



Google™

Sam Gregory
Industry Manager, UK

WINNING
THE
ZERO
MOMENT
OF
TRUTH

Max Weinberg Band at the Hiro Ballroom



Swingin' Valentines Day
Monday February 14th 2011

The Maritime Hotel presents
**MAX WEINBERG
BIG BAND**

In Person
...and NO COVER charge!!!

Home of the
MIGHTY MAX
cocktail

6pm doors
7pm & 8pm shows
HIRO BALLROOM
83 Ninth Avenue New York City
www.themaritimelhotel.com

Max Weinberg Band at the Hiro Ballroom



You Tube [Browse](#) [Upload](#) [CoachRockne](#)

Dancing to Max Weinberg band at Hiro Ballroom Maritime Hotel

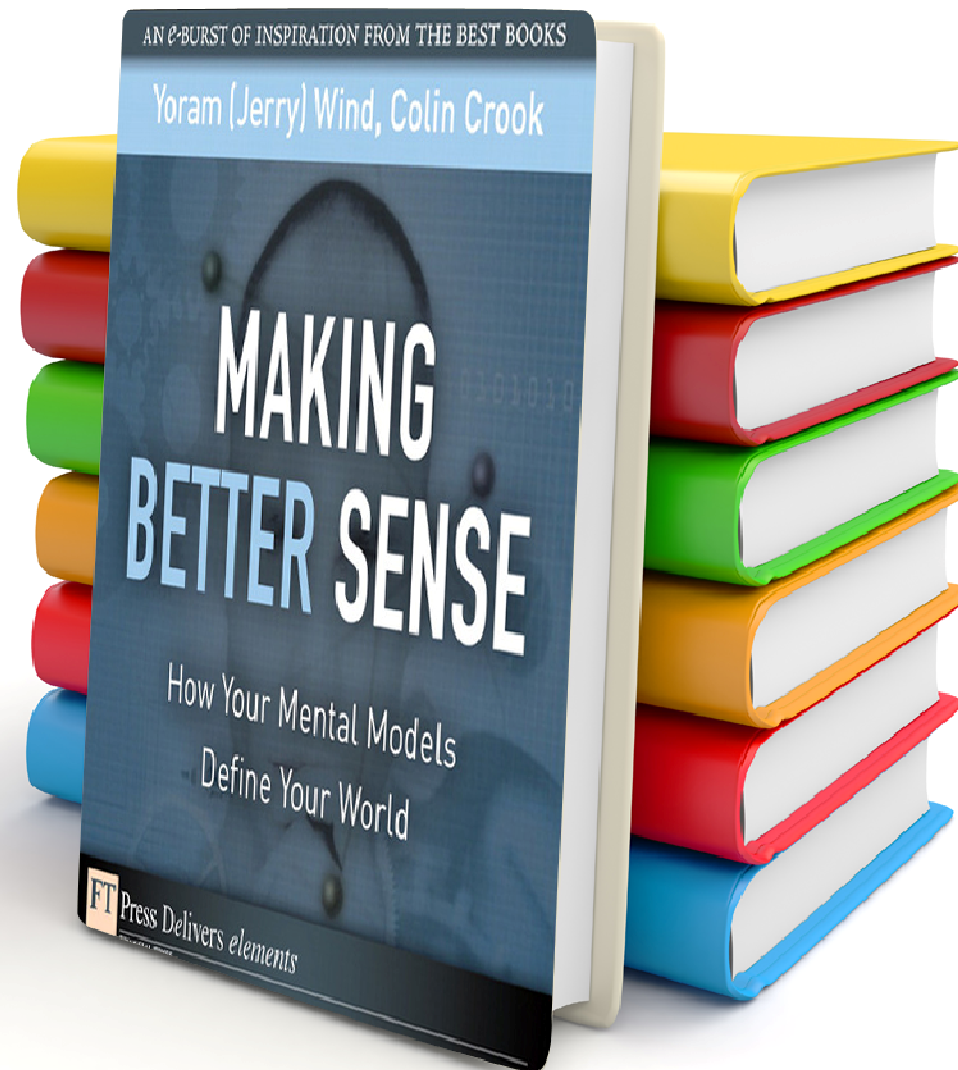
mahvelous 248 videos

0:26 / 1:40 360p

Suggestions

- Lady Gaga on HBO**
by HBO
76,338 views Promoted Video
- Max Weinberg Big Band - Bugle Call Rag - 6/25/1...**
by POINTEBLANC91
4,375 views
- Max Weinberg & The UE Jazz Ensemble 03.30.11**
by bingobennett
87 views
- Max Weinberg Big Band**
by MontereyInt'l
28,070 views
- Max Weinberg on His Future With Conan and Bruce**
by RollingStone

Mental Models Drive Our Game



Roger Bannister and the Four Minute Mile



Build a Great Product



Tell Your Target About It



Win at Point of Decision



According to Procter & Gamble, shoppers **make up their minds about a product** in three to seven seconds, just the time it takes to note a product on a store shelf.

This time lapse is called (by P&G) the “**First Moment of Truth,**” and it’s considered the most important marketing opportunity for a brand.

