

Campaign: Alphabet Inc. (Opening of Google Gemini Labs in LA Public Libraries)

**PAID MEDIA
The Creative Brief**

By: Alans Torres
USC Annenberg School for Communication and Journalism
Public Relations and Advertising Studies Program
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For the launch of Gemini Labs in all LA Libraries, Google wants to take advantage of the summer launch and talk to the students of LAUSD directly. Google wants to develop ads that resonate with middle school and high school students who want something to do this summer. For these ads, it is important to make them feel fun and like an invitation to a fun summer at the library. These ads should capitalize on the Google branding and the fact that this is happening at the library, while also considering the audience and demographics of the LA community at large.

The Target Audience Profile

Teenagers 13 to 17 years old (younger kids should be reached and targeted differently, which will not be covered here) of all genders who go to school in the LAUSD. These students are looking for fun ways to express themselves. Spaces that express community and belonging speak to them. They like to learn without feeling like they are learning. These kids are very in tune with technology and are aware of AI, but have limited experience and a narrow perception of what AI can do. These kids are low to middle-income, often staying home all summer with not much to do. YouTube, streaming, and social media are the Google of this audience. These kids scroll, not search; quickly becoming bigger and bigger consumer influencers in their families.

Considering that LAUSD is the second biggest school district, this is the perfect audience not just for its size but also due to the impact these Gemini Labs can have on the LA community through these young students. Young kids are the future, and if changing how LA uses the library is a priority of this campaign, speaking to these young kids has the power to transform how the LA community sees the library. Not to mention, these kids are highly connected and therefore more reachable than ever before. They are easily turned off by advertising, but have a big appreciation for creative and entertaining content, making them vulnerable to good messaging and storytelling, so proceeding with caution and thoughtfulness is key in the development of the ads.

Where To Catch Them

Taking into consideration the various nuances of this audience, it will be important to catch them in both traditional (traditional for this audience) and non-traditional ways. So, of course, social media will have to play a huge role in the targeting plan. YouTube will, of course, be at the top of the list, along with streaming platforms like Twitch, supplemented by TikTok and Instagram ads. Less expected yet very essential will be out-of-home, particularly transit, billboards, and street posters.

Social media is the native language of this target audience (the traditional). We have to meet them where they spend almost half of their day. Given that the target likes to scroll and enjoy short-form content, this is an absolute must. It should be the central form of communication. Social media is also a great way to more directly target them, given that we can leverage a lot of targeting data to find them online while scrolling. Social media is especially important as it will allow the messaging to be more tailored, diverse, and complete in story and tone.

The out-of-home is also an essential part of the completion of the communication funnel. Accounting for our goal with this campaign, which is discussed in more detail below, out-of-home advertising is essential in retargeting and building awareness. Strategically, it will fill any social media holes, knowing that this audience does not always have a personal device and often relies on shared or school-borrowed devices. There is also an undeniable fact about these kids: they will go to school every day, and we know exactly which schools and at what time. This makes it possible to set up effective out-of-home ads that will undoubtedly catch them throughout their day.

Why Advertise?

Alphabet Inc. is going all-in with its AI platform (Google Gemini) and wants to continue to lead in efforts to organize the world's information and make it accessible to all. With these AI labs, Alphabet Inc. wants to get ahead in combating the digital divide by also empowering communities of young students to build strong skills that will both prepare them for success and contribute to the development of

AI technologies in responsible and helpful ways for humanity. At the same time, paying homage to the original Google, the library.

The advertising is intended to bring awareness to the new Google Gemini Labs opening across LA Public Libraries, while also changing the perception of what the library can be and do for its community. Through this advertising, Alphabet Inc. seeks to increase library attendance and awareness of its AI technology, build on its long legacy of improving the education and career success of many young students across regions like LA, and, specifically, the LAUSD.

Through the advertising itself, the goal is to entice students to go to the library and check out the new Google AI spaces. Even if the ad doesn't get people to the door, it should at least shape perceptions of what is happening in public libraries today. This is why it is very important to lean into the branding and design language of Google, but not neglect what resonates with this audience. Additionally, seeing that the library does not have the best perception or attendance from this demographic, advertising seems like the best way to influence multiple things at once. Advertising, as a creative and often unorthodox way of telling a story, can have the power to shape culture and therefore impact this audience in organic ways the content they already consume does.