

# How to promote your Action

Google Assistant



## Can I advertise my Action on Google & other media?



**Yes.** Brands can promote their custom-built Action on their own using traditional marketing tactics.

Paid search, display and video advertising on Google Search, Google Display Network or YouTube have been used by multiple brands to drive Assistant engagement.

Radio ads, social media & blog posts, website banners and callouts on product packaging have also been used.

## Can I advertise my Action on the Google Assistant itself?



**No.** At this time, Google is not offering opportunities to promote Actions for the Google Assistant through ads on the Google Assistant platform itself.

Google's focus with any consumer service has been to ensure the right baseline experience for users; we continue to explore the best experience for users and will work with brands to understand how their content could be relevant to those experiences in the future.

PAID MEDIA

# Search text ads

Johnson & Johnson's Zyrtec brand used a Text ad to capture search interest generated after announcement of their Action upon initial launch



**Zyrtec**

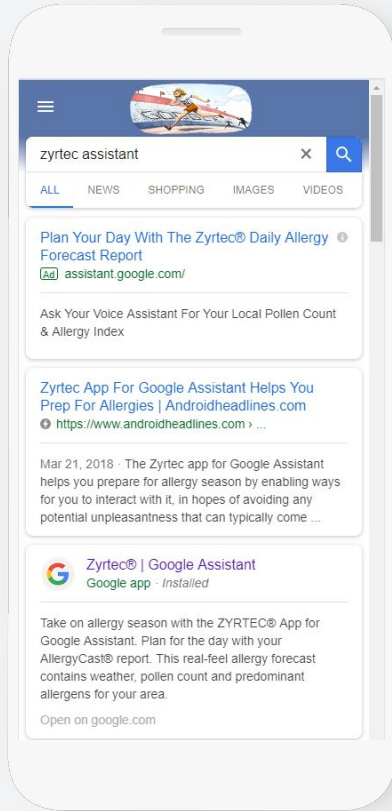
*Just say: "Hey Google, talk to Zyrtec"*



[Learn more](#)



[Get started](#)



PAID MEDIA

# GDN banner image ads

Johnson & Johnson's Zyrtec brand used a banner image ad campaign on the Google Display Network to jump start engagement with their Action



[Zyrtec](#)

Just say: "Hey Google, talk to Zyrtec"



[Learn more](#)



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PAID MEDIA

# YouTube bumper ads

Johnson & Johnson's Zyrtec brand used 6 second YouTube bumper ads to raise awareness of their Action upon initial launch



[Zyrtec](#)

Just say: "Hey Google, talk to Zyrtec"



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PAID MEDIA

# YouTube in-stream ads

Johnson & Johnson's Zyrtec brand used 15 second YouTube non-skippable in-stream ads to drive engagement with their Action upon initial launch



[Zyrtec](#)

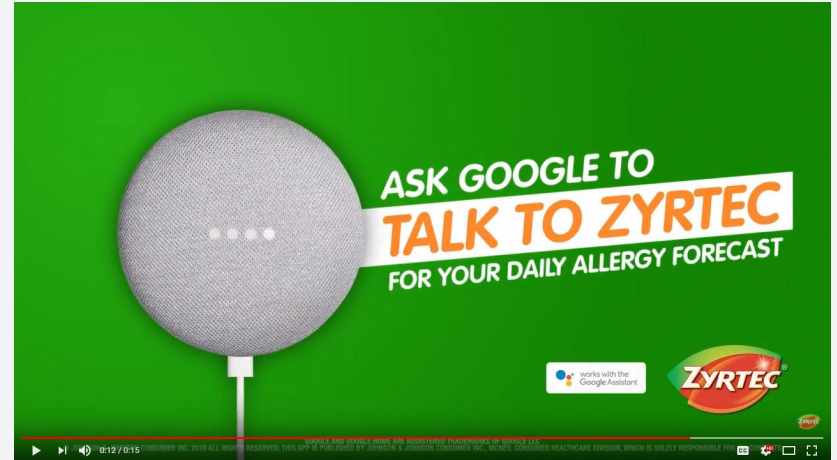
Just say: "Hey Google, talk to Zyrtec"



[Learn more](#)



[Get started](#)



[Watch](#) on YouTube

PAID MEDIA

# Radio commercial

Duracell used a 30 second radio commercial on select networks to drive user engagement of their Action shortly after launch



[Duracell](#)

*Just say: "Hey Google, talk to Duracell"*



*Press to play*

FREE PROMOTION

# Homepage callout

KLM Royal Dutch Airlines used a rotation banner on its KLM.com homepage to promote their Action



**KLM**

*Just say: "Hey Google, talk to KLM"*

The screenshot shows the KLM.com homepage with a search flight callout and a promotional banner for KLM's smart pack assistant. The search callout includes the following details:

- Search Flights** (with a link to "I want to see all destinations")
- From:** San Francisco - San Francisco
- To:** Amsterdam - Schiphol (AMS)
- Departure:** Friday 6 April 2018
- Return:** Friday 13 April 2018
- Passengers:** 1 adult
- Travel class:** Economy Class
- Buttons for "One way >" and "Multi-city >" and a "View offers >" button.