— Wall Street Journal, 2005



The Traditional Mental Model of Marketing



Stimulus



First Moment of Truth



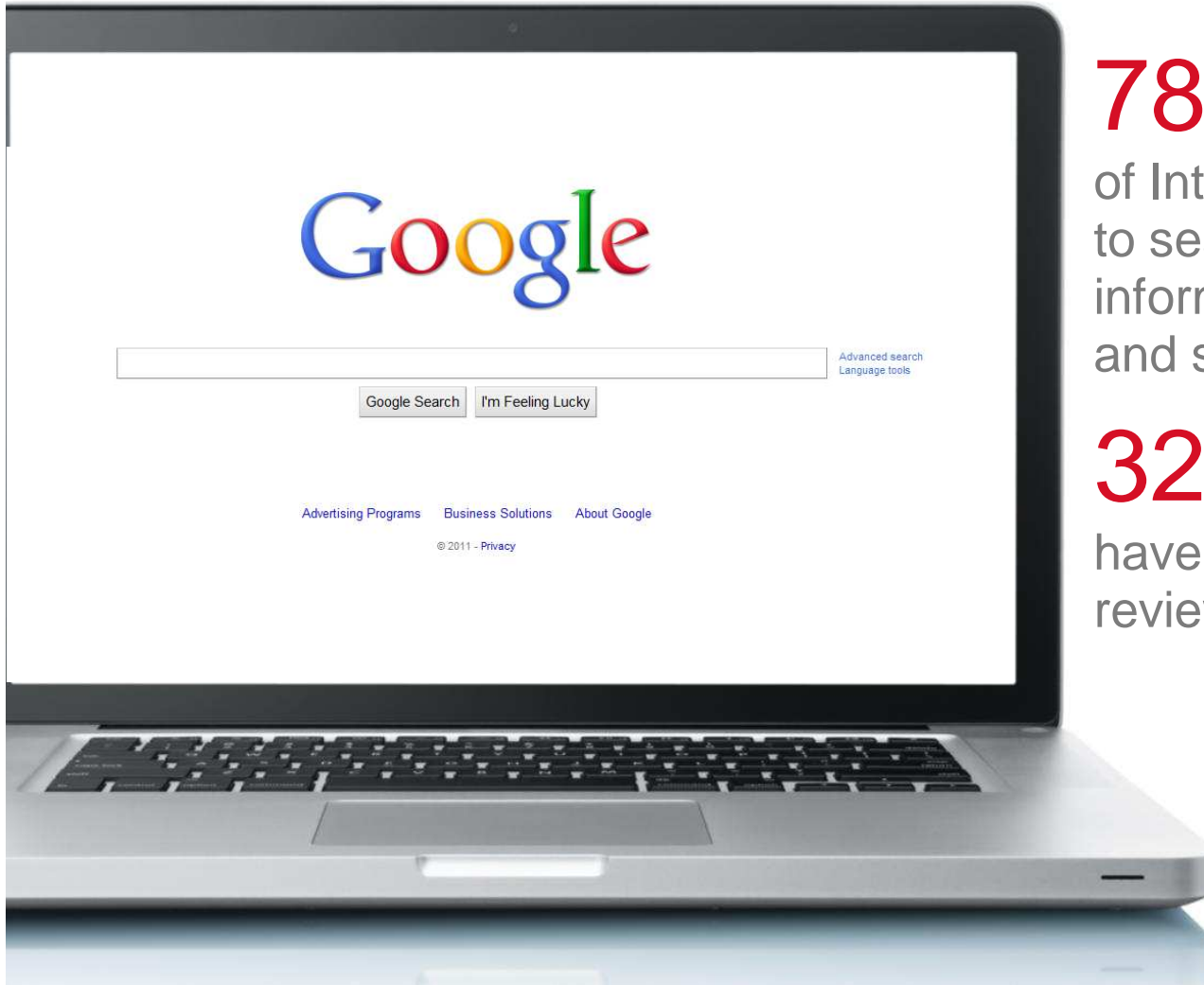
Second Moment of Truth



New Behaviour Drives a Surge in Search Volume



The New Path to Purchase



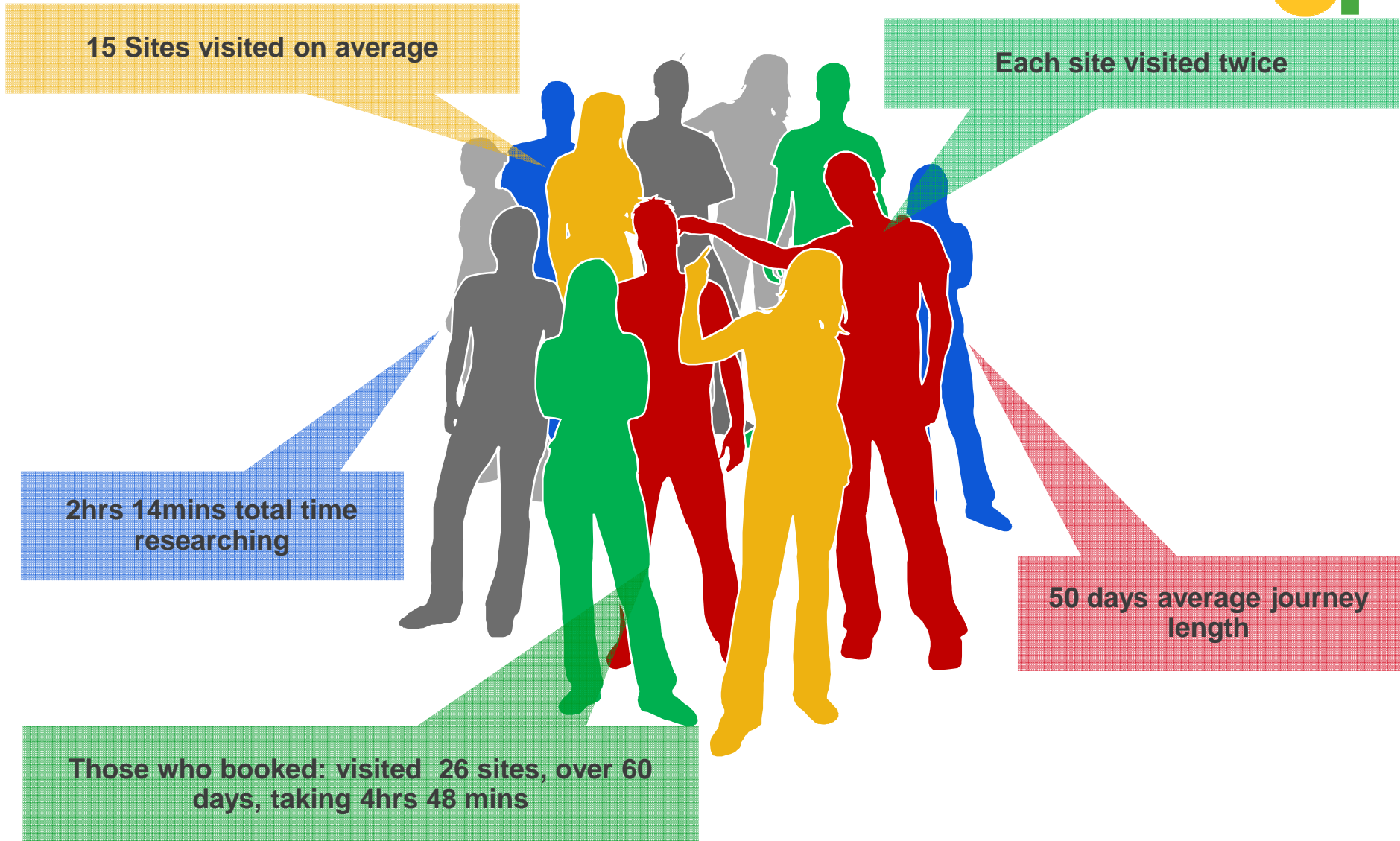
78%

of Internet users go online to search for information about products and services.

32%

have posted product reviews or comments online.

