



# Google fiber

THE GOOD EYE

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# EXECUTIVE SUMMARY

Since its conception in 2010, Google Fiber has made strides to close the digital divide in the Kansas City metropolitan area, as well as other locations around the country. Kansas City is a primary focus for such efforts as it is the first city Google Fiber launched its services in and continues to be a breeding ground for new ideas. However, we found that despite these initiatives, many Kansas City residents are still unfamiliar with Google Fiber's efforts concerning the digital divide.

The Good Eye aims to establish Google Fiber as a key contributor in the movement toward closing the digital divide in Kansas City. Our goal for our campaign is to evolve Google Fiber's brand image and role as an active partner within the community by offering resources to increase digital literacy and awareness of the issue by May 2017.

Based on our insights, we created a campaign to reach all three of our target audiences: Internet users, Internet non-users and community partners. With the help of Google Fiber, our executions focus on connecting people with resources and information regarding the Internet and how we can work together to increase digital inclusion.

The name of the campaign will call upon the central idea of community and inclusiveness, while still hinting at the digital aspect. The key message we intend to promote is "Together we Click." This theme will be implemented into all aspects of the campaign reiterating the common goal of digital inclusion.



# FINDINGS

# FINDINGS

## SECONDARY RESEARCH

### DIGITAL DIVIDE NATIONALLY:

In the United States, nearly one-third of households lack a broadband connection. Despite the growing importance of the Internet in American life, 15 percent of Americans do not use the Internet at all. Research suggests that the digital divide is more than just an access issue and cannot simply be resolved by providing the necessary equipment. (Pew Research Center, 2015).

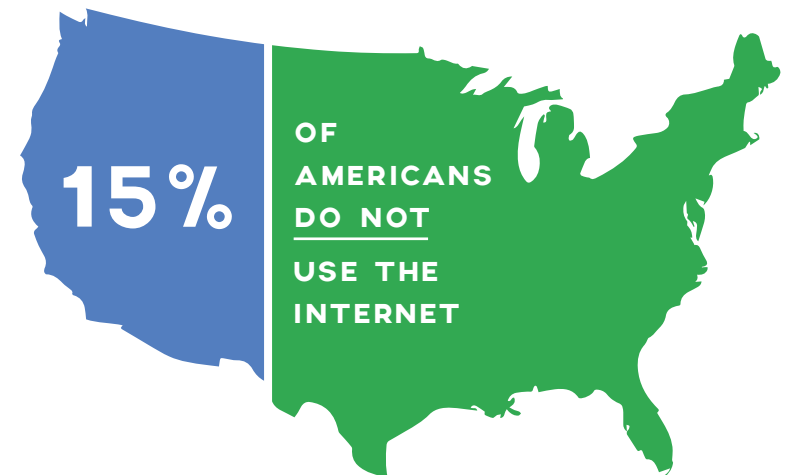
The top three reasons people do not use the Internet are lack of information accessibility, usage and receptiveness. Beyond accessibility, individuals need to know how to make use of the information and communication tools once they exist within a community (Emerald Insight, 2008).

The digital divide may exist for a number of reasons. The issue has been linked to many demographic and socioeconomic characteristics including income, education, race, gender, geographic location, age, technical skills, awareness, political, cultural and psychological attitudes.

Low-income and minority Americans disproportionately find themselves on the wrong side of the digital divide. Of households with no Internet access at home, 60.7 percent have less than a high school education, 43.2 percent are 65 years and older, 38.1 percent are African American, and 35.7 percent are Hispanic/Latino (National Telecommunications and Information Administration, 2011).



**1/3 HOUSEHOLDS LACK BROADBAND**



**ACCESSIBILITY**  
**RECEPTIVENESS**  
**USAGE**

# FINDINGS

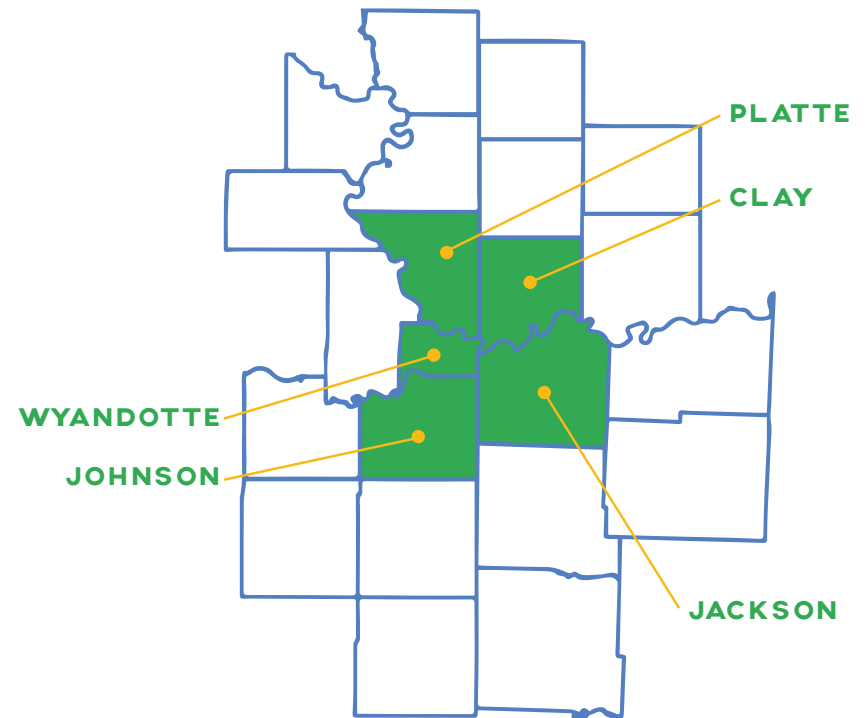
## SECONDARY RESEARCH

### DIGITAL DIVIDE IN KANSAS CITY:

As of 2012, the majority of Kansas City residents had high-speed Internet access and found the Internet valuable to their livelihood. However, after surveying 3,219 people, Google Fiber found that 17 percent of Kansas City residents do not use the Internet at all and 25 percent of Kansas City residents do not have broadband Internet at home. Google Fiber found the neighborhoods with the largest digital divide were areas in or very close to downtown Kansas City, such as Bannister West, Armourdale and Brush Creek. These neighborhoods are considered lower-income areas where many of the residents have not had a higher education than high school. (The State of Internet Connectivity in Kansas City, 2012). As a result of this issue, Kansas City organizations and non-profits have implemented a variety of programs and facilities to help residents learn the benefit of Internet access and digital literacy training.

# 17%

OF KANSAS CITY RESIDENTS  
DO NOT USE THE INTERNET



# FINDINGS

## SECONDARY RESEARCH

### GOOGLE FIBER'S EFFORTS:

#### CONNECT HOME INITIATIVE

One of the main ways Google Fiber is working toward closing the digital divide is by partnering with the U.S. Department of Housing and Urban Development (HUD) with an initiative called “ConnectHome.” Google Fiber and HUD “aim to bring Internet connectivity to more school-aged children and families living in HUD-assisted housing” (Swanson, 2015). Google Fiber’s role includes connecting residents of certain housing qualifications with its services for \$0/month and no installation fee.

