

# The **Android** Brand

**Integrated  
Marketing Project**

July 19, 2023



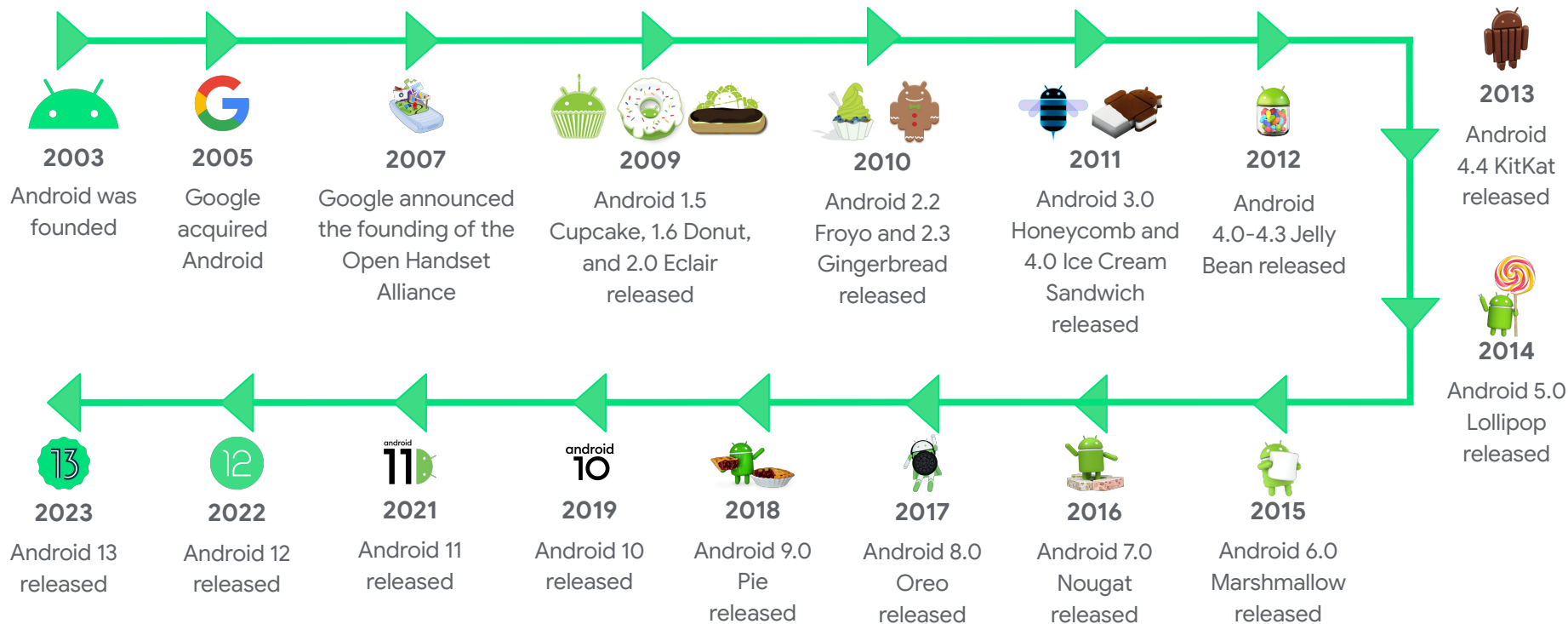
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# Introducing the Android Brand



# Android's Company History





# Android Brand Overview

1

**Android is based on the Linux kernel and is an open-source platform.** This means that the source code is freely available, allowing device manufacturers and developers to modify and customize the operating system to suit their needs. This open nature has contributed to Android's widespread adoption and diverse ecosystem.

2

**One of the key strengths of Android is its customization options.** Device manufacturers can customize the user interface, add proprietary features, and differentiate their devices from competitors. This flexibility has led to a wide variety of Android devices with different designs, features, and user experiences.

3

**Android has a vast app ecosystem,** with millions of applications available for download through the Google Play Store. This extensive range of apps covers various categories, including productivity, entertainment, communication, gaming, and more. The app ecosystem provides users with a wide range of choices and opportunities for customization.

4

**Android is tightly integrated with various Google services,** such as Gmail, Google Maps, Google Drive, Google Photos, and Google Assistant. These services enhance the user experience and offer seamless integration across devices, allowing users to sync their data and access their information from anywhere.

5

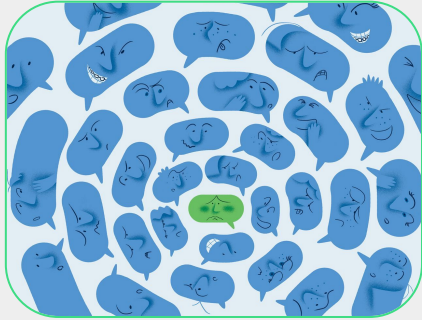
**Android devices leverage Google Play Services,** which provides essential APIs and services for developers. It includes features like authentication, cloud storage, location services, push notifications, and more. Google Play Services ensure consistent functionality across Android devices and facilitate the development of high-quality apps.

6

In addition to being an operating system, **Android is also associated with Google's line of smartphones called Google Pixel.** These devices serve as showcases for the latest Android version and provide a pure Android experience without any manufacturer customizations.

# Android Brand's Challenge

## Negative Social Perception



**Some iPhone users perceive green bubbles as a symbol of missing out on enhanced messaging features, leading to a preference for blue iMessage bubbles.**

According to reports, younger consumers are concerned about being ostracised for not having an iPhone – a phenomenon that is driving them to buy other Apple products and services, leading to growing market share across multiple product categories.

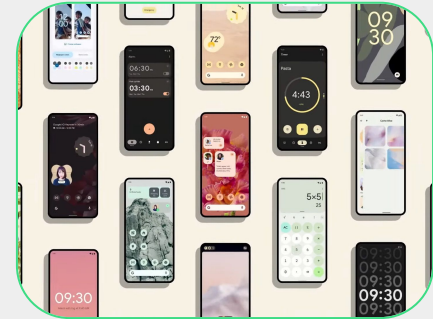
## Device Fragmentation



**One of Android's biggest challenge has been fragmentation, which refers to the wide variety of devices running different versions of the OS.**

Android is used by numerous manufacturers, resulting in a diverse ecosystem with various hardware configurations and software versions. This fragmentation makes it difficult for developers to create apps that work seamlessly across all devices and OS versions, leading to compatibility issues.

## Security Concerns



**Android has faced security challenges due to its open nature and widespread adoption.**

The platform has been targeted by malware and malicious apps, potentially compromising user data and privacy. Google has been continuously working on improving security measures, such as Play Protect and app sandboxing, to mitigate these risks. However, ensuring consistent security across the diverse Android ecosystem remains a challenge.

# Target Audience Personas



# Target Persona #1: Gen Z Trendsetters



## Age

Born 1997-2012

## Gender

Males + Females

## Influencer Content

They look to creators for product reviews and to stay up-to-date on the latest trends.

## Top Social Channels



*Trendsetters want a device that allows them to showcase their unique identities.*

## Main Motivation

Having a device that fosters creativity and enables social connections.

## From Awareness to Consideration

They may have contemplated switching but lack knowledge about the Android brand, so they are unsure of the benefits it offers.

## Barriers to Switching

The usage of an Android device is often associated with certain negative social perceptions, such as green bubbles, subpar camera quality, a less intuitive design, and concerns about poor message interoperability.

## Other Insights

They assess brands based on cultural perception and relevance. Trendsetters think about tech in terms of cultural status – they want the newest products and experiences so they can be ahead of the trend and set the status quo.

# Target Persona #2: Millennial Techies



## Age

Born 1981-1996

## Gender

Males + Females,  
with a Male Skew

## Influencer Content

They look to creators for the latest tech updates and product reviews.

