



# Google Pixel 9 Media Plan

Presented by:

Lauren Bauer, Ashley Falastin, Joseph Mandara,  
Skie Nicholson, Nalani Rios, Sophia Uhl

# Advertising Period

Google Pixel 9's advertising period will run from  
January 1, 2025, to December 31, 2025.



# Market Description



# Smartphone Revolution

- As consumer needs and preferences changed, the smartphone industry has seen remarkable transformation
- The most notable transformation is the evolution in **camera technology**
- Others include:
  - Battery life
  - Display technology
  - Software experience
  - Personalization and customization
  - Privacy and security updates



Figure 1 Evolution of the Mobile Phone

<https://medium.com/@favazmgm4/the-history-of-smart-phones-8fa29aac73b>

# The Smartphone Boom

As smartphone technology changed, the target market has shifted

- Early smartphones were marketed towards **business professionals**
- The marketing then shifted to those who are considered **tech savvy**
- As different models of smartphones came to be and the smartphone became more affordable, the market then shifted to the general consumer



# Product Segments



Pixel is in the premium smartphone segment along side Apple and Samsung



Consists of high-end devices that offer superior features, performance and build quality

Including quality displays, advanced camera systems, and innovative design



Pixel works to have the same features as Apple and Samsung while being its own

# Market Segments



Pixel is in the premium smartphone segment along side Apple and Samsung



Those shopping in this market are looking for a device from \$750 - \$1,000



These items are sold in branded store fronts, technology stores and big-box retailers



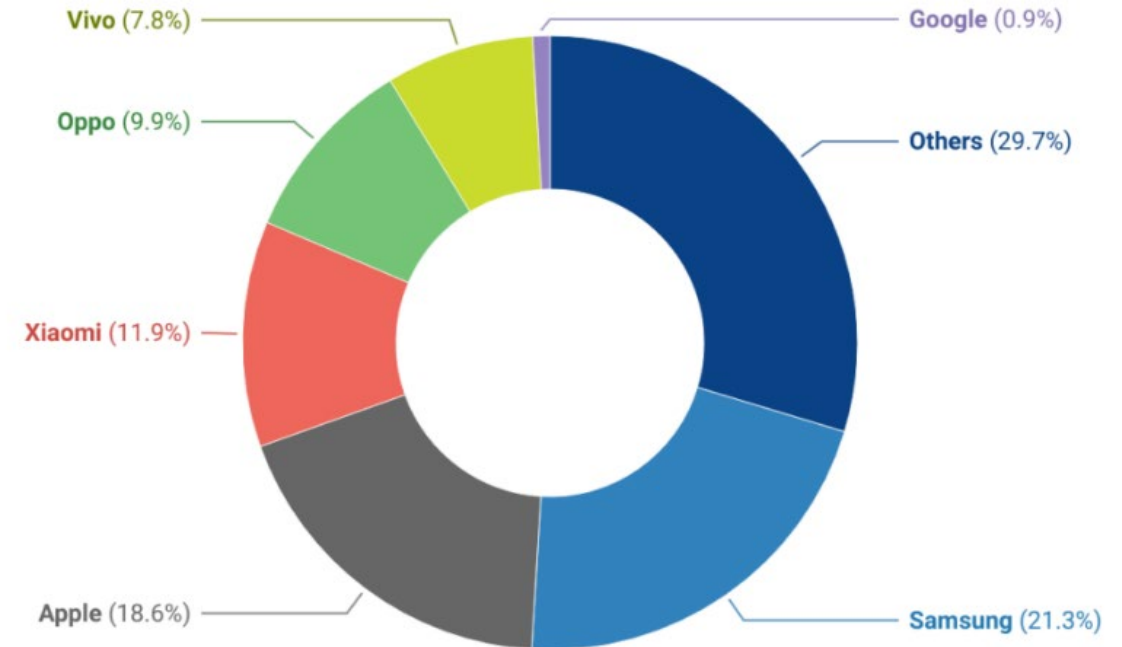
Different needs and wants are found throughout different regions (operating systems)

# Market Segments – Statistics

- The current smartphone market valued at \$457.18 billion USD
- Pixel has a market share of 0.9% , ranked 12<sup>th</sup> globally
- The Pixel product line has a variety of products: tablets, watches, earbuds, and smart home systems.
- In the United States alone, **brand awareness for Pixel is at 86%** but **less than 10% of the population owns a Google Pixel product.**

## Top Selling Smartphone Brands Globally in 2023

Google Accounts For about 1% of smartphone sales so far this year



Source: Coolest Gadgets

COOLEST-GADGETS

Figure 3 Top Selling Smartphones Brands by Coolest Gadgets

[https://www.coolest-gadgets.com/google-pixel-smartphones-statistics#:~:text=Google%20Pixel%20Smartphone%20Statistics%20by%20Market%20Share,-\(Reference%3A%20bankmycell.&text=The%20market%20of%20Google%20Pixel,%2C%20and%20Q4%20\(2.56%25\).](https://www.coolest-gadgets.com/google-pixel-smartphones-statistics#:~:text=Google%20Pixel%20Smartphone%20Statistics%20by%20Market%20Share,-(Reference%3A%20bankmycell.&text=The%20market%20of%20Google%20Pixel,%2C%20and%20Q4%20(2.56%25).)