#### CURRENT PARTNERS

In addition to partnering with HUD, Google Fiber has linked up with local organizations also working toward closing the digital divide. These organizations include Kansas City’s Full Employment Council, Literacy Kansas City, Kansas City Public Library and ArtsTech, to name a few. These organizations have been or currently are recipients of Google Fiber’s Digital Inclusion Fund grants.

#### FELLOWSHIP PROGRAM

Google Fiber’s fellowship program entails recruiting and training people from the Kansas City area to be able to build local programs based on Google Fiber ideals to expand the digital world.

# FINDINGS

## PRIMARY RESEARCH

### FOCUS GROUP FINDINGS:

The participants who were recruited for these focus groups were Kansas City residents, mainly from Jackson County and range from 14 to over 65- years- old. Four focus groups were conducted with a total of 27 participants. Overall, the focus groups covered the topics of the digital divide in Kansas City and Internet usage. The focus groups targeted four specific demographics:

“This sounds really old-fashioned or whatever but sometimes I just think there is too much technology. I look at that and say ‘I don’t want web on my phone I just want to make a phone call.’ Maybe it would help me if I knew how to do that right, but I don’t and I’m not interested in learning to do that.”

1

Those who do not have Internet access in their homes

2

Those who take an Internet course at Connecting for Good

3

Senior citizens who are not interested in getting online

4

Representatives from community organizations or teachers who are working with people who do not have Internet access in their homes



# FINDINGS

## PRIMARY RESEARCH

► **ONE MAIN IDEA** from the focus group findings is that although the digital divide affects about 42 percent of the population, it does not necessarily mean these people are unfamiliar with the Internet and its capabilities. There are a handful of reasons why people are unable to access the Internet from home; however, the main barrier is financial means. Due to this obstacle, participants who do not have Internet access at home seek out resources such as the library in order to use the Internet. Many participants expressed interest in taking classes to learn more about the Internet, such as accessibility, security, possibilities, privacy and a better foundation for using common applications.

Currently there is still a **"FEAR OF THE UNKNOWN"** regarding the Internet for those who do not use it or are intimidated by the complexity of the Internet. These people are typically 65+ years old and are concerned with security and price, but also realize the time commitment required for them to learn the skills necessary to fully utilize the Internet.

**IN CONTRAST**, many younger generations including kids, teachers, parents to children in school and community leaders are more interested in learning more about the Internet and taking full advantage of the benefits of having Internet at home.

**LASTLY**, we found that many people have heard of Google Fiber and have seen its marketing efforts, but are not familiar with the exact services Google Fiber provides. This means that although the Google Fiber brand is identifiable to the public, its community services are not well understood.

These findings influence the way we intend to develop our strategic campaign. From the information gained through the focus groups, we obtained a better understanding of who the "17 percent" is. We intend to focus less on convincing people to incorporate the Internet into their home and instead, offer resources to help our target audiences become more digitally literate. Google Fiber has the ability to make a difference in these communities and to do that, we recommend developing a better foundation for "what the Internet is and how to use it" for those who are unfamiliar with all it has to offer.

“Speed is really what a lot of this is about. Who can get to what information, the best information possible and get to it faster. And if you can't get to that, someone has no access at all might be looked at as someone who's flakey. When again, it's an economic issue.”

# FINDINGS

## PRIMARY RESEARCH

### SURVEY FINDINGS:

As a class we surveyed a total of 205 participants from the five counties we intend to target: Clay, Platte, Jackson, Wyandotte and Johnson. The results of our survey provided insight into Internet users and their views on the importance of the Internet, their use for it and how Google Fiber ties into the Internet and the digital divide. The most important findings indicated how the participants would describe Google Fiber to someone who has never heard of it. The responses revealed that Google Fiber is seen as one-sided. That is, although most perceptions about the company were positive, the vast majority of participants only saw Google Fiber as an Internet/Cable provider. Responses such as these were very common: “high-speed gigabit internet provided by Google,” “various plans, including free Internet access,” “it’s a new service being installed in Kansas City that will provide faster Internet speeds to the area.”

Based on the campaign at hand, this perception can be altered. In order for Google Fiber to contribute to closing the digital divide, Google Fiber should continue to partner with organizations that are working to close the digital divide or have the ability to do so. By focusing on strategies aimed at improving awareness of Google Fiber’s contributions to digital inclusion, the overall perception of Google Fiber will change for the better.

“Now my daughter has to use a flash drive since we don’t have Internet at home and they use computers at school. So they are able to put her everything on a little flash drive. Now she is showing me her project, it’s so neat to be able to plug it in and now I can see what she’s doing for the teacher and she’s doing all this. I love everything they can do with the Internet. It’s amazing.”

### STRENGTHS

- Google Fiber has a highly recognized name and reputation among individuals living and working in the Kansas City area.
- Opinions of Google Fiber are generally positive.
- Google Fiber has already begun to take initiative in increasing digital inclusion in Kansas City by supporting community non-profits such as Connecting for Good.

### WEAKNESSES

- Participants reported that it would be better for Google Fiber to work with community organizations to improve digital inclusion rather than starting their own initiatives.
- Some participants posed the question, “If Google Fiber has enough money to start a campaign against the digital divide, why not just use the money to provide Internet access to those who do not have it?”

### OPPORTUNITIES

- While most participants were familiar with the Google Fiber brand, many were unsure of its efforts toward increasing digital inclusion.
- The majority of Internet users in Kansas City do not understand the seriousness of the digital divide within the metropolitan area.
- The majority of Internet non-users reported interest in taking Internet skills classes.

### THREATS

- Some participants reported an overall fear of using the Internet.
- Some participants felt that information about their personal lives was in danger because of the Internet, and cited this as a barrier for their desire to use it.
- The majority of respondents reported that the issue of the digital divide is “slightly serious” to “moderately serious.”

# GOALS & OBJECTIVES

**START DATE OF CAMPAIGN:** MAY 6, 2016

**END DATE OF CAMPAIGN:** MAY 5, 2017

## GOAL 1

**ESTABLISH GOOGLE FIBER AS A PARTNER IN THE KANSAS CITY COMMUNITY IN THE EFFORT TO CLOSE THE DIGITAL DIVIDE.**

**OBJECTIVE 1:** Increase and maintain partnerships with five to ten non-profit organizations by May 30, 2016. The suggested non-profits include: Front Porch Alliance, Full Employment Council Inc., Guadalupe Centers Inc., Habitat for Humanity, Kansas City Digital Inclusion Coalition, Kansas City Public Library, Operation Breakthrough, Shepherd's Center of America KC, Reconciliation Services and Connecting for Good.

**OBJECTIVE 2:** Increase Internet-related community usage of Google Fiber space by 10 percent by May 5, 2017.

## GOAL 2

**INCREASE AWARENESS OF THE DIGITAL DIVIDE AMONG INTERNET USERS AND NON-USERS IN THE KANSAS CITY METROPOLITAN AREA.**

**OBJECTIVE 1:** Increase awareness of the digital divide among Internet users by 20 percent by May 5, 2017.

**OBJECTIVE 2:** Increase awareness of digital divide among Internet non-users by 15 percent by May 5, 2017.

**OBJECTIVE 3:** Increase awareness of Google Fiber's involvement in closing the digital divide by 20 percent by May 5, 2017.