UK users do a lot of travel search online



Source: Nielsen/ Google online customer journey study - 2010

Consumers Are More Discerning Than Ever



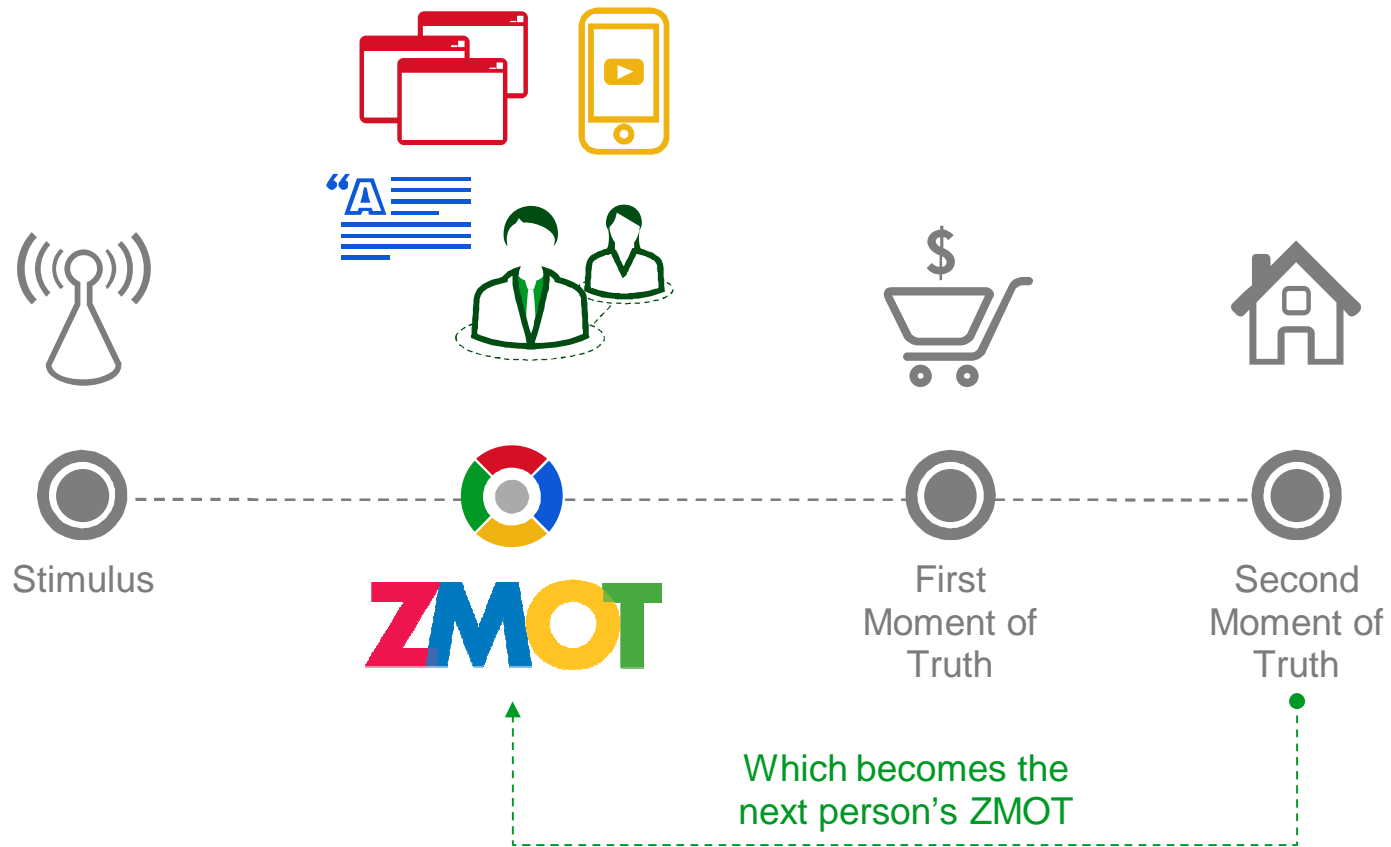
83%



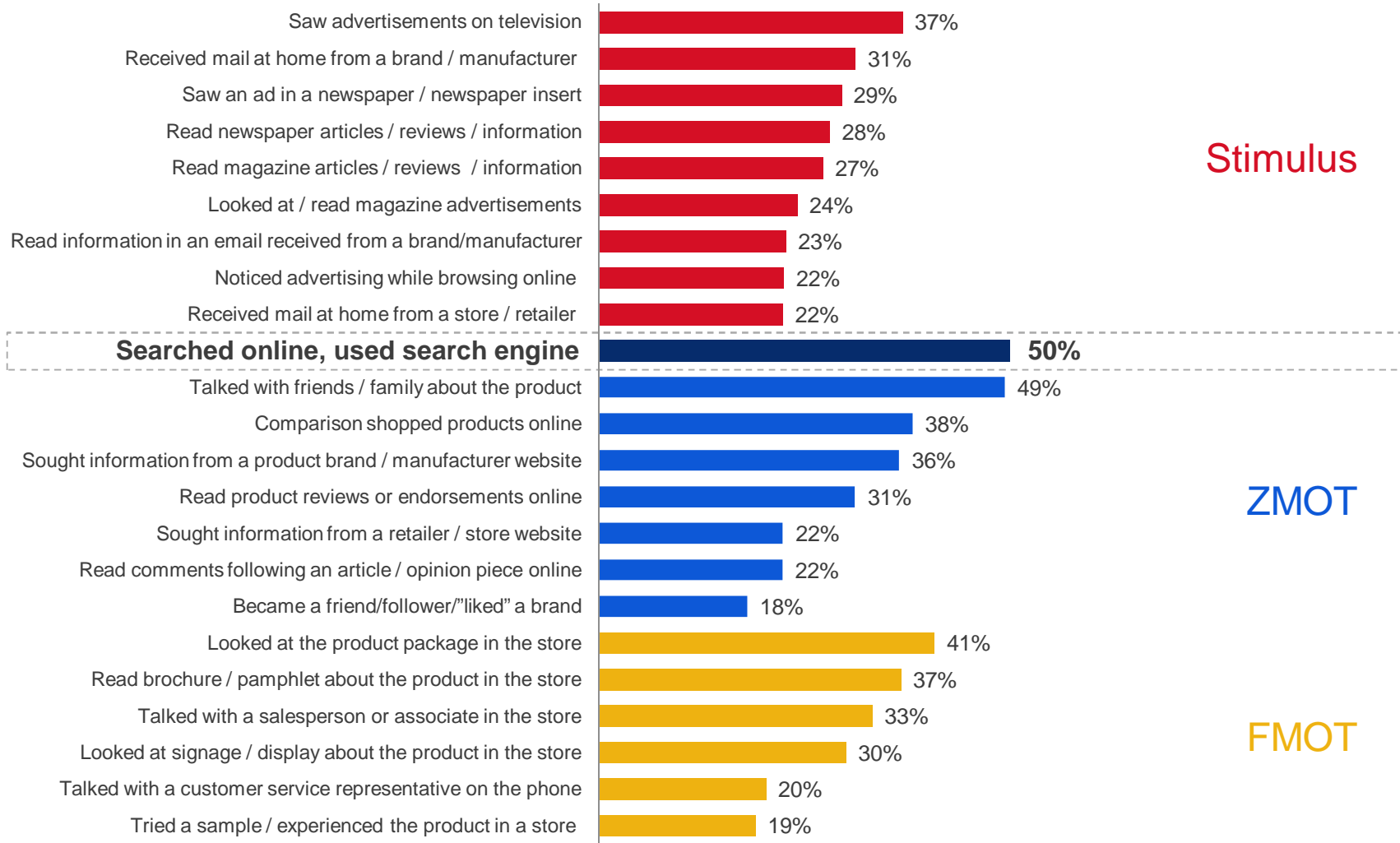
Number of consumers that rely on trusted places like user ratings or product review sites (buyers read 4 to 7 reviews before feeling comfortable with a purchase)

Source: Google Touchpoints Consumer Survey, 01/09. "Online Consumer Reviews Significantly Impact Consumer Purchasing Decisions," Opinion Research Corporation, 06/08