## Top Social Channels



*Techies want a device that feels innovative, productive, and powerful.*

## Main Motivation

They want to own a device that makes them productive, while offering a high level of customization and the best hardware on the market.

## From Awareness to Consideration

They expect their phones to do it all, which is why they have considered switching to Android but are hesitant to leave their established tech ecosystem.

## Barriers to Switching

They worry about privacy and take innovation into account when considering a device.

## Other Insights

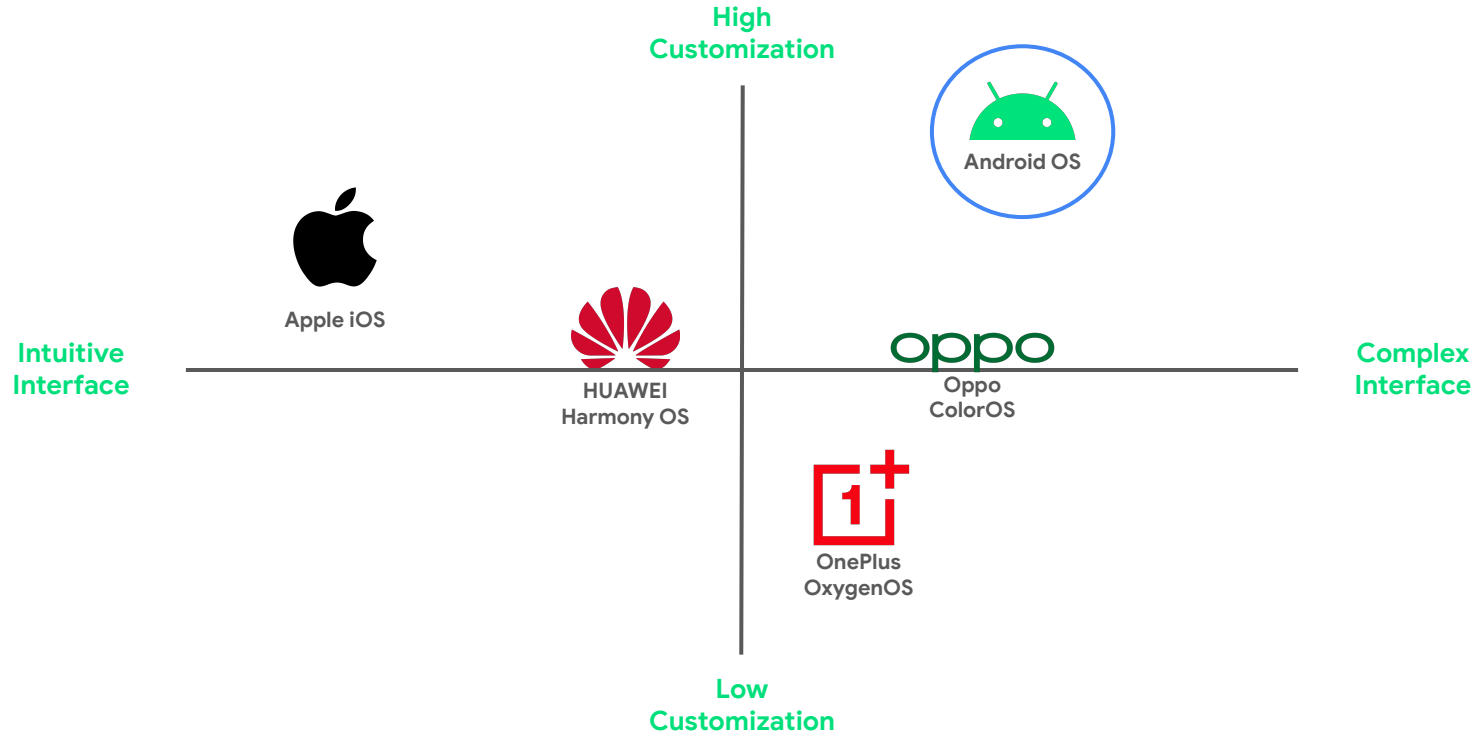
They want to be early adopters of new technology and stay up to date on the latest tech trends. They attend industry events, follow major figures at tech companies, and are avid readers of content published by tech press.

# Android Integrated Marketing Deepdive

## Gen Z Trendsetters

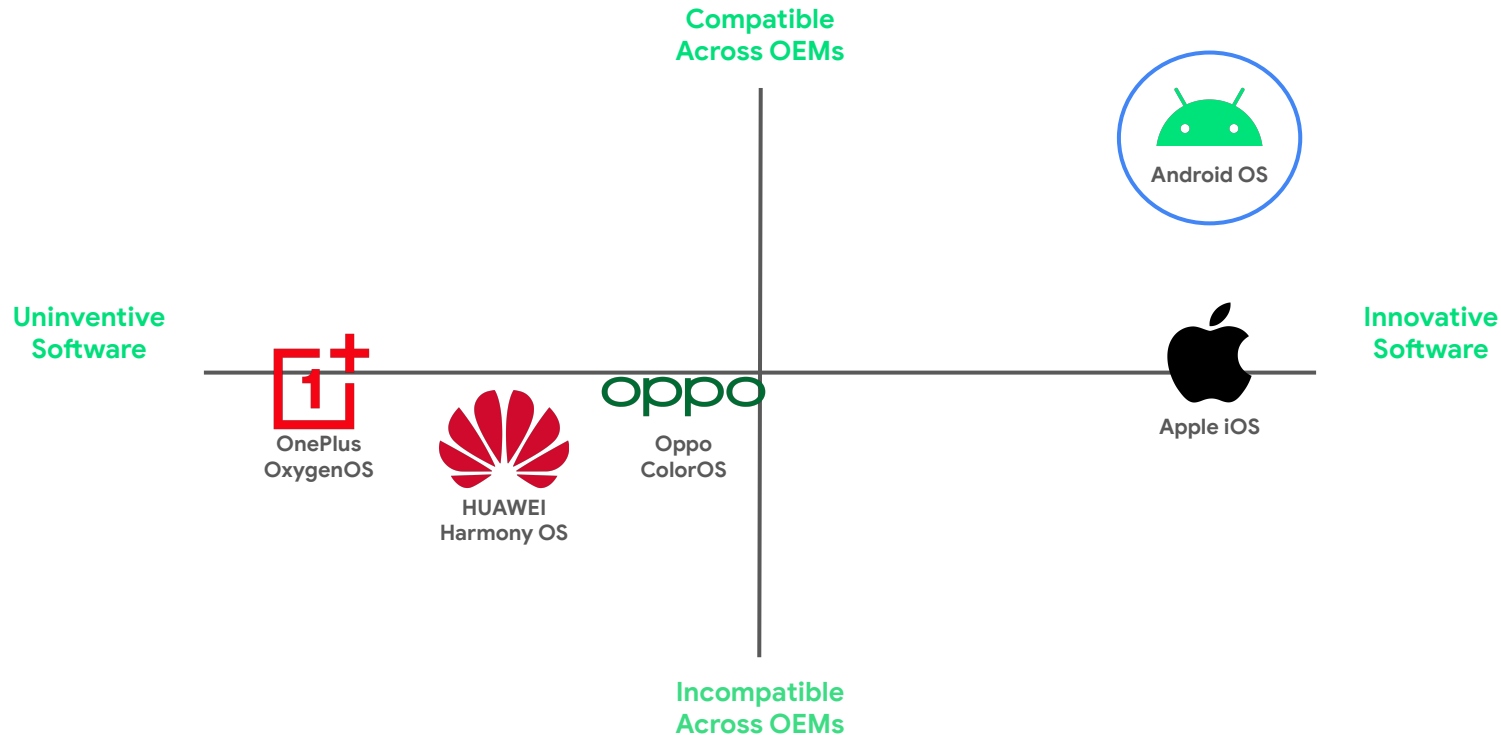


# Perceptual Map: User Interface vs. Customization



There are more ways than ever to make an Android look and feel like your own. Building on Material You, *Gen Z Trendsetters* can customize their apps by color, theme and language. Even their media player will match their personal music taste.