# TARGET AUDIENCE

**1 INTERNET USERS:** The Internet user is defined as someone who uses the Internet from any location, on devices such as computers, Internet-enabled mobile phones, digital TVs, gaming systems, etc.

## DEMOGRAPHICS

**AGE:** 35

**LOCATION:** Johnson County

**HOUSEHOLD INCOME:** \$80,000

Ashley is a 35-year-old mother of two who lives in Johnson County. She and her husband both have graduate degrees and an annual household income of \$80,000. Ashley loves to spoil her kids and uses the Internet to shop for kid's toys online, plan family vacations and share pictures of her family on Facebook. In addition to using her laptop, she likes to use her tablet and iPhone to check the news, to find new recipes on Pinterest, to read emails and to stay in touch with her close friends, co-workers and family. Ashley also likes to download educational gaming apps on her tablet and iPhone for her kids to play with.

**INSIGHT:** In our survey, participants were asked to indicate how serious they think the issue of the digital divide is in Kansas City. The majority of respondents thought the issue was only “slightly serious” to “moderately serious.” This indicates that those who use the Internet do not understand that the digital divide is a problem within the Kansas City community. This makes the Kansas City Internet-using population an important audience for increasing awareness of the issue.

# TARGET AUDIENCE

**2 INTERNET NON-USERS:** Seventeen percent of the Kansas City population does not use the Internet at all. Residents of this population live in Jackson, Clay, and Platte counties in Missouri, and Johnson & Wyandotte counties in Kansas. Of this population, 44 percent are 65 and older, 42 percent make less than \$25,000 a year, and 64 percent have only a high school education or less. The main reason non-users do not get online include: “lack of relevance,” making up 41 percent of non-users and the other being “lack of access, making up 28 percent of non-users” (The State of Internet Connectivity in Kansas City, 2012).

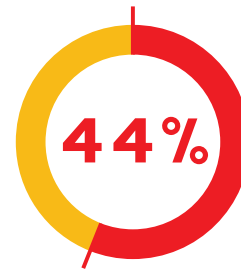
## DEMOGRAPHICS

**AGE:** 65

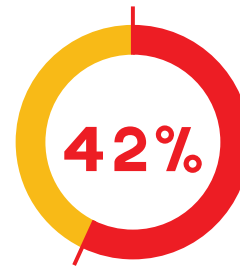
**LOCATION:** Jackson County

**HOUSEHOLD INCOME:** Unemployed

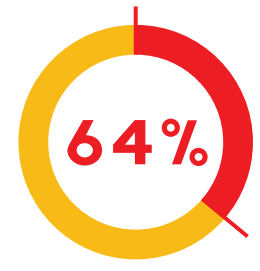
Tacara is 65-years-old and lives in a single-bedroom-home in Jackson County. She is unemployed and only has a high school education. Tacara does not own a computer or smartphone and only recently learned how to check her email with help from her grandchildren. She goes to the Kansas City Public Library a few times a month to use the computer, but is unfamiliar with many Internet skills. She finds it frustrating to use new technology and feels uncomfortable sharing information online.



**ARE AGE 65 YEARS  
& OLDER**



**EARN LESS THAN  
\$25,000/YR.**



**HAVE HIGH SCHOOL  
EDUCATION OR LESS**

**INSIGHT:** Those who indicated lack of access as a major concern are interested in getting online, but are inhibited by the lack of a computer or affordability. Those who indicated lack of relevance did not see using the Internet as an advantage for several key livelihoods such as job hunting or getting news. Although these groups tend to overlap, some view the Internet as valuable, but do not have the means to get online. Others have not internalized the importance to their own personal lives. To this group, the Internet is still a luxury.

# TARGET AUDIENCE

## 3 KANSAS CITY ORGANIZATIONS AS PARTNERS:

The third and final subgroup is non-profit organizations within the Kansas City community. This includes organizations that are either:

**DEDICATED TO CLOSING THE  
DIGITAL DIVIDE**

**OR**

**WORK WITH AUDIENCES THAT HAVE  
TROUBLE ACCESSING INTERNET**

Each organization was chosen strategically to target  
**GOOGLE FIBER'S FIVE AREAS OF OUTREACH:**

**1**

All non-users who are interested in learning how to get online + need help

**2**

All non-users who lack a computer or perceive the Internet as a high cost

**3**

Non-users with high unemployment and job search disadvantage

**4**

All non-user seniors with a perception of health information disadvantage

**5**

School children in non-user homes

**INSIGHT:** Google Fiber has an opportunity to work with these organizations in the effort toward creating a more digitally inclusive community within Kansas City.

**CREATIVE**



## TOGETHER WE CLICK

At the core of all human motivation is the longing to be a part of something bigger than ourselves; To start a movement. We long to belong, we long for togetherness. Our campaign is centered around the core idea of collaborating together for the greater good of the community and beyond. This is how we came up with the name of our campaign, “Together We Click.” We want to connect people’s passions with community-centric experiences that will give Kansas City residents the resources and reasons to get excited about being online. We want to help them realize the relevance of the Internet in their daily lives, and we hope to expand awareness about the issue of the digital divide.

**CONNECT. LEARN. CREATE.**





# TOGETHER WE CLICK IS EMPOWERING

The idea of a community working together for open access to the world of knowledge provided by the Internet is empowering.



# TOGETHER WE CLICK IS INSPIRING

The idea of belonging and togetherness inspires those who have never found relevance in the Internet to connect online within their own authentic community.



# TOGETHER WE CLICK IS AUTHENTIC

The idea of bringing people together both on and offline to create a digitally inclusive community is authentic.

# PR/PROMOTIONS

# PR/PROMOTIONS

## KICK-OFF EVENT WITH PARTNER ORGANIZATIONS

In order to create a strong relationship with our partners on this campaign, we will host a reception at the Kansas City Google Fiber space in the beginning of May 2016 to bring together non-profit organizations and Google Fiber representatives. Our strategic partnerships with these specific organizations will help us extend Google Fiber's resources to the communities already served by these organizations. This event will aim to educate our partners on the scope of the campaign, and to have an open discussion on what all partners can contribute to this effort. Breakout sessions will be held for all partners and Google Fiber representatives to discuss the digital divide, how it affects the communities it serves, and what can be done to improve the issue. At this time groups can also brainstorm ideas on how to identify individuals from the community to be influencers and create content for promotion of the campaign.