The New “Four Moments” Mental Model



Analyzed 50+ Drivers Across 11 Categories



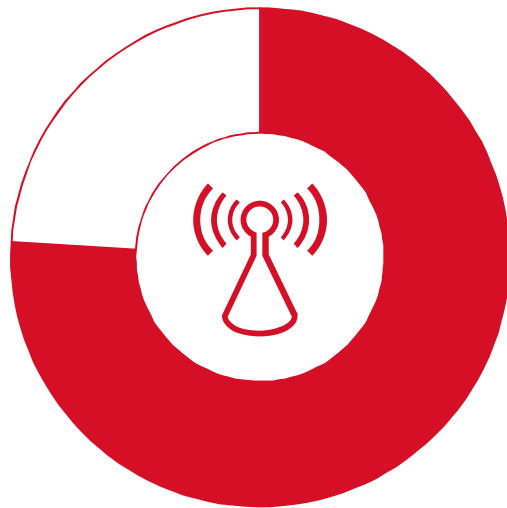
Q2 When you were considering purchasing [PRODUCT], what sources of information did you seek out to help with your decision?
Base: N=5,003

Across All Categories, Shoppers Are Using Stimulus, ZMOT and FMOT Equally



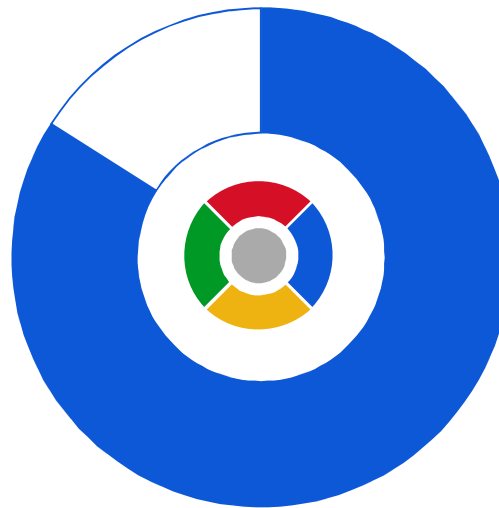
All three moments critical to the shopping process.

