

SJ AGENCY | ADBR 252

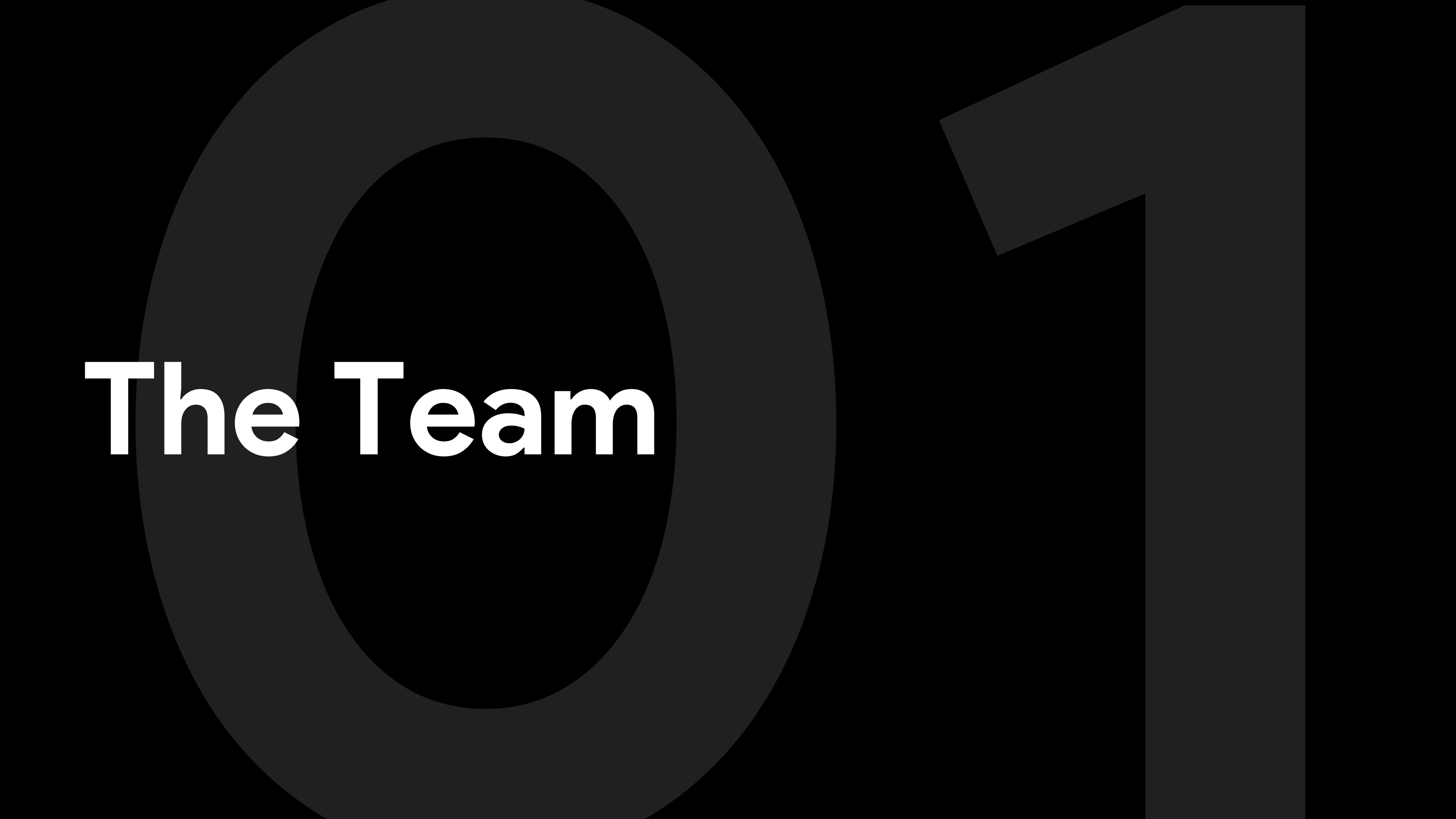
Google Pixel 6 Real Tone

Never Tone Down

Project 3: Leading With the Vision | Process Book

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The background features a large, dark gray, stylized letter 'O' on the left and a dark gray, stylized number '1' on the right. The text 'The Team' is centered within the 'O' in a white, bold, sans-serif font.

The Team

THE TEAM

Meet the Team



Jade Holloway

B.F.A Graphic Design
Minor Advertising & Branding
Class of 2023



Sofía Sánchez

B.F.A Advertising & Branding
Minor Marketing for Mobile and
Interactive Environments
Class of 2024

The background features two large, dark gray, stylized characters: a capital 'O' on the left and a number '2' on the right. The 'O' is a simple circle, while the '2' has a thick, blocky design. The word 'Brief' is written in white, bold, sans-serif font across the middle of the 'O'.

Brief

The Brief

- Form a partnership with another colleague. With the benefit of your cumulative interests, expertise, and capabilities, you will architect an immersive campaign that addresses and attempts to solve for one of the following challenges/opportunities for a selected brand:
 - 1. Changing target audience
 - Acknowledging a changing tone and/or messaging that cater to a new audience
 - 2. Diversity & inclusion blind spot
 - Focus on adjusting improper and incomplete messaging regarding DEI (diversity, equity, and inclusion)
 - 3. Competitor success
 - What does that brand have that its competition doesn't
 - 4. Access to emerging technology
 - See what companies are utilizing new tech to serve their audiences
 - 5. Product or service relevance
 - Highlight a product/service of the brand that is successful
- For successful completion of this task, your responsibility is two-fold
 - Your agency must pitch a campaign that communicates and highlights how the brand may specifically (and authentically) address the challenge through the campaign. The final executed content may (and is expected to) span a wide range of ambient channels, platforms, and formats
 - Secondly, your agency must communicate its own credibility as the best steward for the campaign and its execution. Address why now, why “you” and why should you be believed?

