

Paid:

a) Creative Brief (PR 535)

Develop a creative brief (in 200+ words) answering the following questions thoughtfully:

- Who is the target audience? LAUSD students aged 13-17, their parents and older siblings. Students because they are at the phase where they either just entered middle school, ready to enter high school, or in the middle of high school ready to apply for college. Respectively speaking, many LAUSD schools are in the less-resourceful areas and students often have less accessibility to technologies and new products compared to some more wealthy areas and private schools. Utilizing LA public libraries is a great way to encourage students to be more involved with newly advanced technologies at lesser costs, while also experiencing many places they have yet to set their foot in. Their older siblings and parents because at the given young age, they may not be at their best capabilities to identify opportunities and understanding what is in the best interest to do. A father or brother figure that have seen how fast technology can change a man's life and what ample resources and good education can give in return is very important.

- Where will this ad appear (i.e., OOH, online, print media, etc.)? Highway billboards on the 405, 10, 110, 101, where condensed traffic occurs on a daily basis, and a great majority of people commute back and forth. Online through social media is also a great place, because the youth rely so heavily on Tiktok and Instagram.

- What is the goal? (i.e., increase awareness, sell product, improve image)? Increase awareness, while many have heard of AI, very few have mastered or have played with the apps fluently. Gemini is not here to sell subscriptions, but to incentivize youth to equip themselves with better literacy skills and be closer to what the modern day technology is bringing to the world. This is a great opportunity for social cause, sustainability, and act of wellness

- Why do we need this ad? Product awareness, for Gemini and LA public libraries. Everyone googles and youtube, but only some know what Gemini does and can do. In addition, many have yet been to a LA public library. This is also a great chance for them to experience something different, open their eyes, and understanding of the importance of reading.

b) Brand Storytelling I (PR 524)

Create three original Out-of-Home (OOH) advertising design elements. These may include: bulletins, bus shelters, junior posters, etc.

Idea one, eastbound I-10 near culver city: Beat the summer heat and surround yourself with love at LA Libraries with Google Gemini

Idea two, Scavenger Hunt but with library locations: Get stamps and spend a 10 at 20 locations to earn yourself a special package from LAUSD and Gemini

Idea three, for parents that are driving/waiting at public transportation stops: If your kids are going to look at their phone all day, might as well make it productive: Gemini and LA Libraries make the electronics more meaningful.

Earned

Create a thought-leadership opinion piece as a ghostwriter for your assigned brand's CEO. The piece

should express the CEO's perspective -- not your own.

The thought-leadership piece should be suitable for a major publication (think NY Times, Forbes, Fast Company, USA Today) and should focus on one Environmental, Social, or Governance (ESG) issue that aligns with the brand's current initiatives and takes a strong stance on the topic. Choose a consistent tone for the CEO throughout the piece - witty, irate, perplexed, snarky, or otherwise - that best serves the message. Create a compelling headline that reflects both the tone and content of the opinion piece. Length: 400+ words.

The piece should avoid overly promotional language and demonstrate real value or insight related to the brand.

AI Literacy Cannot Become the Next Educational Inequality

Every generation faces a defining technology that reshapes how people learn, work, and build their futures. For previous generations, it was the dotcom era and rise of social media. Many early adopters improved their financial situations significantly thanks to good pays at big corps, while others who lagged behind could only sigh and regret. Today, that tech storm is back and it is all artificial intelligence.

If cities are not careful enough, AI literacy could become the next major educational inequality. Meaning students with better resources, coming from wealthier neighborhoods, studying in districts with better equipment will become more fluent at using and understanding AI. With how fast AI is replacing many fundamental skills and positions, and how rapid firms are hiring AI strategists, students and younger generations need to speak proper and fluent AI language and be prepared to enter a workforce with AI. In other words, for those who don't share such resources, being illiterate in AI will cost tremendous amounts of money and pain.

Across the United States, the earliest exposure to new technology often happens in the same places: well-funded schools, affluent communities, and households where parents already work

in technology-driven industries. Students in those environments experiment with coding clubs, robotics labs, and advanced software long before they enter the workforce.

Meanwhile, many students in under-resourced communities encounter these tools much later, sometimes not until college or their first job. By that time, the confidence gap has already formed.

Artificial intelligence will only accelerate this divide if access is treated as a privilege rather than a shared public resource.

