

Google Wallet

MMA CASE STUDY

Campaign Summary

Google Wallet, a new tap-to-pay mobile payment technology, is trying to change the way consumers shop by turning phones into wallets.

Strategy and Execution

Since Google Wallet holds credit, debit, and loyalty cards, as well as special offers and coupons, shopping has never been easier. The user simply taps the phone, and records of all purchases are seamlessly accessible, without any fumbling or forgetfulness.

To help brand, design, and create a multi-channel campaign that markets the user experience, Google first developed the Wallet identity. Using near-field communication technology, the phone wirelessly communicates with the cash register through a simple tapping motion.

Google Wallet app's interface was designed to be simple and intuitive, while the online platform explained the full process for consumers. To demo Google Wallet, a "Tapping Spree" retail activation gave consumers the chance to try it for themselves in-store, and Google sent merchants a video press kit, explaining how the product worked and how reaching consumers on-the-go through their mobile devices could benefit their businesses.

Online creative highlighted everything that could be purchased with a tap — from a suit at Macy's to a cab downtown. A classic Seinfeld clip showed George fumbling through his over-stuffed wallet, and helped spread the word about how technology continues to improve lives while making shopping easier.



Results

Currently, Google Wallet is available in over 500,000 stores and has gained traction with early adopters. Most importantly, however, it has won over a number of powerful marketers, without whom it simply wouldn't have been a success.

“The ability to use a technology like Google Wallet to help improve the customer experience for the 30 million people who come into our restaurants is critically important. At the checkout they're basically able to tap-to-pay. It moves them through more quickly and gives them a better customer experience overall.” — Jeff Larson, VP Global Marketing, SUBWAY

“I think it is game-changing from an experience point of view. If you think about customers walking into a store, they now have information at their fingertips, value at their fingertips. Things that didn't exist before.” — Joe Magnacca, President, Daily Living Products and Solutions, Walgreen's

Source

“Google Wallet.” 2012 MMA Smarties Gold Global Winner, NA Regional Winner mCommerce. Brand: Google. Lead Agency: R/GA.