76%



Stimulus

84%



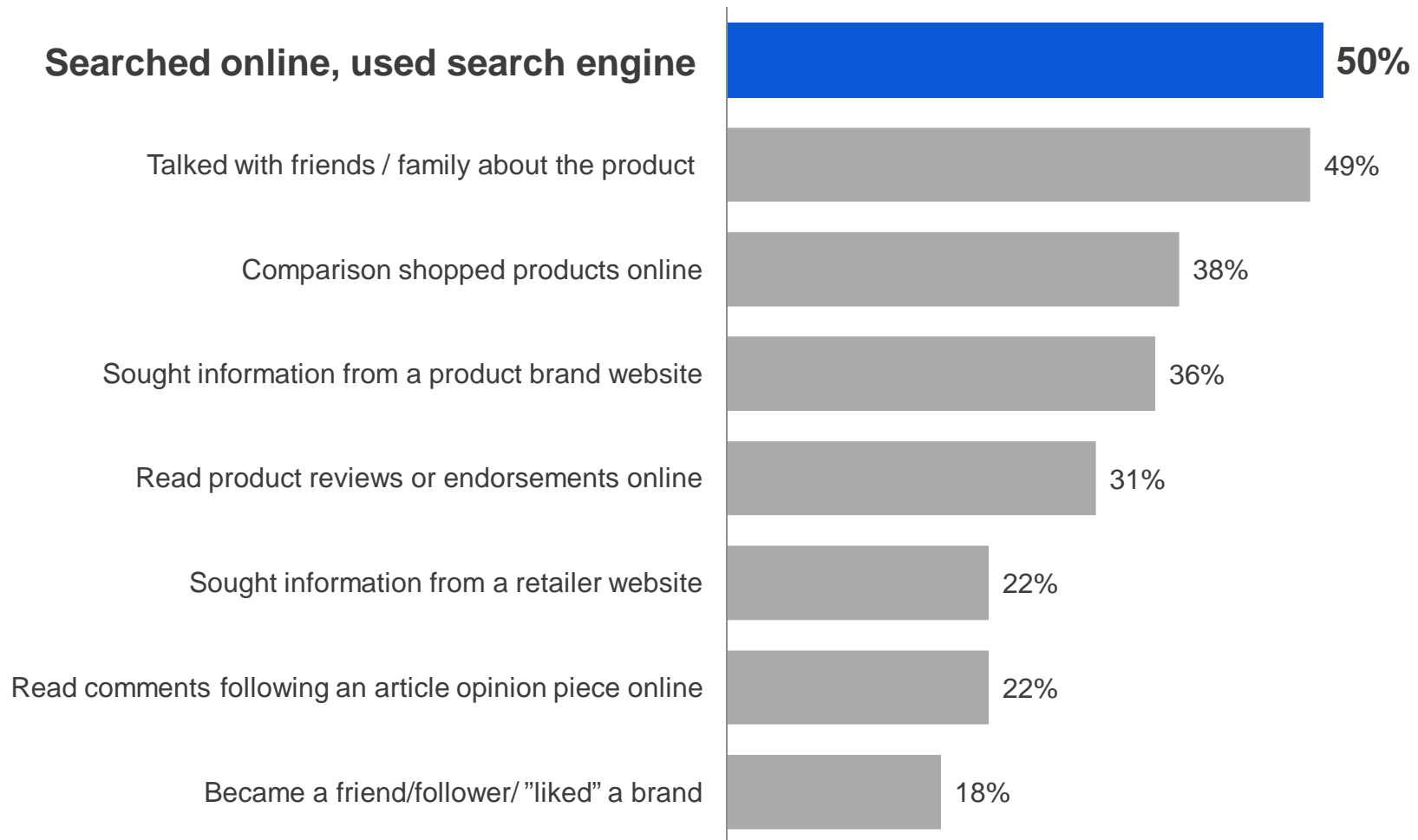
ZMOT

77%



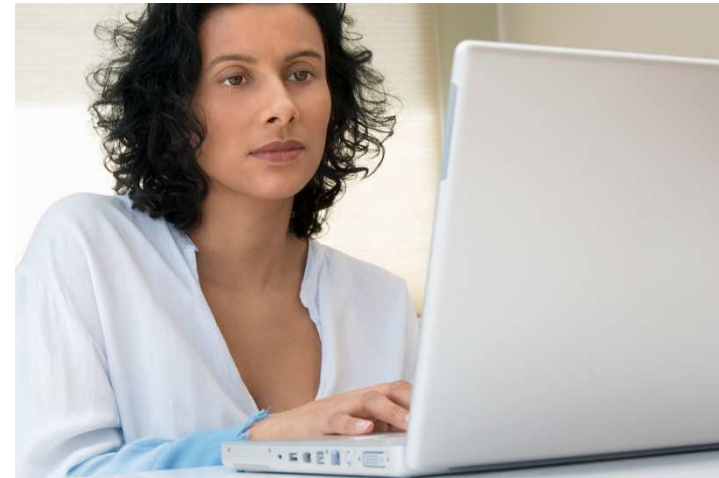
FMOT

ZMOT: Now an “Equal” Fourth Moment



Q2 When you were considering purchasing [PRODUCT], what sources of information did you seek out to help with your decision?
Base: N=5,003

TV? It Prompts More Action At ZMOT



49% increase in site visits to Laterooms during their TV campaign



Proof Point: Mobile is NOW and will only grow in importance

28%

of all queries in the Travel sector are coming from Mobile devices

29%

of smartphone users search for Travel information & holidays

21%

of smartphone users purchase Travel products through these devices



Winning the ZMOT

ZM
OT

ZMOT





How to Win at ZMOT:

- 1** Put someone in charge

- 2** Find your Zero Moments

- 3** Answer the questions people are asking

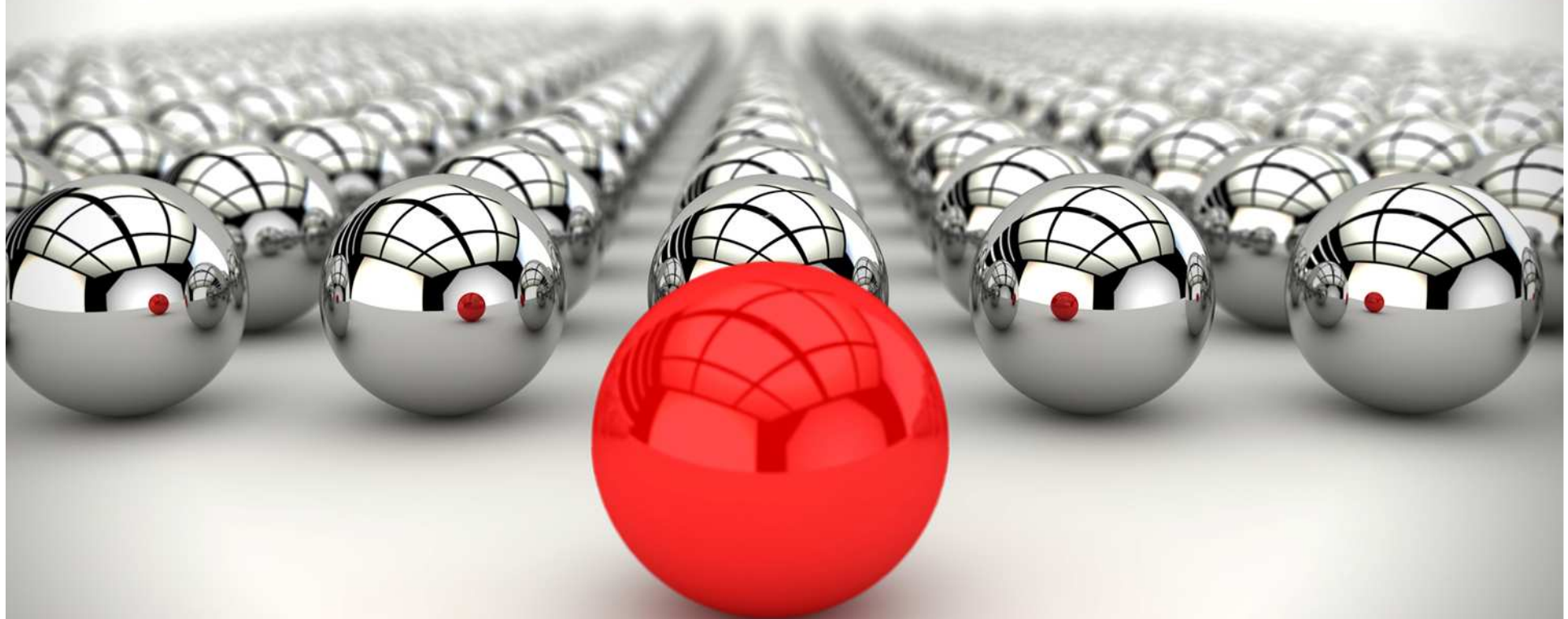
- 4** Optimize for ZMOT

- 5** Be fast

- 6** Don't forget video

- 7** Jump in!

1 Put Someone in Charge



2 Find Your Zero Moments



[Your Brand]	×	Search
[Your Brand] Review	×	Search
Best [Your Category]	×	Search

3 Answer the Questions People are Asking



Google BA flights to New York

Search About 12,100,000 results (0.32 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Swindon, UK
Change location

The Page
Monday

BA Flights to New York | britishairways.com
www.britishairways.com/New-York - ★★★★★ 212 seller reviews
Frequent **New York flights** & all inclusive fares at **ba.com!** Book now

Fly to New York | Virgin-Atlantic.com
www.virgin-atlantic.com/NewYork
virgin-atlantic.com is rated ★★★★★ 125 reviews
Direct **flights to New York** with Virgin Atlantic. Book online today.

Business Flights on Sale | flightcentre.co.uk
www.flightcentre.co.uk/Flight+Sales
Luxury Business Class Flights Unbelievable Business Class Prices!
↳ Premium Economy Flights fr£864 - Business Class Flights fr£879

BA Flights to New York | britishairways.com
www.britishairways.com/New-York - ★★★★★ 212 seller reviews
Frequent **New York flights** & all inclusive fares at **ba.com!** Book now

Plan your trip to **New York** with **British Airways**. Save with **flight**, hotel and holiday

Ads - Why these ads?

New York Flights
www.opodo.co.uk/New_York
opodo.co.uk is rated ★★★★★
Find cheap **flights** from **New York** with Opodo. Deals updated daily!

New York Flights
www.airflights.co.uk/JFK
Choice, Value + Service Since 1995
Huge Discounts on 2012 **Flights**

New York from £360
www.lastminute.com/New-York-Flights
lastminute.com is rated ★★★★★

ts.
w!
rk
★★★★
Jeals.
w!

3 Answer the Questions People are Asking



Google AdWords

No customer selected | [Report an issue](#) | [Help](#) | [Sign out](#)
Customer ID: n/a

Ops Control Center Tools -

Tools > Keyword Tool Product survey

Tools

Keyword Tool

Traffic Estimator

Include terms (0)

Exclude terms (0)

Match Types

Broad

[Exact]

"Phrase"

Help

What new features does the updated Keyword Tool offer?

How do I use the Keyword Tool to get keyword ideas?

How do I get additional keyword ideas using categories or related terms?

Why do search traffic statistics vary in the Keyword Tool?

Why would I add stars to search results in the Keyword and Placement tools?

