

# Google Chromebook:



## The Gen-Z Challenge

Presented By:  
Haider Abbasi  
Stella Li  
Yuna Kim



Presented To:  
Andrew Rapsey  
(Product Marketing & Brand Partnerships at Google)



# Strategy: Product Awareness

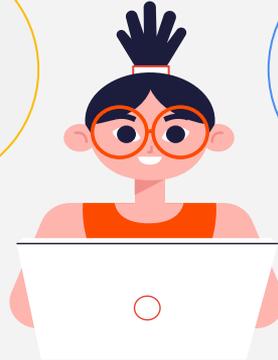


## Google's Game Changers Competition

Unleash the Creativity of Our Next Gen Unicorns Through the Power of the Chromebook

### 1. Insights

Many Gen Z's don't feel connected with the Chromebook and only remember what it used to be 10 years ago. Based on a survey of 63 Gen Z's that we conducted, **~79% say they have never even tried a Chromebook and most of the keywords they associate it with were "cheap" "limited capabilities" & "weak computing power"**. Since Gen Z's are willing to learn about new technologies to keep up with the latest trends, a Google-led competition that focuses on their interests (e.g. coding, gaming, graphic design, and music) allows the target market to **test Chromebooks** in a stimulating environment which would create buzz around the product. The challenge of the competition will be towards creating content for Google itself.



### 2. Application Process

Implement a Google-branded competition open to post-secondary students:

- Students apply and register for the category they want to compete in. Having a variety of categories caters to the different pain points not currently met by Gen Z's.
- 50 competitors are selected in each category to limit the number of participants, yet create competition.

*\*\*The competition will first only run in Canada as a beta phase to review the success of the event, then expand to North America and eventually globally\*\**

### 3. The Competition

- A 5-day competition that will be **live-streamed on YouTube** to create excitement and engagement.
- Fuel their passions and **provide first-hand experience of the power of the Chromebook** in a competitive setting.
- Google employees will conduct educational **workshops** about topics within each of the four categories.
- There will be one **special guest influencer** in each of the four categories to hype up the competitors.
- Competitors will receive **Google merch and other prizes** while the top 3 winners in each category receive a **Chromebook**, and the top winner in each category will be **invited to Google's headquarters**.

### 4. Result

Help Gen Z's **kick-start their career with an educational and competitive experience** while also demonstrating the diverse functionality of the Chromebook. The idea is to use the content created by the 1st place winner for Google's marketing efforts. For example, the music category competitors will be creating a soundtrack to be featured in Google's next video advertisement starring Simu Liu. Since Gen Z's feel connected to influencers, competing to be **featured along with their favourite influencer gives them motivation** while also subconsciously creating a more **positive connotation to the Chromebook**.



Coding



Gaming



Graphic Design



Music

# Q KPI's & Projected Outcomes



## ● 1. Number of Applicants

The beta phase of the competition will only be open to post secondary students in Canada. [Statista](#) estimates **1.3 million university students in Canada**. We will accept a total of 200 competitors in the program, with 50 in each category. This campaign will be a success if we can reach **5-10% of the target audience**, resulting in **68,000-130,000 applicants across Canada** during the **4 week application window**. Reaching 5-10% of the target audience will indicate an appetite for the competition amongst the audience.

## ● 2. Brand Sentiment

To assess the impact of the competition, **we will survey the 200 competitors before and after the event** to assess their brand sentiments towards Chromebooks. Our goal is to end the competition with an overall positive sentiment after having **first-hand experience doing what they love with a Chromebook**. An overall **positive sentiment**, will result in a successful campaign that indicates a great product, but a need for Google to change their marketing strategy. On the other hand, an overall **negative sentiment** will imply a need for Google to consider modifying/reiterating the product.

## ● 3. Marketing Qualified Leads

Many Gen Z's never consider purchasing a Chromebook once they graduate. To combat this, we will survey the **200 competitors** over the course of the competition to identify **leads and their converting rates**. According to [Salesforce](#), **converting 13% of leads to MQL is an average conversion rate**. Our campaign will be successful if we are able to convert **26 leads to MQL by the end of the competition** amongst the competitors.

*Note: All the costs are in Canadian dollars, calculations do not include labour costs, and a participation fee will not be included in the first year, but based on the beta phase results, a fee can be applied for preceding years.*

# Finances



**\$51,713 + 523x**

**\$25,150**

## Merchandise Costs

Merch Cost refers to the goodie bags that will be provided and sent to all 200 participants. **Each bag will include a Google unisex crewneck (\$57), hat (\$17), bottle (\$26), drawstring bag (\$8), notebook (\$16), and pen (\$1.75).** These costs were calculated through **Google Official Merchandise Store**.

**\$8,700**

## Shipping Costs

The **shipping package includes Chromebook and Merchandise packages** that will be sent to all 200 participants. The estimated weight per box for most of the packages is 5lbs with Regular Parcel delivery costing \$43.50. The cost was calculated via **Canada Post'** shipping rates.

**\$523/ad per month**

## Marketing Costs

**Google (potentially \$0), Facebook (\$253) & Instagram (\$270)** Ads will be used to market the competition. The campaign will run for 30 days in all of the southern provinces of Canada. Our goal for the campaign is to have a reach of 20,000 per day. This cost was calculated based on **CPC and CPM averages** of each platform.

**~\$17,863**

## Winner Awards Costs

1. **Hotel & travel costs** for 4 winners to visit the Google Headquarters in Toronto: Avg. round trip flight from VAN to T.O is \$382 + Avg. cost of 1 night hotel stay is ~\$120 = **~\$2008**.
2. **Cost of 12 Chromebooks (~\$15,455)** as the top three winners in each of the four categories will keep the laptops.
3. **Google Play gift cards (\$100/ea)** for category winners.