The promotional banner on the right says: "Meet KLM's smart pack assistant. KLM launches its interactive voice-driven pack assistant on Google Home. You will never forget anything again with the help of KLM's Blue Bot." with a "Read more >" link.

Below the banner is a navigation bar with icons for: My Trip, Check in, Flight info, Contact, and Accessibility.

The "Flight offers" section includes a table:

Europe Fares	Africa Fares	Business Class Fares
New York - Amsterdam		\$ 406 >
New York - Rome		\$ 430 >
New York - Madrid		\$ 439 >
San Francisco - Rome		\$ 454 >
New York - Barcelona		\$ 1,530 >

A vertical "Feedback" button is located on the right side of the page.



FREE PROMOTION

# Landing pages

Philips used a dedicated landing page on its MeetHue.com website to promote their Action for their Hue product line



[Philips Hue](#)

*Just say: "Hey Google, talk to Philips Hue"*

The screenshot shows the Philips Hue website's landing page for Google Assistant. The header includes the Philips Hue logo and navigation links: Discover Hue, Products, Friends of Hue, Support, Where to Buy, and My Hue. Below the navigation is a breadcrumb trail: Home > Friends of Hue > The Google Assistant. The main headline reads "Ok Google, turn on the lights" next to a glowing white lamp. The body text states: "Philips Hue works with the Google Assistant, providing you with a hands-free lighting experience. Turning the lights on/off with your voice is only the beginning. Ask Google if you left the lights on, adjust dimming, recall your favorite scenes and much more. Together, Philips Hue and the Google Assistant offer you a simple, convenient solution to control the lights in your home." Below this are three sections: "Control your lights" (with an image of a blue lamp), "Scenes and light recipes" (with an image of a couple on a sofa), and "Set your favorite colors" (with an image of a red lamp). Each section includes a brief description and a list of voice commands.

PHILIPS  
hue personal lighting

Discover Hue ▾ Products ▾ Friends of Hue ▾ Support ▾ Where to Buy My Hue

Home > Friends of Hue > The Google Assistant

## "Ok Google, turn on the lights"

Philips Hue works with the Google Assistant, providing you with a hands-free lighting experience. Turning the lights on/off with your voice is only the beginning. Ask Google if you left the lights on, adjust dimming, recall your favorite scenes and much more. Together, Philips Hue and the Google Assistant offer you a simple, convenient solution to control the lights in your home.<sup>1</sup>

**Control your lights**

Use the Google Assistant to turn your Hue lights on/off, to dim your lights, or to check if you've left any lights on. Simply ask:

- "Ok Google, turn on/off the lights"

**Scenes and light recipes**

You can also set your custom Hue scenes and light recipes with the Google Assistant. To do this, you first need to sync your lights by saying: "Ok Google, Sync my lights". Then ask for your favorite scenes or light recipe as

**Set your favorite colors**

Add a splash of color to your home. Just ask the Google Assistant to set your lights to any color you can think of, for example:

- "Ok Google, make the kitchen blue"

Feedback

FREE PROMOTION

# Newsletters / eMail

Logitech promoted their Harmony Action in their weekly eMail to millions of recipients in their customer database



[Logitech Harmony](#)

*Just say: "Hey Google, talk to Harmony"*

The screenshot shows an email promotion from Logitech. The top section has a black background with the Logitech logo in white. Below the logo, the headline reads "GOOGLE ASSISTANT COMES FULL CIRCLE." in large, bold, white capital letters. To the right of the headline are three icons: a white camera, a yellow heart, and another white camera. Below the headline, a paragraph of text explains that Google Assistant now works with Circle and Circle 2 cameras, allowing users to pull up a live stream on their phone or Chromecast device with a voice command. At the bottom of this section, there is a yellow "LEARN MORE" button and a "works with the Google Assistant" logo.

**logitech**

## GOOGLE ASSISTANT COMES FULL CIRCLE.

Google Assistant now works with your Circle and Circle 2 cameras, letting you pull up a live stream on your phone or Chromecast device with a voice command. Simply ask your Google Assistant and watch your live view pop up, just like that.

[LEARN MORE](#)

works with the Google Assistant

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**WE'LL MAKE ANY SMART HOME SMARTER.**

In case you missed it, Circle 2 also works with Apple HomeKit\*, Amazon Alexa, and Logitech POP. We're continuing to work with the smart home products you love, so stay tuned.