# What is the Pixel 9?

- The Google Pixel 9 released in **August 2024**
- The Pixel 9 offers fast **5G** service with **fast charging capabilities** and **24 plus hours of battery life** while running on the Android operating system.
- **Google AI** - used in the camera app allowing for easy photo editing, circle to search, and Gemini, a personal assistant to help with tasks and finding information



Figure 5 Google Pixel 9

<https://www.amazon.com/Google-Pixel-Unlocked-Smartphone-Advanced/dp/B0D7HWJDQM>





Hint, hint, triple hint...  
I love marketing!

# Marketing Mix



# All About the Google Pixel 9

- Announced on August 13, 2024, at the annual Made by Google event
- Released in the United States on August 22, 2024
- Advanced Camera Features:
  - Add Me
  - Magic Editor's Reimagine tool
- Continuous Pixel updates
  - 7 years of security updates (supported into 2031)
  - Android OS upgrades
  - Feature Drops
  - AI innovations
- Packaging
  - Sleek and environmentally conscious
    - Made from recyclable materials

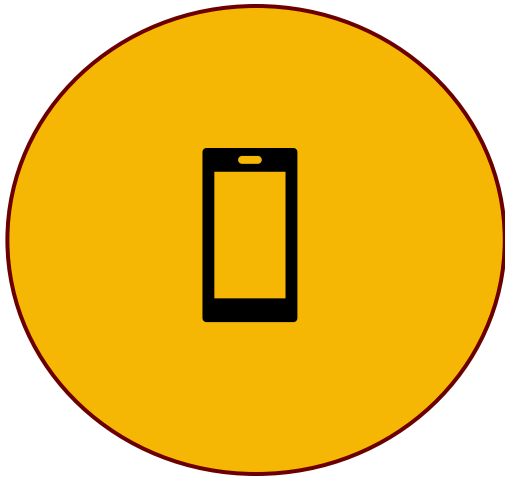


Figure 6: Google Pixel 9

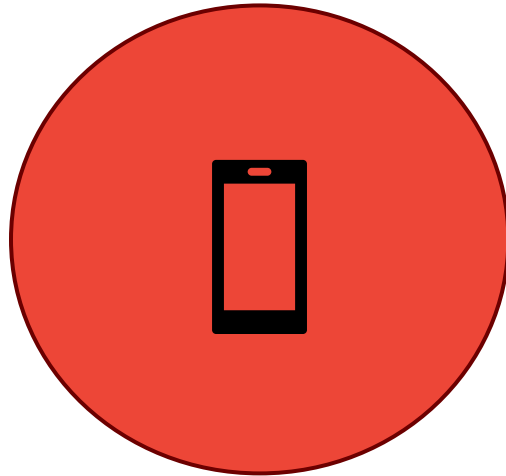
<https://mc.mashable.com/tech/45361/google-pixel-9-series-showcases-powerful-ai-features-runs-on-android-14>



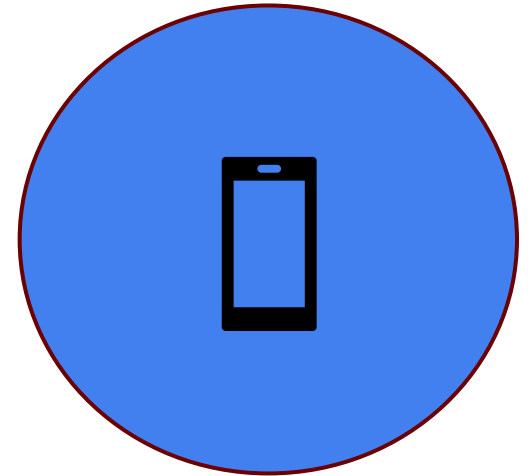
# Can I Afford the Google Pixel 9?



