

AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2024

PRCA
PUBLIC RELATIONS CONSULTANTS ASSOCIATION



Best Public Relations Events

€30,000 or Under



Joanne Condon and P.J. Kirby. Guests attended the Craft & Cocktails Event in The Foundry, Google in Dublin on Thursday 4th May. Photo: Richie Stokes

Campaign

Helping Gen Z Find Inspiration in the Everyday with Google Lens Multisearch

Description of Campaign

In a world where there is ever increasing competition for Gen Z's attention, growing numbers are turning to new platforms as their first port of call when 'searching' digitally. We needed to remind the younger generation that Google is just as innovative as these newer platforms.



Methods+Mastery

Public Relations Consultant

Methods + Mastery



Client

Sky

Background to the Campaign

In a world where there is ever increasing competition for Gen Z's attention, increasing numbers are turning to new platforms as their first port of call when 'searching' digitally. Research shows younger audiences see Google as a utility and less innovative than these newer platforms.

Our challenge was to show, through the lens of innovation, how Google Lens and its new feature multisearch, can help them discover helpful information and inspire them on topics that interest them.

Statement of Objectives

Our strategic approach needed to:

- **Show** Gen Z that while Search can help us with our basic daily searches it can also be a place of discovery and inspiration.

- **Bring to life** a variety of Google features at opportunistic moments throughout the event - Google Lens, Google Pixel Camera features, Translate etc.
- **Engage** the Gen Z audience where they spend most of their time, on social, in the absence of having Google Ireland owned channels.
- **Reinforce** Google's mission to provide access to the world's information in an easy to discover way.

Programme Planning and Strategy

Strategy

It was obvious the key to success was getting Gen Zs to experience the innovative features of Google Search to really demonstrate its innovative credentials. This required more than a 'tech demo' – no acronyms, no jargon, no technical specifications, we needed to talk their language. We set about identifying a theme that reflected Gen Zs and enabled us to show how helpful and innovative Google Lens multisearch is, in an authentic way.

The pandemic transformed the habits and hobbies of Gen Z. As the world moved online there was a desire to find more tangible ways to be creative and along with a newfound love for nostalgia, crafting came back with a bang. John Lewis reported an increase of 127% in sewing machine sales and TikTok sees #crafttok trend after trend, PJ Kirby even declared 2023 as the year of the craft. As the sustainability generation, crafting also fits into Gen Z's REUSE and circular economy ideals.

Google Lens and multisearch can help find inspiration in the everyday, our strategy was to show Gen Z through the lens of crafting and upcycling, just how multisearch can do that.

Concept

We created the multisearch 'Craft & Cocktails' Event. A crafting evening with a difference for Gen Z media and influencers to demonstrate how Google Lens and multisearch can help you find inspiration in the everyday for crafting and upcycling projects, while also providing the opportunity to demonstrate the helpfulness of other Search and Pixel phone features.

Guests were invited to The Foundry, Google Ireland where they were shown how to use Google Lens for crafting in a fun and engaging way - as well as enjoy some cocktails and canapes!

The Gen Z Creators

To reach our Gen Z audience we needed to gather the right content creators in the room. We built a diverse list of potential guests to invite. These included some of Ireland's leading lifestyle influencers such as [Billy Kiss](#), [Grainne Binns](#), [Caoimhe Byrne](#) and [Molly Roberts](#) and journalists from key lifestyle publications such as Irish Times magazine, Irish Examiner Weekend, Goss.ie, Irish Country Magazine & Stellar magazine.

Our invite dropped two weeks before the event, and within a few days we had our target number of RSVPs secured thanks to our relationships with key influencers and media.

The Content

Content was critical – it needed to engage, excite, and encourage guests to share on their social channels.

We collaborated with popular Instagram upcycler, [Joanne Condon](#) to bring the crafting element to life and podcaster [PJ Kirby](#) to host the event and encourage guests to turn to Google Lens and multisearch to discover how you can use it to find inspiration in your daily life.

We worked closely with Joanne to design the crafting element of the event. We tasked her with using multisearch in advance to upcycle a piece of furniture. She captured this process and exactly how she used multisearch for a piece

of content, using a Pixel 7, and showcased this at the event (as well as on her profile post the event). Joanne then took guests through how she found, not only inspiration through multisearch, but how she used it more practically to find elements she needed to upcycle her furniture piece - everything from fringing to fabric!

This was also our inspiration point for our guests as they were about to try out these new inspiration skills in our crafts

workshop hosted by Joanne, with PJ more than willing to lend a helping hand. Guests took part in a printing class to demonstrate how to search for every possible pattern using multisearch.

The Contest

We knew we needed more than a live demo to educate how innovative and useful the feature is, we needed to get our guests to use it while also driving social coverage for the event. And what better way to do that than to get creative and competitive! We set a task – everyone was asked to use Google Lens multisearch either at the interactive installations or the crafting workshop. Guests were sent off to create their content and had to simply tag Joanne and use #multisearch to be in with a chance of winning the piece of footstool Joanne had upcycled using multisearch and showcased earlier. This approach ensured that guests would share content on their own channels.

The Connection

While crafting was the hero theme, Google Lens multisearch was the focal point of our event and we also wanted to use the event to connect guests with some of Google Search's other great features at various touchpoints throughout the night:

- We encouraged our guests to use Google Translate by creating our Drinks & Canapes Menus in five different languages and asking people to use Google Translate on their phones to find out what was on offer.
- Guests had the opportunity to learn about how to care for plants using Google Lens multisearch at our botanic exhibition.
- We encouraged guests to search what they see with Google Les and discover new designs and clothes at our fabric exhibition. Each guest received a goody bag as well which included a small plant with an explainer card on how they could use multisearch to find out what type of plant it was and how to care for it.
- A press release along with event imagery was issued to lifestyle media following the event to amplify earned coverage.
- Finally, guests could discover a whole new world of exotic delicacies at our fruit displays where guests could search what they see to find out the names of exotic fruits.

Measurement

The event brought Google Lens and multisearch to life in a fun and interactive way and our guests got involved with widespread live coverage of the event across social channels.

58 guests attended the event including journalists from key publications such as Image Magazine, Stellar, VIP, The Gloss, Her.ie, Goss.ie and some of Ireland's leading fashion influencers and stylists such as Corina Gaffey, Zeda the Architect & Greens are Good for You.

We secured **50 pieces of social coverage** from the event with a reach of over **1.2 million**.

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