# Perceptual Map: Innovation vs. Compatibility



Android goes beyond the phone—bringing all of Gen Z Trendsetters’ devices together seamlessly with features that enhance messaging, audio and multitasking experiences. Additionally, Android is designed to run on many different types of devices, from phones to tablets and televisions, unlike Apple’s “walled garden” that functions best with other Apple devices.



# Brand Positioning: Gen Z Trendsetters

	Targeted Group	Rationale
Targeted Audience	Gen Z Trendsetters are composed of an equal split of males and females born between 1997-2012. They want the coolest products and experiences for the “clout” it gives them with peers. Additionally, they look to creators for product reviews and to stay up-to-date on the latest trends.	Gen Z Trendsetters are interested in purchasing devices that allow them to appear cool and on-trend. They have the socio-economic means to afford luxury items that will allow them to achieve their desired lifestyle or increase their social capital.
Competative Set	Android competes in terms of brand perception and reputation. This includes factors such as brand trust, innovation, reliability, and user loyalty. The perception of Android as a brand influences Gen Z consumers’ choices and preferences, as well as their perception of its competitors.	Android often introduces new features and technologies ahead of its competitors, such as advanced camera capabilities, augmented reality (AR), or advanced multitasking. Some consumers are drawn to Android for its reputation for innovation and the ability to access new features and technologies earlier than other platforms.
Point of Difference	Since Android is an open-source platform, it offers more freedom and customization options than iOS. Additionally, Android allows Gen Z consumers to select the devices and features that best suit their lifestyle at the best price point for their wallet.	Gen Z appreciates a wide range of choices, and Android's device diversity caters to this preference. Android operates on devices from various manufacturers, offering a broad selection of smartphones, tablets, and other devices with different designs, features, and price points. This diversity provides Gen Z with the flexibility to find a device that suits their preferences and budget, making Android more accessible to them.
End Benefit	Android operates on a wide range of devices from various manufacturers. This provides Gen Z users with a diverse selection of smartphones, tablets, and other devices, catering to different price points, form factors, features, and designs. The wide device selection ensures that users can find a device that suits their specific needs and preferences.	Gen Z is highly receptive to innovation and technological advancements. They actively seek out the latest features, functionalities, and experiences offered by mobile operating systems. Android fosters innovation, with various manufacturers and developers pushing boundaries to offer cutting-edge technologies and experiences, attracting the tech-savvy and forward-thinking Gen Z audience.

# Android's Integrated Marketing Message

## Official Brand Slogan

**Android: Be together. Not the same.**

Android was created as an open source platform where good things happen when “everyone’s invited.” In the first campaign launching the slogan, Google created an advertisement that dealt with themes such as being different from those around you, as well as standing up for people and causes no matter the risks involved.

## Slogan Evolution

**Better Together**

Over the last few years, Android’s been working with its OEM partners to build products that allow phones, laptops, TVs and cars connected to Android to work better together, regardless of the brand. Because of its open source nature and collaboration with its OEMs, the tagline in advertising shifted to focus on the devices in its ecosystem.

## Brand Aesthetic



Official Logo



Android Green  
RGB: 61 / 220 / 132  
Hex: #388E3C



Blue  
RGB: 66 / 133 / 244  
Hex: #4285F4



Navy  
RGB: 7 / 48 / 66  
Hex: #003366



Orange  
RGB: 248 / 103 / 52  
Hex: #F7941D



Chartreuse  
RGB: 239 / 247 / 207  
Hex: #F0F0C0



**android**

Font Family: Google Sans

# Android's Voice and Personality

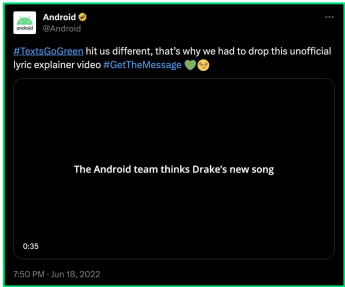
Tone

Proud to be an Android user

Voice



android Meet Natasha 🌟  
"I'm a lifelong iPhone user who recently decided to switch to the Samsung Galaxy Z Flip4. I travel around California a lot and love taking pictures of my adventures, so being able to fold my phone and use it as a stand completely eliminates the need for awkwardly asking strangers to take pictures of me. Android is really user friendly and didn't take me long at all to grasp. If you're looking to switch to Android, I say go for it! There are so many features and options available once you break out of that iPhone bubble." #TeamAndroid 🌟

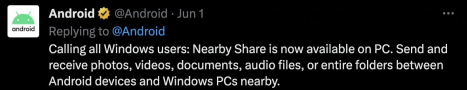
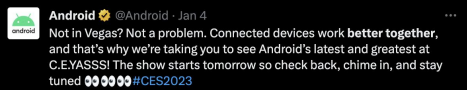


android What's your best Emoji Kitchen reaction to all the Google I/O Android updates? #GoogleIO #TeamAndroid  
7w

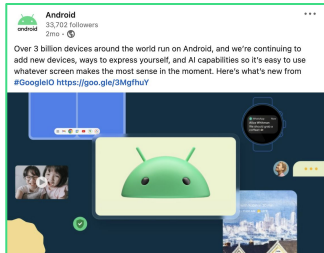
# Android's 360 Degree Marketing Strategy

## Owned Social Media

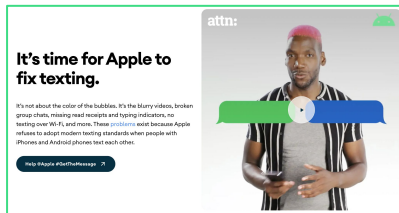
### Twitter (In-feed & Reactive)



### LinkedIn



### "Get The Message"



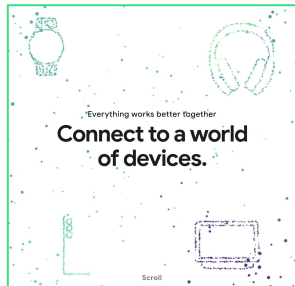
## Activations & Campaigns

### "Best Phones Forever"



Better Together

### Website



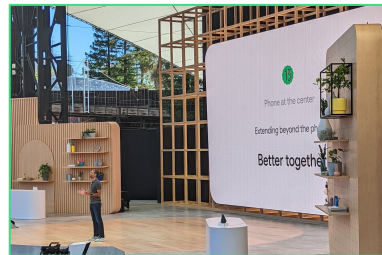
### OOH



### CES 2023



### Google I/O



## Traditional & Digital Marketing

## Event Marketing

# Empathy Map: Gen Z Trendsetters

## Awareness

## Evaluation

## Purchase

## Post-Purchase

## Advocacy

### Typical Questions

- Do I need a new phone?
- How much should I spend on a phone?
- What device will fit best into my current tech ecosystem?

- What smartphone brand does what I need it to do?
- What smartphone brand will give me the social capital I desire?
- What are people saying about Android phones?

- How and where can I purchase an Android phone?
- How can I get the most for my money?
- What is the return policy for this phone?

- How will I customize my device?
- How do I transfer my data to my new device?
- Should I buy more devices in the Android ecosystem?

- How do I share my positive experience?
- How can I used social to talk about my experience?
- How can I stay up-to-date on new features and updates?

