

GOOGLE - USA



Google™

Agency/Client

Sparks Online

Brand

Google

Industry

Web Search

Event Type

PixWeb - handheld

Region(s)

New York City, USA

OBJECTIVES

- To introduce the new mobile application 'Google Transit' that will run on the Android system. Launched in September, the application uses Google Maps and targets New York City commuters: m.google.com/nyc

SOLUTION

- PixWeb on handhelds: PixMonitors were directly connected to Blackberry devices so that consumers interacting with Pixman could navigate through the new Google web service and see the results above on screen live!
- A team of eight Pixman accompanied Google during the press conference introducing the new product, and then dispatched in Grand Central Station to interact with people during peak hours.
- Distribution of 'Z' cards

RESULTS

- More than 100,000 impressions and over 7,600 interactions!
- Client Feedback: 'It wouldn't have been the same without the Pixman Team'
- National Coverage from the New York Times.