Help Center

Find keywords

Based on one or more of the following:

Word or phrase: Suggested Ad Group Browser

Website:

Category:

Only show ideas closely related to my search terms

Advanced Options and Filters

Locations: Languages: Devices: Trademark Content:

Keyword Ideas Ad Group Ideas - Beta [About this data](#)

Download Estimate search traffic View as text More like these

Sorted by Relevance Columns

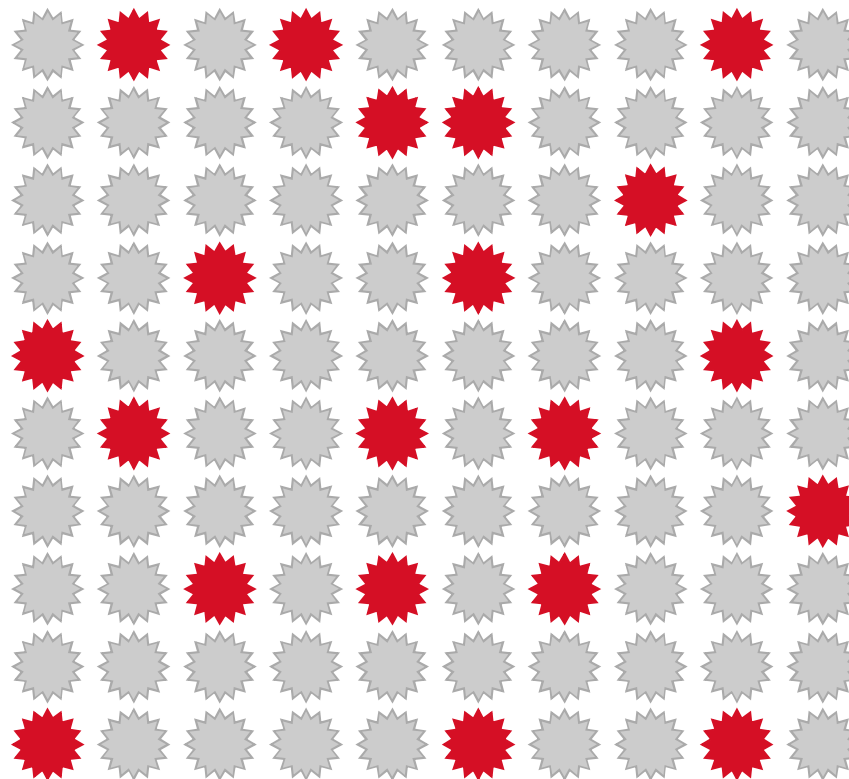
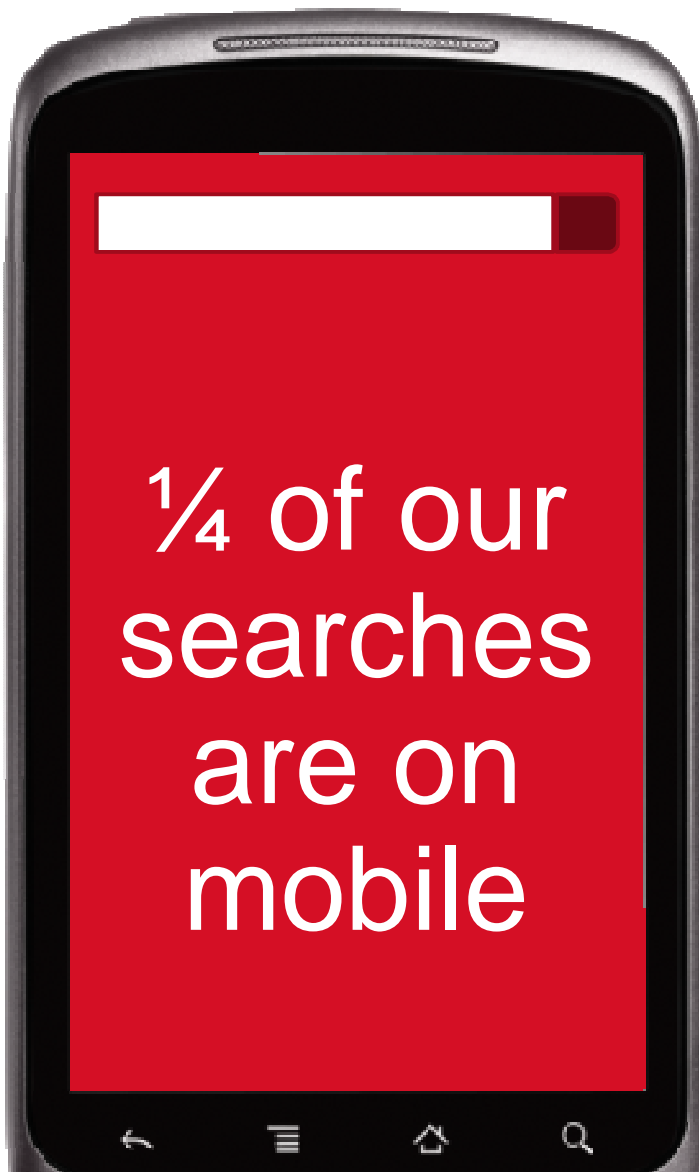
Graphs

Search terms (1) 1 - 1 of 1

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> <input checked="" type="checkbox"/> new york flights	High	823,000	301,000
Keyword ideas (2684) 1 - 50 of 2684			
<input type="checkbox"/> <input checked="" type="checkbox"/> cheap new york flights	High	246,000	110,000
<input type="checkbox"/> <input checked="" type="checkbox"/> london new york flights	High	33,100	22,200
<input type="checkbox"/> <input checked="" type="checkbox"/> new york flights cheap	High	246,000	110,000
<input type="checkbox"/> <input checked="" type="checkbox"/> new york flight	High	823,000	301,000
<input type="checkbox"/> <input checked="" type="checkbox"/> london to new york flights	High	33,100	22,200
<input type="checkbox"/> <input checked="" type="checkbox"/> cheapest new york flights	High	201,000	90,500
<input type="checkbox"/> <input checked="" type="checkbox"/> manchester to new york flights	High	9,900	9,900