The Brief

- **KEY CRITERIA:**
 - At least one recognized central Campaign theme to include headline(s) and any supportive tagline and sub-copy, as needed
 - At least four unique channels touched (social media, digital, print, ooh, event, etc.)
 - At least six execution concepts (total, not per channel)
 - At least one social media channel execution, with explicit detail (visual & strategic) for how it is connected to, and executed within, the awareness campaign.
- Your campaign should demonstrate a masterful grasp of:
 - Visual design, including creative use of typography, intentional photography and imagery, and thoughtful consideration of lighting and color theory
 - Impactful copywriting, including headline + copy strength, utility, and flexibility
 - Strategy integrity & influence
- 15 min for presentation
- **DUE: TUESDAY MARCH 14**



Research

Research

Google

Google is one of the world's most popular internet search engines. It allows visitors to access a plethora of information by typing in a keyword into a search box.

In recent years, Google has expanded their brand to other forms of technology such as personal computers and phones.

Real Tone

In late 2021, with the roll-out of the new Google Pixel 6 came the roll-out of a brand new smartphone software called Real Tone. Portraits taken on Pixels 6 and above are now able to represent the nuances of different skin tones for all people, beautifully and authentically.

Google's mission with this feature is to make camera and image products work more equitably for everyone and more accurately highlight diverse skin tones with Real Tone software.



Strategy

Key Insight

Historically, people of color have been told to keep their identities at a minimum to appease white communities.

This idea is even embedded in camera technology which has excluded people of color, resulting in unflattering photos for those with darker skin tones.

Strategy

Get people of color with mobile phones

To by the new Google Pixel 6 with Real Tone

By reminding them to embrace their skin tones using technology that showcases their skin rather than hides it

Because you should never tone down.



Big Idea

Big Idea

Never Tone Down

This campaign will serve as a sentiment to Google's audience to never hide their authentic skin color, in other words, "never tone down". The campaign will encourage users to embrace their skin tones by using technology that showcases their real skin color rather than hide it.

Copy Development

Copy Development

- "Never Tone Down"
- "Show the world the real you"
- "Show the world the ... you"
 - "Kind"
 - "Fun"
 - "Loving"
 - "Smart"
 - "Best"
 - "Real"
- "Show the Real You with Real Tone"

Art Direction

ART DIRECTION

Brand Colors + Something Real

It is important to use the current Google brand colors as they are extremely recognizable when used together.

The palette also includes two shades of brown to represent some of the skintones of the target audience without taking away from the Real Tone photos.



ART DIRECTION

Typography

Product Sans Regular

The typeface most commonly
used by Google in their ads is
Product Sans.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(){}
_

Aa

ART DIRECTION

Typography

Product Sans Bold

The typeface most commonly
used by Google in their ads is
Product Sans.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%&*(){}

Bb

ART DIRECTION

Photography

The "Real Tone" campaign is only successful with photography using of real, unedited, faces.

This will show the audience the true power of the Real Tone software.