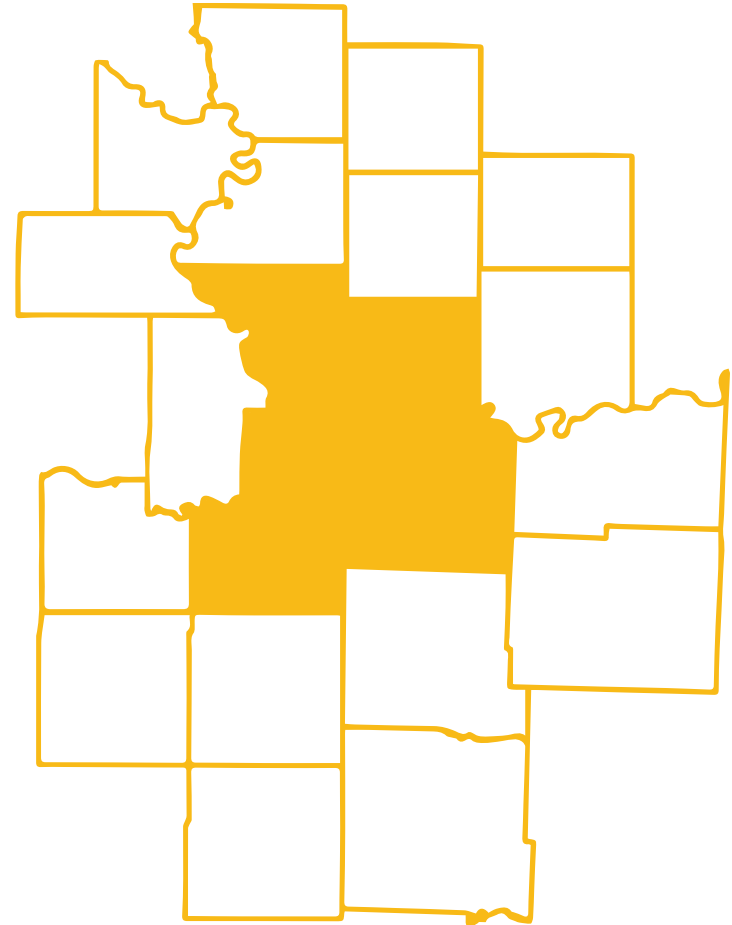


# PR/PROMOTIONS

## BLOCK PARTIES/BUS/KIOSK:

Jackson, Clay, Wyandotte, Johnson and Platte counties

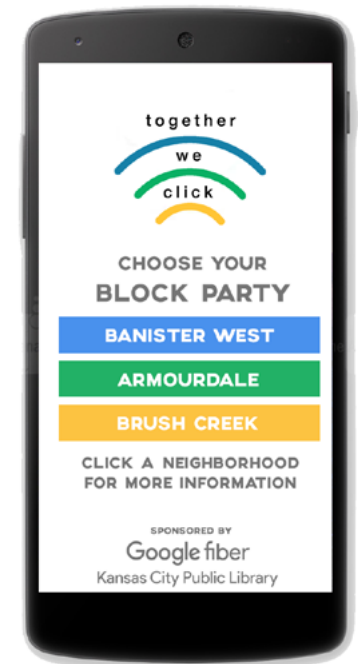
An important insight derived from our research shows that it is often difficult for those without immediate Internet access to get to public locations where they can access the Internet for free. To combat this barrier, we plan to bring Internet connectivity to the community in a fun and inviting way by staging block parties in two neighborhoods in each county from June 2016 through August 2016. The block parties pose the opportunity for Google Fiber and its partner organizations to host a unique, local environment for the community to come and use Google Fiber's resources to learn more about the Internet and the **Together We Click** campaign.



# PR/PROMOTIONS

## KIOSK

Regardless of Internet access, a large portion of our target audience owns a smartphone and is able to connect to the Internet as long as free Wi-Fi is available. We want to capitalize on this capability by setting up kiosks to promote the block parties in local areas that our target audience identified as places they use free Wi-Fi; such as grocery stores, post offices and libraries. The kiosks will feature a volunteer and an interactive screen where community members can request a “ticket to ride” the Wi-Fi enabled bus. The ticket, in the form of a QR code for those with smartphones and in paper form for those without, will include information about the event such as date, location and activities that will take place. The bus will remain stationary throughout the event, and individuals can interact with the bus and other activities at the event.





# PR/PROMOTIONS

## BLOCK PARTIES

The block parties will be held on Saturday afternoons from 2-5 p.m. and will be open to the public. At the block parties, attendees will experience a Google Fiber branded bus equipped with a mobile computer lab and five activity stations for learning computer/Internet skills or features. Upon arrival, attendees will either show their “ticket to ride” or receive a mobile or analog version. They will then be prompted to visit the activity stations and complete the experiences in order to receive a stamp, either virtual or physical, on their “ticket to ride.” Attendees will be able to turn in their ticket for Google Fiber branded collateral. Additionally, completed bus tickets will be entered into a raffle for the opportunity to win a larger Google product prize at the end of the event. A videographer will be present and recording content from the block parties to later be used as promotional material.

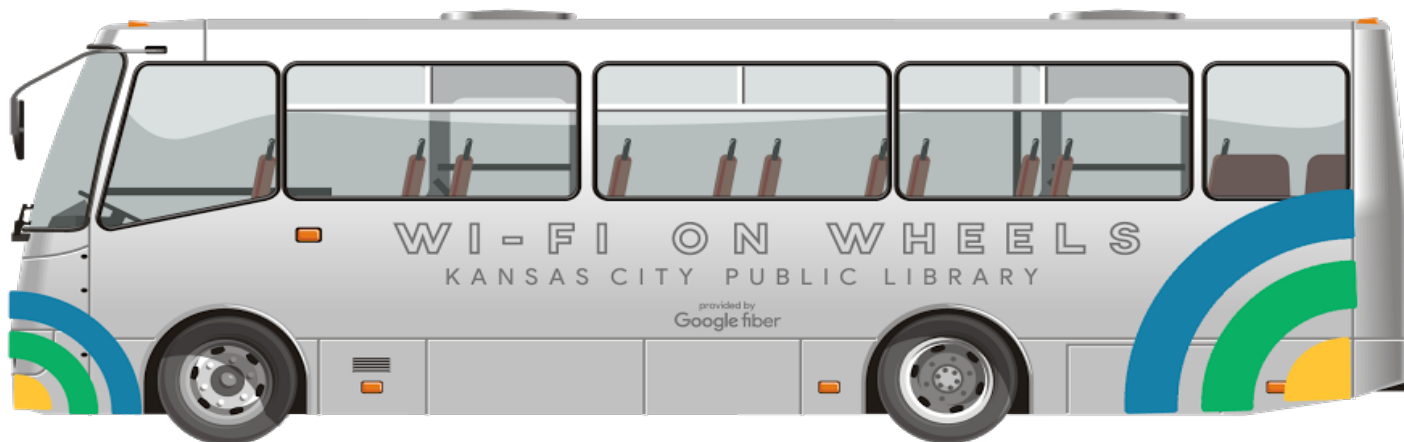


# PR/PROMOTIONS

## GOOGLE FIBER BUS

We saw the opportunity for a mobile Internet lab in order to make Internet connectivity more accessible to areas in Kansas City that are “unplugged.” When thinking within the realm of “Googliness” we wanted to stick to the modern, fun, Google brand. We decided that a renovated bus would not only solve the mobility hurdle, but would make a statement in the Kansas City community as well. The bus seats will be torn out, and the interior will be minimal and modern. The bus will feature “bar top” seating on either side of the bus and the front and back of the bus will have a large monitor for teaching classes. There will be 12 Chromebooks per side with Wi-Fi connectivity.

