
GOOGLE PIXEL 9

MEDIA PLAN

Progress Report
Advertising Management
Fall 2024

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ADVERTISING PERIOD

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

MARKET DESCRIPTION

Industry History

Over the last decade the smartphone industry has been through a period of remarkable transformations while adjusting to a shifting market and changing consumer needs. Smartphones were designed to make it easier for users to access the information they need on the go. As the devices have improved, the need for other technologies has become increasingly obsolete, including cameras, music players, alarm clocks, and more.

One of the most evident advancements in smartphones over the past 10 years has been in camera technology. In early 2010, smartphones typically featured basic cameras with limited capabilities.

However, by the mid-2010s, companies like

Apple, Google, and Samsung began to focus on enhancing camera performance. Advancements such as multi-lens setups and advanced image processing have transformed smartphone cameras into powerful tools. Features like Portrait and Night Mode, which allow consumer to take professional look photos, have become standard in many smartphones, pushing the boundaries of what mobile photography can achieve. ([A Mostly Quick History of Smartphones](https://medium.com/@favazmgm4/the-history-of-smart-phones-8fa29aacc73b)) This made mobile photography user friendly for both everyday consumers and professional photographers.



Figure 1 Evolution of the Mobile Phone

<https://medium.com/@favazmgm4/the-history-of-smart-phones-8fa29aacc73b>

Another significant area of development has been display technology. Around 2010, smartphones predominantly featured liquid crystal display (LCD) screens with standard resolutions. As the decade



Figure 2 Evolution of the Google Pixel Phone
<https://pocketnow.com/evolution-history-google-pixel-phones/>

progressed, OLED and AMOLED displays gained popularity, offering clearer colors and improved energy efficiency. OLED technologies possess individually controlled LEDs and do not require background lighting, like other displays. AMOLED is a type of OLED display that has better display quality. ([The Evolution of Smartphone Displays](#)) As time has progressed, smartphone producers have trended towards edge-to-edge screens and the

elimination of physical buttons ([The Evolution of Smartphone Displays](#)) reshaping what the smartphone looks like today.

Battery technology has also seen significant advancements. While battery life has remained a major concern for consumers, improvements in battery optimization have led to longer-lasting batteries and faster charging solutions. Innovations such as fast charging and wireless charging have become the standard, providing users with greater convenience and more flexibility.

While many of the advancements have been related to hardware, there has been a growing emphasis on the software experience. The quality and functionality of operating systems have become essential factors in consumer decision-making. ([A Mostly Quick History of Smartphones](#)) Companies have invested in developing their software, offering regular updates, and enhancing user interfaces to deliver a new and smoother experience.

Taking a look at what consumers have been searching for, there is an increasing desire for personalization and customization of smartphones. This trend is reflected in the growing popularity of customizable features such as user interfaces, wallpaper options, and accessory choices. With these

choices, individuals are able to select any photo they would like to be their background and whichever phone case, or accessory reflected them the most. Manufacturers have responded by offering more options for personalization and allowing users to tailor their devices to their individual preferences. ([A Mostly Quick History of Smartphones](#))

As smartphones have become a staple in modern-day consumer lives, concerns about privacy and security have grown. Over the past decade there has been heightened awareness of data privacy issues and a demand for better security measures. ([A Mostly Quick History of Smartphones](#)) Features such as biometric authentication (face ID and fingerprint), advanced encryption, and increased privacy-focused settings have become important selling points for smartphones. Laws involving data and location sharing have also been set to protect users from having their information shared without permission. Mobile phones are covered by the Telephone Consumer Protection Act of 1991, stating that consumers must give written permission for marketing messages, both text and phone calls. Phone location is also protected only granting 9-1-1 information unless specifically given to others. ([Mobile Phone Laws](#)) .

When it comes to the premium smartphone market there are a few different target markets. As smartphones developed and advanced in technology, the target market for these devices have shifted. Due to the variety of uses and offerings, many benefit from the use and development of smartphones. Early smartphones were focused on business professionals requiring mobile email usage, a calendar, and the ability to stay connected when they were away from their computers. As the smartphone developed, the target market was shifted more towards those who were considered tech-savvy and hold an interest in the latest technological developments. Soon, smartphones became more affordable and appealed more to the general consumer. While in the beginning the focus was on the business-minded user, affordability and advancements in technology allowed for a rapid expansion to the everyday consumer.

Product Segments

The Google Pixel phone is part of the premium smartphone segment due to its competition with Apple and Samsung. The premium smartphone segment consists of high-end devices that offer superior features, performance and build quality. With high quality displays, advanced camera systems, and innovative design, the segment is one that many of today's consumer are aware of. The premium smartphone segment offers displays that feature OLED or AMOLED screens with vibrant colors and advance brightness levels. The camera systems are extremely advanced offering multiple lenses, night and portrait mode, and detailed editing. Smartphones today are built to a whole new level. The phones are made of the most durable materials to ensure product quality and are often waterproof. The Pixel offers many of these high-end features in the premium smartphone segment including advanced camera systems, quality displays, and build. While there are no new products on the horizon now, it is expected that the Pixel products will continue to advance and remain competitive in the smartphone market while working to keep prices lower than its top competitors.

Market Segments

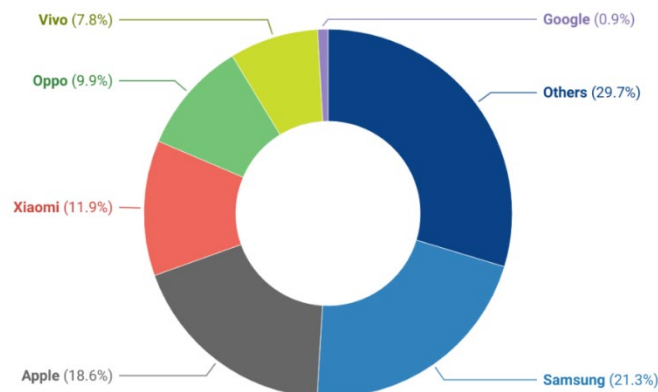
The Google Pixel 9 is considered part of the premium smartphone industry. While the price is lower than the competitors, the Pixel 9 offers many of the same features. The premium smartphone industry is divided into a number of segments based on things such as price range, distribution channel, region, operating system, and display technology. Those shopping in the premium market range are looking for a device in the \$750-\$1,000 range. ([Smartphone Market Information](#)) With this price range, premium smartphones are sold in a variety of distributions stores including branded store fronts (i.e. Apple), technology stores and big-box retailers. The ability to purchase these smartphones in a variety of locations allows for access to more consumers. However, different areas of the world have different priorities when looking for a smartphone leading to different preferences in different regions. Alongside

different preferences comes a variety of operating systems, most commonly IOS (Apple) and Android (Google and Samsung).

Currently, the global smartphone market is valued at \$457.18 billion USD. By 2029, the market

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).)

is expected to be worth \$792.51 billion

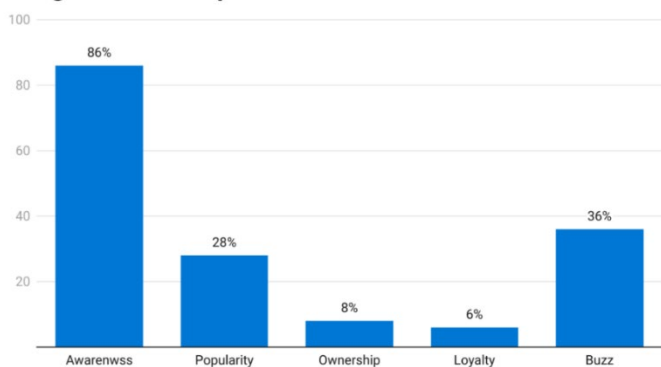
USD. ([Smartphone Market Information](#))

Just like many other markets, the smartphone industry saw some negative impacts because of the coronavirus pandemic. Both demand and supply were disrupted as individuals were spending less and production facilities were closed in all major countries. The pandemic also resulted in a lack of raw materials making the production of smartphones harder. Since the conclusion of the pandemic,

individuals have been open to spending more and are looking for the newest technological updates once again. One of the new technological advancements in the past few years included the public introduction of 5G networks in October 2020.

Looking at the Pixel phones specifically, Japan has the largest market for the phone. With over ten million phones shipped worldwide in 2023, Google Pixel has a market share of 2.40%

Google Pixel brand profile in the U.S.



Source: Coolest Gadgets

COOLEST-GADGETS

Figure 4 Google Pixel Brand Profile in the U.S. 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%20Go%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%20Go%20Pixel,%2C%20and%20Q4%20(2.56%25).)

for 2024 in the United States. Globally, the Pixel is ranked 12th with a market share of 0.9%. ([Smartphone Market Information](#)) While much of the discussion of Google Pixel is about the Pixel smartphone, the Pixel product line has a variety of products in the technology industry including tablets, watches, earbuds, and smart home systems. While the market share remains low, Google Pixel holds a high brand awareness. In the United States alone, brand awareness for Pixel is at 86% but less than 10% of the population owns a Google Pixel product.

Product Description

First released in 2016, the Google Pixel phone has been a top three competitor in the smartphone industry. ([Google Pixel Statistics](#)) The Google Pixel 9, released in August 2024, offers many of the same



Figure 5 Google Pixel 9

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

features of the previous Pixel phones with a few new upgrades. With a starting price of \$799, 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. The redesigned phone is now made with damage resistant glass on both the front and back of the phone with a satin metal frame. To protect users, Google supplies regular software updates with constant security updates to protect user information. Google AI is a standard tool used on Pixel phones. The

AI software is used in the camera app allowing for easy photo editing, circle to search which provides the ability to search for an item by taking a picture and Gemini, a personal assistant to help with tasks and find information.

MARKETING MIX

Product

The Google Pixel 9 series, including the Pixel 9, Pixel 9 Pro, Pixel 9 Pro XL, and Pixel 9 Pro Fold, represent the latest models in Google's smartphone lineup. Officially announced on August 13, 2024, at the annual Made by Google event. The Pixel 9 and Pixel 9 Pro XL were released in the United States on August 22, and the Pixel 9 Pro on September 4, 2024.