Final Executions

FINAL EXECUTIONS

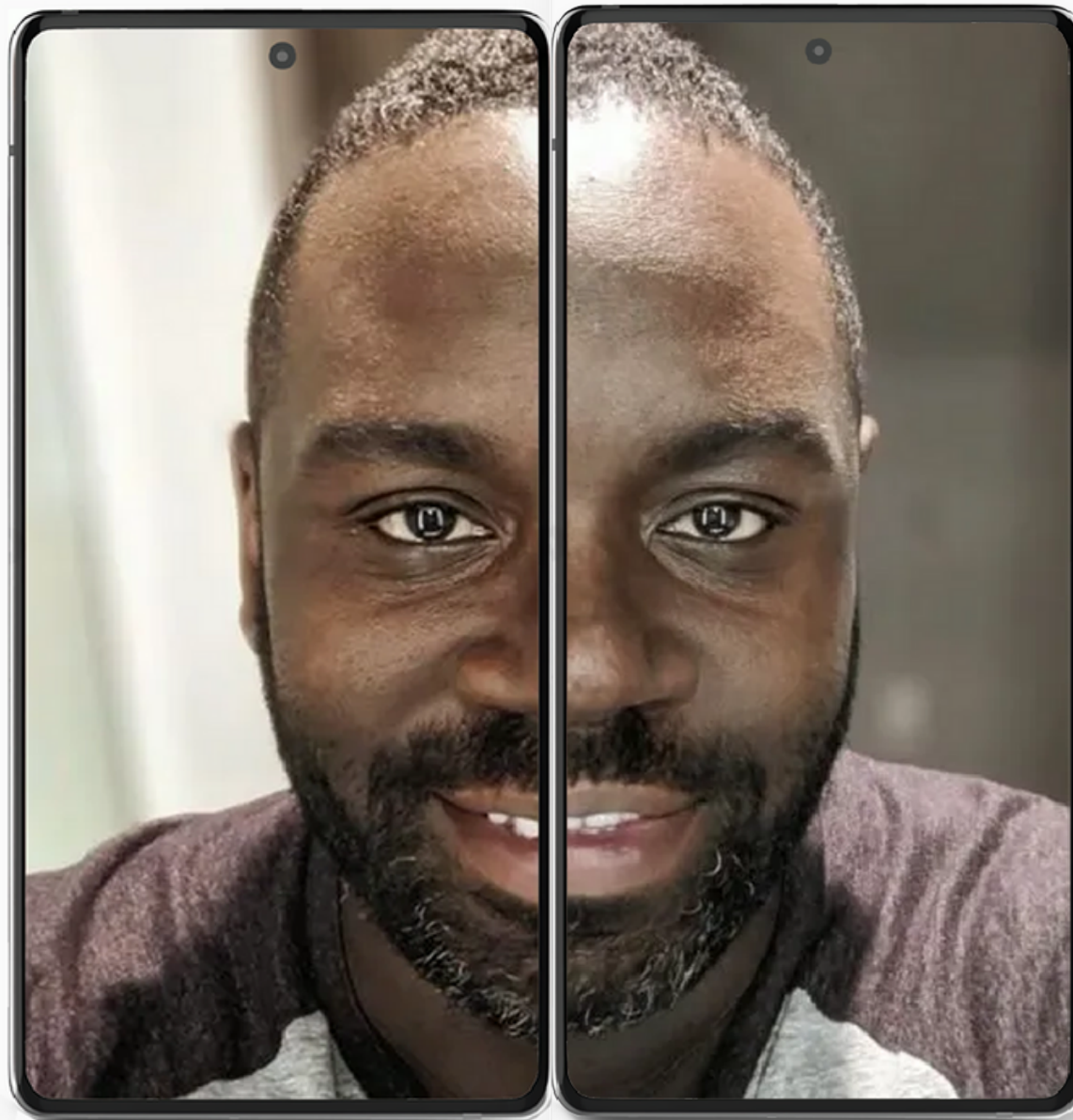
Social Media: Instagram Carousel



FINAL EXECUTIONS

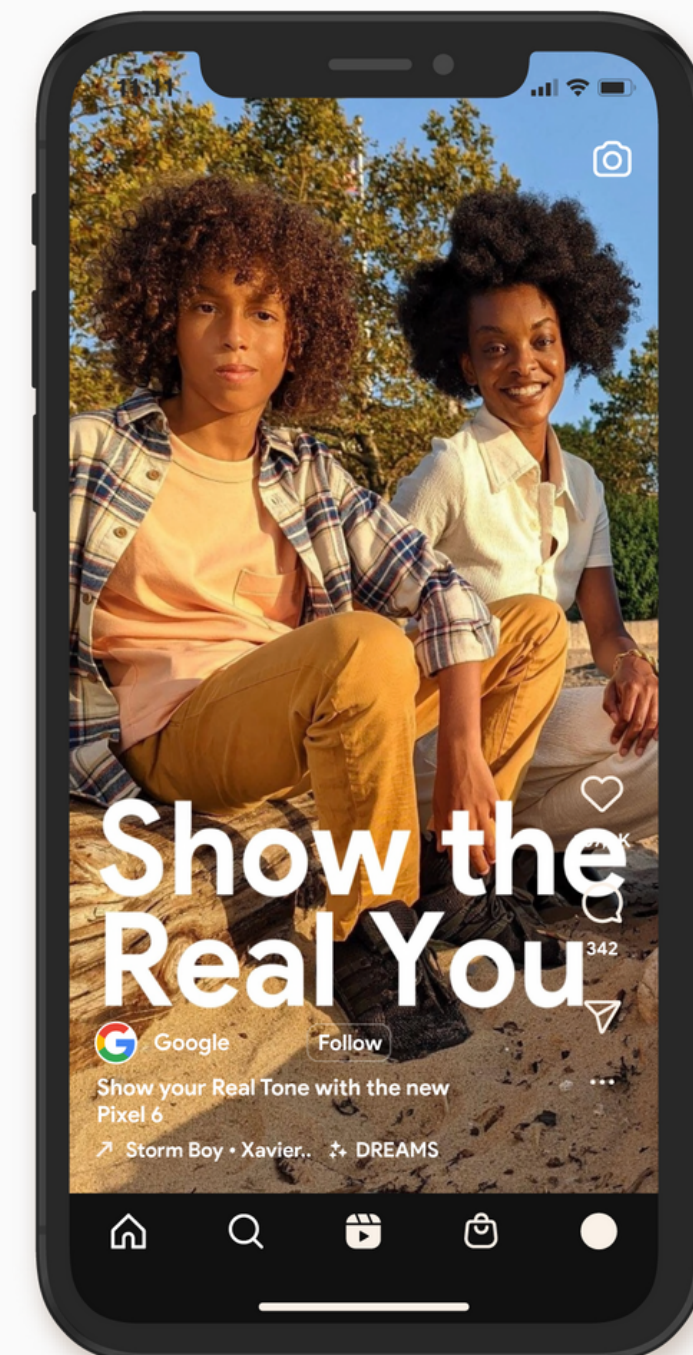