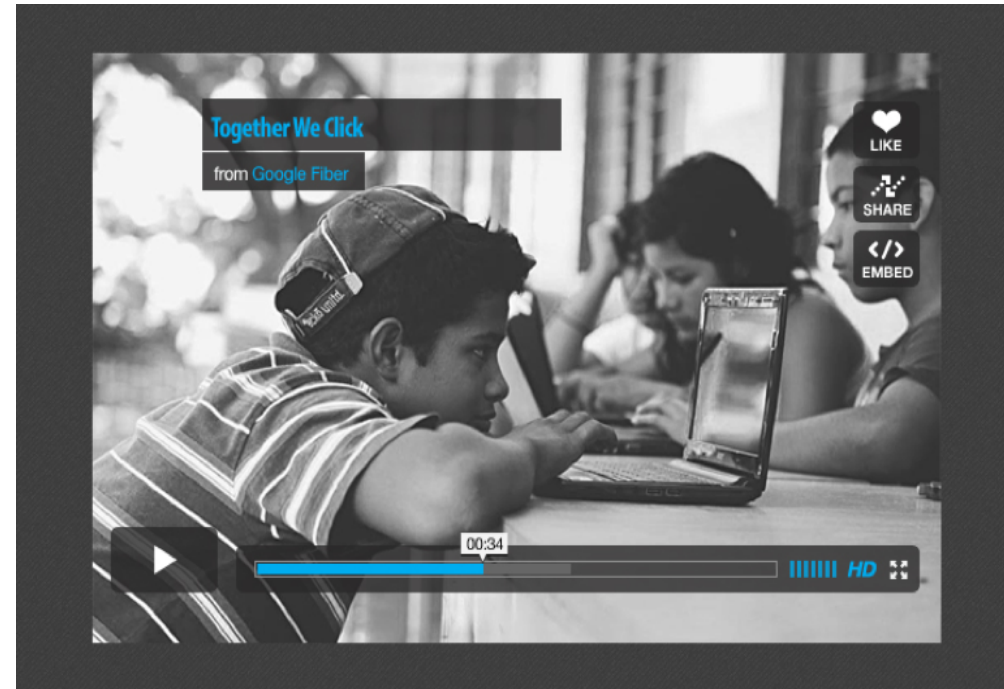
The Google Fiber bus will serve as the center of the block party events. After the block parties subside, the bus can be used for Internet skills classes, or for other Google Fiber initiatives.



# PR/PROMOTIONS

## SHOWING ON THE LAWN

We want to create an event that brings awareness to the greater Kansas City area among those who already have Internet connectivity, and may not know about the seriousness of the digital divide in Kansas City. In order to do so, Google Fiber will sponsor a showing of the documentary created throughout the campaign by the content creators we recruited from our partner organizations. The event will be held at the Nelson Atkins Museum of Art on the lawn of the sculpture garden on Friday May 5, 2017 at 5 p.m. There will be no entrance fee for this event but attendees will be prompted to give a donation upon arrival. These donations will be divided among all of the partner organizations. Each organization will have their own tent to provide information to attendees and advice for ways they can get involved. Food and drinks will be provided by local Kansas City restaurants for purchase. We see this event as a time to show community members what steps Google Fiber is taking to help increase digital inclusion in Kansas City, and ways individuals can get involved. This is a way for Google Fiber to showcase their efforts to give back to the community, and to give people a chance to see that this brand is doing much more than just providing an Internet service.



# ADDITIONAL EXECUTIONS

# ADDITIONAL EXECUTIONS

## DIGITAL INCLUSION CLASSES AT GOOGLE FIBER SPACE






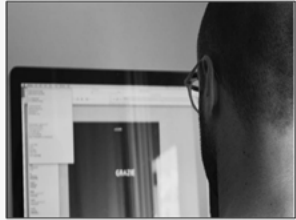
We realize the block parties will not survive during the winter to early spring months, however, we want to continue the momentum generated at the block parties. We decided to transfer the general idea indoors to the Google Fiber space from September 2016 through May 2017. The setting will be casual, and focus on educational classes promoted through the partner organizations. Individuals involved with the organizations can come to the space to gather with others while learning about basic computer skills, important computer security measures and job hunting/application information sessions. For the younger audiences homework help and study sessions will be offered after school. The partner organizations and Google Fiber representatives will determine the date and time of classes throughout the duration of the campaign.



# ADDITIONAL EXECUTIONS

## CONTENT

We want to create content that is lifestyle-based in order to increase awareness of the digital divide and how it personally affects people. We envision this happening through original content created by community members that are personally affected by the digital divide. We plan on picking community members by collaborating with Google Fiber's partners to identify one person per organization. This content will be made on a Chromebook that Google Fiber will provide, and there will be a specific list of topics for them to focus on. For example, if someone is inspired by creating art, they will use the computer and the Internet to paint, draw, and share this content with the digital landscape. This content will be created for social media, video clips throughout the campaign and for the short documentary that will be created at the end of the campaign. The bulk of the documentary will consist of footage taken by a videographer throughout the campaign. The videographer will follow each individual's story as they create content online and share how the digital divide has affected him/her. Additionally, footage will be shot at some of the block parties as well. The documentary will premiere at the Showing on the Lawn event. By sharing clips of the premiere across social media outlets it will bring widespread awareness through a humanized connection.

 <p>TOGETHER WE CLICK</p> <p>Start of Documentary Opening page</p>	 <p>Introduction to first individual (their life without the Internet)</p> <p>Walking to the library applying for jobs online in the dead of winter</p>	 <p>VO: "It wasn't meant to be like this... I wanted to get a job."</p> <p>VO: "but it is hard and all without the Internet."</p>
 <p>17% of KANSAS CITY RESIDENTS DO NOT HAVE THE INTERNET</p> <p>Describes what the Digital Divide is specifically in Kansas City</p>	 <p>Timelapse of what the partner organizations are doing to help ( classes, block parties )</p>	 <p>Man applying for jobs with his Chromebook</p>

# TRADITIONAL MEDIA



# TRADITIONAL MEDIA

## OUT-OF-HOME

These advertisements will appear at bus stops/shelters, on panels inside buses, and possibly on the Kansas City cable car. Advertisements on bus shelters generate an average of 9,000 - 17,000 impressions per day and advertisements on the interior of a bus can create up to 4,000 impressions per day. These advertisements will promote each block party within the Kansas City neighborhoods we are targeting.





# TRADITIONAL MEDIA RADIO

The radio ads will include information about the date, time and locations of these block parties. This will be a short 30-second spot which will air on Kansas City radio stations, such as KCUR 89.3 (the flagship NPR station of Kansas City). We chose this station because of its affiliation with non-profits in Kansas City. Additionally, advertising on 103.3 would give Google Fiber reach to the 200,000 listeners in the Kansas City area. This audience directly parallels our Internet user and non-user audiences. One radio advertisement will be recorded for each block party and ran three times per day.

This is a general template of the script for each radio spot. Content will vary depending on location.

## BRUSH CREEK NORTH BLOCK PARTY :30

**MUSIC:** happy/fun tune (Establish: then under)

**MODERATOR:** Kansas Citians! Join [Partner Organization] and Google Fiber for a block party event in the Brush Creek North neighborhood.

**MODERATOR:** [Partner Organization] would like to share with you free food, free Internet and a lot of family fun! Take part in the full Internet experience, and you could even be entered to win a free Chromebook! We hope to see you on [date and time].

**MODERATOR:** Did we mention this event is completely free? Come and see us at [location] in Brush Creek North. Bring a friend, or five!, and let's get digital.