Figure 6: Google Pixel 9

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

The Google Pixel 9 fulfills numerous needs and wants of consumers. Communication is prioritized in the devices with reliable connectivity options, including calls, texts, and social media integration. For photography lovers and casual users alike, the advanced camera features provide high-quality photography experiences. Add Me is a feature that can seamlessly merge two photos into one amazing image, so everyone who was there can be in the pictures. Additionally, the phone includes advanced AI features like the Magic Editor's Reimagine tool, which allows users to creatively edit photos by changing backgrounds and other elements. The feature helps crop, reframe, and expand photos to get more of the scene. Other features with Magic Editor include being able to move people or objects anywhere in the frame, erase photobombers, crowds, powerlines, or other distractions, and AI features that allow users to add anything they want into photos by typing what they want to see. Continuous Pixel updates make the phone better and more secure over time. Google has expanded Pixel support through seven years of security updates, Android OS upgrades, Feature Drops, and AI innovations. This means that the Pixel 9 will be supported all the way into 2031; no other major smartphone brand offers the level of longevity and support. This commitment means that the phone is a sustainable smartphone choice, and users will not be pressured to get a new phone year after year.

The packaging of the Pixel 9 contributes to its success by being sleek and environmentally conscious, as it is made from recyclable materials. The Pixel 9 is available in multiple sizes and varieties, including different storage options, 128GB and 256GB, and color choices like Peony, Wintergreen, Porcelain, and Obsidian. The Pixel 9 has led to line extensions, such as the Pixel 9 Pro, Pixel 9 Pro XL, and Pixel 9 Pro Fold. The Pixel 9 Pro would cater to tech-savvy consumers looking for a premium device, offering a 6.7-inch display, a more advanced triple-camera system, higher-end version of the Google Tensor chip, and an improved battery life. The Pixel 9 Pro would appeal to professionals, content creators, and anyone who values a top-tier Android experience. The phone would attract those who prioritize premium build quality and advanced photography. This phone offers an experience for consumers who do not mind paying extra for high-end features. The Pixel 9 Pro XL would take the Pro model a step further, offering an even larger 6.9-inch display. With enhanced camera capabilities, refined zoom features, and larger sensors for better low-light performance, the Pro XL would target gamers and those who prefer a larger display for media consumption or work. This model would attract business professionals and high-end consumers seeking a device with the latest features, longer battery life, and exceptional performance for multitasking and media consumption. Meanwhile, the Pixel 9 Pro Fold would follow the foldable phone trend, featuring a 7.6-inch foldable display with an additional cover display for added flexibility. Powered by the Google Tensor chip, the Pro Fold would be a premium option that would target early adopters, technology enthusiasts, and business professionals looking for a device that combines the portability of a phone with the versatility of a tablet. This foldable model would appeal to those working in creative fields such as design, media production, or content creation. The Pixel 9 Pro Fold would also attract customers who want the most cutting-edge technology and are willing to pay for innovation, appealing to the luxury market with its premium design and futuristic features.

Price

Google Pixel 9 primarily utilizes a competitive parity pricing strategy. This approach involves setting prices based on competitor pricing while considering the unique features and benefits of the Pixel 9.

The Google Pixel 9 is available in two storage options: the 128GB model priced at \$799 and the 256GB version at \$899. In contrast, the Pixel 9 Pro offers more storage capacity options, starting at \$999 for the 128GB model, \$1,099 for the 256GB version, \$1,219 for the 512GB option, and \$1,449 for the 1TB model. The Pixel 9 Pro XL starts with the 128GB priced at \$1,099, the 256GB at \$1,199, the 512GB at \$1,319, and the 1TB version at \$1,549. Finally, the Pixel 9 Pro Fold starts at \$1,799 for the 256GB model and goes up to \$1,919 for the 512GB variant.

Place

Google Pixel 9 is available through a variety of brick-and-mortar and online stores, making sure that customers have numerous purchasing options. With physical locations, this Google Pixel can be found at major retailers such as Best Buy, Walmart, Target, and various mobile carriers like Verizon, AT&T, and T-Mobile. Additionally, Google has its own physical stores and the Google Store website where the phones can be purchased.

The distribution channels utilized by Google include a direct channel through the Google Store, which allows the brand to maintain control over pricing and the overall customer experience. The retail channel expands availability through partnerships with major retailers, providing customers with physical locations for in-person purchases and support. The online marketplace channel, with platforms like Amazon and eBay, appeals to those who prefer shopping online. Additionally, through collaborations with major mobile carriers, the carrier channel offers bundled plans and contracts, appealing to price conscious customers.

Promotion

Google Pixel 9 is marketed through several different media outlets, including commercials on major television networks and streaming platforms, ads on social media channels like Instagram, X, Facebook, and TikTok, targeted video ads, and influencer partnerships on YouTube. Google's decision to



Figure 7: After Party Google

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

feature YouTubers in the Pixel 9 promotion increases consumer interest and drives sales by utilizing the trust and authenticity that influencers have with their audiences. This method targets specific demographics aligned with potential phone buyers, making the marketing more relevant. YouTubers can effectively demonstrate the phone's features in engaging ways, by using different

formats of content like unboxings, reviews, and tutorials, which helps viewers visualize the Pixel's everyday use. Additionally, the brand uses print media, featuring content in magazines and newspapers, as well as sponsored content and advertisements on popular online publications and tech blogs, such as Wall Street Journal, The New York Times, and Time Magazine. These specific print ad sources were chosen with the purpose of targeting tech enthusiasts and lifestyle audiences. Google also engages in event sponsorships at tech expos and conferences to enhance visibility. In August of 2024, Google hosted an online After Party Event featuring popular YouTubers. People like Amelia Dimoldenberg of "Chicken Shop Date," drag superstars Trixie Mattel and Monét X Change, Sean Evans from Hot Ones', science guy Mark Rober, and more, all showed up to talk about the Pixel 9 models and features. Celebrities like Keke Palmer and Miami Heat's Jimmy Butler made appearances on the stage as well.

The current creative strategies for Google Pixel 9 focus on attributes and benefits. Google highlights the Pixel's unique features such as camera capabilities, AI integration, and seamless compatibility with Google services. The brand encourages user-generated content to foster authenticity

and visual storytelling to show its photography and video functionalities; this is very prevalent on Google's Instagram page. Google's advertising appeals include rational strategies that emphasize technical specifications and benefits like camera quality and battery life, as well as unique selling points such as software updates and ecosystem integration. The brand occasionally uses comparative advertising to showcase Pixel's advantages over competitors, like Apple's iPhones.

COMPETITION

Apple iPhone 16

Product

The Apple iPhone 16 is the latest iteration of Apple's flagship product, released on Friday September 20th. It comes in five vibrant colors: ultramarine, pink, teal, white, and black. It is capable of video and audio recording and streaming, with a 6.1-inch display and Apple's state of the art IOS 18-- which includes the Apple Intelligence feature. This feature allows one to control IOS 18 through voice



Figure 8: iPhone 16

https://m-cdn.phonearena.com/images/hub/372-wide-two_1200/Apple-iPhone-16-release-date-price-and-features.jpg

commands more effectively than previous generations.

Featuring the A18 chip, brand new privacy innovations, a new improved camera, longer battery life, and countless other improvements, the iPhone 16 is an all-around

improvement over the previous generations of iPhone. This generation of iPhone is composed of more than 25% recycled materials, leading to a more eco-friendly product than previous iterations. The iPhone is Apple's flagship

product, having started the company on a path to success. It is a high-end product which acts as an introductory experience to the rest of their tech ecosystem.

Price

According to Apple's website, the Apple iPhone 16 comes in three different storage sizes each with a different associated cost, the 128 gigabyte edition costs \$799, with financing options of \$33.29/month for 24 months with 0% APR. The 256 gigabyte version costs \$899, with financing options of \$37.45/month for 24 months with 0% APR, and the 512 gigabytes version costs \$1099 USD, with financing options of \$45.79/month for 24 months with 0% APR. Included in the price is a USB-C charging wire, and a small instruction booklet.

Place

iPhones can be purchased directly from Apple's physical retail stores, which are easily recognizable and reinforce brand awareness. The iPhone are typically located in malls and as standalone stores. Additionally, Apple's official websites and online stores such as Amazon allow for online sales, which bolster its reach to multinational markets. Authorized sellers, including major retailers like Walmart and Best Buy, allow for accessibility and availability to numerous locations nationwide to expand Apple's customer reach. Telecommunication companies like Verizon and T-Mobile also offer iPhones, which are sometimes bundled with technology plans that provide subscription and renewal options for Apple iPhone products. For example, AT&T, Verizon, and T-Mobile allows up to \$1000 in credit for the iPhone 16 models after trading in an older model iPhone. Apple's iPhone distribution strategy has both online and in-store purchasing options, which caters to a wide range of customer preferences, markets, and levels of accessibility.



Carrier deals at Apple. That has a nice ring to it.

Whether you have a trade-in or not, you can save big with carrier deals at Apple. Just choose your new iPhone online or in person at an Apple Store and get a great deal. That's right — it's as good as it sounds.

[Here's how it works](#) 

Figure 9 Apple Carrier Plans

<https://www.apple.com/shop/buy-iphone/carrier-offers>

Promotion

To promote the iPhone 16, Apple has used a variety of media outlets and strategies to drive success. In terms of advertising, Apple utilizes video ads on YouTube, banner, and search ads directed to

the Apple website, and billboards promoting the iPhone in high-traffic areas, such as the entryway to the Holland Tunnel.

Apple uses digital marketing such as Instagram to promote visual content created by users on the iPhone 16s, using the hashtag #shotoniphone to highlight the capabilities of the iPhone's camera for capturing photos and videos, which will be expanded upon further. While Apple has ads on X and TikTok, the accounts do not have any uploaded content separate from paid ads.

Apple also uses sales promotions to drive sales, such as partnering with major retailers like T-Mobile and Verizon to incentivize consumers to purchase their products. This includes promotions like money off your purchase when choosing specific monthly financing options.

Apple also implements public relations into its promotion strategy by conducting keynote speeches led by industry leaders to strategically distribute information and manage their image, aiming to build a positive image of the company and position themselves as innovative and user friendly.



Figure 10: Apple Keynote Speech

<https://www.apple.com/newsroom/2024/06/wwdc24-highlights/>

The current creative strategies for video ads for the iPhone 16 primarily focus on using humor

appeal and music to drive emotional resonance with consumers. These ads also highlight the attributes of the iPhone, such as the new artificial intelligence features and advanced camera features. Similarly, its digital marketing strategy specifically on Instagram emphasizes the profound quality and features like Portrait mode that can be found on the iPhone 16. Apple does this by reposting user-generated content of images shot on iPhone and further leverages this strategy by encouraging users to post photos taken on the iPhone 16 with the #shotoniPhone hashtag. Another strategy Apple utilizes on video ads and Instagram include showcasing celebrities such as the Weeknd, a global superstar and singer-songwriter.