### Emotion / Feeling

Confusion, Overwhelmed, Eager, Concern, Anticipation

Excitement, Curious, Hesitation

Confidence, Satisfaction, Accomplishment

Connected, Trusting, Hopeful

Appreciation, Loyalty, Engagement

### We need to...

- Develop targeted ad campaigns that reach Gen-Z consumers through various online channels.
- Maintain an active and engaging social media presence, particularly on platforms popular among Gen-Z consumers.
- Partner with reputable tech review websites, YouTube channels, or influencers to have the brand's Android phones featured in detailed reviews.

- Create informational content about each Android phone.
- Showcase positive user reviews and testimonials from Gen-Z consumers.
- Actively engage with Gen-Z consumers on social media platforms, responding to their comments and questions.
- Provide interactive online experiences that allow consumers to explore Android's features and functionalities.

- Ensure that the brand's website or online store provides a user-friendly and seamless purchasing experience.
- Make sure the pricing information is transparent and easily accessible to Gen-Z consumers.
- Offer a variety of payment options.
- Offer prompt and responsive customer support through multiple channels.

- Provide clear and user-friendly setup and activation instructions.
- Offer resources and support to assist Gen-Z consumers in transferring data, contacts, and apps from their previous device.
- Create tutorials that help consumers explore and customize their phone.
- Showcase compatible accessories, apps, or additional features that can enhance the Android phone experience.

- Identify Gen-Z brand ambassadors or collaborate with influencers popular among this demographic who align with the brand's values.
- Encourage Gen-Z advocates to create user-generated content that celebrates the brand.
- Keep Gen-Z advocates informed about the brand's news, product updates, and promotions

# Awareness: Gen Z Trendsetters

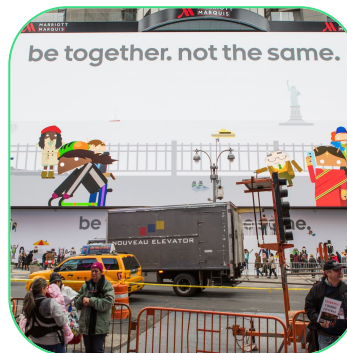
## Thinking

- ***"I need a new phone."***
  - Customers begin by becoming aware of the Android platform and the different phone options available.
- ***"Smartphones are expensive."***
  - Becoming aware that there is a different tier system for mobile phones (budget, mid-range, luxury) and beginning to save up money.
- ***"How might an Android fit into my current technology ecosystem?"***
  - They think about the integration with other devices, such as smartwatches, tablets, or smart home systems.

## Acting

- *Asking friends about the phones that they use.*
- *Observing what types of Android phones strangers are using while going about their day.*
- *Thinking about the reputation and reliability of different Android phone brands.*
- *Exposure to social media content about different Android OEM devices on the market.*
- *Coming across out of home signage about Android while walking through the city.*

## Marketing Tactics



### Out of Home Advertisement

OOH advertisements have a large physical presence, capturing the attention of pedestrians, motorists, and commuters. Their prominent placement in public spaces ensures high visibility and exposure to a broad audience. Android has also seen success with its OOH ads that were strategically placed in specific geographic locations to target local audiences.



### McLaren F1 Sponsorship

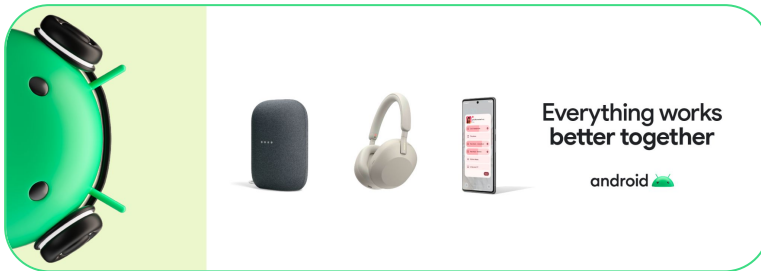
Sports sponsorships allow brands to target specific demographic groups that are aligned with their target market. For example, since Android wants to target young, Gen Z consumers, sponsoring McLaren has helped them in reaching that specific audience effectively.

# Awareness: Gen Z Trendsetters



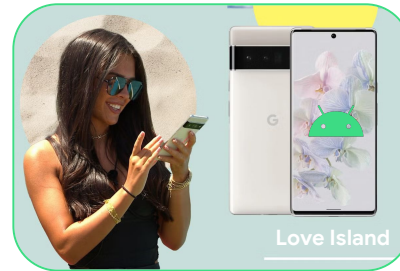
## Trade Show Presence

By participating in trade shows relevant to Android, the brand can reach its target audience, allowing for focused brand exposure and engagement.



## Digital Advertising

Digital advertising offers precise targeting capabilities, allowing Android to deliver their messages to specific demographics. By leveraging this data-driven targeting option, Android ensures that its reaching potential customers who are more likely to be interested in the product.



## Product Placement

Product placement offers an extended exposure to the brand, as the content is often consumed repeatedly or over a long period.



## "Publicity Stunt" Campaigns

Publicity stunts are designed to be attention-grabbing and generate buzz, allowing Android to stand apart from the crowd.



## Google I/O's Big Reveals: Pixel Fold, Pixel 7A, Android 14, AI and More

In addition to the long-awaited Pixel Fold, Google's first foldable phone, at its Google I/O 2023 developer conference the company showed...

May 10, 2023

## Press Coverage of Tentpole Moments

Tentpole moments, such as Google I/O, attract media attention. When a brand receives press coverage for these significant moments, it increases the Android's visibility and exposure to a wider audience. This coverage introduces Android to a broader audience set.



## "Instagrammable" Locations

These locations attract a significant amount of user-generated content, which doubles as organic content promoting the brand.



# Evaluation: Gen Z Trendsetters

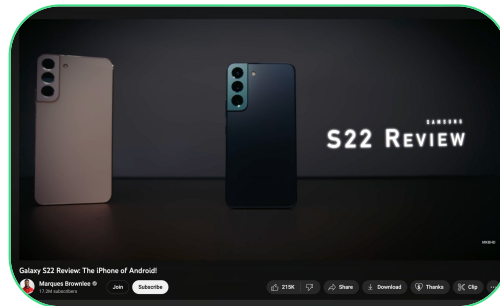
## Thinking

- **“What smartphone brand does what I need it to do?”**
  - Evaluating which smartphone has the best features (i.e. camera, privacy, customization) based on needs.
- **“What smartphone brand will give me the social capital I desire?”**
  - Evaluating which smartphone will make the consumer look “cool” or serve as a status symbol.
- **“What do reviews say about different Android phone?”**
  - Reading feedback from other users who have purchased and used the devices to gain insights into the real-life performance, reliability, and user experience.

## Acting

- **Reviewing product specs on the brand’s website to narrow down which phones meet all needs.**
- **Watching influencer or tech professional’s reviews of Android devices online.**
- **Evaluating what features on their current device will be essential for a new device.**
- **Asking friends and family for their advice on which device they prefer.**
- **Requesting smartphone recommendations on forums and social media.**

## Marketing Tactics



### Paid Product Reviews

Reputable individuals lend legitimacy to evaluation. Additionally, positive paid product reviews can serve as a form of social proof, indicating that other individuals have had a positive experience with the brand's products.

android 

## Want to find the perfect phone?

Just answer a few questions and try the comparison tool to discover which Android phones are best for you.

