

The Acceleration of Everything

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gplus.to/think2012

The acceleration of everything



Google™

Matt Brittin, VP Northern and
Central Europe

1423

Laurens
Janszoon
Coster



1668

Antoni van
Leeuwenhoek



1656

Christiaan
Huygens



1979

Joop van Tilburg



€24bn pa

Over 4% of GDP

World leading

**#1 most advanced
internet consumers**

User driven

**Consumption is 50%
of internet GDP**

SME powered

**Growing 3x faster
exporting double**



Internet users worldwide

2010

1.8 B



Mobile Subscribers

2010

4.6 B



Digital information in the world – videos, photos, music, texts, etc.

2010

800 exabytes



Internet users worldwide

2010

1.8 B

2020

5 B



Mobile Subscribers

2010

4.6 B

2020

10 B



Digital information in the world – videos, photos, music, texts, etc.

2010

800 exabytes

2020

53 zettabytes





Media innovation is accelerating

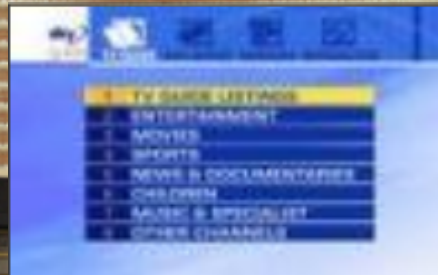
Two decades in media

Two months in digital

Colour printing



Multi-Channel TV



Screens outdoors



Youtube pre-rolls



Spotify Ads



Yahoo brand ads



Google interest based ads



iPhone & Android apps





**Fast
Addressable
Social
Two-way**



CHROME BY GOOGLE

GOOGLE.COM/CHROME



Insights



Ideas




Implementation



Impact

Insights



Web  [Show options...](#)

Results 1 - 10 of about 33,200,000

Google Insights for Search

With Google **Insights for Search**, you can compare **search** volume patterns across specific regions, categories, time frames and properties. ...

www.google.com/insights/search/ - [Cached](#) - [Similar](#)

[Dutch — Nederlands](#)

[Insights for Search](#)

[Google Suchstatistiken](#)

[More results from google.com »](#)

How can I use Google Insights for Search? - Insights for Search Help

The examples below showcase some different ways of using Google **Insights for Search**. Whether you're an advertising agency, a small business owner, ...

www.google.com/support/insights/bin/answer.py?hl=en... - [Cached](#) - [Similar](#)



Real time insights

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use the plus sign to indicate OR (tennis + squash). <input checked="" type="radio"/> All search terms + Add search term	<input type="text" value="Web Search"/> <input type="text" value="Worldwide"/> <input type="text" value="2004 - present"/> <input type="text" value="All Categories"/>
		<input type="button" value="Search"/>

See what the world is searching for.

With Google Insights for Search, you can compare search volume patterns across specific regions, categories, time frames and properties. See [examples](#) of how you can use Google Insights for Search.



Categories

Narrow data to specific categories, like finance, health, and sports.

Examples: [Top movies in France, USA, and Japan \(last 30 days\)](#) | [Top Newspapers in the UK](#)



Seasonality

Anticipate demand for your business so you can budget and plan accordingly.

Examples: [basketball in 2008, 2007,...](#) | [soccer in 2006 vs. 2007](#)