GOOGLE PIXEL 9 COMES IN  
2 STORAGE OPTIONS



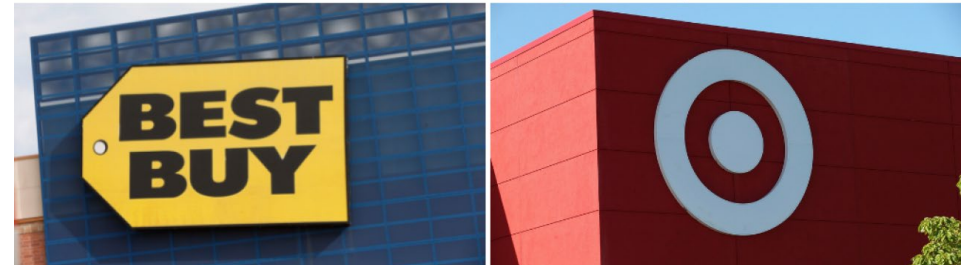
128GB MODEL IS  
PRICED AT \$799



256GB MODEL IS  
PRICED AT \$899

# Where can I Purchase the Google Pixel 9?

- Google Pixel 9 is available through a variety of brick-and-mortar and online stores
  - Physical locations: Best Buy, Walmart, and Target
  - Various mobile carriers: Verizon, AT&T, and T-Mobile
  - Online platforms: Amazon and eBay
  - Google has its own physical stores and the Google Store website where the phones can be purchased



# Promotional Strategies

## Television Networks/ Streaming Services

- NBC
- Prime Video
- ABC
- FOX

## Social Media Channels

- Instagram
- X
- Facebook
- TikTok

## Print Ads

- Wall Street Journal
- The New York Times
- Time Magazine

## YouTube

- Influencer Partnerships
- After Party



Figure 7: After Party Google

<https://9to5google.com/2024/08/08/pixel-9-after-party/>



# Competition



Triple hint **to infinity**:  
Be sure to remember  
the 4 P's!







**Apple – iPhone 16**

- **Price:** Ranges from \$799 - \$1099 USD for different storage options with monthly financing options
- **Place:** Sold at Apple brand retailers/online stores, and authorized sellers
- **Promotion:** Video ads, banner and search ads, digital marketing, sales promotions, and public relations (Keynote speeches)



**Samsung - Galaxy S24**

- **Price:** Ranges from \$799 - \$859 USD with two different storage and financing options
- **Place:** Available at Samsung online, Amazon, eBay, and physical locations such as Walmart, Verizon Wireless
- **Promotion:** Social Media such as Instagram, YouTube, Tik Tok, and Influencers to cater to consumers between 15 – 40. #GalaxyS24



**Xiaomi - 14 Civi**

- **Price:** Ranges from \$714 - \$1,145 USD with various storage options and financing options
- **Place:** Sold at Best Buy, T-Mobile (Online:) Mi.com, Amazon, eBay, & sales channels like Direct-to-consumer and third-party retailers
- **Promotion:** Social media engagement, Audio ads on platforms (Spotify), Targets younger, tech-savvy audiences

# Moving Back to the Pixel



# Consumer Segments/ Target Markets of Google

Uses 3 types of positioning to promote its products:  
Attributes/ Benefits, Use/Application, and Product Class

**Geographic:** Google markets to everyone hence Google's focus is worldwide.  
Market share is strongest in the United States - 4.5%, and Canada - 5.5%

**Demographics:** Focus on people older than 12, young couples, newlyweds, and full-nest families. Google avidly investigates the behavior of its consumers

**Psychographics:** Mainstreamer and aspirer lifestyle  
These types of consumer are upper-middle-class individuals which are consumers that make between \$106,000 to \$149,160 per year