Learning how to interact with AI is not simply about using a new tool. It is about developing the ability to ask better questions, interpret complex information, and collaborate with intelligent systems. These are skills that will increasingly shape success across nearly every profession.

If only a small segment of students gain early familiarity with AI, the economic and educational consequences could compound quickly.

This is why initiatives that expand responsible AI access matter. When companies like Google introduce tools such as Gemini into civic learning environments, they are doing more than promoting a technology platform. They are helping build the foundation for a more equitable future workforce. Google has long been a pioneer and leader in contributing to social causes and everything ESG related. This campaign with LAUSD and Public Libraries will help many students fulfill their dream of curiosities. While everyone can always access AI, having a platform that can teach, guide, and train youth will bring significant benefits to their families and society.

Partnerships with institutions like the Los Angeles Public Library and the Los Angeles Unified School District show how this can work in practice. Libraries provide accessible, trusted spaces where students and families can explore new technologies under guidance rather than in isolation.

The goal is not simply to give students access to AI tools. It is to teach them how to use those tools responsibly and thoughtfully.

The future will not reward those who merely have access to technology. It will reward those who understand how to guide it, question it, and apply it creatively.

Ensuring that opportunity is shared widely is not just good education policy. It is a necessary investment in a more inclusive technological future.

Add a strategy note (75+ words) explaining the rationale behind the thought-leadership piece and how the messaging aligns with the brand.

Ideas: Why it is better for children to get exposed to AI under supervision sooner. Sports camps are not the only place kids can go during their summer break. Why it is even more important for

less privileged kids to have AI and advanced technology. American parents, stop this coddling mindset of over-protecting your children, and setting the same path just like everyone else, have your kids be different, take them out, walk the park, go to the library, learn something new and useful, it doesn't always have to be soccer camp and basketball training.

Strategy Note: Young Gen Z and Gen A simply don't possess the skill sets and ability to think and make decisions that can benefit their lives yet. Parents and old siblings who have seen first hand the power of technology will be the main target audience for this thought-leadership piece. It is up to them to mandate/convince their children to use the summer time more wisely. They will go explore the libraries with the children together, they will most likely supervise their children's use of Gemini. This piece of writing needs to show the adults why it is important to have their children be exposed to technology sooner, than later. Reality is never going to be a fairy tale, so they have to be prepared and have their children be ready, instead of coddling them or have them be prepared by the last second.

Earned Media Analysis: Alphabet's Financial Performance and Media Sentiment

Over the past fiscal year, Alphabet Inc., the parent company of Google, has received significant earned media attention highlighting strong financial performance, rapid advancements in artificial intelligence (AI), and continued strategic investment in future growth. Coverage from major outlets such as Reuters, Bloomberg, Financial Times, Barron's, and The Guardian reflects a largely positive narrative surrounding the company's performance and outlook. While some articles acknowledge risks associated with the scale of AI investment across the technology sector, the dominant sentiment across earned media portrays Alphabet as financially strong and strategically positioned for long-term growth.

Financial Growth and Market Confidence

A consistent theme across media coverage is Alphabet's strong financial results and sustained revenue growth across its core business units. Several outlets reported that the company achieved historic revenue milestones, including surpassing **\$100 billion in quarterly revenue**, driven by strong advertising performance and expanding cloud services (Milmo, 2025). Despite growing competition in the technology sector, Google's search advertising platform continues to generate substantial cash flow, providing the financial stability needed to invest in emerging technologies.

Media reports also emphasize the rapid expansion of Google Cloud as a key driver of growth. According to coverage in the *Financial Times*, Alphabet's profits increased significantly as cloud

services and AI-powered enterprise solutions experienced strong demand (Milmo, 2025). Similarly, *Investopedia* reported that Google Cloud revenue grew by roughly **30 percent year-over-year**, reflecting increased enterprise adoption of AI-driven tools and services (Hayes, 2025). These results illustrate how Alphabet has successfully diversified its revenue streams beyond advertising.

Investor confidence has further reinforced this positive narrative. Coverage from *Reuters* highlights how Alphabet's stock performance improved significantly as investors responded positively to the company's AI strategy and continued earnings strength (Foy, 2026). In addition, the company briefly approached a **\$4 trillion market valuation**, reflecting strong confidence in its long-term growth prospects (Mattioli, 2026).

Artificial Intelligence as a Growth Driver

Another major theme across earned media coverage is Alphabet's aggressive investment in artificial intelligence. Reports consistently highlight the company's development of advanced AI systems such as Gemini and the integration of generative AI capabilities into search, cloud, and enterprise platforms.