[Take a short quiz](#)

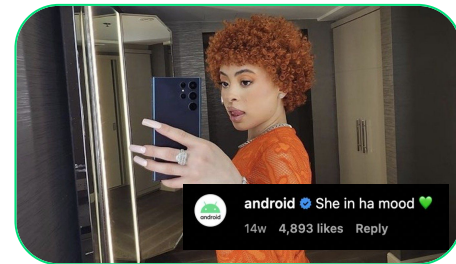
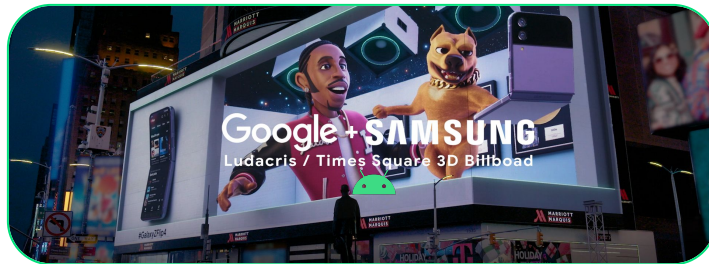
[Explore myself](#)

### Product Comparison Quiz on Android's Website

Providing a fun and interactive way to explore products creates a positive user experience and encourages consumers to spend more time engaging with Android's offerings. This increased engagement allows consumers to make a more informed evaluation of the products.

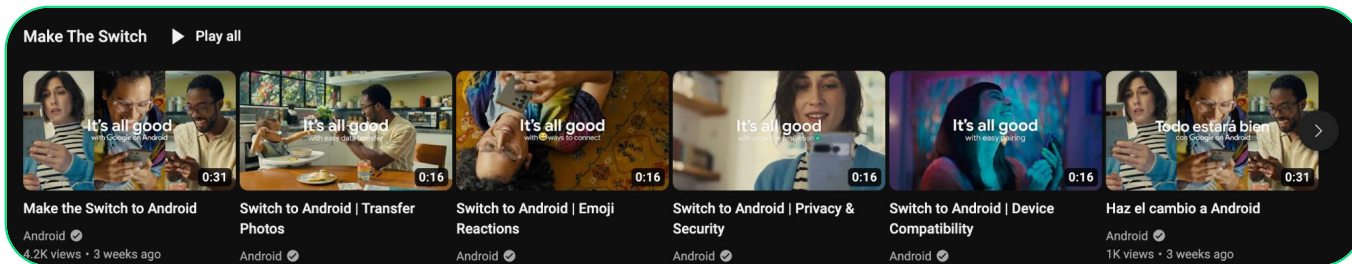


# Evaluation: Gen Z Trendsetters



## Endorsement from Celebrities Popular Among Gen Z

Popular celebrities have the power to influence Gen Z consumers' behavior and purchasing decisions. These consumers may be more likely to try or purchase a product if it is endorsed by their favorite celebrity. The celebrity's recommendation or testimonial can serve as a form of social proof, influencing consumers to evaluate the brand positively and consider purchasing its products. The endorsement has helped Android build consumer trust and confidence in the brand's offerings.



## Informational Video Content

Videos provide an opportunity for Android to demonstrate how its products work and highlight its unique features. Showing the product in action or explaining its value proposition visually can be more impactful and persuasive than text descriptions. This visual demonstration allows viewers of Android's "Make The Switch" series to evaluate the brand's offerings more comprehensively and understand how they can meet their specific needs.

# Purchase: Gen Z Trendsetters

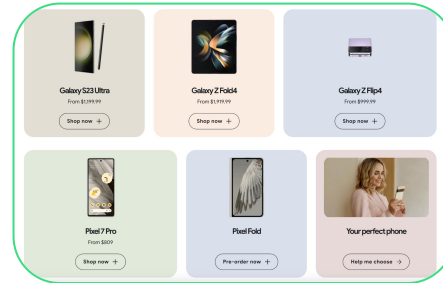
## Thinking

- ***"I am getting this specific model."***
  - Customers make the final decision on the Android phone model they want to purchase based on their evaluation of features, reviews, pricing, and personal preferences.
- ***"How and where should I purchase my Android"***
  - Customers select the retailer or online platform from which they will purchase the Android phone.
- ***"How can I get the most for my money?"***
  - Customers choose their payment method for the purchase. Customers may seek out discounts, installment plans, or financing options that can facilitate their purchase.

## Acting

- ***Considering factors such as price competitiveness, reliability of the retailer, warranty coverage, shipping options, return policies, and customer service reputation.***
- ***In physical stores, consumers may interact with sales representatives, verify the availability of the chosen model, and finalize the payment.***
- ***In online transactions, they add the Android phone to their cart, provide necessary information for shipping and payment, and complete the purchase process on the e-commerce platform.***

## Marketing Tactics



### Online Shopping Experience

Online shopping offers convenience and accessibility to consumers. This accessibility attracts Gen Z consumers and increases the likelihood of making a purchase.



### In-Store Shopping Experience

In-store shopping allows consumers to physically engage with the products and see them up close. This experience can influence purchase decisions by allowing consumers to assess the product's features, functionality, and suitability firsthand.

# Purchase: Gen Z Trendsetters



## Get one FREE.

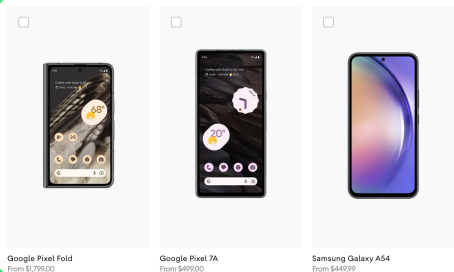
For a limited time, new and existing customers can get a FREE Motorola Razr+ in Pantone® Color of the Year 2023 Viva Magenta—exclusively at T-Mobile. Via 24 monthly bill credits when you add a line or trade in an eligible device on a Go5G Plus plan.

[Shop now](#)

If you cancel before 24 credits, credits stop & balance on required finance agreement may be due; contact us. For well-qualified customers; plus tax.  
[Get full terms](#)

### Limited Time Deals for Android OEM Devices

Limited time offers create a sense of urgency and scarcity, motivating Gen Z consumers to make a purchase decision quickly. When these customers see that a deal is available for a limited period, they feel a sense of time pressure and fear missing out on the opportunity. This can prompt them to take immediate action and complete the purchase, increasing conversion rates.



Google Pixel Fold  
From \$1,799.00

Google Pixel 7A  
From \$499.00

Samsung Galaxy A54  
From \$449.99

### Galaxy S23 Ultra

Unlocked | 1TB | Lavender

\$1619.99

In-Store Pickup: Get it today  
[Samsung B37](#)

Delivery for ZIP: **11378** Get it by Jul. 24  
[Shipping Options](#)

Instant savings

-\$200.00

Total

\$1419.99

You Saved Today

\$200.00

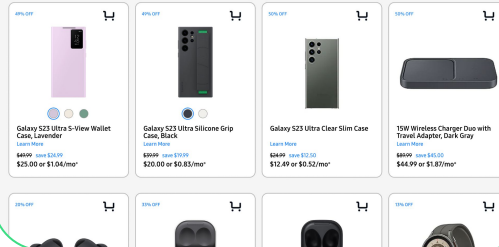
Log in now to earn up to 1.5% back in Samsung Rewards Points.

[Continue](#)

Buying in bulk for your business? [Go to Galaxy S23 Ultra for Business](#)

### Complete your Galaxy family of products with these epic offers.

Recommended Accessories Other Deals



### Transparent Pricing for OEM Devices

Transparent pricing reduces uncertainty and unpleasant surprises during the checkout process. This simplicity and clarity can be appealing to consumers who value straightforwardness, leading to more sales for the Android brand.

### Seamless Checkout and Payment

Streamlining the checkout process is essential for Gen Z, as they will give up on making a purchase if there is friction. Offering multiple payment options, a guest checkout option, and simplified form fields can enhance the overall user experience and facilitate smooth transactions.

