

GOOGLE CHROME BRIEF

Zooppers, for this incredible new competition you'll need to summon all your creativity. After all, the company you'll be making ads for is... **GOOGLE!**

The most biggest brand on the Web has chosen you and Zooppa to promote its latest product: **Google Chrome**, a browser that is destined to become the first choice of web surfers everywhere.

Google's mission is to make a world's worth of information universally accessible. Their's is the most used search engine because it is faster, easier to use, and more effective than any other. Now Google is bringing all these attributes to Google Chrome.

Pay close attention, Zooppers: the guidelines for this competition are very precise. Google is looking for **videos**, **print ads**, and **banner ads** that accomplish two important goals: increase awareness of Google Chrome and communicate the benefits of using Google Chrome. So Zooppers, your ads should develop one of the following themes:

1. Identify the **conceptual and emotional values** of the Google brand and extend them to Google Chrome. Show how the speed, innovation, simplicity, and effectiveness that make Google's search engine cool and essential will do the same for Google Chrome: It's a browser with all the advantages of Google and more.
2. Focus on the **functional aspects** of Google Chrome:
 - The **speed**. Chrome is the fastest browser available;
 - The **simplicity** and **ease of use** of the **interface**. Because it's intuitive and functional, Chrome makes it easier to find great content and come up with great ideas. Google has even figured how to fully integrate search tools into the URL bar.
 - The **stability**. If, for instance, you've got multiple tabs open and one of them crashes, Chrome makes sure only that tab will be affected.

You're welcome to take one or the other of these approaches, or to combine them.

Before you get started, we recommend you try Google Chrome for yourself. Just click here

<http://www.google.com/chrome/> and try out all of Chrome's great tools. Google Chrome is currently available only for Windows.

Google's looking for ads with a specific tone: **smart, simple, and straight to the point**, but also **creative, surprising, and fun**. The Google Chrome **logo** must appear somewhere in your ads. The most successful ads will include a direct invitation to download Google Chrome.

Zooppers, we're sure your ads will impress Google! You have **until May, 11 2009** to upload your entries and win the **8,000 Zoop\$** that Google has put at stake!

TOTAL PRIZES: 8,000 Zoop\$

GOOGLE PRIZES:

1st prize – Video	1,500 Zoop\$
2nd prize – Video	1,200 Zoop\$
1st prize - Print ad	800 Zoop\$
2nd prize - Print ad	500 Zoop\$
1st prize – Banner ad	400 Zoop\$

BIGZOOPPA AWARDS:

BigZooppa Award - Video	1,000 Zoop\$
BigZooppa Award – Print ad	600 Zoop\$
BigZooppa Award – Banner ad	300 Zoop\$
BigZooppa Award – Concept	100 Zoop\$

COMMUNITY PRIZES:

1st prize – Video	800 Zoop\$
1st prize – Print ad	500 Zoop\$
1st prize – Banner ad	300 Zoop\$