# Product Positioning

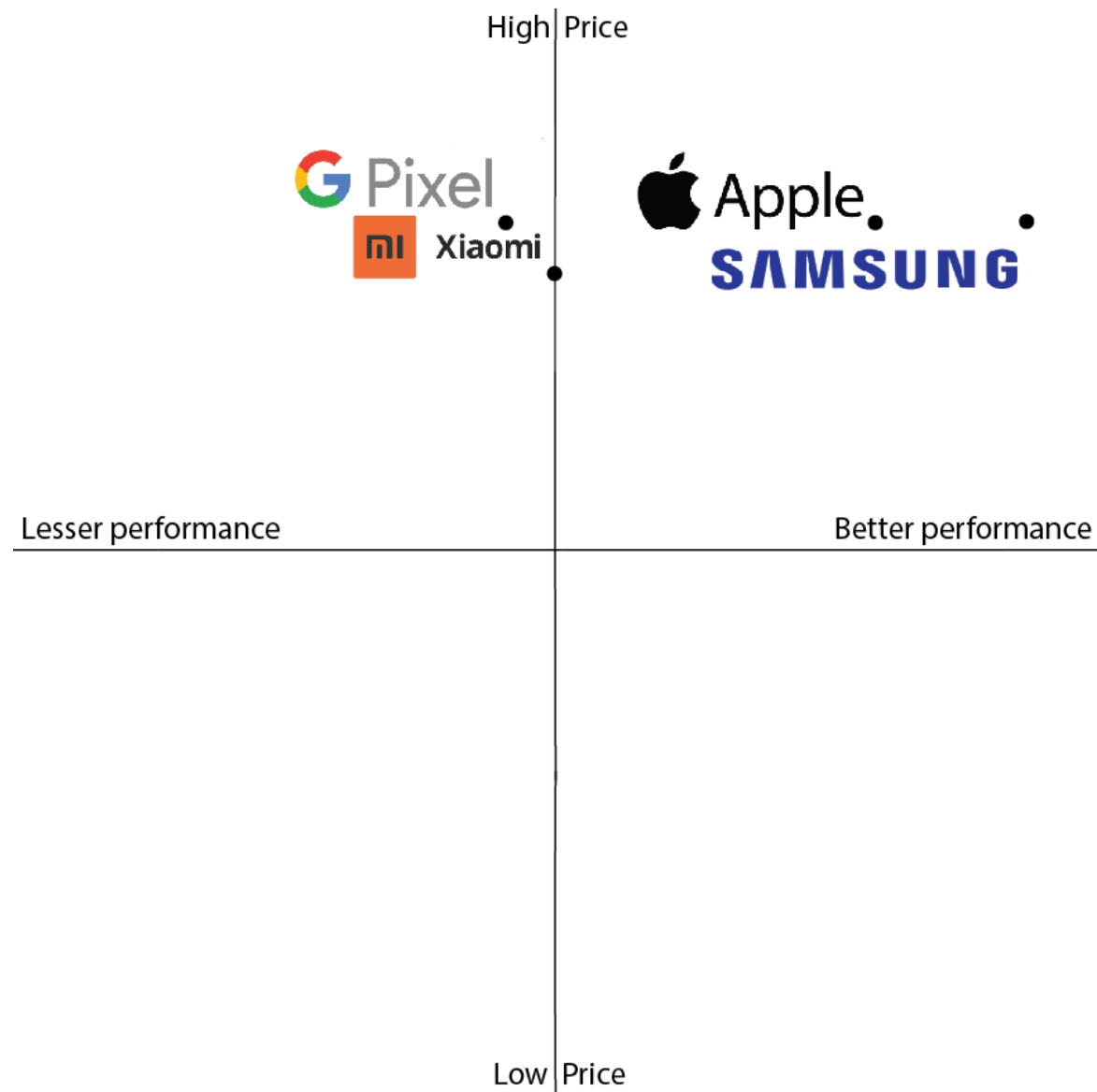
## Attribute and Benefit Style

- Emphasize standout features
  - Camera quality
  - AI capabilities
  - Seamless integration with Google services