Advertisements with the Weeknd promote the quality of the iPhone 16 and 16 pro cameras, by showing that one can even film high-resolution music videos on the phone. Employing household name celebrities to promote the product also adds an added level of credibility and can capture the interest of consumers.

Banner ads, search ads, and public relations initiatives emphasize benefits and attributes such as Augmented Reality, privacy, data security, and advanced camera technology-- including focus and depth control features. These strategies primarily appeal to attribute and benefit strategies as well as rational interests by providing informational and benefit-driven content to potential buyers.

Target Market

The iPhone appeals primarily to customers who appreciate user-friendly design and cutting-edge technology, which is often reflected in middle to higher-income levels. According to a study conducted in 2018, ([Statista Data](#)) the average income of iPhone users was \$53,251. This shows that the target demographic consists of individuals with middle to high incomes who are willing to invest in premium products, which aligns with Apple's high-end market positioning.

Furthermore, based on a survey ([Smartphones: Apple users in the United States](#)) asked across fifty-six countries in September 2024, Apple has strong popularity with Gen Z, making it more favored by Gen Z than other smartphone competitors. To add, based on information from the same survey, ([Smartphones: Apple users in the United States,](#)) it is worth noting that 53% of Apple users are female, indicating a slightly higher representation of female users within the iPhone's target market, which could be reflected in Apple's marketing strategies.

A statistic from a survey released in 2024 states that 14% of Apple users are considered to be innovators or early adopters of new products as compared to the 12% of category users ([Smartphones: Apple users in the United States](#)). This suggests that the target market for the iPhone 16 is composed of individuals who are forward-thinking, value innovation, and emphasize the benefits that the iPhone offers. Additionally, the same study shows that Apple users value being successful more than other smartphone

competitor users. These psychographics drive insight into the fact that since the target market for Apple are more likely to value success, these consumers may be willing to spend on premium items with innovative, user-friendly features in order to enhance productivity.

The iPhone is targeted at a global market-- with a particularly strong emphasis on North America, including

Canada, the

United States,

and Mexico. In

the third quarter

of 2024, Apple

achieved \$37.6

billion in net sales

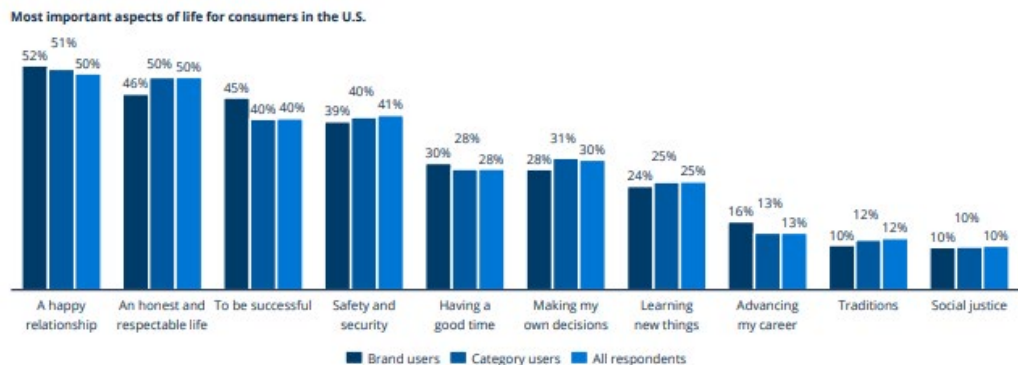


Figure 11: Apple User Statistics

<https://www.statista.com/study/94807/smartphones-apple-users-in-the-united-states/>

in North America. Apple also has a strong market presence in Europe and Greater China, with sales reaching \$21.8 billion and \$14.7 billion, respectively.

Users who opt for the iPhone will seek the benefits of the status symbol associated with Apple products, and want to fit in with the community. This is because the brand is typically positioned in consumers minds as more luxurious, desirable-- and the best standard of smartphones compared to competitors like Samsung, Google Pixel, and Xiaomi. Additionally, in terms of benefits sought, iPhone users may also prioritize advanced camera features when selecting a smartphone.

Samsung Galaxy S24

Product

According to Business Insider (<https://www.businessinsider.com/history-of-samsung>) The Samsung Company was founded in March of 1938; it originated as an exporter of dried fish. Over thirty years later, Samsung entered the electronic industry in 1969 with the production of black and white

televisions. Forty years later, Samsung announced their first phone. Over fifty-five years later in present day, Samsung has a revenue of \$196.77 billion dollars ([Samsung Rev.](#)), a wide product selection, and is the world's largest smartphone brand.

The most recent phone product introduced by Samsung is the Galaxy S24. The Galaxy S24 was announced on January 17th and released on January 31st, 2024 in San Jose, California, alongside two other models of the Galaxy S24 series – Galaxy S24, S24 Plus and S24 Ultra. The Galaxy S24 has a display of 6.2 inches, with a long-lasting battery and a peak brightness of 2,600 units. The phone has AI features standard like past Samsung products.



Figure 12: Samsung Galaxy S24

<https://www.ebay.com/itm/186305915542>

The phone itself is available in four different colors – amber yellow, cobalt violet, marble, and onyx black. Users can purchase the latest Samsung phone on the Samsung website to get the best exchange rate. Customers can also purchase the Samsung phones on Amazon, Best Buy, Samsung branded stores, and nationwide carriers.

Samsung has proven why it is the biggest smartphone brand. With its AI features, peak brightness, camera sensor, and nonstop innovation on the nature of a smartphone with innovations like their flip and foldable phones, Samsung provides a user experience like no other.

Price

The Samsung Galaxy S24 comes in two different storage sizes each with a different associated cost, from \$799 to \$859. The first option is 128 GB for \$799, and the second option is 256 GB for \$859. The Samsung Galaxy S24 series has a plus model as well. The Galaxy S24+ also comes into two different storage sizes with different associated costs. The first option is valued at \$999 with the storage holding up to 256GB, and the second option is \$1,119 with a storage capacity of 512 GB. Customers have three

paying options to choose from. Customers can pay a flat fee without any add-ons. Customers can finance their purchase with monthly payments of \$33.34 for the 128 GB version or 35.84 for the 256 GB version for 24 months. Or pay for the phone in four installments of \$200 for the 128 GB version or \$215 for the 256 GB version every two weeks.

By offering multiple storage sizes and pricing them differently, Samsung can use a combination of price skimming and competitive pricing strategies. Samsung uses competitive pricing when pricing its other products like television or air conditioners to compete with other brands. Samsung using price skimming for their mobile phones like the Galaxy S24, Setting the price high to maximize profits since it attracts loyal customers.

Place

On July 17th, the Samsung Galaxy S24 went on sale through pre-order after its official launch in San Jose, California. The phone is sold all around the world and is made in India. It is sold at retailers like Walmart, Verizon Wireless, and AT&T. Consumers can also purchase this phone on Amazon and eBay. There are many options on where consumers can purchase a Galaxy S24 phone and other series.

With its user-friendly layout and thorough product categories and descriptions, Samsung's online store makes it simple for customers to buy electronic devices from the comfort of their homes. In addition to selling products online, Samsung operates as a simplified distribution network that mainly caters to brand-owned retailers and cell service dealers. The business provides prompt, courteous service to customers all around the world.

Promotion

Typically, Samsung promotes its phone through many different types of advertising. Samsung promotes its products as high-quality, and sell them through e-commerce options and retail stores at premium prices based on demand. Samsung mainly focuses on social media platforms where it can connect and interact with its customers. By connecting with

customers via social media, Samsung creates an organic way to interact with the consumer on a day-to-day basis. This gives Samsung a competitive advantage. Samsung has put a lot of time and effort into researching cutting edge technology and features for its products.

Samsung uses multiple types of marketing to promote its products, especially the Galaxy S24. It uses social media influencers marketing. Samsung has partners with influencers, so it can promoted use the large fanbases of these influencers to promote the Galaxy phone. Samsung had Imane Anys, Xuso Jones, Jagger Eaton and many more promote its phones.

Samsung also uses social media platforms – such as YouTube, Instagram and TikTok. On YouTube, Samsung has 6.27 million subscribers where subscribers can watch the advertisements Samsung creates to promote their products. Among the ads shown on these platforms is Samsung created a minute long ad which displays the phone on the moon. There was no words or celebrities, simply the phone itself and the different colors it comes in. Samsung also uses Instagram. Taking an in-depth look at Samsungs Instagram, ([Samsungs social media](#)) its Instagram has over 1.7 million followers that allow the creators of Samsung to create visually appealing posts. It encourages users to use the #GalaxyS24 to promote their



Figure 13: Samsung Promotion Galaxy S24

<https://news.samsung.com/my/samsung-galaxy-s24-series-is-now-available-worldwide>

products. Finally, it also appeals to a younger audience (10 to 25 year olds) by using Tik Tok ([Tik Tok Age Samsung](#)). With an engaging audience of over two million followers, Tik Tok is a great spot for Samsung to promote its new Galaxy phone series, this also allows Samsung to have its followers promote their phone by doing reviews on it.

Target Market

Samsung is known for creating high quality products while also not breaking the bank. Samsung targets consumers that follow current technological trends and are between the ages of 15 and 40. Samsung has a wide range of consumers the company adheres to. Certain target consumers that Samsung focuses on are consumers that watch a lot of TV and use digital media; aspirational lifestyles, local TV series, and celebrities all have a big influence on their way of life. These consumers make the perfect target audience for Samsung.

Xiaomi Smart Phone Product

Xiaomi, is a top 3 U.S. Competition Company, a tech giant founded in 2010, based in Beijing, China. Over the years, it has established itself as a leading brand in the global smartphone market. On June 12, 2024, Xiaomi launched the Xiaomi 14 Civi, a stylish



Figure 14: Xiaomi 14 Advertisement
<https://www.ebay.com/itm/204846204659>

and powerful device tailored for fashion-conscious young consumers. Colors come in Cruise Blue, Matcha Green, Shadow Black, Aqua Blue, Panda White, and Hot Pink. This smartphone boasts 12GB of RAM and a 6.55-inch AMOLED display, making it both visually stunning and efficient for daily tasks. Its sleek, lightweight design ensures comfort, while the powerful processor provides seamless performance for everyday use and gaming.