Geographic distribution

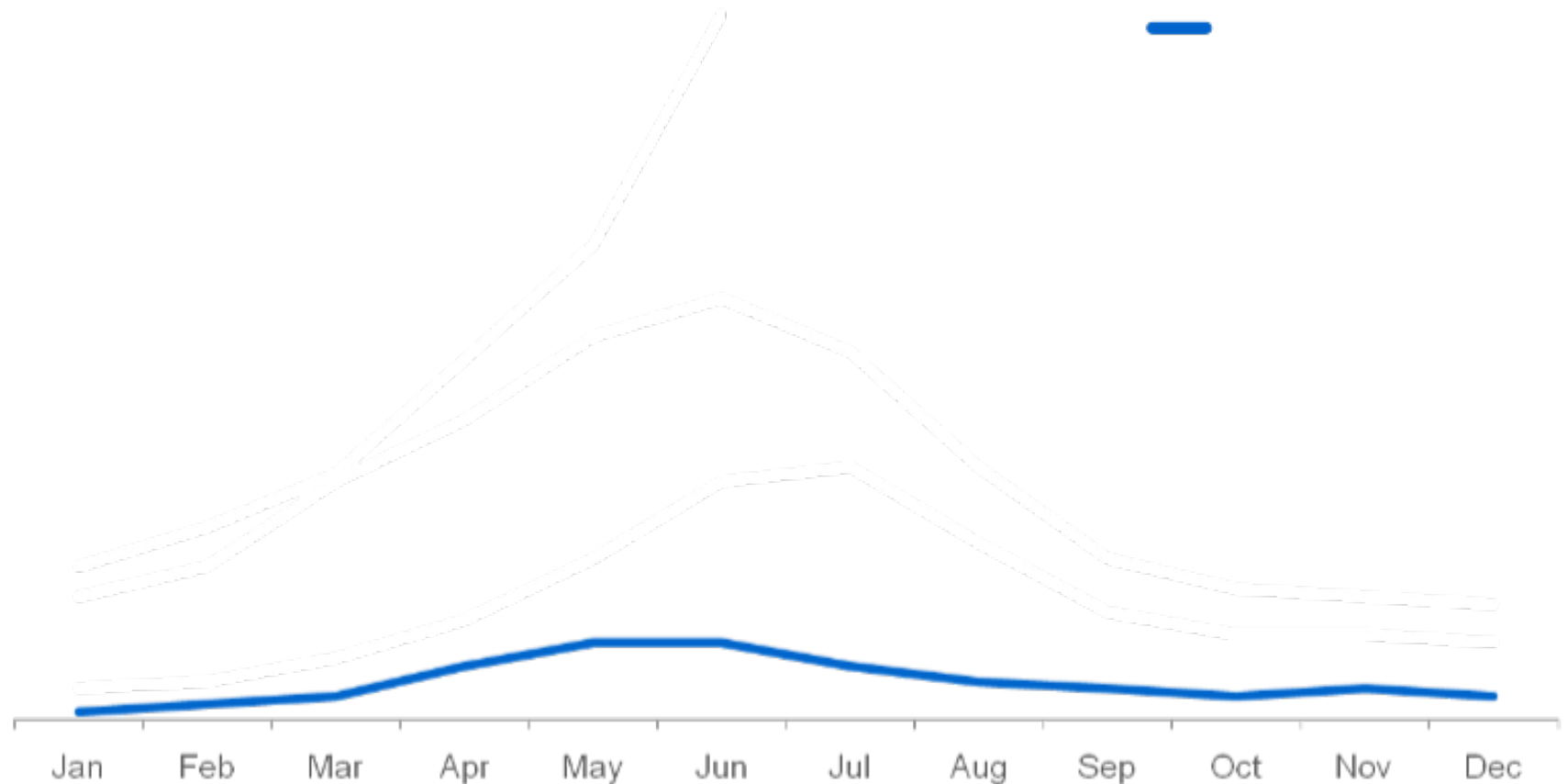
Know where to find your customers. See how search volume is distributed across regions and cities.

Examples: [soccer in Brazil, Italy, Germany, UK](#) | [kangaroo in United States vs. Australia](#)