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> <input checked="" type="checkbox"/> cheap new york flights	High	246,000	110,000
<input type="checkbox"/> <input checked="" type="checkbox"/> london new york flights	High	33,100	22,200
<input type="checkbox"/> <input checked="" type="checkbox"/> new york flights cheap	High	246,000	110,000
<input type="checkbox"/> <input checked="" type="checkbox"/> new york flight	High	823,000	301,000
<input type="checkbox"/> <input checked="" type="checkbox"/> london to new york flights	High	33,100	22,200
<input type="checkbox"/> <input checked="" type="checkbox"/> cheapest new york flights	High	201,000	90,500
<input type="checkbox"/> <input checked="" type="checkbox"/> manchester to new york flights	High	9,900	9,900
<input type="checkbox"/> <input checked="" type="checkbox"/> cheap flights to new york	High	246,000	110,000
<input type="checkbox"/> <input checked="" type="checkbox"/> flights to new york	High	823,000	301,000
<input type="checkbox"/> <input checked="" type="checkbox"/> cheap flights new york	High	246,000	110,000

4 Optimize for ZMOT



...only 21%
of our top advertisers have
a mobile-optimized website

4 Optimize for ZMOT



The screenshot shows a Google search for "manchester hotels". The search results include several listings with social endorsement icons (like the +1 button) and a map showing a location in Manchester with a +1 button overlaid. A red dotted line connects the +1 button in the search results to the +1 button on the map. The search results are as follows:

- 125 Hotels in Manchester - Lowest price guarantee**
www.booking.com/Manchester-Hotels - ★★★★★ 1,206 seller reviews
Book your Hotel in Manchester
Bernd Fauser and one other person +1'd Booking.com
Most Popular Hotels | Best Reviewed Hotels | Budget Hotels | Luxury Hotels
- Holiday Inn Express Hotel - Great hotel in Manchester.**
www.hiexpress.com/Manchester
Book now at the Official Site
↳ Find Special Offers - Announcing Best Price Guarantee - Free Breakfast Included
- Manchester Hotels fr. £43 | lastminute.com**
www.lastminute.com/Manchester-Hotels - ★★★★★ 393 seller reviews
Manchester Price Match Guarantee. 4* Manchester Hotels From Only £43!
↳ Easter Sale Now On - Top Secret Hotels - Luxury Hotels - Discount Hotels
- Manchester Hotels - Discount Hotels in Manchester at LateRooms.com**
www.laterooms.com/en/k16296355_manchester-hotels.aspx
Great Manchester hotels at low low prices. Late deals on 100's more hotels, apartments and B & Bs. Great choice, fantastic prices – up to 75% off. Book online or ...
↳ 4-5 Star Luxury Hotels ... - Manchester Hotel Deals at ... - The Palace Hotel
- Manchester HOTELS Cheap Hotels in Manchester Best Price ...**

The map on the right shows a location in Manchester with a +1 button overlaid. Below the map are more search results:

- New: Hotels Manchester**
www.trivago.co.uk/ManchesterHotels
trivago™ Save Up To 78% on Hotels. Compare over 110 Booking Sites!
- Hilton Hotels Manchester**
www.hilton.com/Manchester
0808 134 5183
Outstanding Hotel Accommodation For Any Kind of Getaway
1 Auburn Street, Manchester
0808 134 5183 - Directions
- Hotels in Manchester**
www.laterooms.com/Manchester-Hotels
laterooms.com is rated ★★★★★

leverage the power of social endorsements

5 Be Fast

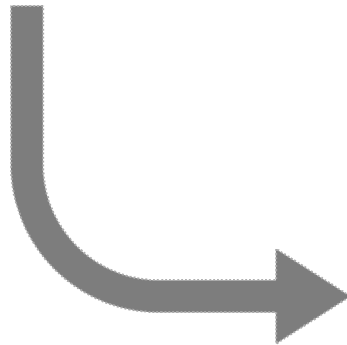


QantasAirways Qantas Airways
To enter tell us 'What is your dream luxury inflight experience? (Be creative!) Answer must include #QantasLuxury.TCs
qantas.com.au/travel/airline...
3 hours ago



QantasAirways Qantas Airways
Ever wanted to experience Qantas First Class luxury? You could win a First Class gift pack feat. a luxury amenity kit and our famous QF PJs.
3 hours ago

Twitter



lehmo23 9 hours
#virginluxury getting an exit row
#tigerluxury getting a biscuit
#qantasluxury getting a pilot, a plane, engineers and baggage handlers
6+ recent retweets



ndrew10 11 hours
RT @kiwi_kali: #qantasluxury Somewhere in Qantas HQ a middle aged manager is yelling at a Gen Y social media "expert" to make it stop. / LOL
7+ recent retweets



rgcooke 12 hours
Can't wait to see the Air Crash Investigations episode on the #qantasluxury hashtag disaster.
6+ recent retweets

Twitter

6 Don't Forget Video



The image shows a screenshot of a YouTube search interface. At the top, the YouTube logo is on the left, and a search bar contains the text "commercial jet engines" with a "Search" button to its right. Below the search bar, the text "Search results for commercial jet engines" is displayed. A red box highlights the search bar and the "Search" button. A vertical red dotted line with a downward-pointing arrowhead connects the search bar to the search results area. Below the search bar, there is a "Filter" dropdown menu and another search bar containing "commercial jet engines" with a "Search" button. A red box highlights the "Filter" dropdown menu. A vertical red dotted line with a downward-pointing arrowhead connects the "Filter" dropdown menu to the search results area. The search results area shows "About 837 results" and a list of video results. The first result is titled "The next-generation GENx uses composite fan blades and a breakthrough composite fan case that increases peak efficiency and lowers operating costs." by GEreports, 2 years ago, with 6,959 views. The second result is titled "How a jet engine works" by sfopete1113, 2 years ago, with 476,726 views. The third result is titled "Setting the Record for Jet Engine Performance: the GE90 Engine" and describes the GE90-115B as the most powerful commercial jet engine in the world.

7 Jump in!



ZM
OT

ZMOT





Google™

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Industry Manager, UK