

Google World Cup – R/GA London



On top of the world

As Colombia cruised into the quarterfinals, World Cup top scorer James Rodriguez became the most searched for player on the planet.

Google google.com/worldcup

Brands typically have to pay for the distribution and consumption of 'branded content'. However, as the project had no paid support with distribution all of the value gained was through the value that Fifa, brands, players and media placed on the World Cup Trends and the editorial view.

Each Trend was promoted out through Google's own channels but also through seeding them in the places most relevant to the audience. For example, providing a Trend about Tim Howard to the US Soccer team or giving journalists a Trend about the tournament's popularity over the NBA Finals. Not only was each Trend a piece of content on it's own but it was also an invitation to visit the website for more insights. Fans could browse through Trends around their nation or view additional data for previous and upcoming matches.



We were asked to grow brand-love by connecting Google with people's passions around the World Cup. A space they don't normally have a role in. We looked into what people were searching for during the World Cup, turning these searches into interesting, surprising and compelling stories that offered a unique glimpse into what the world wanted to know during the tournament. We published real-time stories from the search trends of competing nations, revealing the quirks of each country to a global audience. A destination was built around the World Cup fixtures, with each piece of content designed to be shared – with up to eight pieces of content published on the site every day and even more shared with influencers. They were picked up by some of the world's biggest brands, players and media.



The World Cup Trends were a completely new type of information, giving Google a unique and valuable role in the conversations around the World Cup. A dedicated team worked around the clock to capture and produce the Trends. Each was translated into nine languages and shared in even more markets. Establishing the Google Trends product as a powerful source of insight into popular culture that will live on beyond the World Cup.

We worked to establish a visual approach that would humanise the data and provide an editorial approach that could do justice to all stories we found in the search data. We built an illustration style and toolkit that we felt allowed for flexibility and speed, whilst staying true to Google's design principles and allowing for an original design in each piece of content. Alongside this, a mobile-first website was designed to house the illustrated Trends alongside offering fans a deeper look at the search trends around every match. The Trends celebrated the styles of each World Cup nation with as much vibrancy as the tournament itself, meaning that they stood out in the social feeds of users.



Over 1000 pieces of Trends content went out across the world, earning just over 3.4 billion impressions in places stretching from Indian television and murals on the streets of Canada, to pre-match television coverage on the BBC and the personal tweets of players such as Mesut Özil and Tim Cahill. With 236 influencers sharing one or more Trend during the tournament. Media, brands and players weren't just sharing our insights with their audience, they were adapting them for their own uses and requesting their own bespoke versions. The campaign content also earned 4x more Retweets per post on the global @Google twitter than at any other point in 2014.