Social Media: Instagram Carousel

Show the
world the
**Real
You**



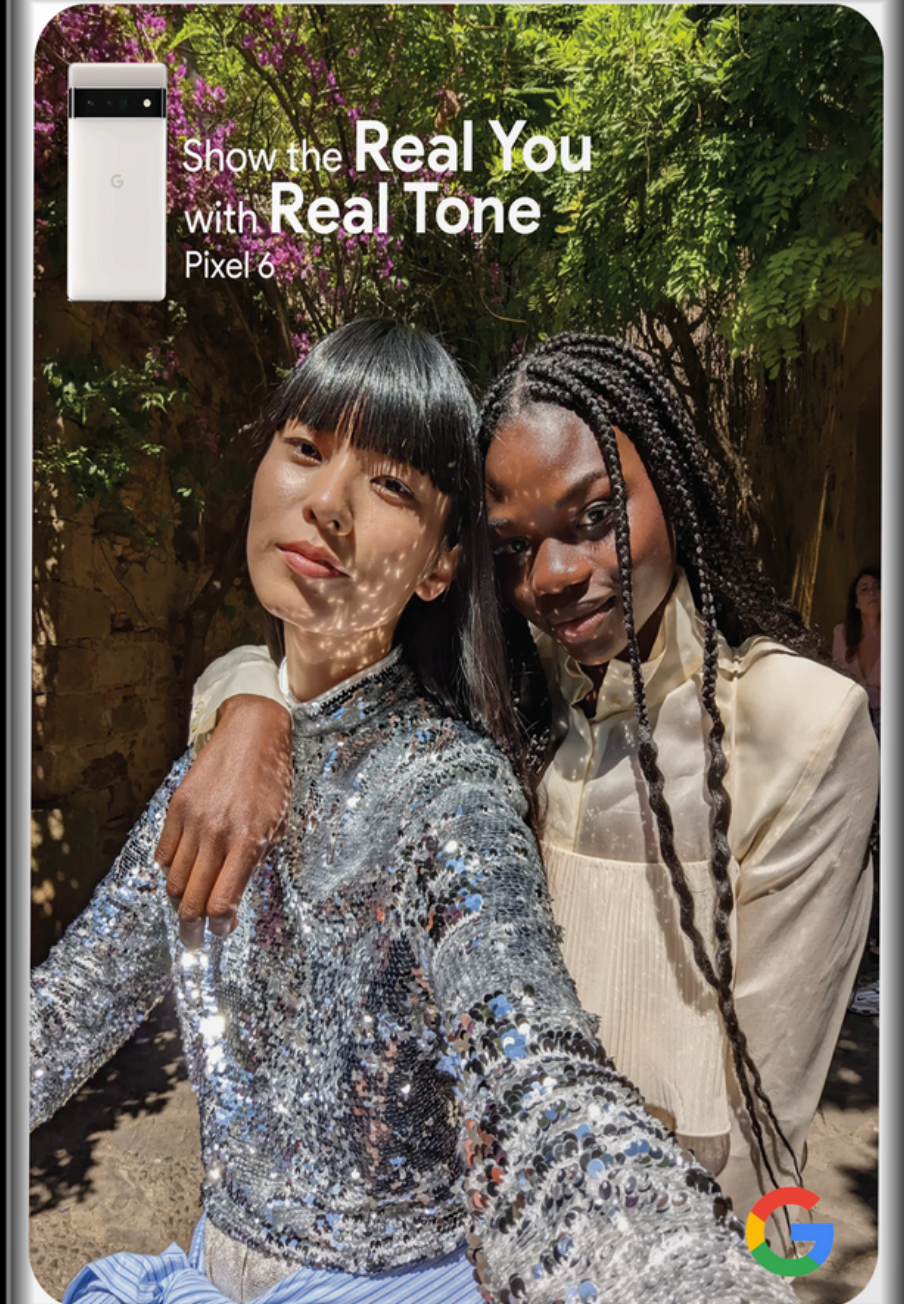
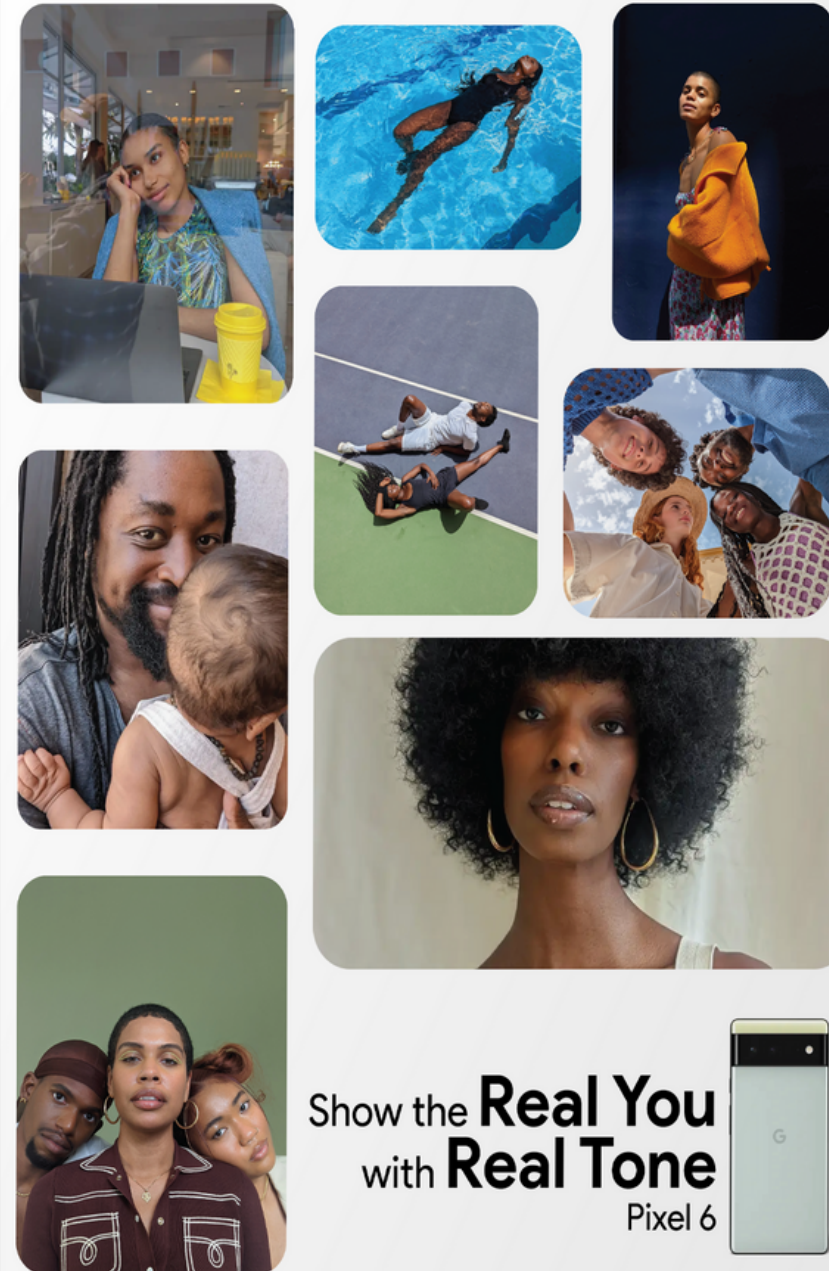
Google
Pixel 6
**Real
Tone**