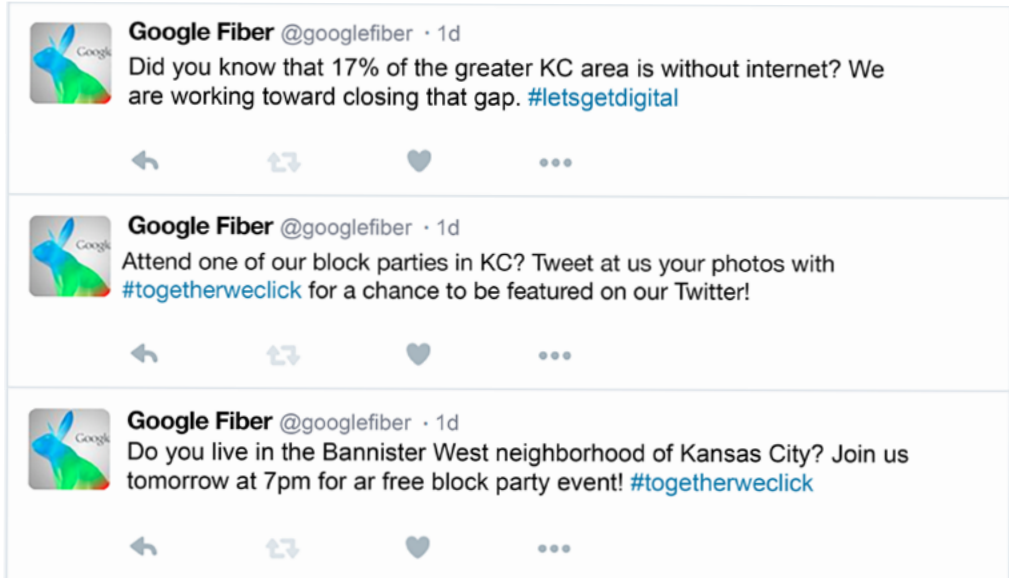
**MUSIC:** (Full, then fade at :30)

# SOCIAL MEDIA

# SOCIAL MEDIA

## TWITTER:

The content that should be included in Google Fiber's Twitter posts will consist of facts on the digital divide, tips on safe Internet use, promotional tweets for the block parties and the Showing on the Lawn event. Live tweeting will be suggested for each event, with an emphasis on the final event because it will target Internet users. The hashtags to use throughout the campaign are #togetherweclick, #letsgetdigital and #googlefiber. Google Fiber's Twitter followers are most engaged from 11 a.m. until 2 p.m. and should post Tweets within this time frame at least 1-3 times per day.



# SOCIAL MEDIA

## FACEBOOK EVENT:

A Facebook event should be created on Google Fiber's Facebook page detailing the Showing on the Lawn event and shared with everyone who likes its page.

The image shows a screenshot of a Facebook event page. At the top, there is a banner with a calendar icon showing 'MAY 05' and the event title 'Showing on the Lawn'. Below the banner, the event is categorized as 'Public · Fundraiser · Hosted by Google Fiber'. The date and time are listed as 'Friday, May 5, 2017 at 5:00 - 8:00pm'. The location is 'The Nelson-Atkins Museum of Art, 4525 Oak St, Kansas City, Missouri 64111', with a 'Show Map' link. A 'Tickets Available' section includes the website 'www.googlefiber.com' and a 'Find Tickets' link. The event description states: 'Join us for the premiere of a digital inclusion documentary on the lawn of the Nelson-Atkins Museum of Art. Food and drink will be provided by local Kansas City restaurants. Entry to this event is free but a donation is encouraged. Donations will go toward building computer labs throughout Kansas City neighborhoods and to help non-profits connect residents. The documentary will start at 5:30 p.m. and is approximately 30 minutes long.'

**Showing on the Lawn**

Public · Fundraiser · Hosted by Google Fiber

Friday, May 5, 2017 at 5:00 - 8:00pm

**The Nelson-Atkins Museum of Art**  
4525 Oak St, Kansas City, Missouri 64111 [Show Map](#)

**Tickets Available**  
[www.googlefiber.com](http://www.googlefiber.com) [Find Tickets](#)

Join us for the premiere of a digital inclusion documentary on the lawn of the Nelson-Atkins Museum of Art. Food and drink will be provided by local Kansas City restaurants.

Entry to this event is free but a donation is encouraged. Donations will go toward building computer labs throughout Kansas City neighborhoods and to help non-profits connect residents.

The documentary will start at 5:30 p.m. and is approximately 30 minutes long.

# SOCIAL MEDIA

## INSTAGRAM:

We suggest Google Fiber creates a verified Instagram account to showcase user-generated content that will encapsulate digital inclusion as well as post content from the block parties. Users will need to publish content on their own Instagram accounts and tag Google Fiber in the photo as well as mention Google Fiber in their caption. This will make it easier for Google Fiber to locate the content, and share it on its own Instagram. Google Fiber should strive to share this content on its Instagram at least 3 times a week. Google Fiber should also consider sharing photographs and videos every week of “behind the scenes” initiatives of what they are doing to make these events happen.

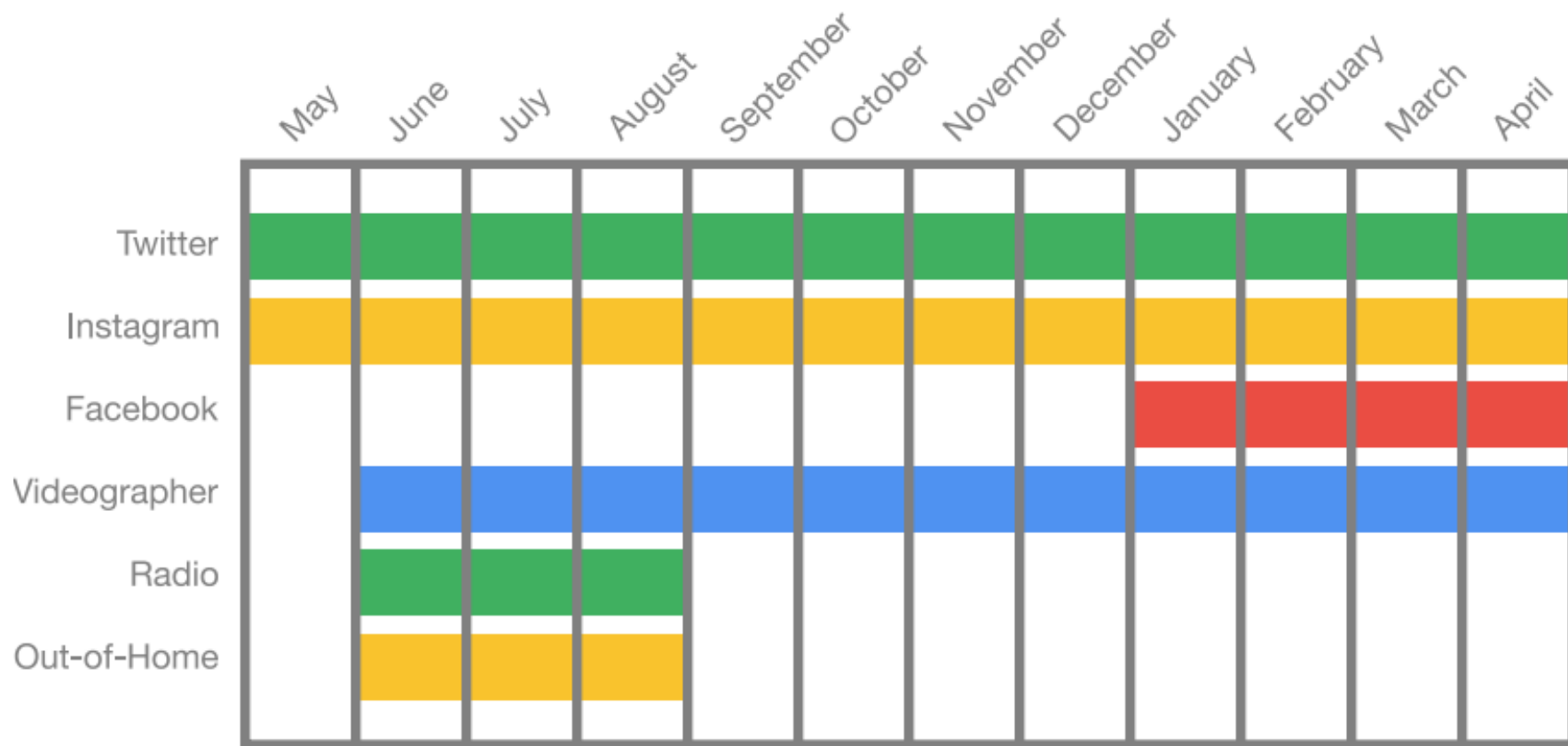
Our goal for monthly reach for all social media initiatives is 45-55 million by the end of the campaign.

