



CASE STUDY

95%
ENGAGEMENT

90:1
RETURN ON
INVESTMENT

10X
NORMAL
RESPONSE RATE



GOOGLE JAPAN AD WORDS

Google wanted to break into the Japanese market and increase SME's uptake of Google AdWords amidst a host of other lead generation tools. The challenge was to cut through the competition and demonstrate the effectiveness and uniqueness of AdWords.

The solution was to build a campaign that focused on highlighting Google AdWords' ease of use as well as win the trust of traditional Japanese companies.

"We're in the age of the empowered customer who is looking to engage with marketers the way that they want to. It's about creating connective experiences."

Michael McLaren, CEO of MRM / McCann