

THINK CONSUMER NORTHERN EUROPE - EVENT MESSAGE HOUSE

CONTEXT

Marketing decision makers are faced by channel blur and are increasingly willing to diversify their paid budget beyond Google Search. To grow their spend, we need to elevate Google Search as a clear growth and value driver, and show how our AI-powered solutions unlock and measure the full value of their marketing.

OBJECTIVE

Uncap growth by showing our Gemini-powered solutions can measure and unlock the full value of their marketing, from discovery to decision, at unmatched scale

KEY MESSAGES

Gemini is your business advantage

Because we have the best AI, you get the best ROI. Our entire ecosystem is supercharged by Gemini, making our products, platforms and ads more intelligent.

Win the future with Google Search evolving beyond information to intelligence

Your biggest growth opportunity is an expanding Search universe (especially GenZ reach), where you can capture new customers and conversions faster. To maximize your ROI, do the Search Four (data, bidding, AI solutions, budgets)

Google and YouTube are the only platforms that connects you with consumers across, search, stream, scroll and shopping in one integrated ecosystem.

Create, capture and convert demand in real time with the best returns across Google and YouTube

INSIGHTS

People shop on Google more than x billion times a year
Consumers are xx times more likely to say they use Gemini/Search vs ChatGPT for purchase decisions

Google Search drives an incremental ROAS x % higher than Meta in NL/EMEA. You can't afford to miss sales at your target ROI.

Google and YT drive 21% higher ROAS vs all other media and we deliver real business growth, not just media KPIs

KEY TAKEAWAY

Be where Discovery starts and decisions are made

INITIATIVES

More Focused Headroom Conversations:

Prioritise high-revenue segments like retail through tailored content. Integrate with sales plays for driving pipeline.

Modular Agenda by Client Need:

Plenary, breakouts and VIP moments tailored to client maturity and objectives.

Gemini-Led Product Leadership:

Demonstrate how Gemini powers real marketing decisions, workflows and outcomes.

Always-On Influence & Activation:

Integrated social, influencer and surround-sound media before, during and after.

KPIs

Headroom \$ coverage

C-level engagement and perception

Social engagements

Simplified Message House (details in appendix)

Be where discovery starts and decisions are made

Gemini is your business advantage

Because we have the best AI, you get the best ROI.

Your biggest growth opportunity is an expanding Search Universe

Win the future with Google Search, which elevates information to intelligence.

Google and YouTube are the only platforms that get your brand in front of customers across search, stream, scroll and shopping in one integrated ecosystem.

*People shop on Google more than x billion times a year
Consumers are xx times more likely to say they use Gemini/Search vs ChatGPT for purchase decisions*

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Linked to [New Ads Narrative](#) and sales plays like 'Do the Search four' or 'YouTube Success Formula' and 'Create, Capture and convert Demand'