

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

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Headline1: Transforming Education One Query at a Time

An overview of the strides made in learning, plus an outlook on the education renaissance triggered by the defining age of Artificial Intelligence.

- 15% of all daily queries are brand new (Lee, 2026). 1 billion people learn something new each day (*Learning Is More Than Just Knowing—it's the Ongoing Quest for Understanding*, n.d.).
- 85% of U.S. YouTube viewers learn or improve their skills (*Learning Is More Than Just Knowing—it's the Ongoing Quest for Understanding*, n.d.).
- \$263 million committed to closing computer education equity gaps (*Learning Is More Than Just Knowing—it's the Ongoing Quest for Understanding*, n.d.).
- 40 million Chromebooks powering classrooms (*Learning Is More Than Just Knowing—it's the Ongoing Quest for Understanding*, n.d.).

Google Gemini and the Future of Learning.

- Gemini 2.5 Pro outperforms competitors on every category of learning science principles (Gomes et al., 2025).
- 3 Key Advances in Learning With AI: Personalized Learning | Removing Learning Barriers | Helping Busy Educators (Gomes et al., 2025)

Strategy Note:

The infographic is a visual representation of the core beliefs of Alphabet Inc., which is to organize and gather the world's information in a way that is beneficial and accessible to everyone. This infographic also aligns well with the

opening of the Google Gemini Labs in underserved communities, which naturally also makes it fit with the elements of the campaign. The infographic is a strategic way for the company to easily share a lot of information about its efforts and social responsibility. This kind of media is excellent for a website, social media (the design was also strategic so that it could be broken into sections for an Instagram carousel post), and PR packages, potentially generating more earned media.