Social Media: Tik Tok & Instagram Reel



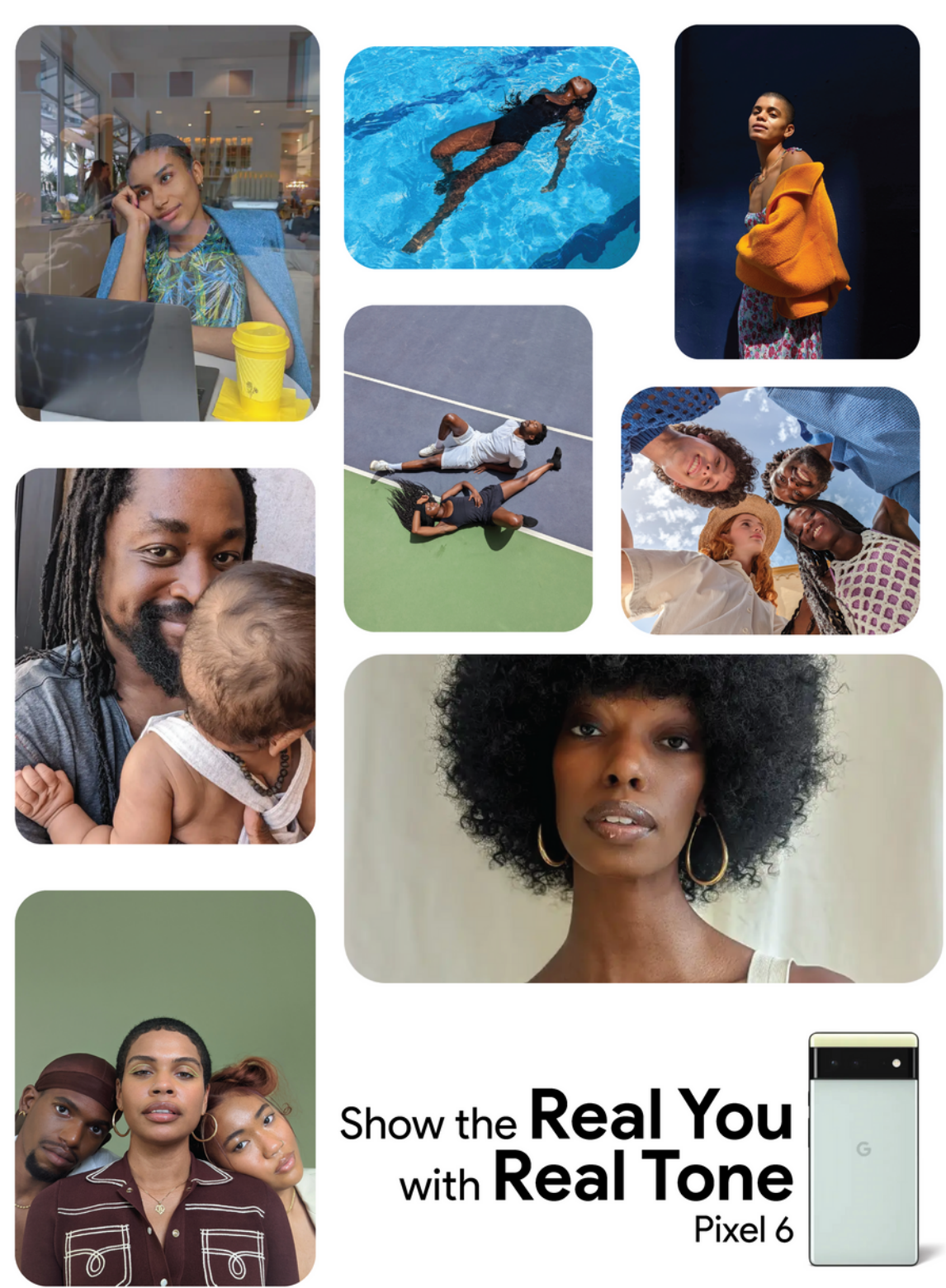
FINAL EXECUTIONS

Billboard



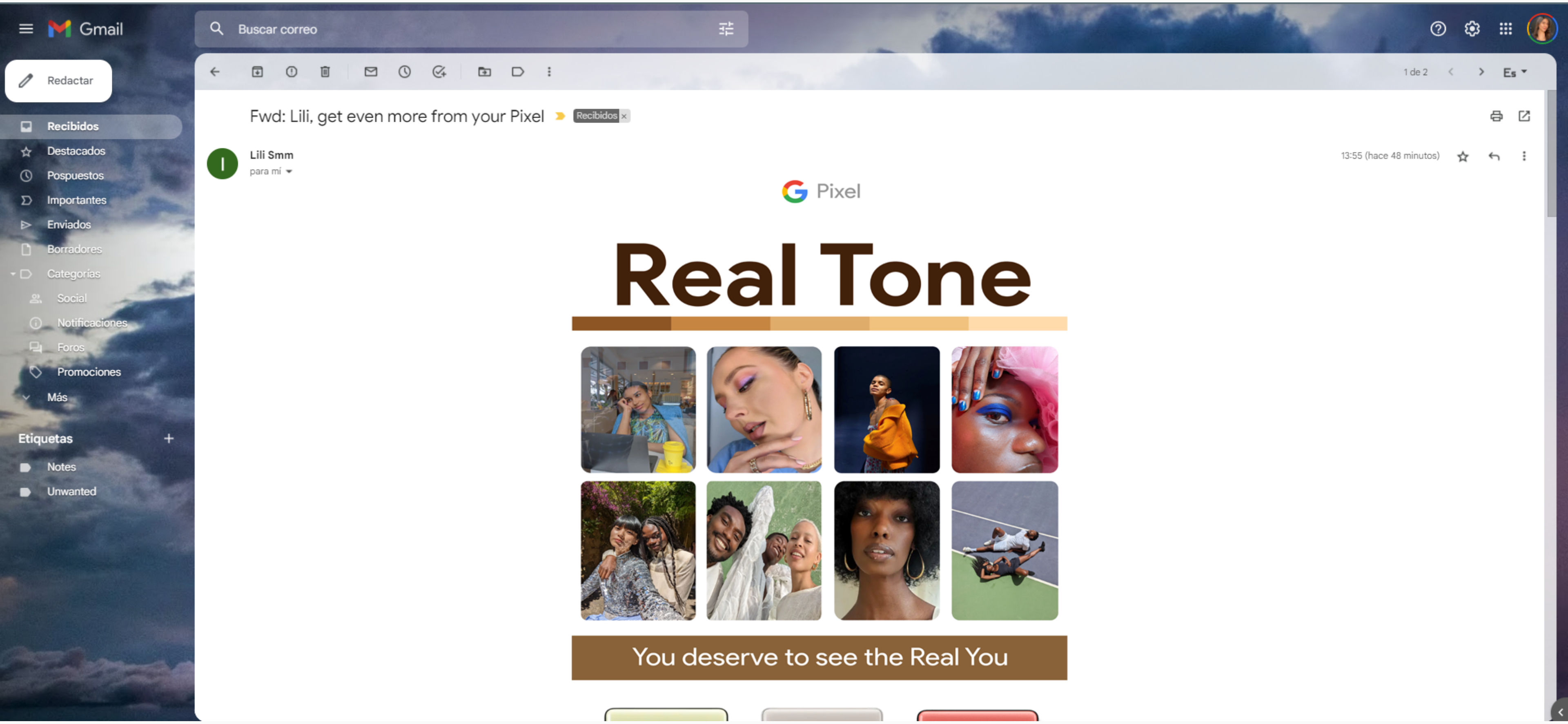
FINAL EXECUTIONS

Billboard



FINAL EXECUTIONS

Email

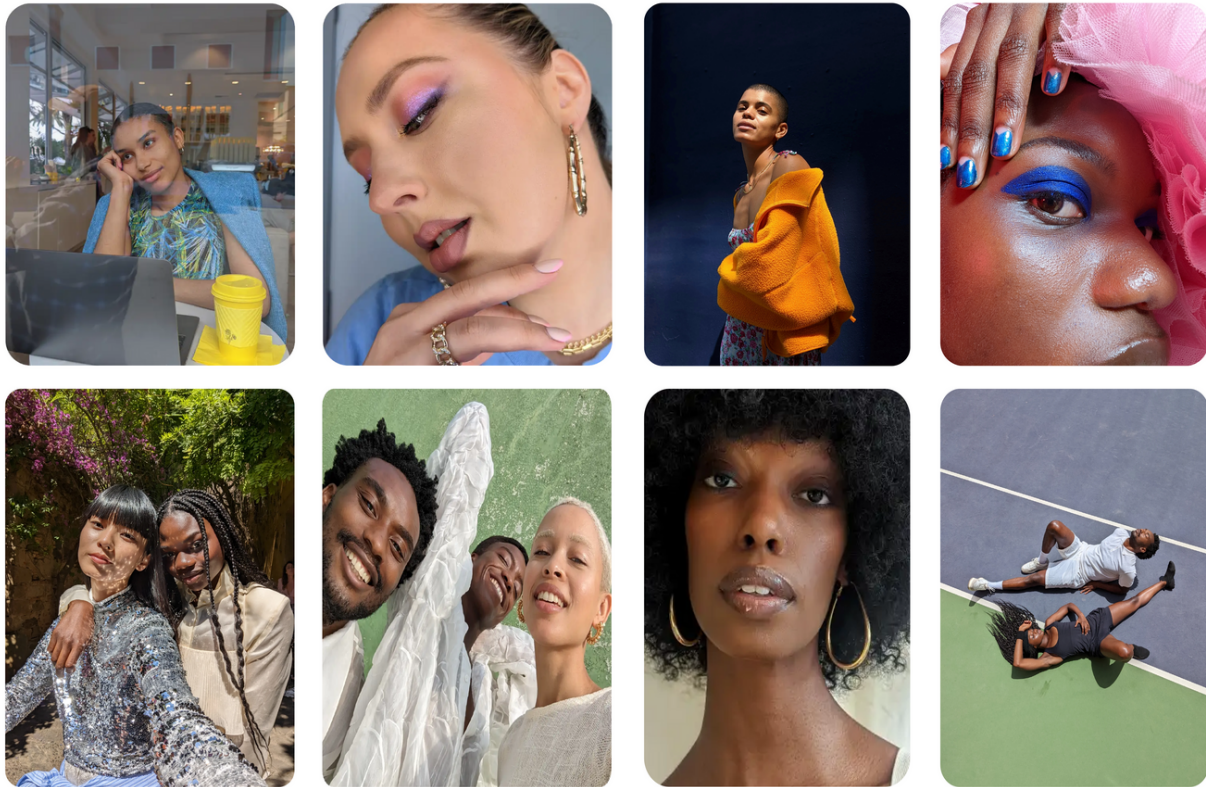


FINAL EXECUTIONS

Email



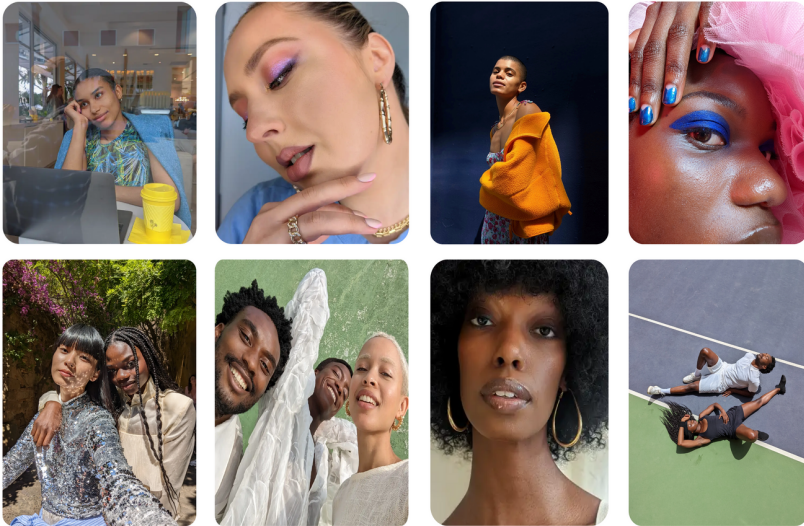
