

## **Creative Brief**

**Brand:** Alphabet Inc. — Gemini

**Community Partner:** Los Angeles Public Library

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### **Background / Situation**

AI is rapidly integrating into youth academic life. Approximately 26% of U.S. teens report using generative AI for schoolwork—double the share from 2023 (Pew Research Center, 2025). Adoption is accelerating, yet usage remains largely informal and unstructured. Parents and educators express concerns about misuse, misinformation, and overreliance.

Meanwhile, teen media behavior indicates where influence occurs: 95% use YouTube, 67% use TikTok, and 62% use Instagram (Pew Research Center, 2023). Public libraries continue to serve as trusted digital equity institutions, providing free access to technology and literacy programs (American Library Association, 2023). The Los Angeles Public Library operates dozens of branches and extensive youth programming across the city (Los Angeles Public Library, 2024).

As competitors position AI as productivity infrastructure, Gemini must differentiate by owning responsible, educational AI leadership. The library context provides the credibility platform to do so.

### **Target Audience**

**Primary audience.** Generation Alpha (ages 8–13) and young Generation Z (ages 14–18) in Los Angeles County. These students are digital-native, visually oriented, and motivated by academic advantage and future career possibilities.

**Secondary audience.** Parents (ages 30–50), librarians, and educators who influence technology adoption and summer enrichment decisions.

### **Communication Goal**

Increase awareness of Gemini among LA youth and parents during summer programming and reposition Gemini as a trusted learning accelerator that expands academic and future opportunities.

### **Perception**

**Current Perception.** Among teens, generative AI tools are primarily viewed as homework helpers or brainstorming shortcuts. Usage is tactical rather than strategic. Among parents, AI raises concerns about credibility, misinformation, and academic integrity.

**Desired Perception.** Gemini is a structured, responsible AI assistant that strengthens research, creativity, and critical thinking. It functions as a digital equalizer—expanding access to advanced technology—while equipping students with a competitive edge for future academic and career success.

**Core message: Power your future with Gemini.**

### **Media Strategy & Placement**

The campaign deploys three paid channels structured across the awareness-to-action funnel to guide families from visibility to participation.

#### **1. Out-of-Home (Awareness & Repetition Layer)**

- School-zone roadside billboards placed along high-traffic drop-off and pickup corridors ensure repeated daily exposure among parents.
- Shopping center digital signages within family-oriented retail hubs reinforce visibility during after-school and weekend routines.
- The Circa Digital Spectacular near Crypto.com Arena delivers large-scale metropolitan presence, elevating Gemini as future-oriented, aspirational technology.

#### **2. Paid Social & Digital Video (Engagement & Conversion Layer)**

YouTube pre-roll, TikTok ads, and Instagram Reels (Pew Research Center, 2023) will geo-target Gen Alpha, young Gen Z, and parents across Los Angeles County. These placements demonstrate real-world Gemini use cases and drive registration for free Gemini AI workshops hosted at Los Angeles Public Library branches.

#### **3. Sponsored Community Placements (Decision Reinforcement Layer)**

Paid placements within school-approved digital newsletters and local summer activity calendars reach parents during enrichment planning periods, reinforcing Gemini's alignment with structured learning and responsible AI use.

### **Why This Campaign Is Necessary**

AI literacy gaps risk widening educational inequality. Public libraries historically function as digital equalizers by providing free access to technology and knowledge (American Library Association, 2023). Introducing Gemini within this trusted civic space reframes AI as accessible, responsible, and empowering. Without proactive positioning, AI tools may remain misunderstood or associated with

misuse. This campaign ensures Gemini becomes linked with opportunity, curiosity, and future readiness—building early trust and long-term brand equity among the next generation.

## References

American Library Association. (2023, April 18). State of America's libraries report 2023.

<https://www.ala.org/news/state-americas-libraries-report-2023>

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### **AI citation**

“Conduct a research-based analysis of how Gen A and young Gen Z use AI; identify key drivers motivating families, parents, and youth to visit the Los Angeles Public Library; analyze where they access summer activity information; and recommend evidence-based advertising placements with APA-style citations” prompt. ChatGPT, GPT-5.2 version, OpenAI, 2 Mar. 2026,

<https://chat.openai.com/chat>.