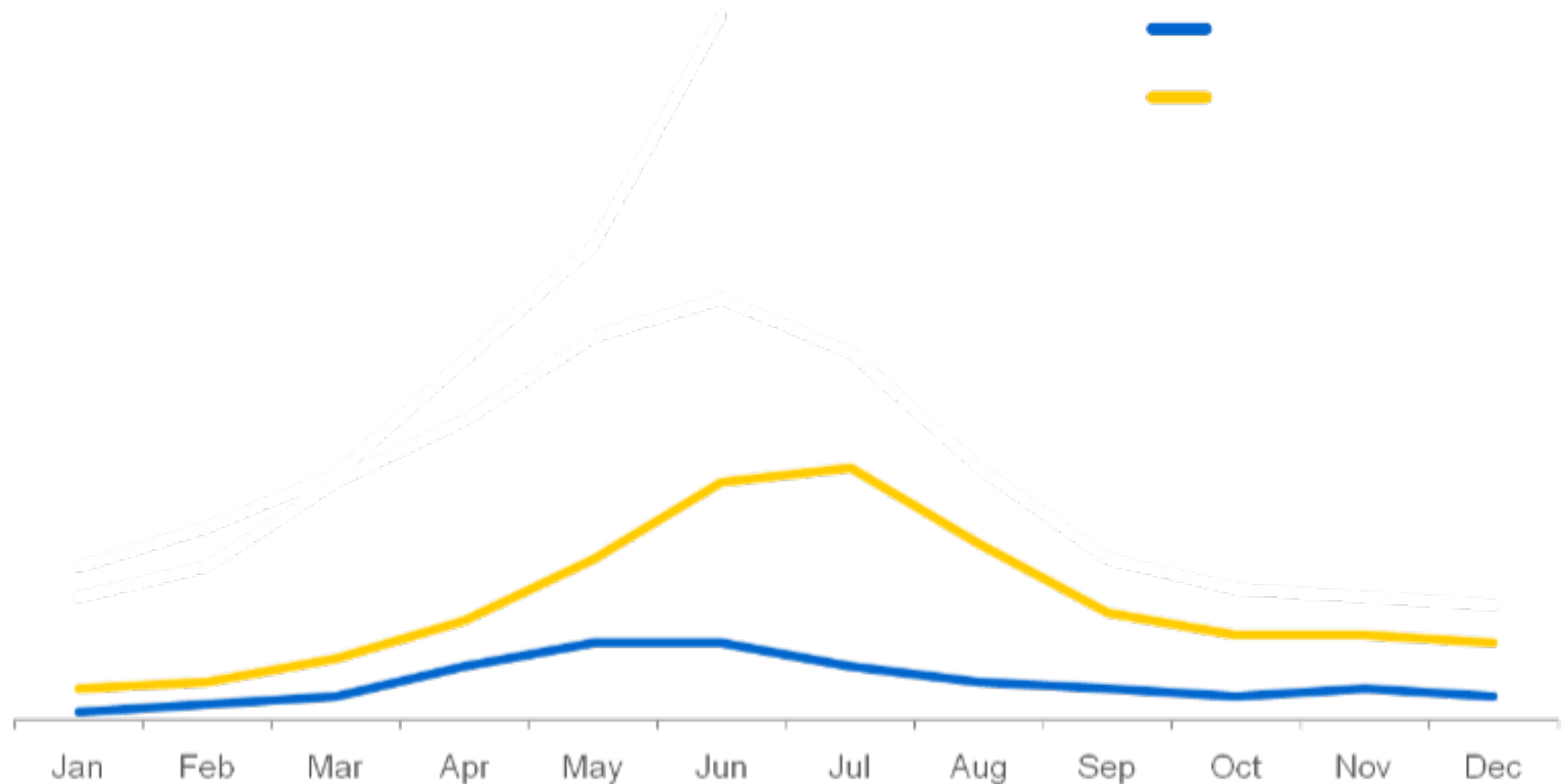
Real time insights

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase ("table tennis"). <input type="text" value="“maxi dress”"/>	Web Search ▼ Worldwide ▼ Jan ▼ 2007 ▼ - Jun ▼ 2010 ▼ Reset All Categories ▼
		<input type="button" value="Search"/>



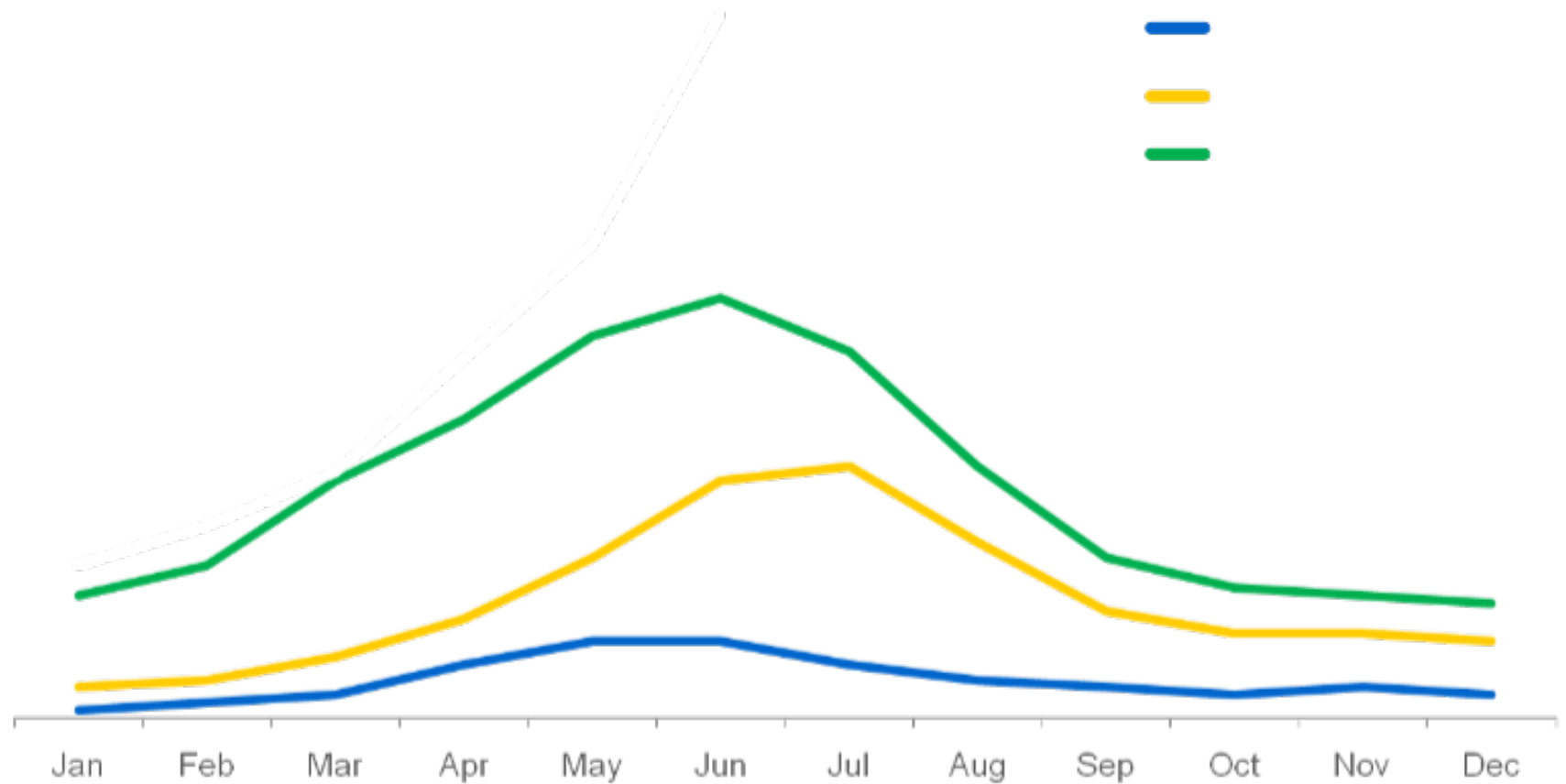
Real time insights

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase ("table tennis"). <input type="text" value="“maxi dress”"/>	Web Search Worldwide Jan 2007 - Jun 2010 Reset All Categories
		<input type="button" value="Search"/>



