

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

**PAID MEDIA  
Out of Home Ad Copy**

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**The Big Idea - Level Up:** capitalizing on the gamification of learning and using language that is culturally relevant for this audience. It also offers good expandability in story and dramatization of the benefits.

### **Ad # 1 – Billboard**

Headline: Level Up This Summer

Body Copy: Make art. Finish homework. Build something. All with AI.

CTA: Try it free at any LA Public Library.

AI Labs open June 10<sup>th</sup>.

Button: Powered by Google Gemini.

### **Ad # 2 – Transit (Subway Station)**

Headline: Next train: 00:02:15 Level unlock pending...

Body Copy: Make art. Solve homework. Build something.

With your infinite curiosity and the power of AI.

CTA: Level up your AI game for free at any LA Public Library. Find the nearest one here.

AI Labs open June 10<sup>th</sup>.

Button: Powered by Google Gemini.

### **Ad # 3 – Train Exterior Poster**

*Train arrives, and on the train exterior:*

Headline: AI Level Unlocked.

Sub-headline: Your move to level up this summer.

CTA: Next stop, LA Public Library.

AI Labs open June 10<sup>th</sup>.

Button: Powered by Google Gemini.