

Creative Brief

Campaign: Gemini AI Labs at Los Angeles Public Libraries

Organization: Alphabet Inc.

Who is the Target Audience?

The campaign targets two distinct segments within the Gen Z and Gen Alpha demographic. The primary audience is LAUSD high school students ages 14–17 who hold Los Angeles Public Library cards. This group is highly mobile, digitally native and increasingly aware of AI as a career-relevant skill, yet many lack consistent access to advanced AI tools outside of school. They are self-motivated learners who respond to messaging that frames technology as personally useful and immediately accessible.

The secondary audience is middle school students ages 11–13, who often visit library branches with older siblings, parents or on their own. This group is building foundational digital habits and represents a longer-term engagement opportunity. Treating ages 11–20 as a single category risks misaligned messaging: a 12-year-old and a 19-year-old have fundamentally different motivations, media habits and relationships with technology. Segmenting by developmental stage and media behavior ensures communication that resonates with each group.

Where do Ads Appear? (Placement)

Digital placements will serve as the primary channel, as this audience spends significantly more time online than with any other media format. YouTube pre-roll ads targeting Los Angeles-based users ages 13–20, Instagram Reels and TikTok paid placements targeting ages 13–17 will form the digital core. These platforms index highest among Gen Z and Gen Alpha and allow precise geographic and demographic targeting.

Streaming audio placements via Spotify will target Los Angeles-based users ages 13–24 on the free tier. Spotify's free-tier audience in urban markets skews young, diverse, and mobile-first — closely mirroring the LAUSD student demographic. Audio ads delivered during afterschool and commute listening hours intercept the audience at a high-attention window with fully digital, demographically precise delivery.

Out-of-home placements will include Digital Out-of-Home (DOOH) displays at metro bus shelters along transit routes connecting LAUSD school campuses to Los Angeles Public Library branches. Freestanding signage at library entrances and interior directional displays at participating branches will capture audiences already within the library ecosystem.

The Goal?

The primary goal is to increase awareness and drive foot traffic to participating Los Angeles Public Library branches during summer break. A secondary goal is to position Gemini as an accessible, community-rooted learning tool rather than a corporate technology product associated with privilege or technical expertise.

Current Perception vs. Desired Perception

Alphabet and Gemini are currently perceived as advanced tools designed for professionals and tech-savvy individuals. Libraries remain associated with traditional, book-centered experiences. The desired perception is that Gemini AI Labs are free, welcoming and designed for young people in their own neighborhoods — repositioning the public library as a modern hub for career-building skills accessible to all.

Why Is This Ad Needed?

AI literacy is becoming a baseline requirement across industries, yet access to AI tools remains uneven across socioeconomic groups. Many LAUSD students are unaware that free, structured AI learning opportunities exist steps from their homes. This campaign closes the awareness gap, drives participation during the critical summer learning window and reinforces Alphabet's commitment to equitable technology access.

Tone of Voice

Clear, energetic and conversational. Messaging should feel like a direct invitation rather than a corporate announcement. Avoid technical terminology and emphasize action, access and community.

Creative Mandatories

- a. Include the Gemini logo and Alphabet attribution where appropriate.
- b. Clearly state that access is free for Los Angeles Public Library card holders.
- c. Mention launch timing aligned with LAUSD summer break.
- d. Include a call to action directing audiences to their nearest participating library branch.

Advertising Headline

The AI Cheat Code? It's Free at Your Library.

Media Placement

Primary Digital Placements:

YouTube pre-roll and discovery ads targeting Los Angeles-based users ages 13–20. Instagram Reels paid placements and TikTok in-feed ads targeting ages 13–17. These placements are geographically restricted to Los Angeles County and scheduled for afterschool hours to maximize relevant impressions.

Streaming Audio Placement:

Spotify audio ads targeting Los Angeles-based users ages 13–24 on the free tier. Spotify's free-tier demographics in urban markets align closely with the LAUSD student population: young, diverse, and device-dependent. Ads run during commute and afterschool listening sessions, reaching students during moments of low visual engagement but high audio receptivity. This placement delivers the demographic precision of digital advertising with the ambient reach of broadcast media.

Out-of-Home Placement:

Digital Out-of-Home (DOOH) displays at metro bus shelters along transit corridors connecting LAUSD campuses to LAPL branches. These digital panels are dayparted for afterschool hours (2–7 PM weekdays) and restricted to routes where library proximity makes an immediate visit decision plausible. Freestanding vertical signage at library building entrances. Interior lobby directional signage at participating branches guiding visitors toward Gemini AI Lab stations.

Rationale for Placement

Spotify was selected to reach the commute-and-leisure attention window at which transit-adjacent advertising aims — without the age demographic misalignment of any print channel. The 13–24 age bracket on Spotify's free tier in Los Angeles mirrors this campaign's target population with greater precision than print media, and audio delivery allows the message to reach students during phone-free transit moments that visual placements cannot capture.

DOOH bus shelter placements are geofenced and dayparted rather than mass-reach: placements target only the transit corridors where library access is highest and the decision to visit is most easily influenced. The digital format enables afterschool scheduling, which static out-of-home media cannot offer.

Library entrance and interior signage converts ambient awareness built through digital channels into a final in-person touchpoint at the exact moment of entry, ensuring no interested visitor leaves without knowing the AI Labs exist.

Strategy Note

“The AI Cheat Code? It’s Free at Your Library.” was developed to resonate with Gen Z and Gen Alpha through a cultural reference that is immediately legible across both demographic segments. In gaming — the dominant entertainment format for both groups — a cheat code is a secret input that unlocks capabilities unavailable through normal play. Applying this metaphor to AI skill access signals to the audience that they can gain a meaningful, real-world advantage simply by walking into their local library.

The question mark transforms the headline into a hook, creating a moment of anticipation before delivering an answer that surprises: the cheat code is not hidden or elite. It is two blocks from home, and it is free.

The word 'free' is embedded structurally in the headline rather than appended as a promotional tag. This placement treats cost removal as a core message rather than a marketing incentive, which is psychologically more persuasive for audiences who have been conditioned to distrust fine print. The phrase 'At Your Library' reinforces the campaign's strategic core: that advanced technology is not distant or out of reach, but embedded in the student's own neighborhood. Together, the tagline is concise, culturally native, action-oriented and aligned with every objective outlined in the Creative Brief.