### Personalized Recommendations

Gen Z requires a personalized experience, so Android leverages algorithms and machine learning to suggest relevant items within the Android ecosystem (i.e., the Galaxy Watch) during the checkout process that align with the customer's preferences and browsing history.

# Post-Purchase: Gen Z Trendsetters

## Thinking

- **"I can't wait to unbox my Android!"**
  - Customers unbox their new Android phone, remove any protective packaging, and begin the activation process.
- **"How will I customize my device?"**
  - Setting up wallpapers, notification sounds, app layouts, and widgets.
- **"Should I buy more devices in the Android ecosystem?"**
  - Begin considering if another device in the Android ecosystem will elevate their experience.

## Acting

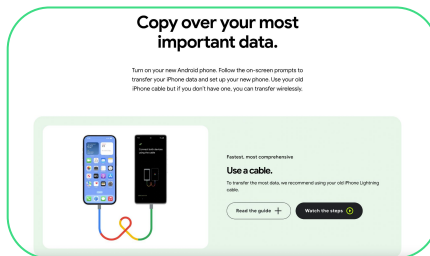
- **Familiarizing themselves with the features, interface, and functionalities of their Android phone.**
- **Transferring data such as contacts, messages, photos, and apps to their new phone.**
- **Installing their preferred apps from the Google Play Store based on their needs and preferences.**
- **Exploring additional features offered by their Android phone, such as voice assistants (e.g., Google Assistant), device-specific gestures or shortcuts, advanced camera settings, or specialized modes (e.g., gaming mode, power-saving mode)**

## Marketing Tactics



### Post-Purchase Feedback

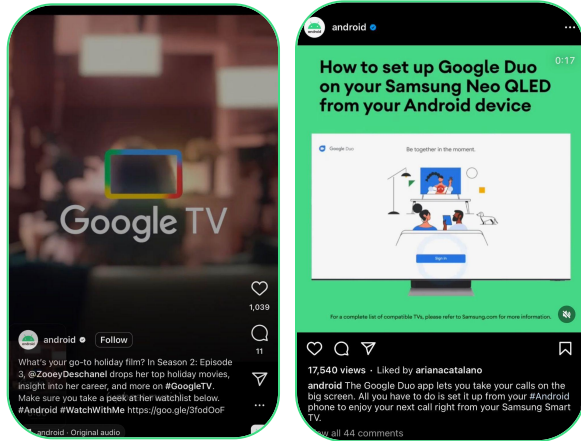
Asking for feedback demonstrates that Android values the customer's opinion and wants to ensure their satisfaction. This engagement fosters a sense of importance and builds a positive perception of the Android brand.



### Product Education and Onboarding

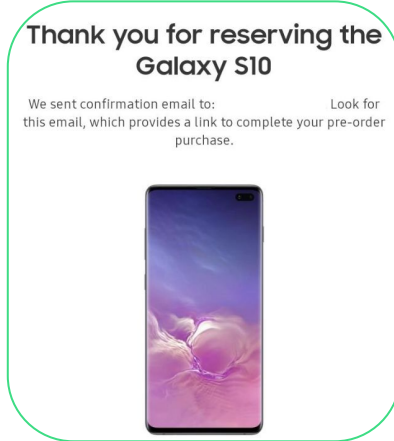
Providing educational onboarding materials to customers after their purchase increases their understanding of their Android device and its features. This leads to higher customer satisfaction as they can fully utilize and maximize the benefits of their purchase.

# Post-Purchase: Gen Z Trendsetters



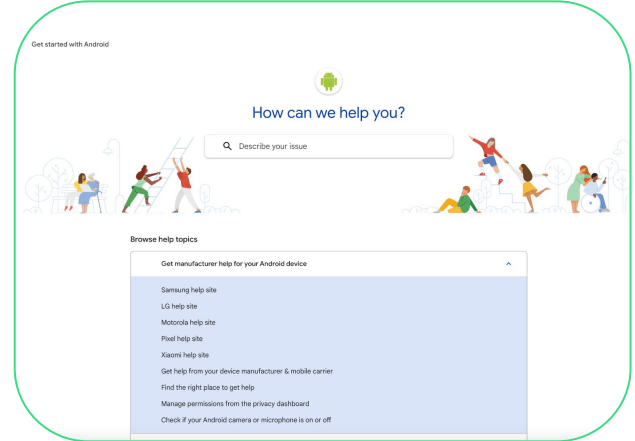
## Upselling and Cross-Selling

Upselling and cross-selling techniques can increase the average Gen Z customer's lifetime value. By offering additional products or upgrades that complement or enhance the original purchase, Android can generate additional revenue from existing customers. This helps maximize the profitability of each customer relationship and contributes to long-term business growth.



## Personalized Thank You Emails for Purchases

Thank you emails show appreciation to customers for their purchase, making them feel valued and acknowledged. This positive reinforcement enhances customer satisfaction and leaves a lasting impression, increasing the likelihood of customer loyalty and repeat purchases.



## Post-Purchase Customer Support and Assistance

Providing excellent customer support and assistance after a purchase enhances customer satisfaction. When customers receive prompt and helpful support in addressing any post-purchase issues or concerns with an Android device, it creates a positive impression and fosters loyalty. When Gen Z customers are satisfied with their post-purchase experience, they are more likely to become repeat customers and advocates for the brand, leading to increased customer retention and positive word-of-mouth referrals.

# Advocacy: Gen Z Trendsetters

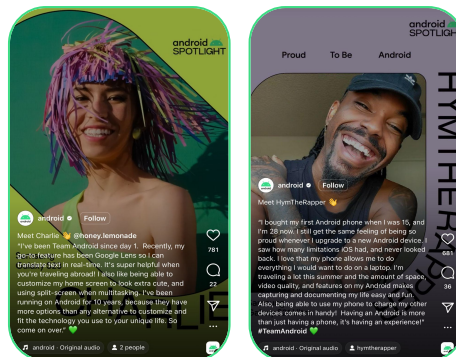
## Thinking

- ***"I can't wait to tell my friends about my amazing Android phone!"***
  - ***Engaging in positive word-of-mouth by sharing their satisfaction with their Android phone.***
- ***"I'm never going to buy an iPhone again."***
  - ***Exhibiting brand loyalty by consistently choosing Android phones for their personal use***
- ***"I'm going to defend myself against green bubble bullies."***
  - ***Sharing their positive experiences to provide a balanced perspective and showcase the benefits of using an Android phone.***

## Acting

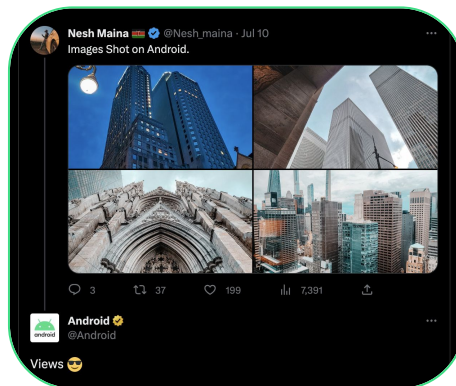
- ***Recommending the device to friends, family, colleagues, or acquaintances who are in the market for a new phone.***
- ***Leaving positive reviews and high ratings for their Android phone on various online platforms, such as retailer websites, social media, and tech review sites.***
- ***Engaging with Android-related communities, groups, or forums on social media platforms.***
- ***Stepping in on arguments to address misconceptions, defend the Android brand, and counter negative perceptions or biases.***

## Marketing Tactics



### Advocate Spotlights on Owned Social

Spotlights provide social proof by showcasing real customers who are enthusiastic about the Android brand. When potential Gen Z customers see others sharing positive experiences and advocating for Android on social, it builds credibility and might inspire others to become public advocates.