## Competitor Positioning

- Apple
- Samsung



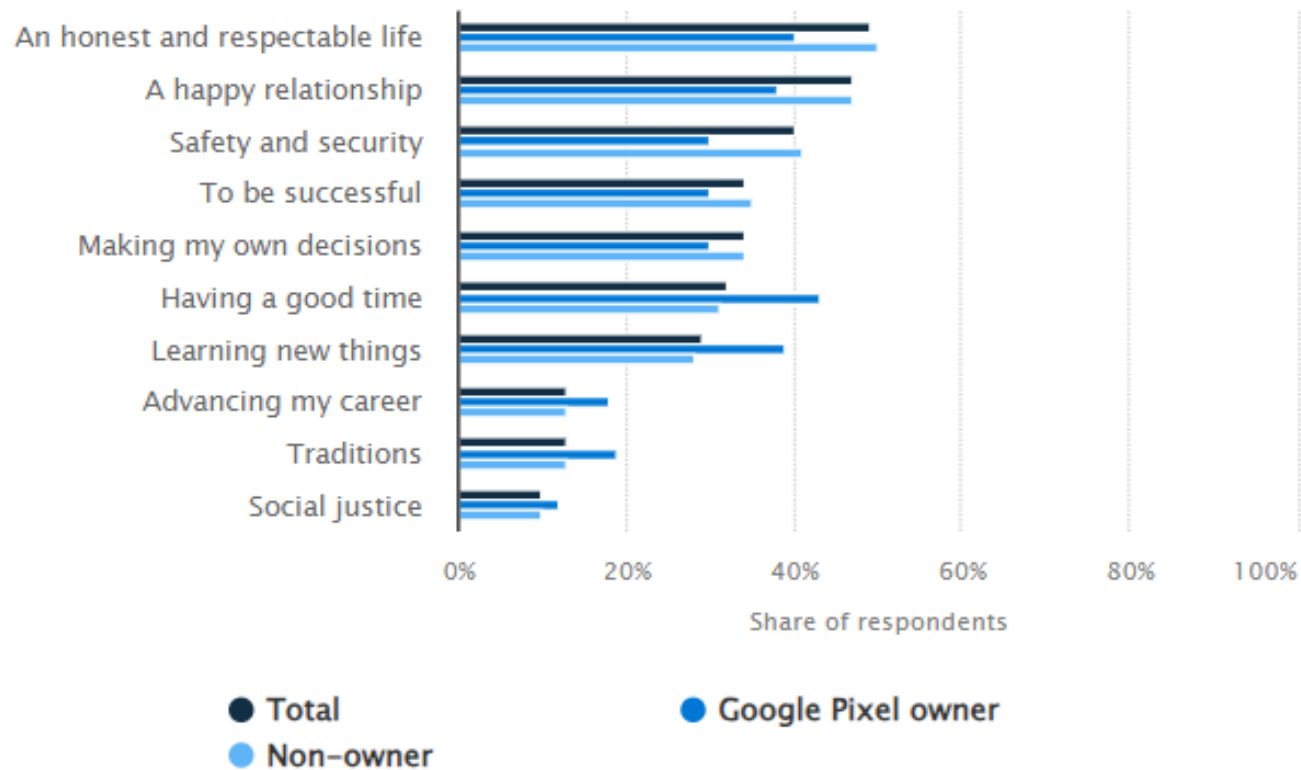


# Perceptual Map

Figure 15: Perceptual Map – Generated in Adobe Illustrator



## Most important life aspects of Google Pixel owners in the U.S.



**Details:** United States; October 2023; online survey; 1,242 respondents; 18 to 64 years; [Consumer Insights Brand KPI survey](#)

# Our Repositioning Strategy

Figure 17: Most important aspect of life for Google Pixel owners [www.coolest-gadgets.com/google-pixel-smartphones-statistics](http://www.coolest-gadgets.com/google-pixel-smartphones-statistics).



# Mapping Popularity



Major urban areas  
such as:

San Francisco  
Los Angeles  
New York  
Seattle



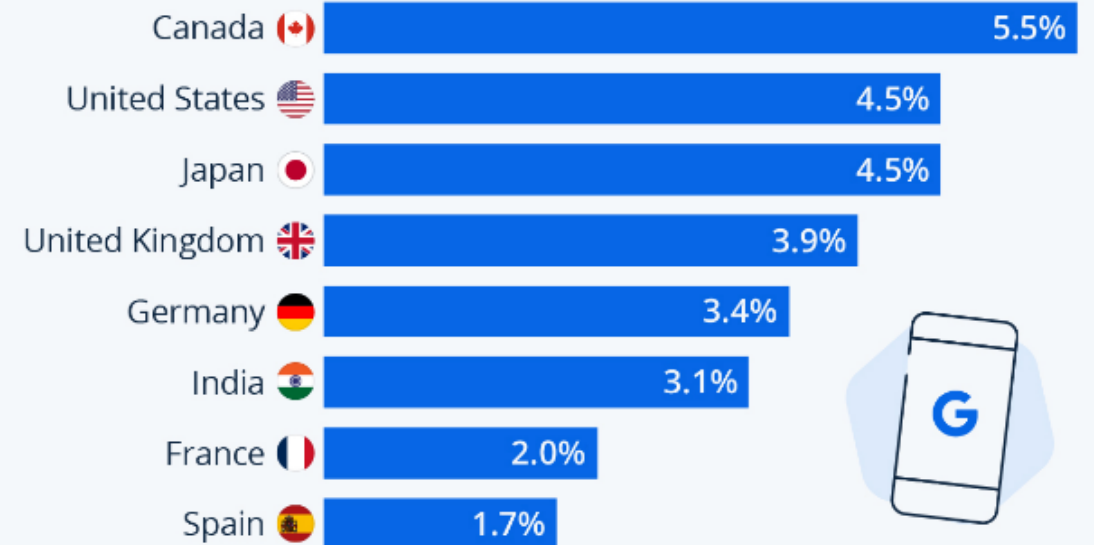
These are some of the top selling regions  
due to tech-savvy populations



Pixel is not the primary source of income  
for Google/Alphabet

## Google Remains a Niche Player in the Smartphone Market

Share of respondents who used a Google phone  
as their primary smartphone in 2023/24