Xiaomi places a significant focus on camera quality, with an emphasis on selfies and social media content. With advanced AI features, the Xiaomi 14 Civi offers enhanced image quality, making it a great choice for photography and social media enthusiasts. Additionally, the phone has a long battery life and fast charging capabilities, making it a reliable option for users who value both style and functionality. The Xiaomi 14 Civi delivers a premium experience at a mid-range price of \$714.52 USD.

Price

The Xiaomi 14 comes at different prices based on the amount of storage the phone has, among other specs. The Xiaomi 14 Civi with 128GB of storage and 12GB of RAM is priced at \$714.52 USD. The Xiaomi 14 5G with 4G, LTE, and 512GB of storage and 12GB of RAM is priced at \$745 USD. Lastly, the Xiaomi 14 Ultra 5G with 512GB of storage and 16GB of RAM is priced at \$1,145 USD. This phone targets consumers who seek strong performance, modern features, and a sleek design at these prices.

Place

Xiaomi, headquartered in Beijing, China, sells its products worldwide, including in the U.S. Consumers can purchase Xiaomi phones in physical stores such as Best Buy and T-Mobile, as well as through authorized resellers. Additionally, Xiaomi products are available online through the official Xiaomi website, Mi.com, and popular e-commerce platforms like Amazon and eBay. These various sales channels, including both direct-to-consumer and third-party retailers, ensure that Xiaomi devices are easily accessible to customers globally.

Promotion

Xiaomi promotes its products through a combination of MIUI System Ads (MSA), social media engagement, and audio ads on platforms like Spotify to target younger, more tech-savvy audiences. This

strategy keeps device prices competitive while generating revenue. This mix of in-system ads, social media, and audio ads allows Xiaomi to promote its products effectively while minimizing traditional advertising costs. The brand engages users on social media through giveaways and discounts, encouraging word-of-mouth promotion and building customer loyalty.



Figure 15: Xiaomi 14 Advertisement
<https://www.indianexpress.com/article/technology>

Target Market

The Xiaomi 14 Civi is made for younger people who care about style, technology, and saving money, particularly tech-savvy millennials and more price-sensitive consumers. Its slim and light design makes it perfect for those who want a phone that looks good and works well. The phone has great camera features, which are helpful for people who love taking pictures and videos for social media. Xiaomi targets millennials and Gen Z users by offering strong performance and modern features at a fair price. Its a good choice for those who want both a stylish look and a reliable, high-tech phone.

Xiaomi's target market can be broken down into several key areas: demographics, psychographics, geographics, and usage behavior. Demographically, Xiaomi primarily appeals to younger consumers aged 18-35, including students, young professionals, and technology fans. The brand caters to various income levels, from budget-conscious shoppers looking for affordable devices to mid- and high-income earners interested in Xiaomi's more premium models, like the Mi series. It's marketing is aimed at both men and women, though it slightly attracts more male customers, especially those who enjoy technology. In terms of psychographics, Xiaomi's target audience is value-driven and tech-savvy. These consumers want devices that offer great features, innovation, and style without the high price of luxury brands. Xiaomi focuses on global markets, with a strong presence in Asia and Europe, and is expanding into the U.S. and other Western countries. When it comes to the benefits sought, customers are drawn to

Xiaomi due to its reputation for delivering high-quality, affordable smartphones and tech products. Usage rates often vary: some users may upgrade their devices occasionally, while tech enthusiasts frequently purchase and upgrade to the latest models.

CONSUMER SEGMENTS/TARGET MARKETS

Google dominates almost all tech markets since the company is well known for its culture of creativity and innovative approach to develop new products and services. Therefore, how Google positions its products and services is important. Google uses multiple types of positioning, most important being:

- a. Attributes and Benefits
- b. Use and Application
- c. Product Class

Having multiple types of positioning allows Google to better understand its target market, thus, allowing for the creation of better customer experience. When figuring out its consumer segments, Google looks at three main components: geographics, demographics, and psychographics.

Google first looks at geographics such as region or density. Google's geographic focus is on a global scale, including both urban and rural areas. Google's focus is worldwide it is noteworthy that its market share is strongest in the United States at 4.5%, and in Canada at 5.5%

Then Google considers the demographics like age, income, and occupation. The main focus is on consumers older than 12, young couples, newlyweds, and full nest families. Google avidly investigates the behavior of its consumers to find out these aspects and where it performs the best so that it can fully understand the perfect target market.

Finally, Google considers psychographics. Google looks at the lifestyle of the customer it wishes to gain. One example is the mainstreamer or aspirer lifestyle. By exploring these components of consumer segmentation, Google can establish its target market. The consumer segment of Google is upper middle-

class individuals which is consumers that make between \$106,000 to \$149,160 per year ([Upper Middle Class Income Range](#)). They are educated and are technologically competitive business professionals.

Once Google establishes its consumer segment, this paves way to determine the target market for Google. Google can choose a certain group to sell products and services too.

Google efficiently accesses the global market by appealing to diverse yet broad groups, guaranteeing that its products and services are available to a range of consumers, from the everyday user to major organizations.

PRODUCT POSITIONING

Google Pixel 9 is positioned by the attribute and benefit style-- emphasizing standout features like exceptional camera quality, advanced AI capabilities, and seamless integration with Google services. Marketing campaigns show how the phone enhances daily life through its camera, productivity apps, and streaming capabilities. Google frequently compares the Pixel 9 to other smartphones, adding a competitor positioning to the mix, showcasing its superior features, like camera technology, to differentiate itself from competitors like Apple and Samsung. This approach ensures that Google Pixel 9 is positioned effectively in the competitive smartphone market.

PERCEPTUAL MAP

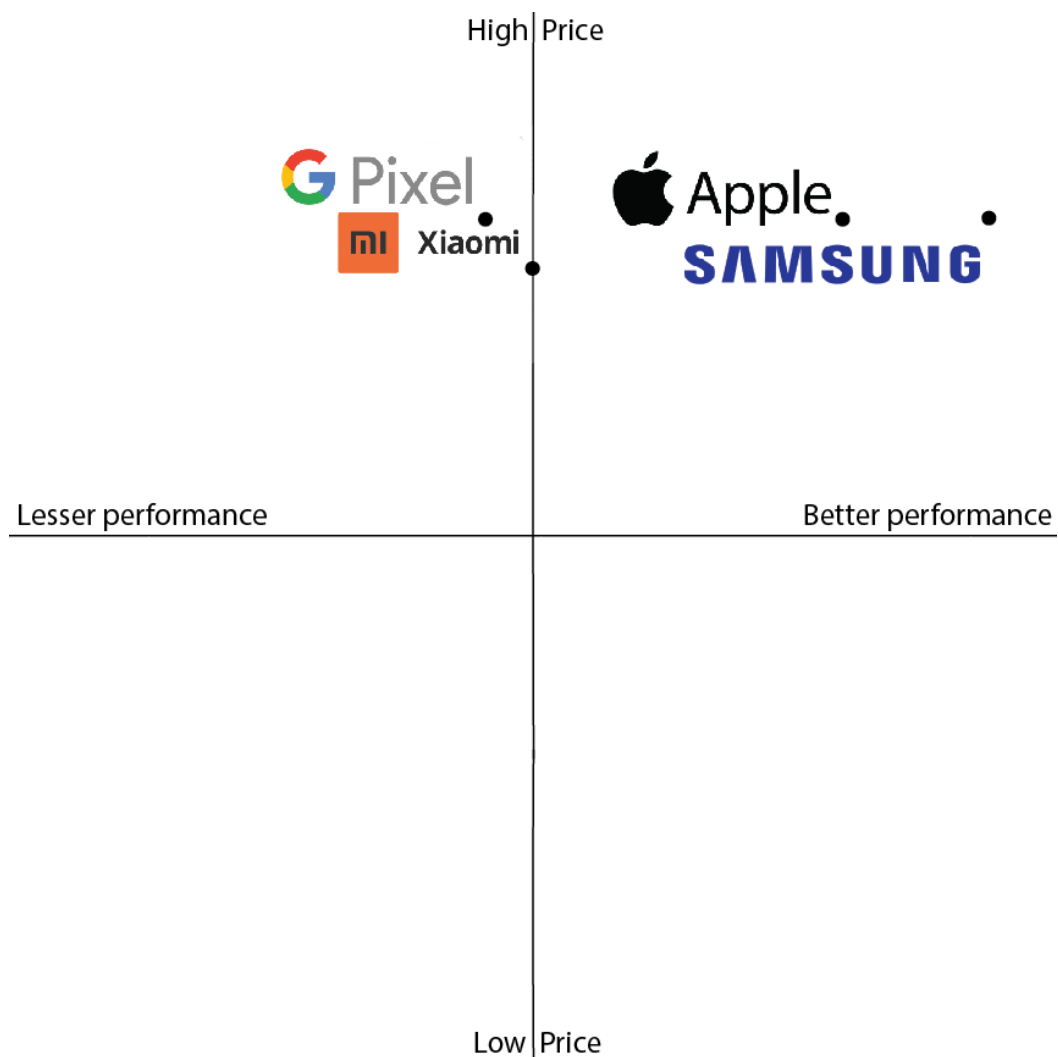
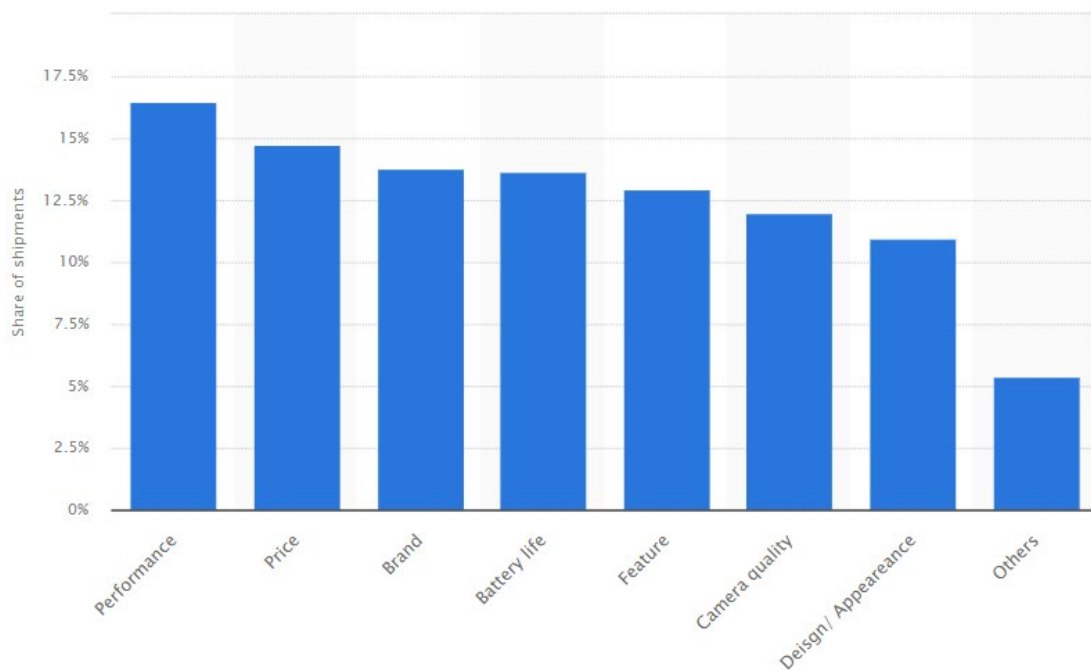


Figure 16: Perceptual Map – Generated in Adobe Illustrator

This perceptual map highlights two aspects of smartphones which are the biggest deciding factors for consumers. These axes were determined by figure 17.