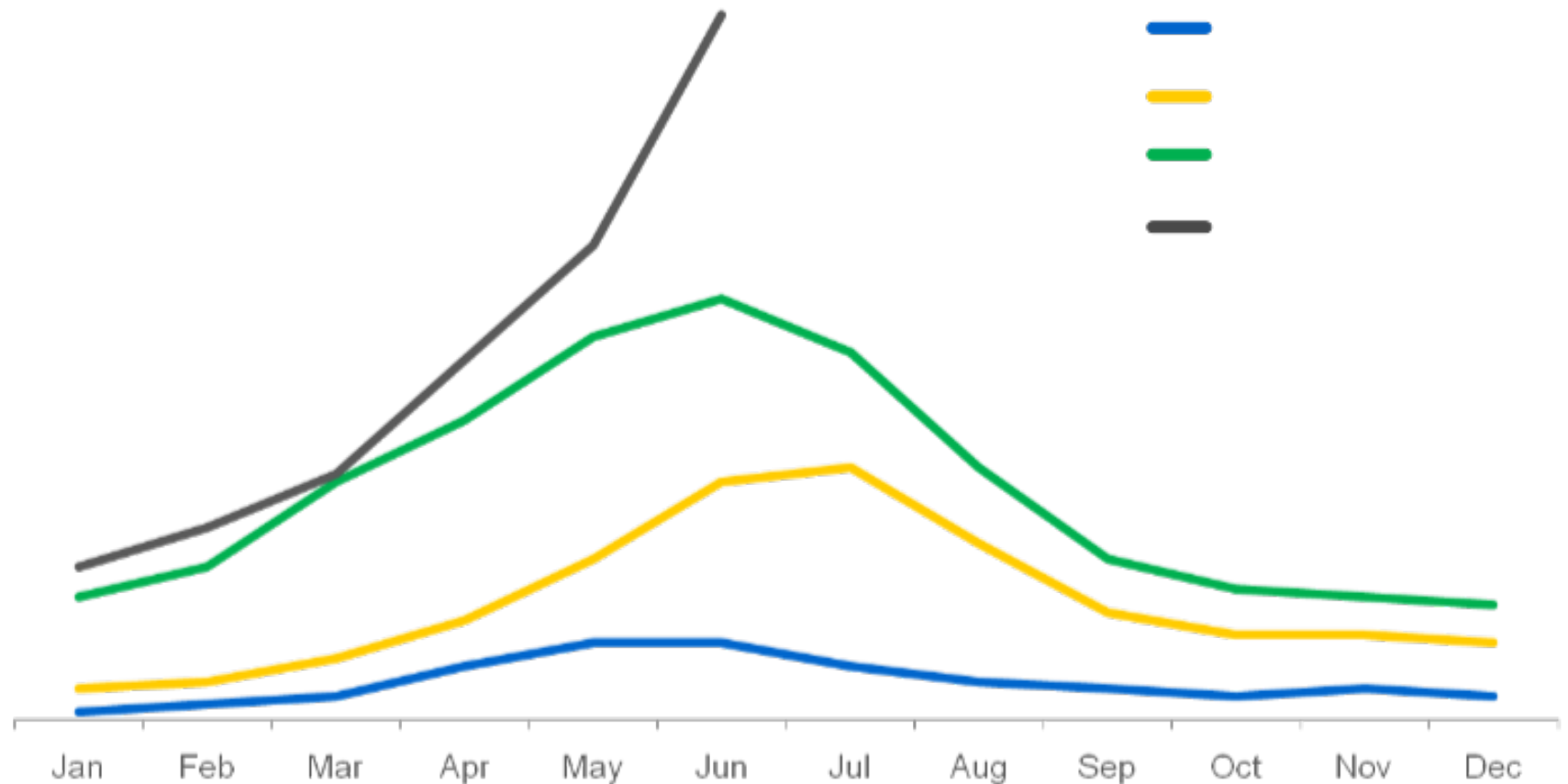
Real time insights

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase ("table tennis"). <input type="text" value="“maxi dress”"/>	Web Search Worldwide Jan 2007 - Jun 2010 Reset All Categories
		<input type="button" value="Search"/>



Real time insights

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase ("table tennis"). <input type="text" value="“maxi dress”"/>	Web Search Worldwide Jan 2007 - Jun 2010 Reset All Categories
		<input type="button" value="Search"/>