Real Tone



You deserve to see the Real You



Real Tone



You deserve to see the Real You



FINAL EXECUTIONS

OOH: Billboard

 Pixel 6

Never Tone Down

With Real Tone



FINAL EXECUTIONS

OOH: Billboard

 Pixel 6

Never Tone Down

With Real Tone



FINAL EXECUTIONS

Digital Banners



FINAL EXECUTIONS

Digital Banner

Never Tone Down

With Real Tone
Google Pixel 6



Show the world the Real You

Real Tone with
Google Pixel 6



FINAL EXECUTIONS

Landing Page



Phones

Earbuds

Watches

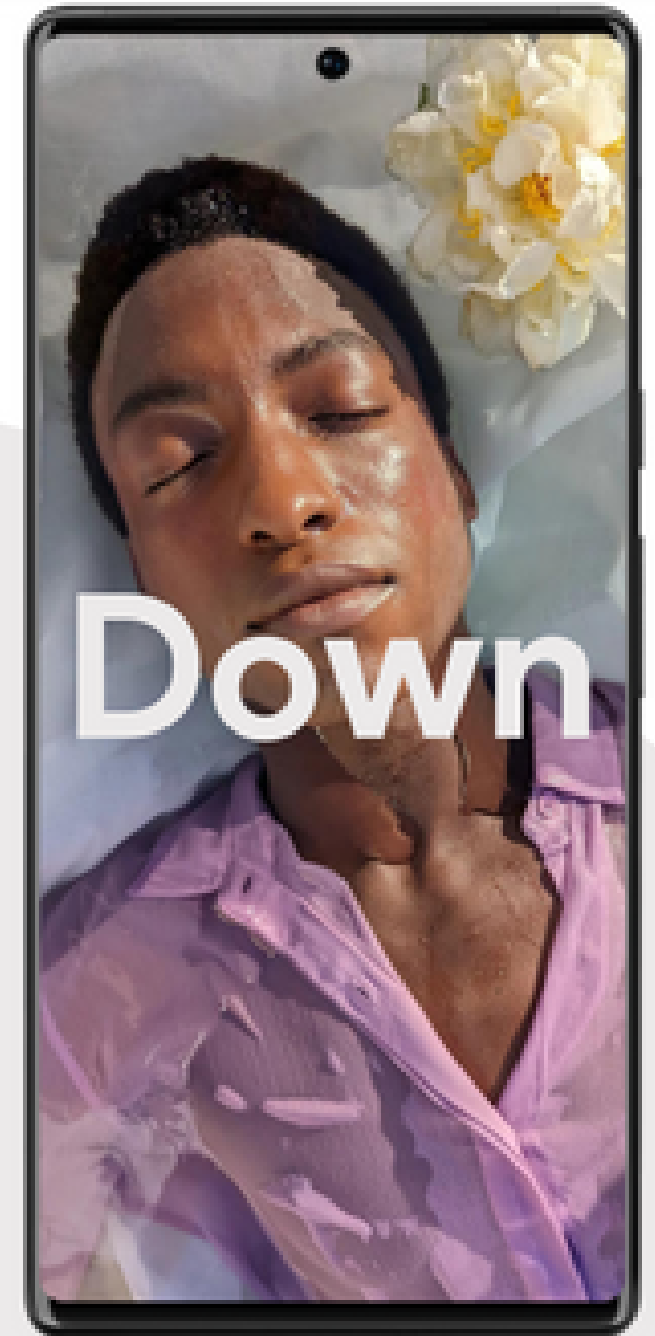
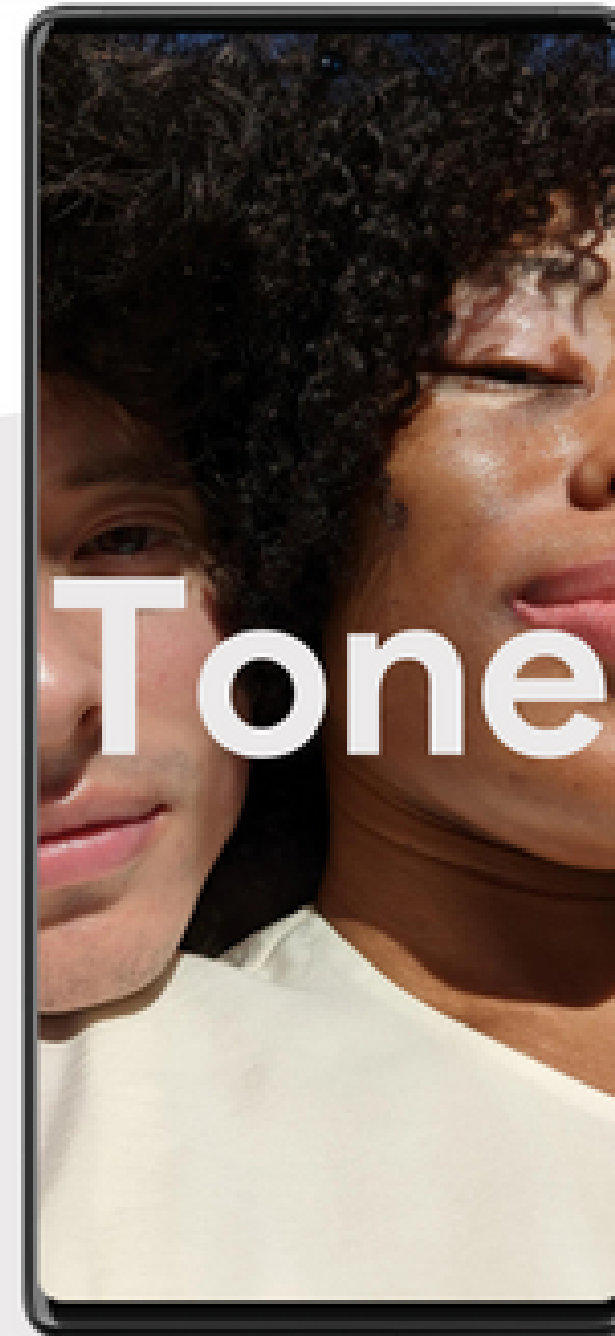
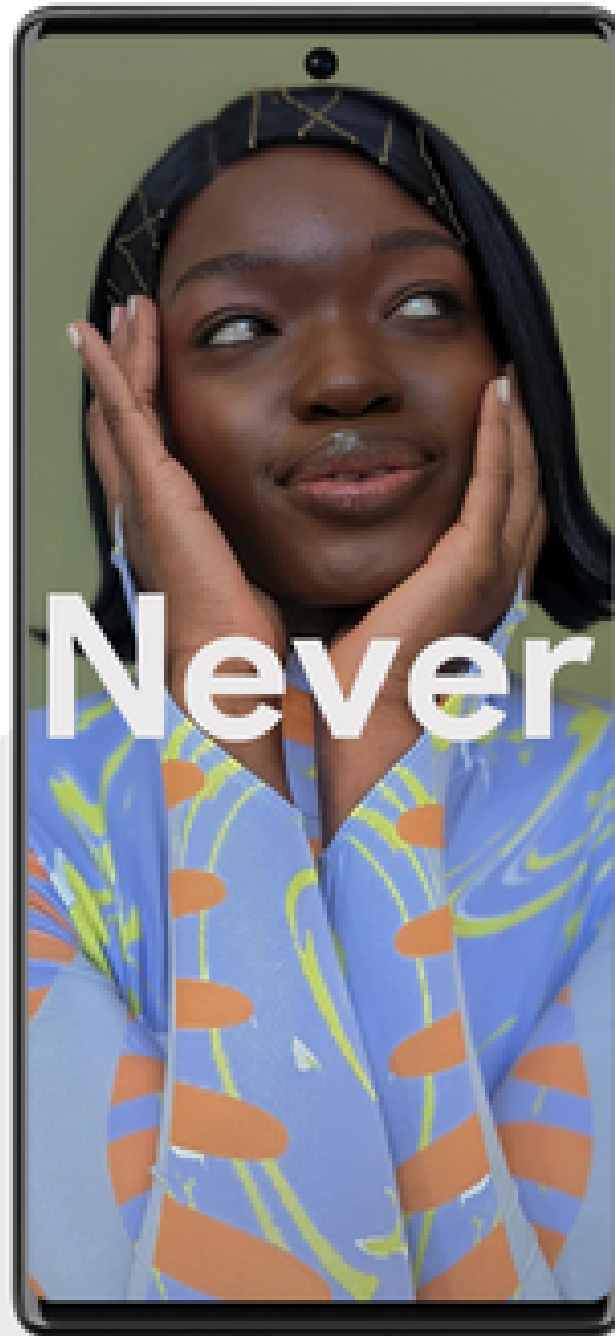
Smart Home