[Additional Information](#)

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[Show source](#)

Figure 17: Most relevant factors when purchasing a smartphone worldwide in 2023 – <https://www.statista.com/statistics/1332903/factors-to-consider-when-choosing-a-smartphone-worldwide/#statisticContainer>

Repositioning Strategy

These brands were placed on the map to be as close to the positioning shown in promotion for these four smartphones, all four of these brands are very similar in terms of price as the perceived quality of a smartphone has to be high in order for the consumer to consider buying it, given the daily use aspect of a smartphone.

While Apple does not do a great deal of innovation on new features, it has positioned the iPhone as a better performing phone as opposed to the competition, to the point where most people do not realize that the iPhone refreshes features that other phones have already.

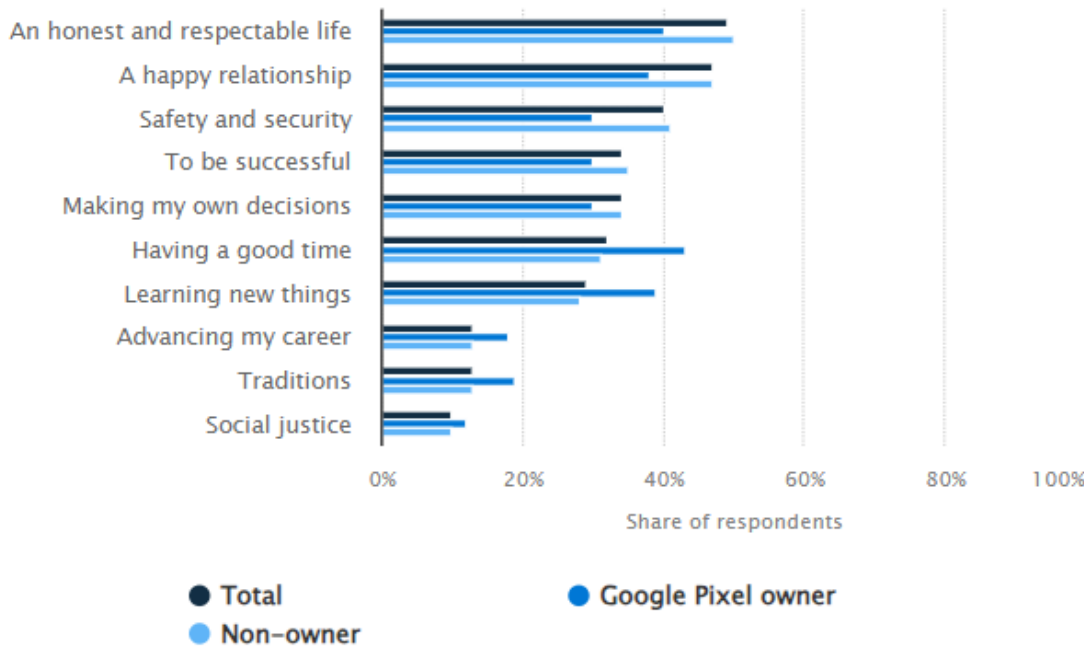
The Google Pixel phone is positioned less on the performance of the phone, focusing more on providing a reliable phone with better Google integration. Whereas Apple focuses on integrating users

into their entire ecosystem of products, and Samsung is always innovating as to what a smartphone can be, the Pixel is less standout in both of these aspects, and is a simpler phone with a focus on reliability, and Google integration.

Samsung is on the cutting edge of features and performance, ideas such as replaceable batteries, Multi-Window, naturally it would be positioned in relation to the more innovative, out of the box thinking that users enjoy.

The Xiaomi 14 costs less than the other major smartphone companies, though it is still on the higher end, which is why the phone is positioned as the least expensive smartphone amongst its competitors. Although its phone isn't positioned on the basis of performance, rather than being a cutting-edge piece of tech, it is positioned more as a fashion statement piece, with the high-end camera being a key feature.

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](#)

Figure 18: Most important aspect of life for Google Pixel owners www.coolest-gadgets.com/google-pixel-smartphones-statistics.

When asked what the most important aspect of life is, Google Pixel owners disproportionately answered that having a good time and learning new things are the most important. This gives us insight into the day-to-day priorities of most users of the Google Pixel: they believe simply enjoying life and living to the fullest is to the utmost importance. That being said, the new positioning strategy that the Google Pixel will follow is a product user strategy, specifically defining the new target market of 20–49-year-olds who enjoy going out and partying, living life to the fullest in attempt to capitalize on that target market which shows high potential.

In order to pursue this product user strategy, we will have to define the new target market that this information provides insight to. We will aim to target men and women from the ages of 18-25, who enjoy

going out on the weekends and hanging out with friends. To capture this target market, Google should focus on showing advertisements featuring these types of people both alongside and using the Google Pixel in order to build the association between the Google Pixel phone and the party-goer lifestyle that resonates most with most owners of the Pixel phone. Moreover, in advertisements we will use popular, upbeat music, which will drive emotional resonance and a sense of relatability between the brand and the consumer.

This will take complete restructuring of the current advertisement strategy to focus on showing the Pixel in these situations. This strategy should focus on making the Pixel seem fun and exciting. Google should show how having all of its integration with things such as Google Maps, Docs, Contacts, and the rest of the Google Suite can enable this lifestyle in the first place. Positioning the Pixel in this way will make the Pixel more popular with the younger demographic that the research shows that the Google Pixel already appeals to, giving Google a massive leg up in such a decisive moment in the market.

GEOGRAPHY

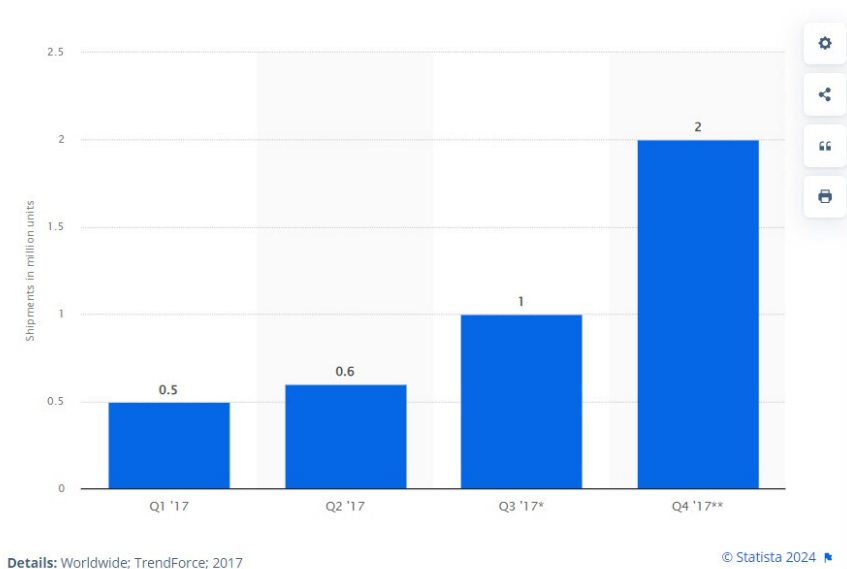
The top three countries for Google Pixel sales are Canada, the United States and Japan. In the United States, major urban areas such as San Francisco, New York, Los Angeles, and Seattle are some of the top selling regions due to tech-savvy populations. While the percentages are low, the Pixel is not the primary source of income for Google or Alphabet, the parent company of Google.



Figure 19: Google Pixel's Top Countries

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

PURCHASE PATTERNS/SEASONALITY



Google pixel's sales scale with the release of a new edition of the phone, which tends to happen early to mid Q4, leading to increased sales during that time. This is consistent with the entirety of the smartphone market.

Figure 20: Google Pixel sales per quarter
www.statista.com/statistics/757433/worldwide-google-pixel-shipment/

MARKETING OBJECTIVES/STRATEGIES

Google Pixel's marketing objectives and strategies focus on growing sales and expanding its market presence in the competitive smartphone industry. The goal is to boost revenue by selling more phones and increasing its share of the market. To achieve this, Google focuses on simple but effective strategies like promoting the Pixel as a reliable, user-friendly phone with seamless Google integration, appealing to those who value convenience and functionality over flashy features. For example, a common goal might be to increase Pixel sales by 20% during major shopping seasons or attract more users to the Google Store by running special offers. Google also uses bundling strategies, such as offering discounts on Pixel accessories or Google services, to encourage customers to spend more. By keeping their goals clear and measurable, like growing website traffic or boosting sales during a specific timeframe—Google ensures their marketing efforts directly support their larger objective: increasing revenue while building a loyal customer base.

ADVERTISING STRATEGIES

When determining the advertising strategy that the Google Pixel 9 should use, the campaign should work in favor of a repositioning strategy for the Pixel 9. While remaining a top competitor in the smartphone industry, Google Pixel needs to adjust their focus. To continuing seeing growth, it is recommended that Pixel adjusts their target market to 18–25-year-old men and women. When appealing to this market, it would make the most sense to use a rational approach over an emotional one. By using a rational approach, the advertisement can focus on the features and benefits of the Google Pixel 9.