[LEARN MORE](#)

**Security Made Simple. Now with the power of Google Assistant. #CircleIt**

\*Apple HomeKit only works when Circle 2 is plugged in (Circle 2 Wired or Circle 2 attached to Window Mount or Plug Mount). For more information, click here.

## FREE PROMOTION

# Press release

Dunkin' Donuts used a press release including an easily shareable infographic to drive awareness of their Action



**Dunkin' Donuts**

*Just say: "Hey Google, talk to Dunkin Donuts"*

Note: Any press releases mentioning Google brands or products require review and approval. Please send all relevant materials via email to [press@google.com](mailto:press@google.com) for review, along with any questions you may have. Allow at least 5 business days for approval before you plan to issue your materials.



[BRANDS](#) [SIGN UP FOR EMAIL ALERTS](#)

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News Releases > Innovation > March 14, 2018

## Dunkin' Donuts Integrates On-the-Go Mobile Ordering With the Google Assistant







*DD Perks® Rewards members can use the Google Assistant on iPhones and Android phones to place a mobile order and then speed pass the line in store for pick-up*

*Every Wednesday in March, DD Perks Rewards members earn double the points on every purchase through On-the-Go Mobile Ordering*

**CANTON, MA (March 14, 2018)** – Dunkin' Donuts continues to introduce faster and easier choices for running on Dunkin', today announcing that On-the-Go Mobile Ordering is now available through the Google Assistant, on iPhones and Android phones. Though this new integration, DD Perks® Rewards members can use the Google Assistant, Google's voice assistant technology, on their iPhones and Android phones to place a mobile order for Dunkin' Donuts coffee, beverages, baked goods and breakfast sandwiches, and then speed past the line in store for pick-up. The new integration is powered by Conversable, a leading AI-powered conversational intelligence platform.

Guests who have a DD Perks account and a Google account can link both, with all ordering and payments happening within Dunkin' Donuts' mobile platform. When a guest places and submits an order through the Google Assistant, the distance and estimated time to reach the Dunkin' Donuts restaurant will be identified by Google Maps, and the order will be sent to the restaurant to be ready at that time. Guests can order from saved Favorites and Items previously ordered via the Dunkin' Mobile® App.

To get started, guests need simply say "Hey Google, talk to Dunkin' Donuts." A more detailed list of steps to follow for placing a Dunkin' Donuts order via Google Assistant can be found on the Dunkin' Donuts Corporate Blog at <https://news.dunkindonuts.com/blog/thegoogleassistant>.



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**DOWNLOADS**



**The Google Assistant X Dunkin' Donuts**

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FREE PROMOTION

# Social media

Australian broadband provider iiNet used a Twitter post to promote the Action for their Fetch TV service



[Fetch](#)

*Just say: "Hey Google, talk to Fetch"*



Follow

Fetch now works with Google Assistant on devices like Google Home, & compatible Android & iOS mobile phones. That means you can now talk to your Fetch to find out what's on, search for movies & TV shows, change the channel & much more. Are you ready to get talking with Fetch?



11:30 PM - 26 Mar 2018

FREE PROMOTION

# Executive talks

BMW announced their Action for the Google Assistant in an executive talk by their CEO to drive awareness in industry forums



[BMW](#)

*Just say: "Hey Google, talk to BMW"*



FREE PROMOTION

# Case studies

Domino's Pizza partnered with Dialogflow on a case study to highlight technical learnings from their Action development



[Domino's](#)

*Just say: "Hey Google, talk to Domino's"*

The screenshot shows the Dialogflow website's 'Case studies' page. The navigation bar includes 'Dialogflow', 'Overview', 'Case studies' (highlighted), 'Docs', 'Blog', 'Pricing', 'Support', a search icon, and 'GO TO CONSOLE'. The main heading is 'Case studies' with a magnifying glass icon. A link below reads '<a href="#">Go back to all case studies</a>'. The featured case study is titled 'Domino's simplifies ordering pizza using Dialogflow's conversational technology', accompanied by the Domino's logo. The text describes Domino's operations and their use of Dialogflow's NLU technology. A section titled 'Approach' begins with the text 'Domino's began exploring various NLU'.

FREE PROMOTION

# Product packaging

TP-Link printed a “works with the Google Assistant” badge on their packaging to prompt buyers to use their product and Action with the Google Assistant



[TP-Link](#)

*Just say: “Hey Google, talk to TP Link”*



# Using the Google Assistant logo in your own marketing

You can let others know that your Action “works with the Google Assistant” using the badges seen here. You do not need pre-approval to use this badge provided your Action is functional, compatible with the Google Assistant and your developer account is in good standing. Your Action must be available at all times when using the badge.

For any other use of the Google Assistant logo, review the Google Assistant [brand guidelines](#) and [submit your assets](#).



Please reach out 1-2 weeks prior to launch for approvals

Your launch



Download our [horizontal badge](#)



Download our [rectangular badge](#)



# Google

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