

THE RE-COLO(RED) EXPERIENCE

THE RE-COLO(RED) EXPERIENCE IS A **GOOGLE SHOPPING TAKEOVER** PLACING THE (RED) PRODUCTS FIRST IN GOOGLE SEARCH RESULTS AND SIMULTANEOUSLY INFORMING ABOUT THE IMPACT OF BUYING (RED).

INSIGHTS

91% of millennials would switch brands for one with social impact. But in order to do so they need to know which brands have an impact. Informing about the impact of buying the right products is therefore of mutual interest for both the target group and (RED).

Where do a millennial find information when interested in new stuff for themselves or a gift? Google. And so do 39.999 other people every second. Not only is the search volume massive, people are also in the information gathering or purchasing phase when googling products.

SOLUTION

Around World AIDS Day we want to **disrupt peoples' online search experience** on Google. When people search for regular items on Google, the (RED) products are shown first regardless of the search wording.

Furthermore people are presented with detailed information about (RED) and encouraged to **follow (RED) on social media** to learn more.

#THERECOLOREDEXPERIENCE

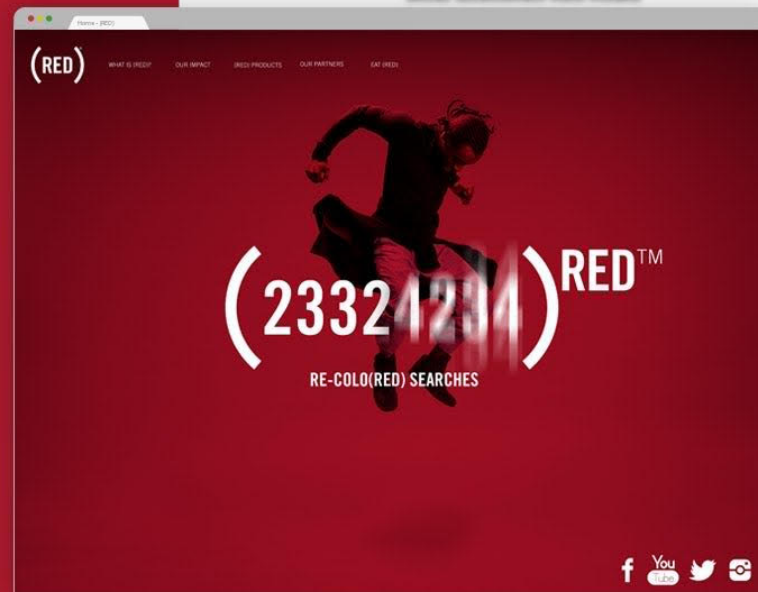
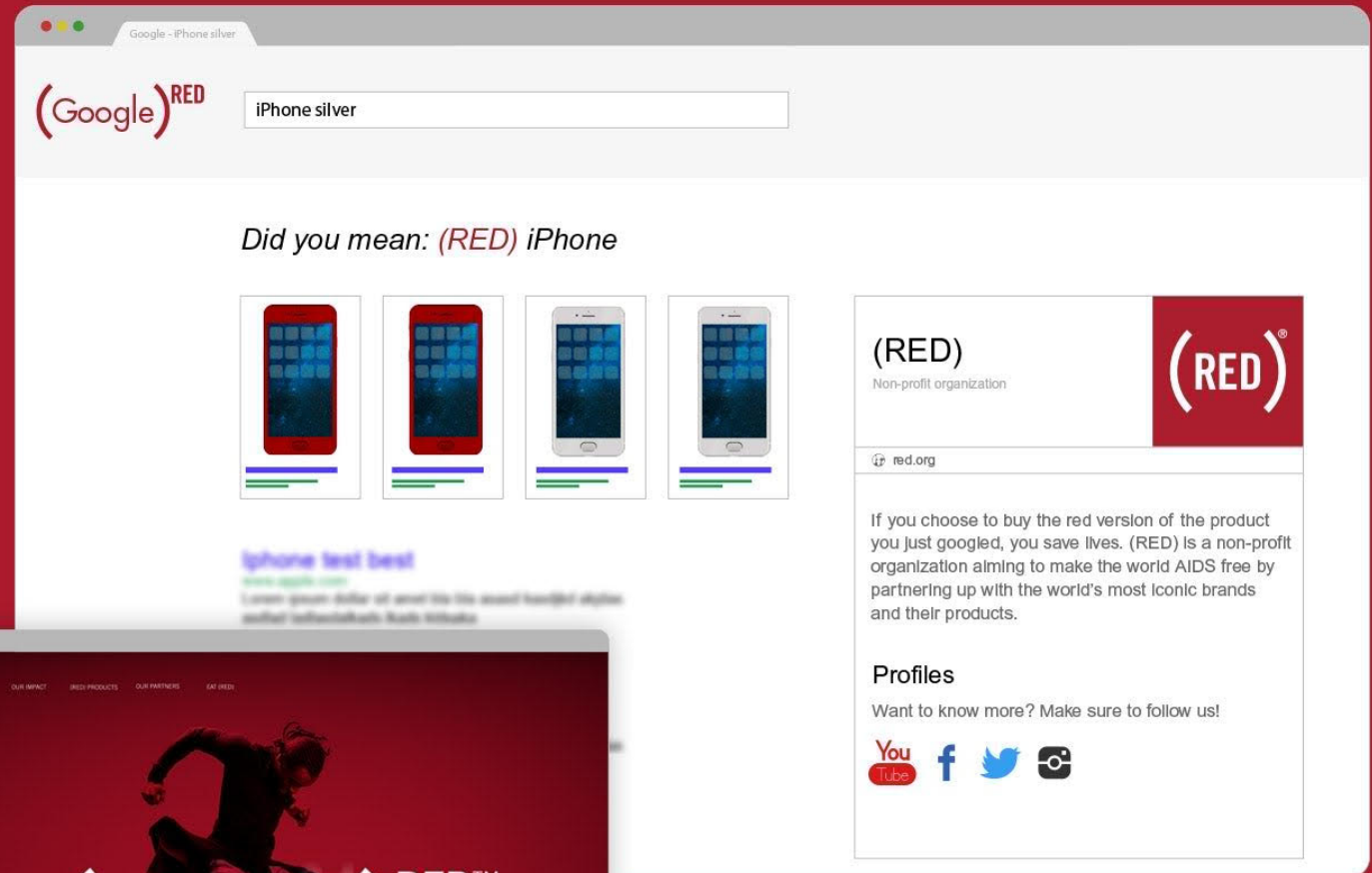
HOW IT WORKS

1. People e.g. type 'iPhone silver' into the search bar in Google.

2. In the disrupted search result they get red iPhones as the first results. The standard Google error message will say 'Did you mean (RED)?'

3. The information box to the right provides people with an explanation of the red search result. The box informs about (RED) and how buying red has a real impact for real people.

4. The information box also features all (RED)'s social media profiles and encourages to follow them.



We will empower the campaign on (RED)'s website and social media platforms with a live counter of the number of re-colored searches. Then (RED) will be able to get traffic to their own site and data about site visitors.