1,880 to 9,425 smartphone users (18-64 y/o) per country surveyed Apr. 2023 to Mar. 2024  
Source: Statista Consumer Insights



statista

Figure 18: Google Pixel's Top Countries

<https://www.statista.com/chart/25463/popularity-of-google-smartphones/>

<https://www.statista.com/chart/25463/popularity-of-google-smartphones/>



# Purchase Patterns/Seasonality

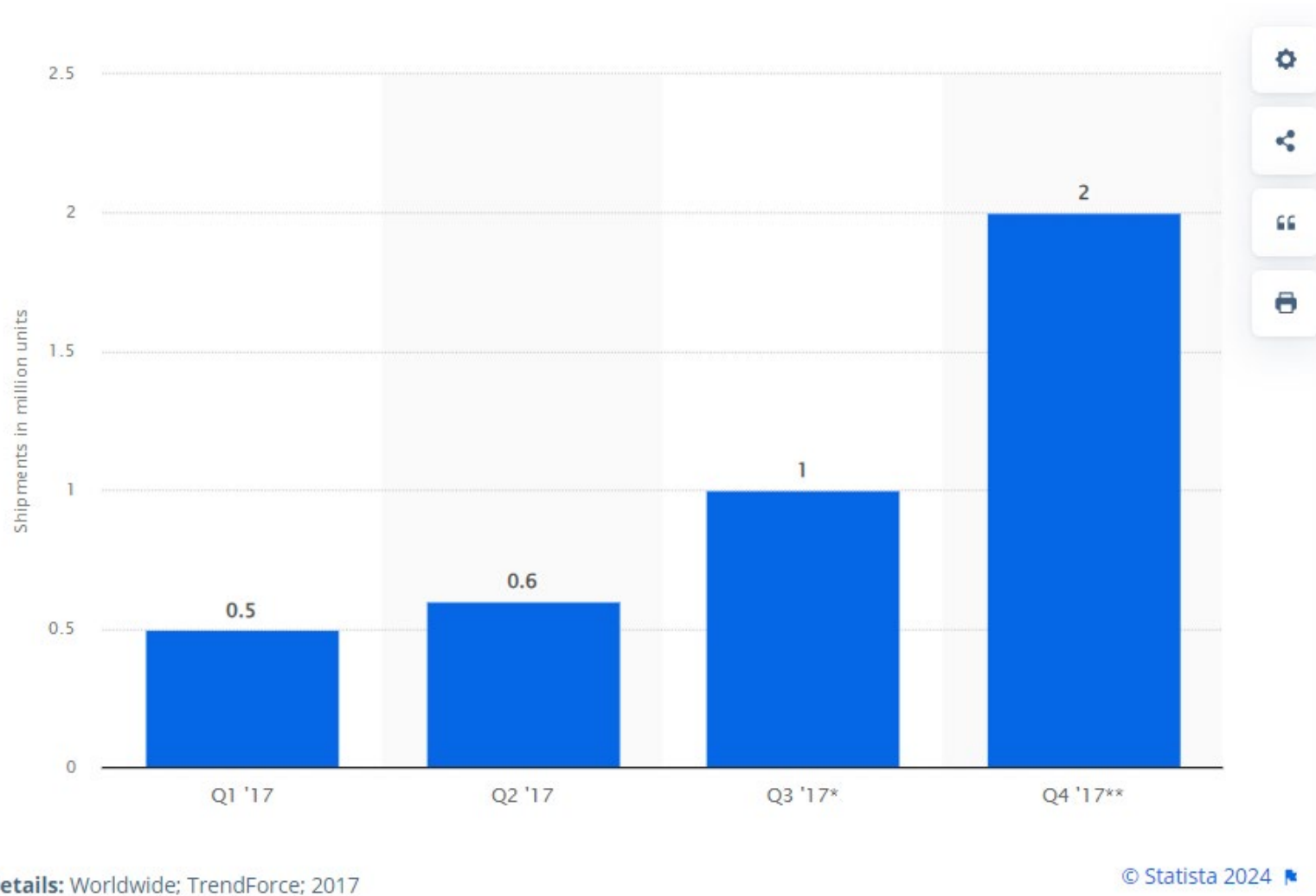


Figure 19: Google Pixel sales per quarter [www.statista.com/statistics/757433/worldwide-google-pixel-shipment/](https://www.statista.com/statistics/757433/worldwide-google-pixel-shipment/)





# Marketing Objectives/Strategies

## Focus Areas:

- Increase profits and profit margins
- Sell more products
- Diversify revenue sources
- Gain market share

## Measurable Goals:

Examples:

- Sell 1.4M more units by December
- Grow revenue by 8% annually
- Boost website traffic by 33%

## Seasonal Strategies:

- Encourage additional purchases (e.g., back-to-school promotions)
- Adjust goals based on product type and time of year