We also suggest google fiber take advantage of NUVI, a social media analytics tool, to measure social media reach throughout the campaign. NUVI requires at least a year-long contract which costs \$400 per month.



# LOGISTICS

# MEDIA SCHEDULE



# BUDGET

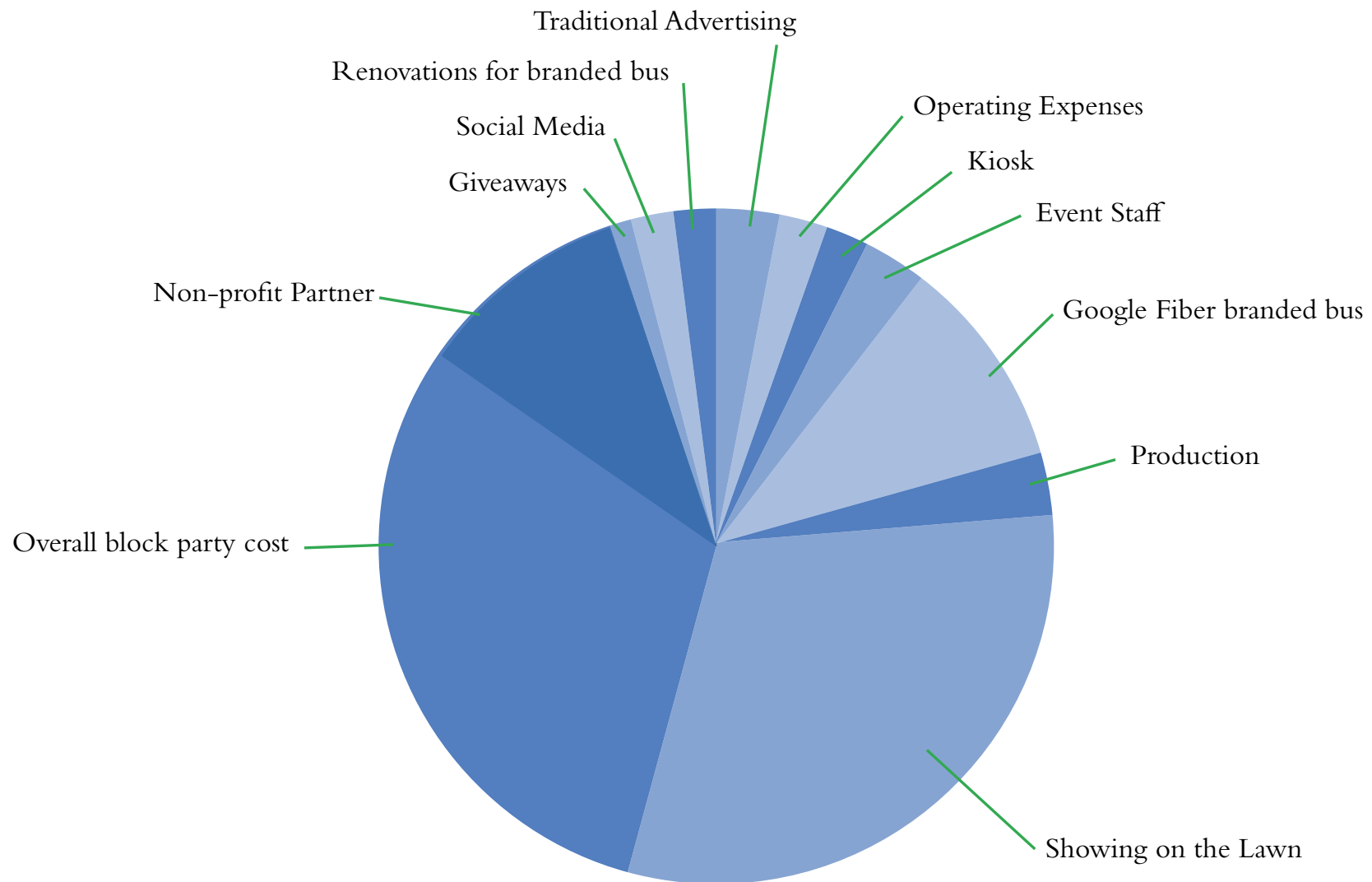
## MAY 2016 - MAY 2017 - \$500,000

Over the one-year period of our campaign we plan to divide the \$500,000 into two events that will embody our strategy to establish Google Fiber as a partner in closing the digital divide in Kansas City. Part of our budget will go towards the first event which are block parties that will be sponsored by Google Fiber and hosted by one or more of its partner organizations. These events will be held in different neighborhoods throughout the Kansas City metropolitan area where the digital divide is a present issue. The second event will be a premiere of a documentary intended to bring awareness to the issue of the digital divide.

When creating this budget we felt that many of the staff members for the events would be on a volunteer basis, and would be recruited from the existing volunteers of our organizations. Therefore, a cost is not allocated to staff for the block parties in this table.