Real time insights

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use the plus sign to indicate OR. (tennis + squash) <input type="text" value="sinterklaas"/> <input type="text" value="kerst"/> + Add search term	Web Search Netherlands Oct 2010 - Jan 2011 All subregions All Categories Reset <input type="button" value="Search"/>

Web Search Interest: sinterklaas, kerst

Netherlands, Oct 2010 - Jan 2011

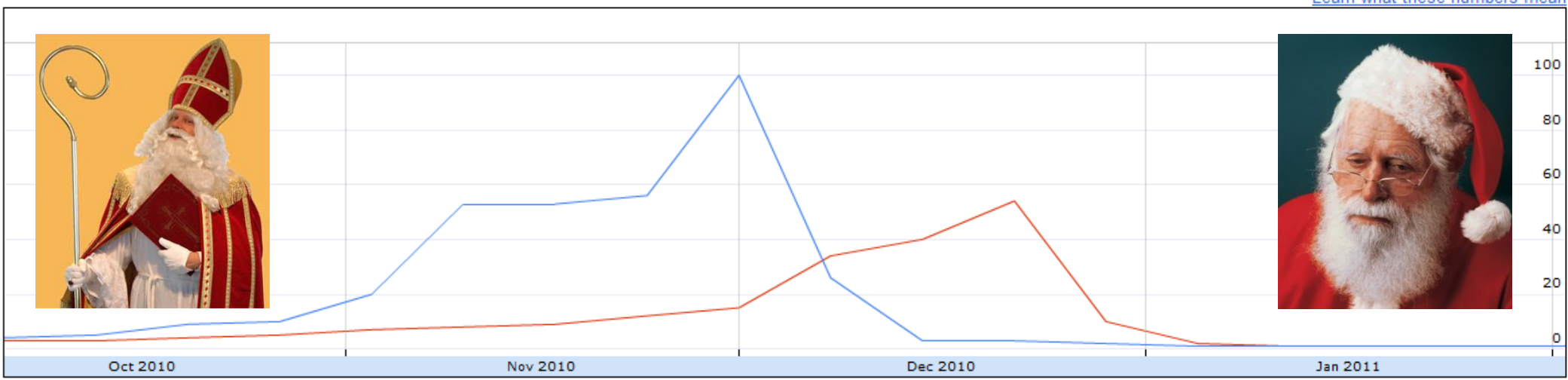
Categories: [Arts & Humanities](#), [Lifestyles](#), [Food & Drink](#), [Entertainment](#), [Travel](#), [Recreation](#)

⚠ An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

Totals	
sinterklaas	19
kerst	12

Interest over time

☐ Forecast [?](#) ☐ News headlines



[+ Google Embed this chart](#)

The physical shelf



Real time insights

The digital shelf

moisturiser

Search

About 1,880,000 results (0.32 seconds)

[Advanced search](#)

[Luxury Moisturiser](#)

[uk.LizEarle.com/Moisturiser](#)

Natural **Moisturiser** From Liz Earle New Superskin Range. Buy Online!

Sponsored links

[The Body Shop™ Sale](#)

[www.thebodyshop.co.uk/sale](#)

Up to 50% off at The Body Shop and Free delivery on orders over £15!

[Moisturizer - Wikipedia, the free encyclopedia](#) ☆

Moisturisers or moisturizers (see spelling differences) are complex mixtures of chemical agents specially designed to make the external layers of the skin ...

[en.wikipedia.org/wiki/Moisturizer](#) - [Cached](#) - [Similar](#)

[Compare all brands of Moisturiser and best prices on Review Centre](#) ☆

Moisturiser Compare our **moisturiser** reviews so that you can find the best **moisturiser** to help keep your skin looking healthy and youthful. ...

[www.reviewcentre.com/products3342.html](#) - [Cached](#) - [Similar](#)

[Moisturisers : Read reviews and compare prices at Ciao.co.uk](#) ☆

Moisturisers price comparison. Read reviews and compare prices of **Moisturisers**.

[www.ciao.co.uk › Beauty › Body](#) - [Cached](#) - [Similar](#)

[The £3 wrinkle buster. How a budget moisturiser outperforms ...](#) ☆

20 Aug 2009 ... Maintaining a youthful complexion is a pricey business so consumers will be glad to know that in a recent Which? report has confirmed that ...

[www.dailymail.co.uk/.../The-3-wrinkle-buster-How-budget-moisturiser-outperforms-pricier-rivals.html](#) - [Similar](#)

[Estée Lauder Moisturiser - SKINCARE — Estée Lauder UK Official Site](#) ☆

Buy **Moisturiser** from the luxury skin care range at Estee Lauder UK. View the full range of **Moisturiser** online now.

[www.esteelauder.co.uk/templates/product/mpp.tmpl?...ID...](#) - [Cached](#) - [Similar](#)

[Beauty products: The top 10 moisturisers](#) ☆

Whether you're the sort of person that spends all day lounging under a sunshade or prefers logging in the hours in an air-conditioned office, **moisturiser** is ...