## Tracking Progress:

- Sales and productivity reports

## Core Objective:

- Improve financial performance by increasing revenue and profit



# Advertising Strategies

Reposition to appeal to 18–25-year-old men and women

Rational approach to show the features and benefits

- Compare the Pixel to the iPhone and Galaxy to show the key differences

Use high frequency ads

- Google search and display ads, newspapers, magazines, social media platforms and streaming service ads



# Media Budget

Media Spending Plan-Google Pixel 9														
Television Advertising														
Publication	January	February	March	April	May	June	July	August	September	October	November	December	Total	
NBC-(Sunday Night Football,9/4-12/28), 2xmonth									\$ 2,017,492.00	\$ 2,017,492.00	\$ 2,017,492.00	\$ 2,017,492.00	\$	8,069,968.00
Prime Video-(Thursday Night Football,9-4-12-28), 1xmonth									\$ 562,918.00	\$ 562,918.00	\$ 562,918.00	\$ 562,918.00	\$	2,251,672.00
Fox-(Saturday College Football, Saturday 7:00 PM ET), 5xmonth								\$ 392,660.00	\$ 392,660.00	\$ 392,660.00	\$ 392,660.00	\$ 392,660.00	\$	1,963,300.00
Fox-("The Masked Singer", Wednesday 8:00 PM ET), 3xmonth		\$ 228,213.00	\$ 228,213.00	\$ 228,213.00	\$ 228,213.00								\$	912,852.00
NBC-("The Voice", Monday 8:00 PM ET), 3xmonth					\$ 354,345.00	\$ 354,345.00	\$ 354,345.00	\$ 354,345.00					\$	1,417,380.00
ABC-("Grey's Anatomy", Thursday 9:00 PM ET), 5xmonth		\$ 329,960.00	\$ 329,960.00					\$ 329,960.00	\$ 329,960.00				\$	1,319,840.00
CBS-("60 Minutes", Sunday 7:00 PM ET), 2xmonth							\$ 198,514.00	\$ 198,514.00	\$ 198,514.00	\$ 198,514.00			\$	794,056.00
ABC-("Shark Tank", Friday 8:00 PM EST) 2xmonth	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$	1,158,576.00
ABC-("The Bachelor", Monday 8:00 PM ET), 3xmonth			\$ 251,772.00	\$ 251,772.00			\$ 251,772.00	\$ 251,772.00			\$ 251,772.00	\$ 251,772.00	\$	1,510,632.00
Fox-("Bob's Burgers", Sunday 9:00 PM ET), 12xmonth	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$	6,337,584.00
<b>Total</b>	\$ 624,680.00	\$ 1,182,853.00	\$ 1,434,625.00	\$ 1,104,665.00	\$ 1,207,238.00	\$ 979,025.00	\$ 1,429,311.00	\$ 2,151,931.00	\$ 4,126,224.00	\$ 3,796,264.00	\$ 3,849,522.00	\$ 3,849,522.00	\$	<b>25,735,860.00</b>
Digital Advertising														
Google Display Campaign Specifications (US 18-25), CPM (\$3.12)	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$ 268,934.91	\$	3,227,218.86
Google Search Campaign Specifications (US 18-25), CPM (\$38.40)	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$ 1,075,699.20	\$	12,908,390.40
Tiktok (US, 18-25) CPM (\$3.21)	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$ 806,774.12	\$	9,681,289.38
Instagram (US, 18-25) CPM (\$3.00)	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$ 268,924.50	\$	3,227,094.00
Facebook (US, 18-25) CPM (\$8.60)	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$ 161,353.20	\$	1,936,238.40
YouTube (US, 18-25) CPM (\$15.34)	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$ 107,564.08	\$	1,290,768.96
<b>Total</b>	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$	<b>32,271,000.00</b>
Streaming Services														
Max CPM (\$30)	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$	6,454,080.00
Hulu (CPM \$20)	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$ 537,840.00	\$	6,454,080.00
Disney+ CPM (\$50)	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$ 1,613,550.00	\$	19,362,600.00
<b>Total</b>	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$	<b>32,270,760.00</b>
Print Advertising														
Wall Street Journal-(full page ad, B&W) bi-monthly		\$ 277,200.00		\$ 277,200.00		\$ 277,200.00		\$ 277,200.00		\$ 277,200.00		\$ 277,200.00	\$	1,663,200.00
The New York Times-(full page ad, B&W) 2xmonth	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$ 146,840.00	\$	1,762,080.00
Time Magazine-(full page ad, B&W) bi-monthly	\$ 181,000.00		\$ 181,000.00		\$ 181,000.00		\$ 181,000.00		\$ 181,000.00		\$ 181,000.00		\$	1,086,000.00
People Magazine-(1/3 page ad, color) 1xmonth	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$ 177,500.00	\$	2,130,000.00
The Washington Post-(full page ad, B&W) bi-monthly		\$ 163,000.00		\$ 163,000.00		\$ 163,000.00		\$ 163,000.00		\$ 163,000.00		\$ 163,000.00	\$	978,000.00
US Weekly Magazine-(half page ad, B&W) 1xmonth	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$ 183,080.00	\$	2,196,960.00
<b>Total</b>	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$	<b>9,816,240.00</b>
<b>Commercial Budget:</b>														
<b>Production Cost</b>	\$ 4,006,140.00													
Medium	January	February	March	April	May	June	July	August	September	October	November	December	Total	
Television	\$ 624,680.00	\$ 1,182,853.00	\$ 1,434,625.00	\$ 1,104,665.00	\$ 1,207,238.00	\$ 979,025.00	\$ 1,429,311.00	\$ 2,151,931.00	\$ 4,126,224.00	\$ 3,796,264.00	\$ 3,849,522.00	\$ 3,849,522.00	\$	<b>25,735,860.00</b>
Digital	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$ 2,689,250.00	\$	<b>32,271,000.00</b>
Streaming	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$ 2,689,230.00	\$	<b>32,270,760.00</b>
Print	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$ 688,420.00	\$ 947,620.00	\$	<b>9,816,240.00</b>
Production Cost	\$ 4,006,140.00												\$	<b>4,006,140.00</b>
<b>Total</b>	\$ 10,697,720.00	\$ 7,508,953.00	\$ 7,501,525.00	\$ 7,430,765.00	\$ 7,274,138.00	\$ 7,305,125.00	\$ 7,496,211.00	\$ 8,478,031.00	\$ 10,193,124.00	\$ 10,122,364.00	\$ 9,916,422.00	\$ 10,175,622.00	\$	<b>104,100,000.00</b>