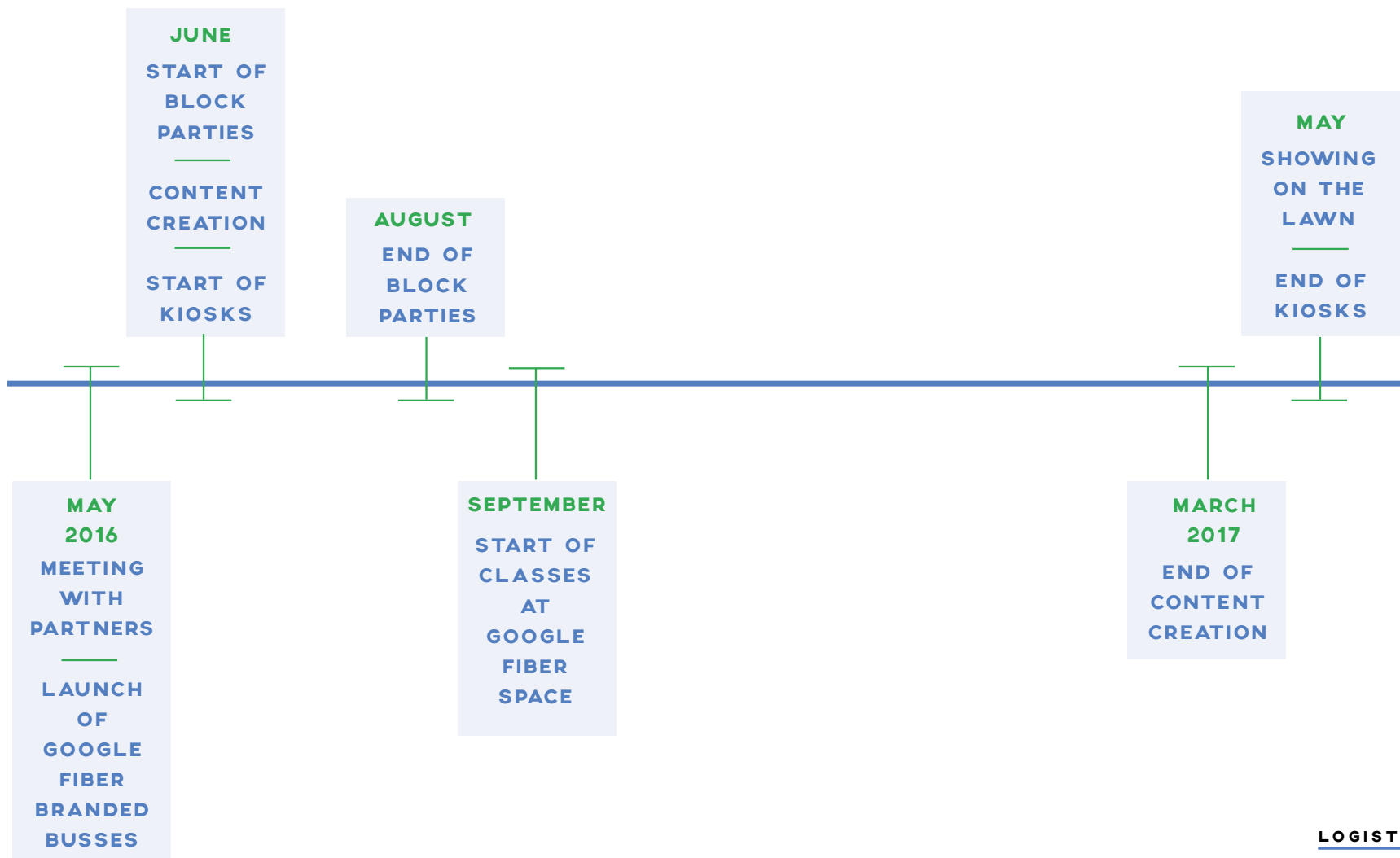
# BUDGET



# BUDGET

CATEGORY	QUANTITY	TIMEFRAME	COST
Google Fiber branded bus	1 standard 40-foot bus	May 2016	\$35,000
Renovations for branded bus	2 TVs, 24 stools/chairs, flooring, paint, Google Fiber decal, lighting, wheelchair accessible ramp, A/C unit, Wi-Fi	May 2016	\$22,150
Non-profit partner	Kansas City Public Library	June 2016 - May 2017	\$40,000
Operating expense	Bus driver, bus maintenance, gas	June 2016 - May 2017	\$12,000
Overall Block Party cost	10 block party events	June 2016 - August 2016	\$200,000
Showing on the Lawn	250 attendees, food and drinks; space rental and	May 2017	\$90,000
Event staff	Event planner, speaker(s)	May 2017	\$20,000
Production	Documentation of block parties, content creators and classes	June 2016 - September 2016	\$30,000
Traditional Advertising	Radio, Bus stops, bus panels,	May 2016- August 2016	\$20,000
Twitter	Generate promoted Twitter posts	May 2016- May 2017	\$3,050
Facebook	Generate boosted Facebook posts	May 2016- May 2017	\$3,000
Social Media Analytics Tool	Use Nuvi to monitor social media throughout campaign	May 2016- May 2017	\$4,800
Kiosk	1 standard Kiosk at each public location	June 2016 - May 2017	\$12,000
Giveaways	1,000 T-shirts	June 2016-August 2016	\$8,000
			<b>\$500,000</b>

# TIMELINE



# MEET THE TEAM

# THE GOOD EYE

## MISSION STATEMENT:

“We nurture the human spirit by inspiring creativity, empowerment, and diversity in thought to contribute to a movement of world changing ideas.”

According to some traditions, the good eye symbolizes an attitude of benevolence and kindness towards others. We chose to create an agency that encompasses this sense of good will, and works to better the community in which we serve.

# THE GOOD EYE



**HOLLY KULM**

Holly is the Media/Social Media Director for this campaign. She is currently the marketing director for Style on the Hill and aspires to be a social media strategist at a fashion or tech company upon graduation. She's passionate about cats and the color maroon.



**LAUREN KATZ**

Lauren is the Research Director for this campaign. She is currently the Director of Strategic Planning at The Agency, a student-led advertising agency at the University of Kansas. After graduation, Lauren would like to become an account planner/strategist at a global digital marketing agency.



**LAUREN PEARSON**

Lauren is the Creative Director for this campaign. She is currently the Director of Creative Strategy at The Agency, a student-led advertising agency at the University of Kansas. After graduation, Lauren hopes to work in the non-profit sector while continuing to pursue her passion of photography by opening her own lifestyle photography business.

# THE GOOD EYE



**MADELINE MCCANN**

Madeline is the Presentation Director for this campaign. She is interning for Ronald McDonald House Charities in Kansas City next semester and is interested in working with non-profits in the future.



**MADISON MELTZER**

Madison is the Public Relations Director for this campaign. She is the Director of Social Media and Public Relations at The Agency, and the President of the Public Relations Student Society of America at The University of Kansas. She is passionate about beautiful artwork, hatha yoga, and the Oxford comma. After graduation, Madison plans to work as a Social Media Manager in the Fashion or Museum industry.



**SAMANTHA MODZELEWSKI**

Samantha is the Account Executive for this campaign. She is also an account executive for The Agency and will be graduating in May 2016. After graduation she hopes to stay in Kansas City and work in event planning or advertising. Thanks Mom and Dad!

**SPECIAL  
THANKS**



# THANKS

## A SPECIAL THANKS

We would like to thank Google Fiber for considering us for this campaign. It has been an invaluable experience working with Google Fiber towards the goal of shrinking the digital divide in Kansas City. The Good Eye would also like to thank Google Fiber liaison, Rachel Merlo, for sharing her expertise with us throughout this campaign.

We cannot express enough how grateful we are to have had this opportunity, and we would also like to extend gratitude to our Strategic Campaigns director, Professor Seo, for providing guidance throughout this process.

# APPENDIX

# APPENDIX

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