Laptops

Subscriptions

Accessories

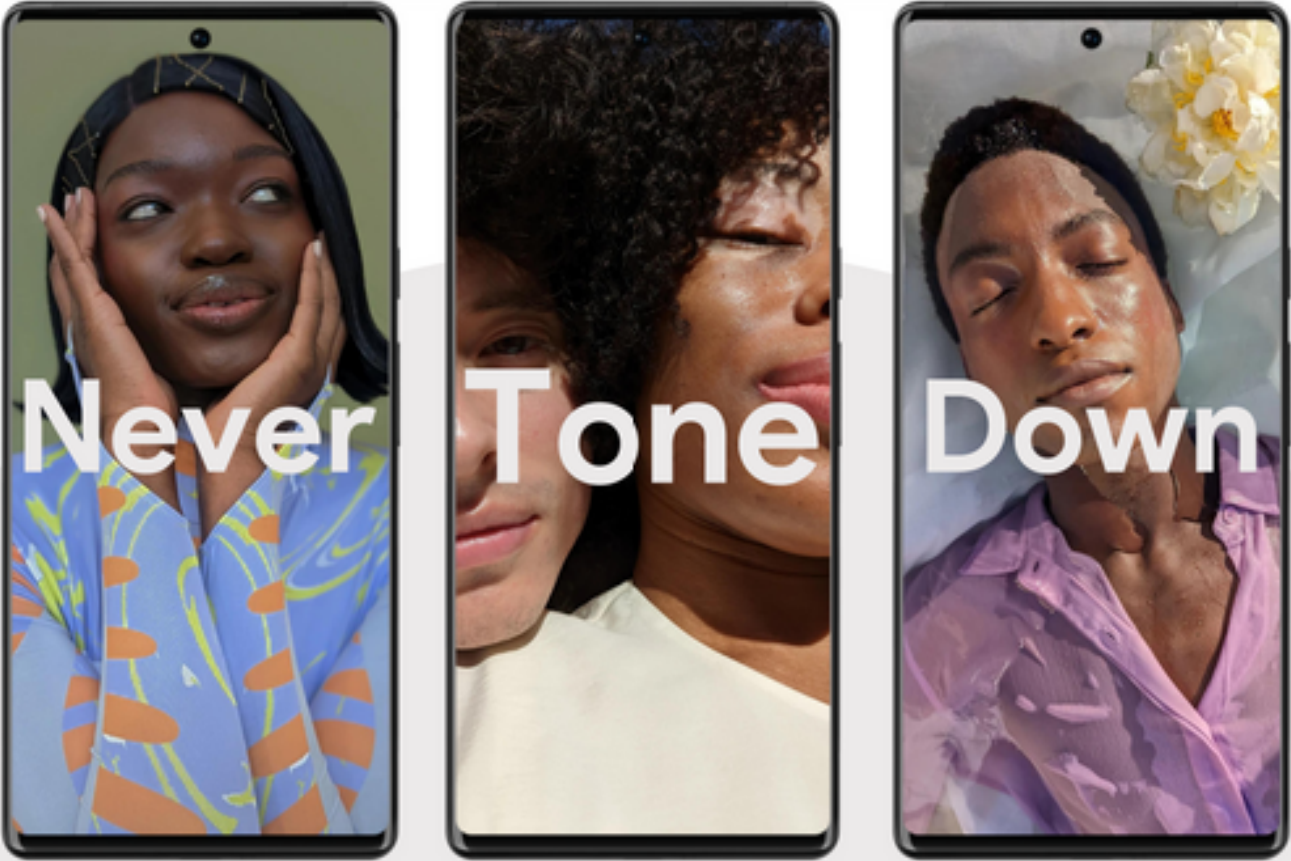
Offers



FINAL EXECUTIONS

Landing Page

[Phones](#) [Earbuds](#) [Watches](#) [Smart Home](#) [Laptops](#) [Subscriptions](#) [Accessories](#) [Offers](#)

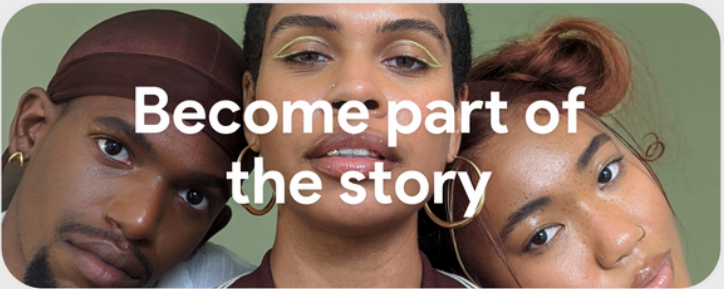


Real Tone

Creates portraits that represent the nuances of different skin tones for all people, beautifully and authentically because you deserve to show the real you.

Read More





The Google Doodle is a special, temporary alteration of our logo on our homepages intended to commemorate holidays, events, achievements, and notable historical figures. We'd like to expand that special tradition just for you.

By March 13th, 2023, Upload your selfies using Real Tone to be featured in the next Google Doodle. The Doodle will run for 24 hours, changing images every hour to feature all of your authentic faces.



Upload the Real You

Only supports JPG or PNG files (Max Size 15 MB)



Drop your image here or [browse](#)

Read on



Partnerships

Feeling safe at work for AAPI businesses.



All Things Pixel

Level up your workout with a Google Pixel Watch.

[See more](#) 



[Privacy](#) [Google Nest Commitment to Privacy](#) [Sales Terms](#) [Terms of Service](#) [Careers](#)

Thanks

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