# Media Elements and Strategy

Television Advertising	Overall allows for the best reach \$25,735,860 or 25%
Print	News Source for Gen z \$9,816,240 or 9%
Social Media	Extremely popular with all Gen Z, \$32,270,760 or 31%
Streaming	Popular with 18–25-year-olds, \$32,270,760 or 31%

# Media and Communication Objectives

## Goal: Increase brand awareness

- Repositioned target market of 18–25-year-old men and woman
- Increase women by 30%

## The demographic we are looking to reposition to:

- Highly familiar with the online digital landscape
- Deep engagement with social media platforms
- A strong preference for authentic, personalized

## How will we do it?

- Align with our repositioned target audience through display
  - Ad campaigns
  - Google Search
  - Social media advertising
  - Streaming Service Ad campaigns



# Media Target Audience

- Google has declared that they market to everyone
- Guarantees that the Pixel 9 will reach a broad spectrum of consumers.
- Specifically for the Google Pixel 9
  - Average tech and niche users
  - These types of users depend on high-performance technology
  - Also, savvy people who are early adopters who are interested in the development of AI and photography technology



# Media Schedule

Program or Platform Name	Cost per Ad
Sunday Night Football NBC	\$1,000,000 / 30 seconds
The Voice NBC	\$123,883 / 30 seconds
New York Times	\$27,300 / full page BW
People Magazine	\$177,500/ 1/3 page Color
Google Ads	\$100 - \$10,000 per month
Social Media Platforms	Varies depending on frequency and amount willing to spend

- Utilize a pulsing schedule to maximize ad reach and optimize spending, focus on 4<sup>th</sup> quarter
- Television: *Sunday Night Football, Thursday Night Football, College Football, Grey's Anatomy, The Bachelor, 60 Minutes, and Shark Tank*
- Print: *Wall Street Journal, The New York Times, Time Magazine, People Magazine, The Washington Post, and US Weekly Magazine*
- Social Platforms: Instagram, Facebook, TikTok, YouTube, and Google Search





# Creative Output #1

## Television

### Advertisement

- 15 – 20 second ad
- Cloud Away by Pharrell Williams
- Cloud 9 – promoting happiness
  - Group of friends
    - Social butterflies
- Generation Y and Z





# Creative Output #2



- **Magazine Advertisement**
- Full Page
- Minimalist Gray for a modern look
- “*A smarter way to connect*”
- Younger audience



# Creative Output #3



- **Newspaper Advertisement**
- Half Page
- Pixel 9 in the clouds
- Promoting Cloud 9
- *“Innovation with the simplicity you trust”*
- Lifetime users



**Blooket –  
Game Time!**



**Blooket**