[www.ivillage.co.uk/health/.../0,,182000_182828,00.html](#) - [Cached](#) - [Similar](#)

Sponsored links

[Free Delivery](#)

on the Worlds No.1 Skincare range. Free Samples & Same Day Dispatch.

[www.bradaview.co.uk/dermalogica](#)

[Moisturiser](#)

Aveda **Moisturising** skin care.

Buy now & get your 3 free samples.

[www.aveda.co.uk/Moisturise](#)

[Find Mens Moisturisers](#)

Mens **Moisturisers** Now

Money Back Guarantee. Order Now

[www.Mankind.co.uk/SkinCare](#)

[Moisturising Cream](#)

Try Our Award Winning **Moisturiser** & Feel The Difference In Your Skin.

[www.FaithInNature.co.uk/Moisturiser](#)

[Buy Moisturisers Online](#)

Spend £30 for Free Delivery on top brand Skin Care at John Lewis.

[www.johnlewis.com/skin-care](#)

[Skin Care from MAC](#)

Cleansers, moisturizers, scrubs

& more. As used by professionals

[www.MACcosmetics.co.uk/Skincare](#)

[Estée Lauder Moisturisers](#)

New Estée Lauder Hydrationist.

Shop online & get 2 Free samples!

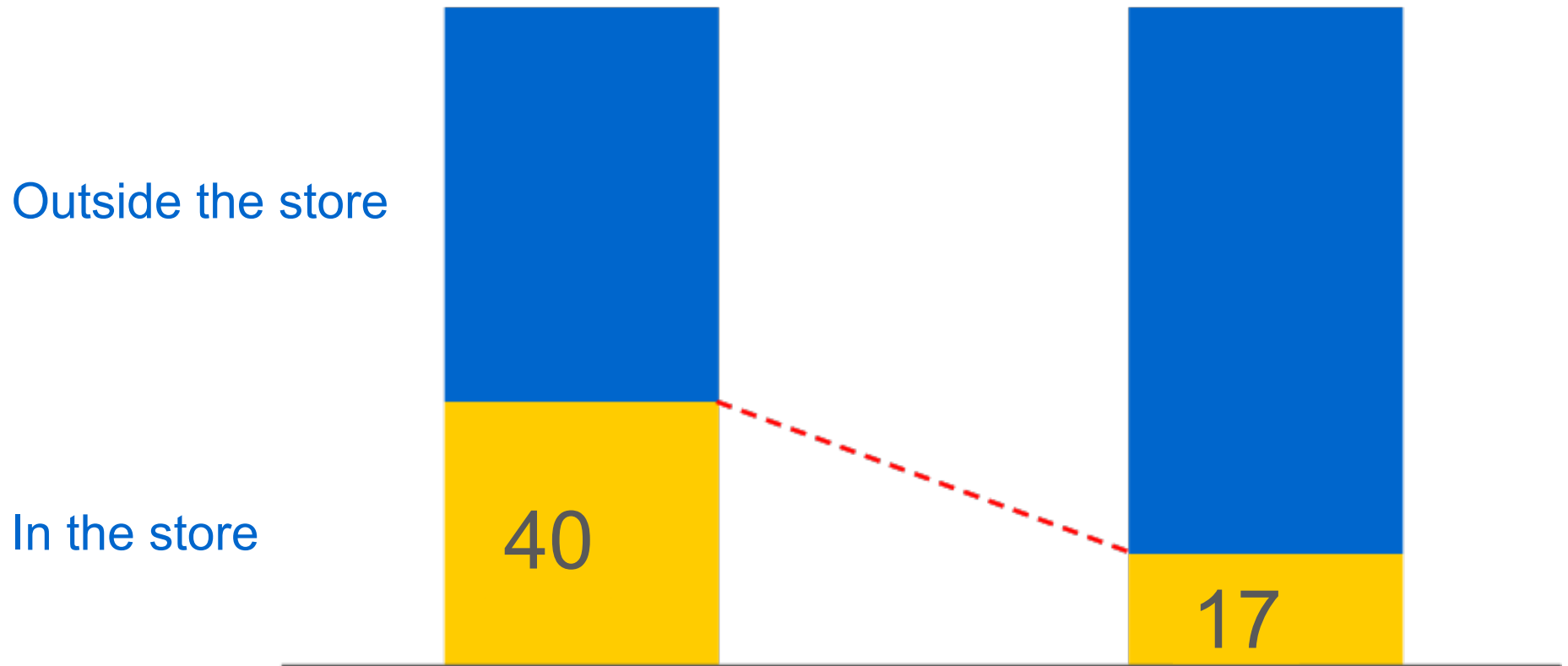
[www.esteelauder.co.uk/hydrationist](#)



Real time insights

Number of people making decisions in store has halved

% deciding what to buy:



Source: Longitudinal Economic Study Series, IRI Attitude Link, n = 1,000+ shoppers. CPG Purchase Decisions. IRI, 2009.



