that showcase the power of Google Home = *Triggers need*



**OUTCOME**

# PROBLEM

People's *hands are tied* for  
small stuff at home



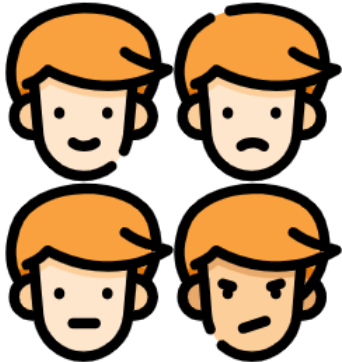
# SOLUTION

Google Home  
*frees your hands*  
through voice command to  
settle the “little things” at home



# PROBLEM

People only use smart speakers when they have *immediate needs*



# SOLUTION

We *predict* what we can help with to trigger need



# PROBLEM

*Can't spare time* for your  
loved ones



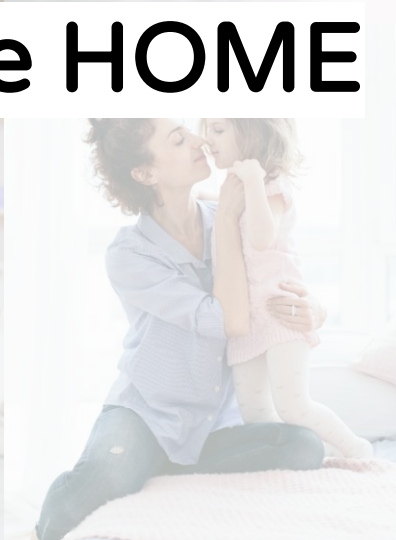
# SOLUTION

Google Home  
*empowers you* to enjoy  
quality time at home





**Google Home,  
MAKES YOUR HOME feel like HOME**



Graphic credit to:



Thank you!