With past advertisements, Google has directly compared Pixel to competitors, most frequently to the Apple iPhone. With the Apple iPhone and Samsung Galaxy being the top two smartphones in the world, we plan to have Pixel target them more frequently in advertisements. When looking at the target market that we are focusing on, 18–25-year-old men and women, Apple and Samsung hold over half of the market. ([Smartphone Market](#)) Comparing the Pixel to iPhone and Galaxy may show consumers something that they did not know about the phone or a feature that the consumer is looking for in a phone.

To reach this market effectively, it is important to use high frequency ads to repeatedly expose consumers to the Google Pixel 9. The consumers in this target market spend much of their time on social media, so it is important to have the ads featured frequently. With much of this target market engaged with social media, it is an important medium to focus advertising on. Advertising on social media platforms will directly lead to increased awareness among our desired target market.

MEDIA BUDGET

As indicated in their self-reported financial statements, in 2023 Google spent \$754,000,000 on sales and advertising, which is a massive increase as opposed to the previous two years. According to a report from *Media Radar*, a website which gathers information on budgets for advertisers, of the entirety of Google's ad spending, \$100 million has been allocated to Google Pixel advertisements in the last year.

This makes the Google Pixel's ad budget approximately 13.42% of Google's total ad spending, encompassing Print, Digital, and TV Advertising. Following is the full constructed Budget.

Media Spending Plan-Google Pixel 9													
Publication	Television Advertising												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
NBC (Sunday Night Football 9:41-12:38), 2x/month									\$ 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 8:41-12:38), 1x/month									\$ 562,918.00	\$ 562,918.00	\$ 562,918.00	\$ 562,918.00	\$ 2,251,672.00
Fox ("The Masked Singer", Wednesday 8:00 PM ET), 3x/month									\$ 392,660.00	\$ 392,660.00	\$ 392,660.00	\$ 392,660.00	\$ 1,571,040.00
NBC ("The Voice", Monday 8:00 PM ET), 3x/month									\$ 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), 2x/month									\$ 329,960.00	\$ 329,960.00	\$ 329,960.00	\$ 329,960.00	\$ 1,319,840.00
CBS ("60 Minutes", Sunday 7:00 PM ET), 2x/month									\$ 198,514.00	\$ 198,514.00	\$ 198,514.00	\$ 198,514.00	\$ 794,056.00
ABC ("Shark Tank", Friday 8:00 PM EST), 2x/month									\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 96,548.00	\$ 386,192.00
ABC ("The Bachelor", Monday 8:00 PM ET), 3x/month									\$ 251,772.00	\$ 251,772.00	\$ 251,772.00	\$ 251,772.00	\$ 1,007,088.00
Fox ("Bob's Burgers", Sunday 9:00 PM ET), 1x/month									\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 528,132.00	\$ 2,112,504.00
Total	\$ 624,680.00	\$ 1,182,833.00	\$ 1,434,625.00	\$ 1,434,625.00	\$ 1,104,665.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 4,816,240.00
Digital Advertising													
Google Display Campaign Specifications (US 18-25), CPN (\$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), CPN (\$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	\$ 12,906,390.40
TikTok (US 18-25), CPN (\$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), CPN (\$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), CPN (\$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	\$ 1,946,238.40
YouTube (US 18-25), CPN (\$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
Total	\$ 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	\$ 32,171,000.00
Streaming Services													
Max CPN (\$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 CPN (\$20)	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 337,840.00	\$ 4,054,080.00
Disney+ CPN (\$30)	\$ 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
Total	\$ 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	\$ 32,171,000.00
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	\$ 277,200.00	\$ 277,200.00	\$ 277,200.00	\$ 277,200.00	\$ 277,200.00	\$ 277,200.00	\$ 3,326,400.00
The New York Times (full page ad, B&W) bi-monthly	\$ 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	\$ 181,000.00	\$ 181,000.00	\$ 181,000.00	\$ 181,000.00	\$ 181,000.00	\$ 181,000.00	\$ 2,172,000.00
People Magazine (1/3 page ad, color) bi-monthly	\$ 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	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 1,980,000.00
US Weekly Magazine (half page ad, B&W) bi-monthly	\$ 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
Total	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 8,316,240.00
Commercial Budget: Production Cost	\$ 4,006,140.00												
January													
Medium	\$ 624,680.00	\$ 1,182,833.00	\$ 1,434,625.00	\$ 1,434,625.00	\$ 1,104,665.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 4,816,240.00
Television	\$ 624,680.00	\$ 1,182,833.00	\$ 1,434,625.00	\$ 1,434,625.00	\$ 1,104,665.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 1,207,238.00	\$ 4,816,240.00
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	\$ 32,171,000.00
Streaming	\$ 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	\$ 32,171,000.00
Print	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 688,420.00	\$ 8,316,240.00
Production Cost	\$ 4,006,140.00												
Total	\$ 10,697,720.00	\$ 7,508,933.00	\$ 7,508,933.00	\$ 7,508,933.00	\$ 7,430,765.00	\$ 7,274,138.00	\$ 7,305,125.00	\$ 7,496,211.00	\$ 10,193,124.00	\$ 10,122,364.00	\$ 9,916,422.00	\$ 10,175,622.00	\$ 104,100,000.00

Figure 21: Budget – Constructed in Microsoft Excel

MEDIA OR COMMUNICATION OBJECTIVES

The primary goal is to increase brand awareness and trialability of the Pixel 16 among the repositioned target market of 18–25-year-old men and women by 30%. This demographic is characterized by being highly familiar with the online digital landscape, deep engagement with social media platforms, and a strong preference for authentic, personalized experiences. We choose this market because people between the ages of 18 – 25 years old are familiar with the use of social media and streaming services. We will be able to place advertisements on social media and streaming services to attract our desired target market.

This target market has seen the advancement of technology over the last 10 – 15 years. This target market understands technology better than previous generations. They have watched the smart phone advance; social media advance and streaming services advance as well. To effectively connect with this audience, the media strategy must align with their behaviors and preferences. We will align with our repositioned target audience through display ad campaigns, search ad campaigns, and social media advertising.

MEDIA TARGET AUDIENCE

Google Incorporation has declared that it intends to market to everyone. It is the leader in search engine technology and slowly making their way to the top for phones.

Google can target both the average tech user and more niche users who are interested in particular features of the phone, like photographers or AI enthusiasts. From casual users to professionals who depend on high-performance technology, this positioning strategy guarantees that the Pixel 9 will reach a broad spectrum of consumers. Google continuously keeps the Pixel as a dependable substitute for other flagship devices. This tactic aids Google in drawing in customers who could be considering brand switching or who are receptive to new possibilities.

Targeting tech-savvy people, especially early adopters who are keenly interested in developments in artificial intelligence (AI) and photography technology, the Google Pixel 9 is expected to be a flagship product. By employing several strategic techniques and thorough examinations of demographic and psychographic information, Google hopes to appeal to a wide yet specific user base with the Pixel 9. Google has positioned the Pixel 9 to appeal to a broad, diverse audience in various geographical areas by considering lifestyle and behavioral characteristics while attending to the needs of tech enthusiasts.

Google also uses features such as geographics, demographics, and psychographics. These attributes help develop and create a more definitive target market for Google to promote the Google Pixel 9.

For the geographic focus, Google's Pixel 9 has a particularly strong presence in North America, with a market share of 4.5% in the United States and 5.5% in Canada. This concentration allows Google to hone its marketing and outreach in these areas, where consumers are known for embracing high-tech devices and being early adopters of new technology. This segment is especially relevant as many young professionals and families are already invested in the Google ecosystem. From a psychographic perspective, the Pixel 9 appeals to individuals who lead a mainstreamer or aspirer lifestyle. Many of these consumers are part of the upper-middle class and value technological advancement in their personal and professional lives. This group is often well-educated and includes competitive business professionals who rely on technology for productivity, connectivity, and innovation.

Target customers for the Pixel 9 are diverse and include tech enthusiasts and developers who wish to learn about the newest developments, advertisers and companies interested in Google's advertising network, and regular users searching for a dependable smartphone. This range of target markets demonstrates Google's capacity to appeal to a variety of requirements and demographics with the Pixel 9.

Ultimately, Google's positioning and marketing of the Pixel 9 show that it is dedicated to reaching a wide range of people. Google maximizes the attractiveness of the Pixel 9 by customizing its techniques

to fit a range of demographic, psychographic, and regional characteristics. With this strategy, Google can continue to develop and grow its market share while successfully satisfying the demands of tech-savvy consumers. With the Pixel 9, Google not only solidifies its position in the smartphone market but also fortifies its relationship with a diverse range of customers who are enthusiastic about technology and its prospects.

MEDIA STRATEGY

The total advertising budget for the year will be \$104,100,000. From that amount, 31% or \$32,271,000 of the budget will be used for digital advertising. It would be important to utilize both a Google display campaign and a Google search campaign to advertise the Pixel 9 because these two advertising strategies complement each other and can effectively reach consumers at different stages of their buying journey, maximizing the overall impact of the campaign. The Google display campaign will receive \$3,227,218.86 or 3.10% of the digital advertising budget. A Google display campaign would allow Google to visually promote the Pixel 9 across a vast network of websites, apps, and online platforms that are part of the Google Display Network. Display ads can be highly targeted based on user interests, demographics, and behaviors. This is particularly effective for creating brand awareness and introducing potential customers to the Pixel 9, especially those who may not be actively searching for a smartphone but are in the market for one. With visually engaging banner ads, video ads, and media content, Google can showcase the Pixel 9's key features in a compelling way. Display ads are also great for retargeting users who have previously interacted with Pixel 9 related content or visited the Google store, reminding them of the product and encouraging them to move further down the purchase funnel. The Google search campaign will get \$12,908,390.40 or 12.40% of the digital advertising budget. A Google search campaign is a more direct form of advertising. The search ads will target users who are actively looking for information related to smartphones or specific features like "best camera phones" or "smartphones with AI features." Since search ads are based on specific search queries, these ads reach

users who already have a high intent to purchase, making it a highly effective method for increasing demand and driving conversions.