Zero moment of truth

Consumers make decisions before entering the store



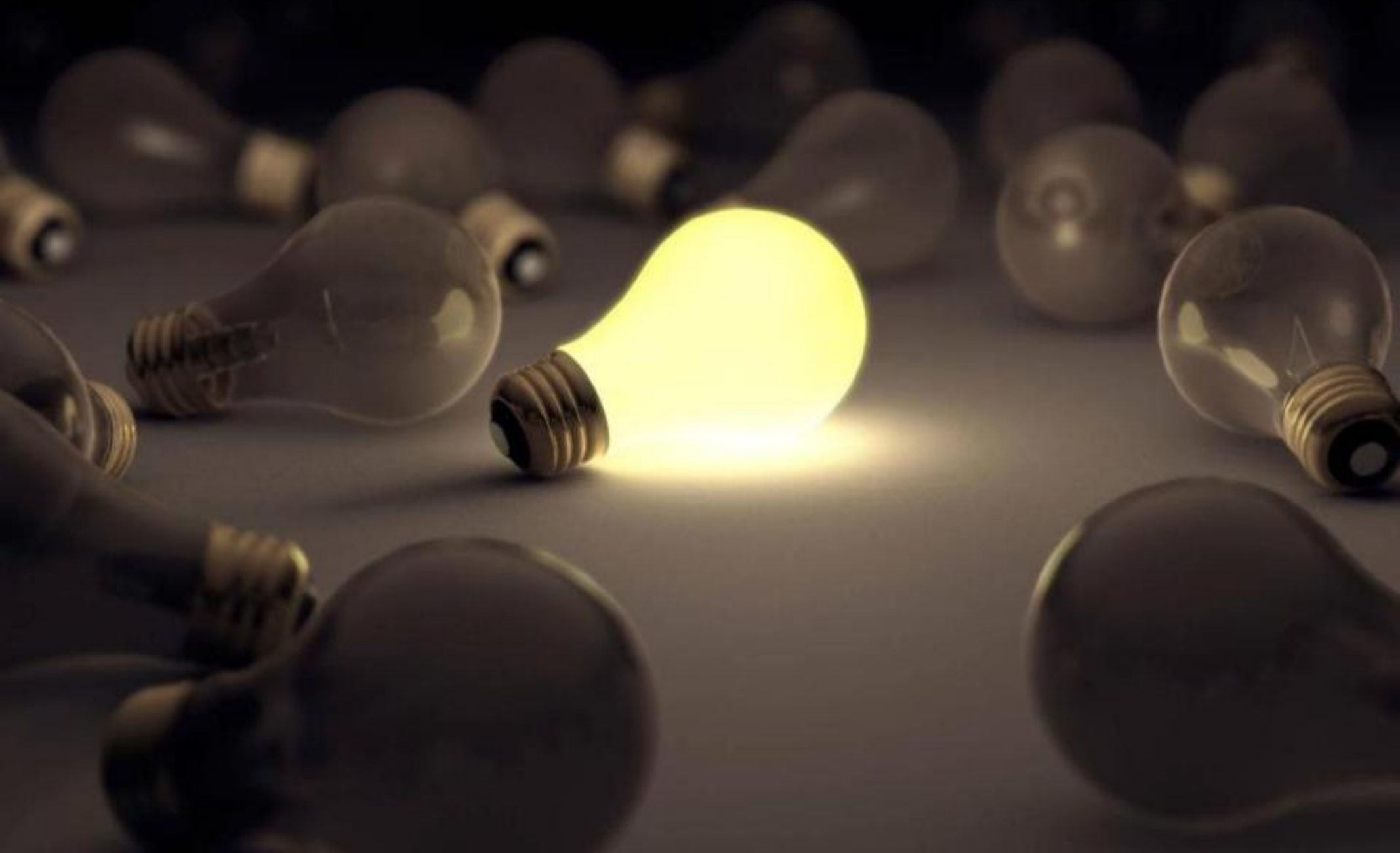
The **Zero**
Moment of Truth

The **First**
Moment of Truth



Zero moment of truth

Ideas



phd



GfK

Google

Cadbury

Cadbury Chocolate Charmer

phd



YouTube

Search

Browse

TV Shows

Upload

Create Account

Sign In



Replay with Sound

0:00 / 1:00

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CHOCOLATE
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CHARM ACADEMY GAME

Close Ad

Spotlight: Football Talk



thegaffer

As the Premiership enters its final phase and the prospect of a summer of World Cup football looms large, YouTube has seen an uptick in activity around the Beautiful Game. Today we spotlight interviews with England legend Gordon Banks and American import Landon Donovan, alongside a chat with Patrick Barclay of The Times and a comedy look at the real Hand Of God



Gordon Banks on why
England don't...

17 hours ago

390 views

talkSPORTmagazine

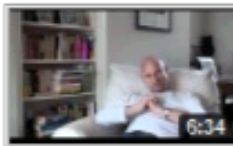


On the Couch With
Landon Donovan

3 days ago

5,233 views

mis



Patrick Barclay
Interview, At Ho...

3 days ago

336 views

thegaffer



World Cup Moments -
Maradona (Ha...

