

Google

There's an Android for everyone

A disruptive experience designed to make
mobile technology more approachable and fun.

Welcome to Android Nation, a world-first concept store retail experience designed to make Android Operating System more accessible.

- Concept
- Retail/in-store & POS
- Sales staff guidelines
- Campaign copywriting
- Social
- Press



ANDROID NATION / IN-STORE

Messaging played a key role in demystifying technology for a broad audience of all ages— there's an Android for everyone!

Fun in the messaging helped guide customers to their perfect device. E.G. Signage like 'Serious business' for devices more suited for work. We extended the tone of voice to staff training by changing the way they engaged customers in a more conversational way, focusing on how people use technology, avoiding jargon and tech specs. This overall experience helped make these concept stores the most profitable for the telco partner Erafone.



