

## CASE STUDY

In April 2011 Google launched a daily puzzle challenge called 'a Google a day'. The puzzle can be solved using one's creativity and searching skills. Google's partnership with Cloud Nine was part of a multi-channel campaign to drive increased awareness and engagement with the freshly introduced 'a Google a day' brand.

### CLOUD NINE's SOLUTION

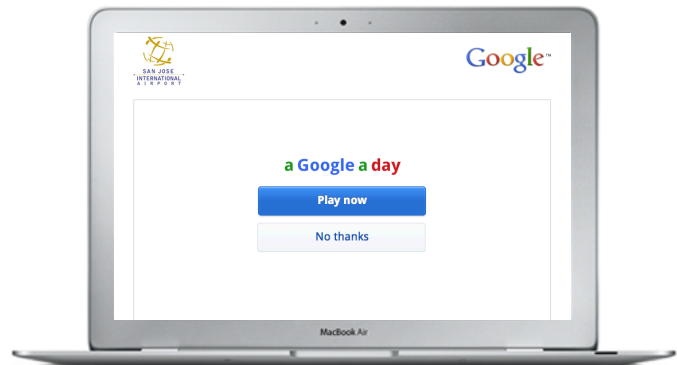
Google took advantage of Cloud Nine's captive and highly engaging sponsoring format, which enabled Google to educate users connecting to WiFi about the game with the help of a short video before directing them to the 'a Google a day' site. Once on the site, users already knew enough about the game to start interacting right away.

With the objective of accessing a diverse demographic and tech-savvy audience, Google ran the campaign across airports optimized towards Charlotte, Las Vegas and San Jose and focused on laptop-users only. This way Google delivered a valuable experience to an audience with more time on their hands than elsewhere.

Cloud Nine helped Google's marketing team every step of the way, from setting up the campaign, optimizing to make sure objectives were met and reporting throughout.



Educational video ad



Call to action

*What's great about Cloud Nine's format is that it allowed us to educate users about 'a Google a day' and to drive traffic to our site all in one campaign.*

Benjamin Habel, Product Marketing Manager, Google

### RESULTS

Google's marketing team achieved their goal of reaching new audiences to drive interest in the 'a Google a day' puzzle. They were particularly satisfied with Cloud Nine's sponsorship format giving them the opportunity to educate users prior to directing them to their website and encouraging them to play, something generally not possible with any other advertising format on the web. Cloud Nine Media delivered:

**630k**  
sessions

**100%**  
video completion

**11%**  
average CTR