2 weeks ago

1,667 views

sportpost

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[Download Google Chrome](#)



For a chance to see your artwork
on the Google homepage

Catch Up on the Latest TV

Implementation



Mobiles and contracts: 41% research online before purchasing offline



vodafone



Multi channel – multi media

Impact



Online brings 6x ROI for chocolate charmers



Return on Investment for
every £1 media spend

YouTube
Promoted
Videos

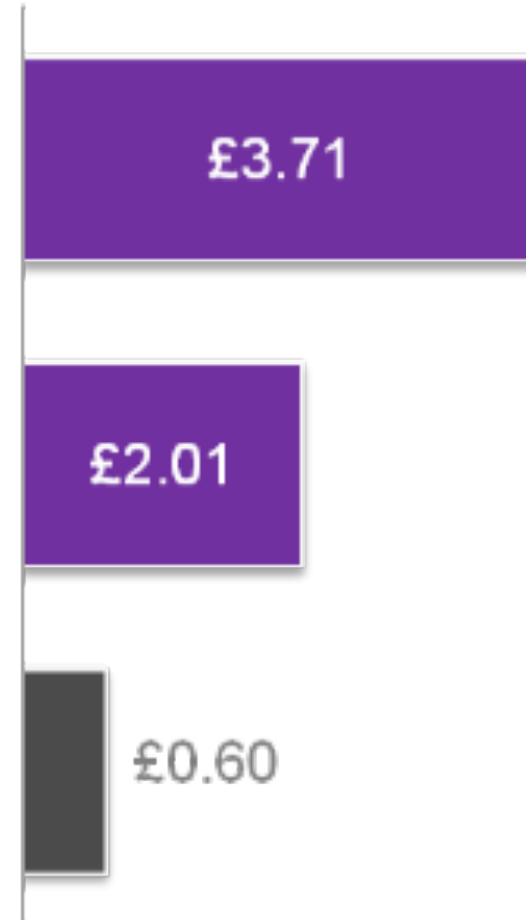
£3.71

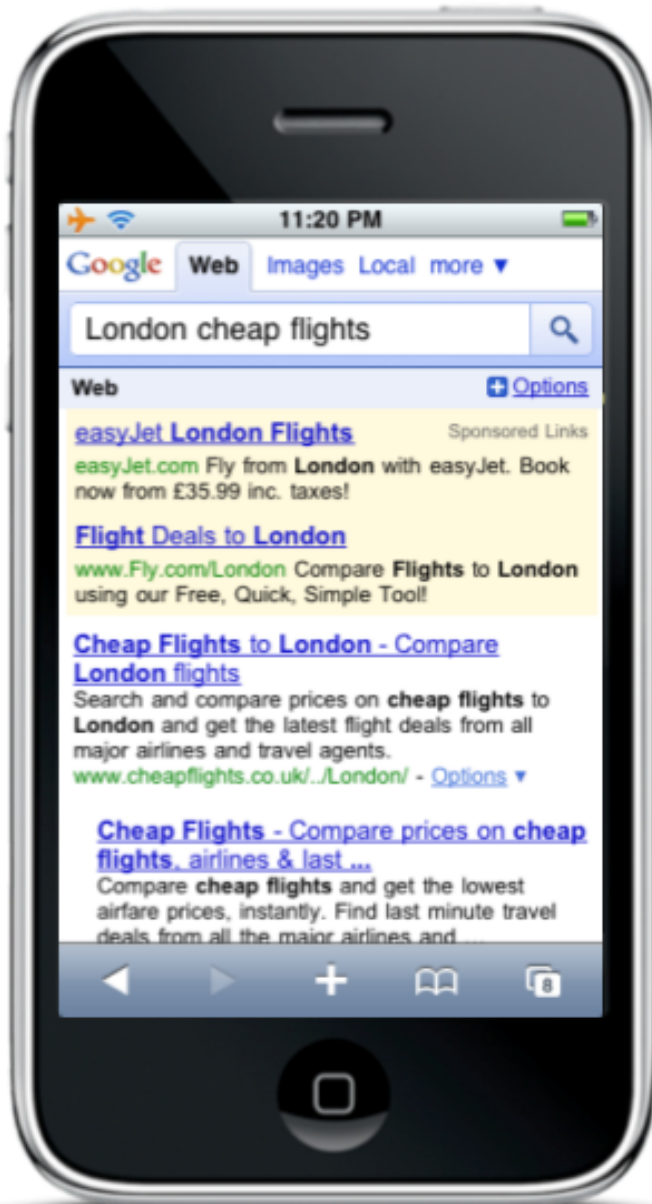
Online

£2.01

TV

£0.60





- CTRs up to 6x higher on mobile vs. desktop
- ROI of 11:1, i.e. £11 return for every £1 spent
- 38% of bookings on mobile were for flights that departed within 10 days (vs. 13% for desktop)

"Hundreds of bookings a month from mobile devices"



Leap and learn

The acceleration of everything



Google™

Matt Brittin, VP Northern and
Central Europe