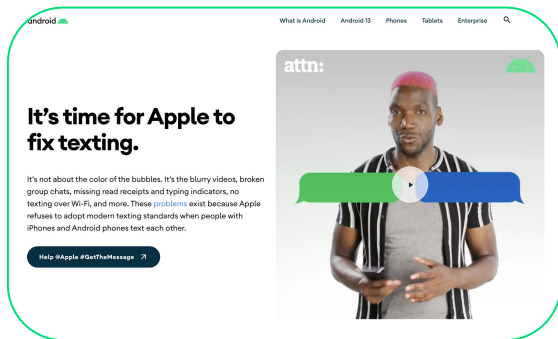
### Community Building

When Gen Z feels connected to a brand's community, they are more likely to become advocates and actively promote the brand to others. By nurturing a community of loyal customers, Android leverages its consumers advocacy to amplify their marketing messages and drive positive word-of-mouth.

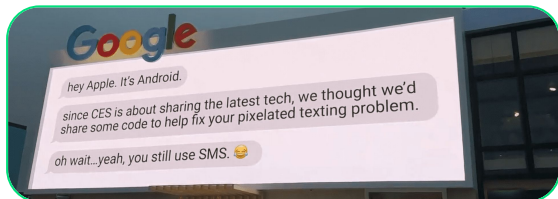


# Advocacy: Gen Z Trendsetters

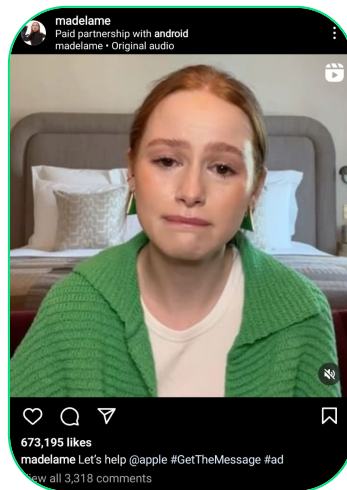
On top of continuous advocacy efforts, Android launched a major advocacy campaign in 2022 with the tagline **Get The Message**. The campaign's primary objectives focused on driving perception change of the Android / iOS text messaging experience and calling on Android fans to urge Apple to implement RCS. The digital campaign included a landing page, brand / influencer partnerships, OOH ads, owned social activation and engagement, and paid media support across YouTube, Twitter, and TikTok.



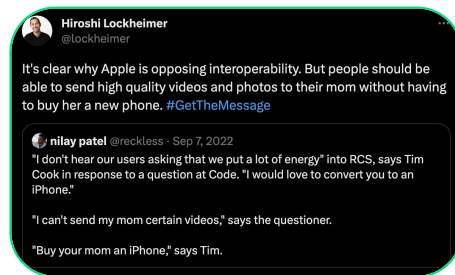
Get The Message Landing Page



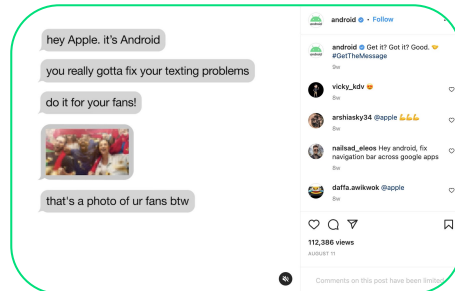
Out of Home Advertising



Influencer Partnership



Employee Advocacy



Owned Content

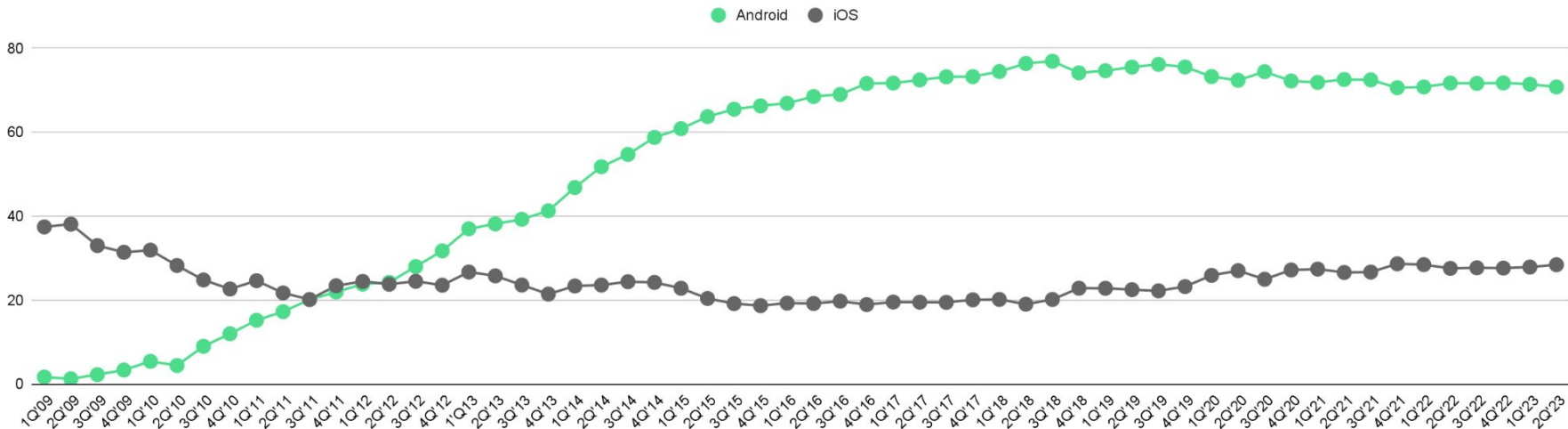
# Summary of Android's Success and Next Steps





# Success Metrics: Global Market Share

## The Stats: Android Global Market Share



## So what does this mean?

- **Android maintained its position as the leading mobile operating system worldwide in the second quarter of 2023 with a market share of 70.8 percent.** Android's closest rival, Apple's iOS, had a market share of 28.4 percent during the same period.
- **Looking back to the beginning in 2010, the touchscreen smartphone revolution had a major impact on sales of basic feature phones**, as the sales of smartphones increased from 139 million units in 2008 to 1.43 billion units in 2021. In 2020, smartphone sales decreased to 1.38 billion units due to the coronavirus (COVID-19) pandemic. Apple, Samsung, and lately also Xiaomi, were the big winners in this shift towards smartphones, with BlackBerry and Nokia among those unable to capitalize.

# Success Metrics: Earned Social

## The Stats: Earned Metrics



**43.47M**  
Total Mentions  
in the last 365 Days



**321.39M**  
Earned Engagements  
in the last 365 Days



**8.04M**  
Unique Users  
in the last 365 Days



**220.01B**  
Reach  
in the last 365 Days



**7.29M**  
Positive Mentions  
in the last 365 Days



**5.18M**  
Negative Mentions  
in the last 365 Days

Business Insider

### The best Android phones in 2023

The best Android phones offer outstanding performance, battery life, and camera quality at worthwhile prices.

2 days ago



ZDNet

### The best Android phones of 2023: Tested and reviewed

For the top Android picks, these phones offer high performance, great value, and reliable camera systems. Oh, and there's a flipping...

4 weeks ago



## So what does this mean?

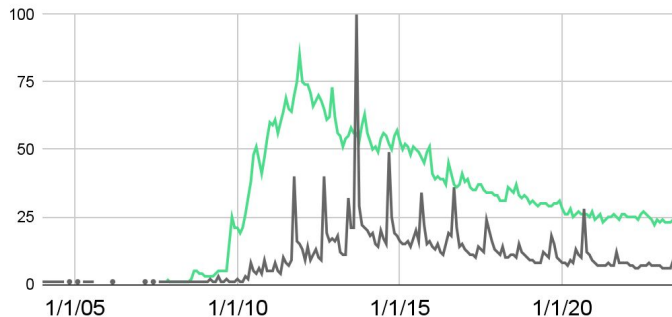
- **Earned media is seen as more credible and trustworthy than paid advertising because it comes from independent third-party sources.** Positive reviews and recommendations from customers, influencers, or major publications can significantly influence potential customers' perceptions and purchase decisions. Thus, coverage in major outlets like Business Insider and ZDNet are an indicator of success for the Android brand.