According to Civic Science, 90% of Gen Z adults aged 18-24 report they use social media. A majority of our target market uses social media, so utilizing advertisements on social platforms would be a great way to reach our intended audience. We will use \$3,227,094 or 3.10% of the digital advertising budget on Instagram advertising. This is because Instagram remains as a core platform to build brand awareness and engagement with the 18-25 demographic, as 65% of Gen Z use Instagram (Dixon). Instagram's versatility for image and video content makes it ideal for consistently engaging the audience. Next, TikTok advertising will utilize 9.30% or \$9,681,289.38 of the digital budget. With 58% of Gen Z on TikTok (Dixon), the app's viral nature and deep engagement with the younger audience will justify the investment. TikTok is particularly effective for generating buzz through short-form, creative content, which in turn would increase brand awareness for Google Pixel 9. YouTube will have \$1,290,768.96 or 1.24% of the digital budget. YouTube's longer-form content will help demonstrate the Pixel 9's features and unique selling points in an engaging, high-quality way. Smartphones, being highly visual products, are best showcased through dynamic video content, and YouTube's format allows Google to highlight the Pixel 9's key features, such as its camera capabilities, design, and integration with Google's ecosystem. The ability to target specific audiences based on interests, demographics, and behaviors ensures that the ads can reach potential customers who are most likely to be in the market for a new smartphone. YouTube has retargeting features, which allows Google to engage people who have already interacted with Pixel-related content or explored Google products (Google). Finally, Facebook will receive 1.86% or \$1,936,238.40 of the digital advertising budget. With 56% of Gen Z on Facebook (Dixon), it is a platform for reaching a wide and diverse audience, which ensures that the Pixel 9 gets in front of potential buyers across different demographics, interests, and geographic locations.

Streaming services will receive 31% or \$32,270,760 of the budget. Advertising the Google Pixel 9 on streaming services like Hulu, Disney+, and Max (formerly HBO Max) that have millions of active

users who are already accustomed to digital ads, which provide a targeted way for Google to promote the Pixel 9 to viewers who are invested in entertainment and technology. The nature of streaming content also encourages longer viewing sessions, meaning viewers are exposed to ads more frequently, which increases the likelihood of engagement with the ad. Streaming platforms offer targeting capabilities that allow advertisers to reach specific demographics based on factors like age, location, viewing habits, and even device usage (Sullivan). This means Google could tailor its Pixel 9 ads to specific audiences—whether tech enthusiasts, families, or young professionals—based on their watching behavior and preferences. For example, targeting tech content on platforms like Max, which has a lot of original content like *Silicon Valley*, or animated series/movies on Disney+ could help Google reach audiences that are more likely to appreciate the tech features of the Pixel 9, such as its camera or AI-driven capabilities. Using advertising that complements the content the viewer is already engaging with could be contextually relevant and feel less intrusive, which would help improve the chances of viewer engagement.

Television advertising will receive 25% or \$25,735,860 of the budget. It would be important for Google to use television advertisements to promote the Pixel 9 because television remains a powerful medium for reaching a broad and diverse audience. Television ads offer an opportunity to showcase the Pixel 9 in a highly polished, professional format, emphasizing key features like its advanced camera capabilities, AI-driven software, and sleek design. Television advertising also creates an element of credibility and trustworthiness with the Pixel 9, as consumers often associate high-quality TV ads with reputable brands (Scale Marketing). By airing commercials during prime-time slots, major events, or popular shows, Google can increase brand visibility and ensure that the Pixel 9 is front-of-mind for potential buyers, driving both awareness and interest.

Print advertisements will get 9% or \$9,816,240 of the budget. Print advertisements in magazines and newspapers would be an important part of the advertising strategy to promote the Pixel 9 because these ads offer a unique way to reach highly targeted audiences. Magazines, especially those that focus on technology, photography, lifestyle, or business, provide an ideal platform to showcase the Pixel 9's

features in a visually appealing way. Full-page ads can be designed to highlight the phone's sleek design, advanced camera capabilities, and Google-powered software, giving the product a premium feel. Business and lifestyle magazines can help Google reach professionals who might be looking for a device that integrates seamlessly into their daily work and personal lives. Newspapers, while more general in nature, provide a wide-reaching platform for print ads to connect with a broader audience. These ads can help Google target local markets or specific demographics based on geographic location.

Finally, \$4,006,140 or 4% of the budget will go to production costs to create the advertisements.

We will use a pulsing advertising strategy because the goal is to maintain a baseline presence throughout the year, with intensification during key moments. We will implement bursts of media activity during high-impact periods to maximize visibility and engagement. January through March will focus on an initial brand awareness push, focusing on television ads, print ads, and digital ads. Video ads will be launched across Instagram, TikTok, and streaming platforms like Hulu to generate early buzz. April through June will be the phase with increased focus on showcasing the Pixel 9's features, particularly camera capabilities and AI integration, through YouTube tutorials, and ads across social media and streaming platforms. In July through September, we will advertise in the back-to-school season, the ads will focus on productivity, features, and AI tools. Social media ads will be paired with targeted video ads on streaming platforms, emphasizing Pixel's value as a productivity tool for students. Finally, October through December will have a holiday push, leveraging the full range of platforms, social media, streaming services, Google display ads and Google search ads, to target consumers during the critical holiday shopping season. We will maintain consistent social media content throughout the year, posting user-generated content and interactive ads, which will keep the brand top-of-mind, ensuring that the Pixel 9 remains relevant and visible to consumers. Google display ads and Google search ads will run consistently to capture consumers who are actively searching for smartphone-related content.

MEDIA ELEMENTS

Since social media platforms are heavily utilized by our target demographic, it would be essential to incorporate advertisements on these platforms to showcase reliability and create engaging advertisements to capture the essence of the Google Pixel 9 and increase awareness of the product and its features. We would specifically utilize Instagram, TikTok, Facebook, and YouTube. TikTok will receive the largest share of the social media budget at 30%, followed by Instagram at 10%, YouTube at 6%, and finally Facebook with 4%. According to the [Hootsuite Social Trends Report](#) conducted in 2024, 68% of brands have identified that Instagram delivers a positive return on investment for their organization, whereas 50% of brands represented in the survey indicated this sentiment for TikTok. In addition to this, according to a [Sprout Social demographic study](#), Instagram and TikTok are massively more popular with the youth, and overall, Gen Z is by far the most active generation on social media daily, including that YouTube is the most used social media by Gen Z. This being said, it is clear that social media is a direct line to the desired target audience. By establishing a strong social media presence and creating social relationships through brand strategy efforts, it is highly likely that the Google Pixel 16 will benefit from these endeavors.

Further, we will implement 40% of our social media budget towards a Google Search Engine campaign and 10% to a Google display ad campaign as a vital component of our media strategy. SEM will allow us to target specific key words and phrases that are directly relevant to our target audience's search questions, which ensures that our ads are seen by users who are actively seeking information about smartphones, increasing the likelihood of trialability. Moreover, SEM and SEO allow for measurable results since we would be able to measure metrics like impressions and click-through rates, allowing us to track our effectiveness and make adjustments as necessary. We decided to allocate a combined 50% of the social media budget to this component of the media strategy because we feel that Google's ability to target more specific demographics was important in making our brand stick in the minds of the desired

target audience. If Google Pixel 9 invests more heavily into social media, there is greater potential for brand visibility, awareness, and word of mouth marketing.

While social media platforms are crucial for reaching our target audience, allocating a higher percentage to social media might not be the most efficient use of resources. This is because of the concept of diminishing returns. If we were to increase our social media spending, we may reach a point where our additional return on investment would start to diminish. This means that each additional dollar spent on social media might not yield a significantly higher increase in brand awareness or sales, the social media budget will be 31% of the overall budget.

Online video advertising, particularly on platforms like YouTube, Hulu, Disney+, and Max, can be a highly effective strategy for reaching an 18-25-year-old demographic, since these platforms are widely used. According to [Crawl, Walk Run The CTV Advertising Playbook History](#), in 2022 about 60% of American consumer watch Connected TV on a regular basis. Moreover, the same source, ([Crawl, Walk Run The CTV Advertising Playbook History](#)), notes that online and offline data matching allow for improved ad performance and an increase emphasis on metrics. Since these platforms offer advanced targeting options, this allows one to accurately reach the desired demographic based on factors like age, interests, and behaviors, this ensures that Google Pixel 16 ads are seen by the most relevant audience. Video ads offer a powerful way to showcase the Pixel 16's features, benefits, and unique selling points in a visually engaging way. This can create a stronger emotional connection with the audience and increase brand recall. For these reasons, we will allocate 31% of our media budget towards advertising on streaming services.

According to [Redline Digital](#), “A total of 74% of Gen Z and Millennials consume news from traditional outlets at least weekly. Only 45% of people from these two generations consume traditional news outlets on a daily basis.” And “About 81% of older Millennials rely on traditional resources weekly; 67% of Gen Z and 74% of younger Millennials do so.” While the reach may not be as focused on Gen Z as social media, capturing the millennial audience, which fits within the desired Target Market we are

looking to build, is key to building the awareness we are looking for, and newspaper is a fantastic throughline to that demographic.

This being said, for newspapers and magazines we will allocate 17% of the newspaper budget to a full page black and white ad in the Wall Street Journal, 18% of the newspaper budget to a full page black and white ad in The New York Times, 11% of the newspaper budget to a full page black and white ad in Time Magazine, 22% of the newspaper budget to a 1/3-page ad with full color People Magazine, 10% of the newspaper budget to a full page black and white ad in The Washington Post, 22% of the newspaper budget to a half page black and white ad in the US Weekly Magazine. The newspaper and magazine budget will take up 9% of the total budget.

Google Pixel's current advertising strategy includes plenty of television advertising, that being said there are a lot of shows which are popular with the younger generations that focusing on advertising during will bring awareness in the demographic we are looking for. Focusing mostly on advertising spots that have proven to be successful for the Google Pixel in the past, as well as adding some popular with the younger target market we are looking to drive awareness in will lead to the results we desire.

For the TV budget we will allocate 31% of the TV budget will cover Sunday Night Football on NBC, 9% of the TV budget will cover Thursday Night Football on Amazon Prime Video, 8% of the TV budget will cover Saturday College Football on Fox, 4% of the TV budget will cover The Masked Singer on Fox, 6% of the TV budget will cover The Voice on NBC, 5% of the TV budget will cover Grey's Anatomy on ABC, 3% of the TV budget will cover 60 minutes on CBS, 5% of the TV budget will cover Shark Tank on ABC, 6% of the TV budget will cover The Bachelor on ABC, 25% of the TV budget will cover Bob's Burgers on Fox. The budget for Television advertising will make up 25% of the total budget.

In addition to this 4% of the total budget will be allocated towards production costs associated with creating these various advertisements.