# Success Metrics: Search Trends

## The Stats: Android's Search Interest Over Time

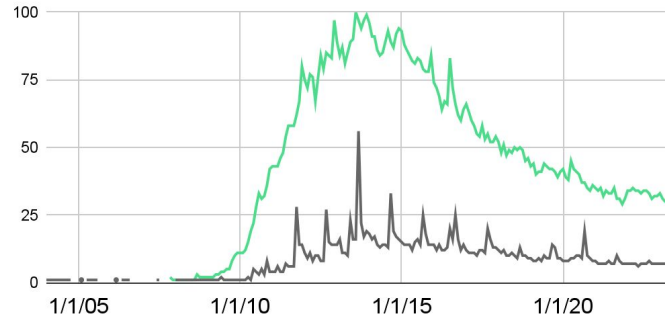
### United States Search Interest

— Android — iOS



### Worldwide Search Interest

— Android — iOS



## So what does this mean?

- **Android's marketing efforts have been successful in targeting and resonating with consumers on both on a national and global scale.** Its adaptability to various languages, cultures, and regional preferences has contributed to its widespread adoption. With more Android devices in the market, it's natural for search trends related to Android OS to be higher.
- Android's open-source nature and broad compatibility with various devices have allowed for a diverse range of smartphones and other devices to be powered by the Android OS. **This product diversity has enabled Android to reach different customer segments effectively.**

# Success Metrics: Website Traffic

## The Stats: Three-Month Traffic & Engagement to Android's Website



**114.6M**  
Total Visits  
from April 2023 - June 2023

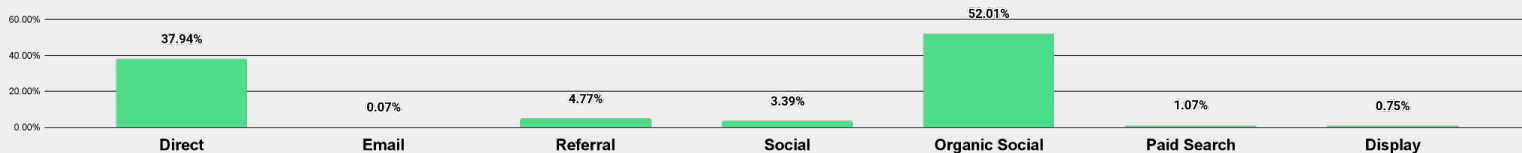


**#87**  
Industry Ranking  
from April 2023 - June 2023



**#2,027**  
Global Ranking  
from April 2023 - June 2023

### Marketing Channel Overview



## So what does this mean?

- **High direct traffic indicates that Android's website has good brand awareness among users.** They remember the website's URL or have it bookmarked, which implies that they find value in the content or offerings that Android's provides and return directly to the site for more.
- **High organic traffic suggests that Android's website is performing well in search engine rankings for relevant keywords.** This means the website's content is relevant and valuable enough to be displayed prominently in search results, attracting organic visitors looking for information related to the brand.

# Evaluation of Android's Marketing

## Key Factors Contributing to Success

1

Android made its “Better Together” slogan a key component of its marketing strategy.

Android's marketing focuses on user benefits, such as customization, flexibility, and access to a diverse range of apps, resonating with consumers and addressing their preferences. In addition to discussing the ways that the Android OS can benefit its consumers, Android's marketing efforts highlight the wide range of devices available at various price points, appealing to different customer segments and making smartphones accessible to a broad audience.

2

Android created a cultural foothold for its users by partnering with influential celebrities and users who are a part of Team Android.

People proudly choose Android because Android allows them to choose. Android has seen success in its marketing efforts because it showcases the creativity, imagination, and fun that Android users and makers have, sparking pride in the largest device community in the world. This comes in the form of influencer partnerships, cultural moments, and advocate spotlights on its owned social channels.

3

Android advocates for its users, allowing the brand to rally its loyal fanbase together to get behind a shared message.

It's been years of “phone wars,” and on a global scale, Android is the top OS. So, Android believes its fans should be empowered to champion this community. Thus, its current initiative about setting the record straight that Android is the top OS in the world has seen success because of that strong fanbase of advocates.

## Cornerstones of Android's Marketing

Celebrating Choice

Exploring & Informing

Sparking Android Fan Love

Creating Buzz

Inspiring Creativity

Mythbusting

Spotlighting the Community

Playful Competition

## Ways to Improve Going Forward

Android needs to overcome “green bubble bias” and tap into timely trends to secure more Gen Z and Gen Alpha market share.

Android's Get The Message campaign was a good start to overcoming bias against Android users; however, the brand still has a long way to go. Android needs to continue to raise awareness among Android and iOS users about green bubble bias. Educating people about the impact of such biases and the importance of embracing diverse technology choices can help reduce negative perception about the Android brand.

Additionally, the brand could leverage ML and advanced analytics to predict trends that will be popular with Gen Z, such as the resurgence of the Y2K aesthetic. This would be an example of a moment where Android could promote its OEMs foldable devices, which are reminiscent of an early 2000s flip phone.

# Appendix



# Works Cited

- **Articles:**

- [The history of Android: The evolution of the biggest mobile OS in the world](#)
- [Android still dominates smartphones globally — but Apple is gaining ground](#)
- [The Rise of Android: Why is Android Successful?](#)
- [Android 13](#)
- [How Apple captured Gen Z in the US — and changed their social circles](#)
- [Why Apple's iMessage is winning: Teens dread the green text bubble](#)
- [Apple lock-in is feeling stronger than ever](#)
- [Gen Z opts for personalized, interactive content over privacy](#)
- [Personalization Essential for Gen Z's Online Experience](#)
- [Millennial News: Latest characteristics research, and facts](#)
- [Tech Savvy Millennials: The Generation That Loves To Shop Online](#)
- [Android: Be together. Not the same.](#)
- [Latest 'Be together. Not the same' Android ad has a strong and charming message](#)
- [7 ways Android helps your devices work better together](#)

- **Advanced Twitter Search Query:**

- ((Android\* OR Apple\* OR iPhone\* OR iMessage\*) AND ("Green bubble" OR greenbubble OR #greenbubble OR "green bubbles" OR "green text" OR "green texts" OR "green messages" OR "green message" OR "messages green" OR "message green" OR "bubble is green" OR "blue bubble" OR bluebubble OR #bluebubble OR "blue bubbles" OR "blue text bubbles" OR "blue text" OR "blue texts" OR "blue message" OR "message blue" OR "messages blue" OR "blue messages" OR "bubble is blue" OR "text bubble" OR "text bubbles")) OR "green text messages" OR "green bubble text messages" OR "green text message" OR "green bubble text message" OR "texting people with android" OR "blue text messages" OR "blue bubble text messages" OR "blue text message" OR "blue bubble text message" OR (Android AND ("group message" OR "group chat"))

- **Other Data Sources:**

- Android Social: Twitter, Instagram, Facebook, LinkedIn (Owned Content)
- Statista (Global Market Share)
- Sprinklr (Social Listening Metrics). Analysis time frame: 7/18/2022-7/18/2023
- Google Trends (Search Trends). Analysis time frame: 2004-Present
- Similarweb (Website Traffic). Analysis time frame: 4/1/2023-6/30/2023