MEDIA SCHEDULE

For this campaign, we want to utilize a pulsing schedule to maximize ad reach and optimize spending. A pulsing schedule, which provides a mix of continuous and flighting advertising schedules, allows Pixel to advertise the phone during the markets most successful times. This is the most ideal for our product as we plan to advertise on different networks at different times depending on the time of year. Since the need for a smartphone is year-round and not seasonal, this type of scheduling offers sustained presence and increased visibility throughout the year. With the smartphone market the most active during the fourth quarter of the year ([Global Market Share for Smartphones by Quarter](#)), we want to ensure that we are the most active with advertising during this time. In order to gain the interests of the target market we are focusing on, we will be generating ads for television, media, and print. With this campaign, we want to be the most aggressive during the last six months of the year, when the latest smartphone releases occur and the holiday season approaches.

For television, we want to advertise during the publications most watched. Some of these include *Sunday Night Football*, *Thursday Night Football*, *College Football*, *Grey's Anatomy*, *The Bachelor*, *60 Minutes*, and *Shark Tank*. These selected television programs are some of the top watched shows by the

audience we wish to target. Each television ad will be featured various times throughout the months the programs are

Publication	Number of Times Advertised per Year
NBC-(<i>Sunday Night Football</i> , 9/4-12/28), 2xmonth	8 over 4 months
Prime Video-(<i>Thursday Night Football</i> , 9-4-12-28), 1xmonth	4 over 4 months
Fox-(<i>Saturday College Football</i> , Saturday 7:00 PM ET), 5xmonth	25 over 5 months
Fox-(<i>"The Masked Singer"</i> , Wednesday 8:00 PM ET), 3xmonth	12 over 4 months
NBC-(<i>"The Voice"</i> , Monday 8:00 PM ET), 3xmonth	12 over 4 months
ABC-(<i>"Grey's Anatomy"</i> , Thursday 9:00 PM ET), 5xmonth	20 over 4 months
CBS-(<i>"60 Minutes"</i> , Sunday 7:00 PM ET), 2xmonth	8 over 4 months
ABC-(<i>"Shark Tank"</i> , Friday 8:00 PM EST) 2xmonth	24 over 12 months
ABC-(<i>"The Bachelor"</i> , Monday 8:00 PM, ET), 3xmonth	18 over 6 months
Fox-(<i>"Bob's Burgers"</i> , Sunday 9:00 PM ET), 12xmonth	12 over 12 months
Total Ads Per Year in Television	143

running. For example, ads airing during *College Football* will run August through December. From the image below, we plan to advertise 143 times per year. Various networks and showing times have various costs when it comes to showing a 30-second advertisement. For NBC alone, featuring a 30-second ad,

Sunday Night Football ads are around 1,000,000 while an ad premiering during *The Voice* is around \$125,833. ([Cost to Advertise](#)) The ads featured be colorful and have eye-catching details while showcasing the most important features of the phone.

We will also be spending some of the advertisement budget on streaming service ads. We will focus on streaming services including Max, Hulu and Disney+. These platforms remain the most popular among our target audience. Similar to the other television ads, the ads on these platforms will be colorful and have eye-catching details that draw emphasis to the most important features for the Google Pixel 9. Looking at Max, advertisements range from \$20-\$40. Hulu comes in at slightly lower, \$10-\$30 but has a minimum spend of \$500 per campaign. Disney+ ranges from \$20-\$40.

Advertisements on networks such as Instagram, Facebook, TikTok, YouTube, and Google Search are ones that we look to have featured throughout the year. Looking to target individuals 20-49, these networks are ones that these individuals are on consistently, especially on the younger side of the range. With platforms like Instagram, Facebook, and TikTok, marketers can pick a daily budget for marketing that is right for them. Meaning, the cost of the ads on these platforms are strictly up to the individual running the ad. Ads on these platforms will be no longer than 15 seconds featuring lots of colors and eye-catching details all while drawing emphasis to the Pixel's most important features including colors, storage and details unique to the Pixel phone. When determining where to place the ads, it would make sense to have ads featured where individuals turn most, Google, which happens to be the same company as the Pixel. Google is consistently the top search engine in the world with a market share of just over 93%. ([Search Engine Overview](#).) Similar to the various social media platforms, Google's ad costs can vary but are typically between \$100 and \$10,000 per month. However, with the Pixel being a Google product, this cost is most likely less. ([Search Engine Overview](#).) The Google ads will be colorful and featuring an image of the phone with a key detail noted below the image. These ads, both for social media platforms and Google will air consistently throughout the year.

Lastly, we will focusing on print publications including *Wall Street Journal*, *The New York Times*, *Time Magazine*, *People Magazine*, *The Washington Post*, and *US Weekly Magazine*. These publications are ones that the audience we are targeting turn to the most. Younger individuals follow *US Weekly* and *People* for the latest in pop culture while those older turn to *The Washington Post* and *Wall Street Journal*

Publication	Number of Times Advertised per Year		
Wall Street Journal -(full page ad, B&W) bi-monthly	6		for the latest news.
The New York Times -(full page ad, B&W) 2xmonth	24		
Time Magazine -(full page ad, B&W) bi-monthly	6		Depending on the
People Magazine -(1/3 page ad, color) 1xmonth	12		
The Washington Post -(full page ad, B&W) bi-monthly	6		publication, the
US Weekly Magazine -(half page ad, B&W) 1xmonth	12		
Total Ads Per Year in Print	66		

advertisement size varies. In the table below, the various ad sizes are seen including full page, half page, and 1/3 page. All ads will be in black and white except *People Magazine* which will be in color. Looking at *The New York Times*, which will feature a full page black and white ad, costs about \$27,300 per ad.

People Magazine which will feature a 1/3 age color ad costs \$177,500 per ad. The ads that are featured in black and white will include an image of the Google Pixel 9 and a few words highlighting the phone. The ads featured in color will be similar but will showcase the different colors that the Pixel comes in. The number of times the ads appear is dependent on the publisher. For example, *Wall Street Journal*, *Time Magazine*, and *The Washington Post* will appear every other month while *US Weekly Magazine* and *People Magazine* will appear once a month.

CREATIVE OUTPUTS

When used in advertising, a storyboard is a straight line of images or sketches that show how each shot of the promotional film will be portrayed. As part of its media strategy, Google will focus on three storyboards: newspaper, magazine, and television

The first advertisement plan is a television advertisement. The target market for this ad are tech-savvy individuals, couples, and full nest families that are between the ages of 25 and 40. The Google Pixel (phone will be promoted on cable television and streaming services such as Netflix, Disney+, Amazon Prime Video. This is because, this age range for our target market uses both cable TV and

streaming services to watch their favorite shows. The advertisements would be between 15 – 20 seconds and no longer than thirty seconds.

The storyboard of this advertisement would be the introduction and instrumental version of the song “Cloud Away” by Pharrell Williams, a positive song. It will begin with the camera of the phone pointing at the cloud with the number nine in it. Thus indicating, cloud nine – a perfect state of happiness while using the Google Pixel 9 phone. Then it will come down from the sky and focus on a group of people and friends hanging out in the park relaxing using all the latest features of the phone. It will show the view from the phone's perspective while also highlighting the phone's features. Then it will begin to pull away from the phone and showcase the friends. While showcasing the friends using it, you will see throughout the advertisement you will continue to see the number nine and the G from Google indicating the phone. The advertisement will be played during the commercial break of shows to catch the viewer's attention.

The second advertisement would be a magazine ad that is full page. The visual layout of the advertisement would be a sleek, minimalist light gray background to create a modern look. This layout would resonate with a younger audience. The Google Pixel phone will be placed in a horizontal row of all the colors the Google Pixel phone is available in. There will be a small blurb explaining the benefits of Google Pixel. The blurb would include “Meet the Google Pixel 9: A smarter way to connect. With cutting-edge AI that learns your habits, captures your memories in stunning detail, and simplifies your life, this is the phone for those who live ahead of the curve.” Along with the advertisement, Google's logo will be displayed and a QR code for users to scan and purchase the phone instantly. Our target market for this ad would be between the ages of 20 – 35. They are sleek, innovative, and tech-savvy individuals looking for the latest phone model. Google will place this advertisement in a physical and digital magazine, since 90% of readers of magazines are under the age of 25 ([Magazine Readers](#)).

The third and final advertisement would be a newspaper advertisement – it would be a half page advertisement that would promote the Google Pixel 9. The central image of the idea will be the Google

Pixel 9, it will be displayed in the center and upright. The background will be a light blue sky with soft white clouds to evoke feelings of clarity, simplicity and innovation. Like the magazine the newspaper will have a small blur promoting the phone. The blurb will include, “Built for those who know what they want. The Google Pixel 9 combines innovation with the simplicity you trust.” The advertisement will also display the price of the phone and a QR code for users to scan to purchase it. The target audience for this phone would be 40+. These are users that have been a lifelong customer of Google and have used the previous pixel phones in the past. The purpose of the advertisement would be to encourage lifelong customers to purchase the latest ad.

We chose to do these three advertisements because of the age range and diverse market these advertisements will reach. With these advertisements Google will be reaching ages 15 to 40+. Google will be able to reach a broad range of consumers. By placing a television ad on cable television and streaming services, Google will be able to reach a younger audience such as generation X and millennials. While also reaching generation Y since they are still using cable television. Then, with the magazine advertisement targeting a similar audience to the television ad but catering towards more of the newly wed couples of the millennial age group. The final advertisement, the newspaper ad, will target lifelong customers over the age of 40. With this advertisement we will target consumers that have been using Google Pixel since the beginning.

Previous campaigns for Google Pixel phones consistent of marketing to tech savvy individuals, specifically millennials ([Google Market](#)). These individuals are looking for excellent camera quality, strong and easy integration with other Google services. Google promotes its products attributes throughout advertisements. Previous campaigns Google used celebrity endorsements, promoted the pricing of the phone and, performance of the phone. These are some of the many attributes Google included in their previous advertisements.

Google’s campaigns have effectively evolved to cater to different demographics, maintaining a balance between innovation and practicality. Each iteration of the Pixel focuses on enhancing core

features while introducing groundbreaking technologies to solidify its place in the competitive smartphone market.

STORY BOARDS

Television Advertisement:



Meet the Google Pixel 9:



A smarter way to connect. With cutting-edge AI that learns your habits, captures your memories in stunning detail, and simplifies your life, this is the phone for those who live ahead of the curve.



Newspaper Advertisement:

Google Pixel 9

ENTER



CLOUD 9

\$799

Built for those who know what they want. The Google Pixel 9 combines innovation with the simplicity you trust.



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