According to *Bloomberg*, Alphabet plans record levels of capital spending to expand AI infrastructure, including investments in data centers and computing capacity required for large-scale machine learning systems (Wagner, 2026). *Business Insider* similarly reported that the company has committed tens of billions of dollars toward AI development, demonstrating long-term confidence in the technology's economic potential (Mehta, 2025). Analysts cited in these reports argue that these investments strengthen Alphabet's ability to compete with other technology leaders while expanding its enterprise AI ecosystem.

Potential Risks and Industry Concerns

Although the overall tone of media coverage remains highly positive, some analysts caution that the rapid expansion of AI investment across the technology sector could introduce financial risks. Commentary in *Barron's* warns that if enterprise demand for AI services slows, the substantial capital expenditures required for infrastructure could place pressure on profitability across the industry (Mullaney, 2025). Similarly, remarks reported by *Reuters* note that even Alphabet's leadership has acknowledged the possibility that an AI investment bubble could impact the broader technology market (Reuters Staff, 2025).

Conclusion

Overall, earned media coverage over the past year portrays Alphabet as one of the strongest financial performers in the global technology industry. Record revenues, expanding cloud adoption, and aggressive AI investment have reinforced investor confidence while positioning the company for continued growth. Although some analysts caution that the scale of AI

spending may introduce market volatility, the prevailing narrative across major publications suggests that Alphabet's financial strength, diversified business model, and technological leadership place it in a strong position to sustain high performance in the evolving digital economy.

References (APA)

Foy, H. (2026). *Google goes from laggard to leader as it pulls ahead in AI growth*. Reuters.

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Mattioli, D. (2026). *Alphabet hits \$4 trillion valuation as AI refocus lifts sentiment*. Reuters.

Mehta, I. (2025). *Google remains committed to investing \$75 billion in AI despite macroeconomic uncertainties*. Business Insider.

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Milmo, D. (2025). *Alphabet reports first-ever \$100 billion quarter*. The Guardian.

Mullaney, T. (2025). *An AI spending slowdown would drag down the market*. Barron's.

Reuters Staff. (2025). *No firm is immune if AI bubble bursts, Google CEO tells BBC*. Reuters.

Wagner, K. (2026). *Alphabet plans record spending in race to dominate AI*. Bloomberg.

Shared

Brand storytelling II (PR 524)

Create multimedia elements that promote your assigned brand case. Your work must demonstrate strong persuasive messaging, design, and production principles while aligning with the organization's goals and connecting with their target audiences.

Develop all multimedia elements from the perspective of working directly for the brand. Your materials should reflect a clear point of view that resonates with the organization's goals and effectively connects with their target audiences.

a) Create a single new web page that includes a blog post and 4 original Instagram posts including written captions. All elements should be complimentary to your campaign.

- The written blogpost should be at least 300 words. Post must be laid out and fully designed for impact on the target audiences.
- Be sure to pay attention to headline, subheads and graphical elements.

Blog Post: The magic behind LA Public Libraries: A magical architectural tour of the Central and Silver Lake Public Libraries: What you can do, why visit, and what the new Gemini Labs can offer you:

- Kids Safe Sections: Everyone is welcomed to the libraries, and no one has the right to deny entry no matter what. With the special designed kids sections, parents and kids will feel safer and can be more engaged without any concerns inside the library. This section gives you guard security that allow families with young children to really enjoy reading, learning, and interacting with AI Gemini Labs

Title: Tour the libraries, read some books, interact with Gemini. Make the summer more unique than ever.

7 blocks: with details and pictures of each unique Ala public library. A little background, the neighborhood, the stories, and each Gemini Lab.

4 Instagram posts:

1. Central Library as background, new Gemini Lab with views of DTLA, students playing with the system, and libraries become once again the hit of the social circle.
2. Informative Post: Google Gemini is here to prepare people for the future, with most up to date system installed and volunteers ready to help and teach people the smart way of using AI.
3. Gemini helps you pick the books you need to be ready for the summer, materials you need to prepare for fall, and cookbooks you want to give to your parents: locate your niche hobby in the library, and get the right book just a floor below the lab.
4. Libraries near the ocean, your next trip to the beach deserves one more stop.
5. Google Gemini's Scavenger Hunt: Unlock your special gift after visiting 30 of the LA Public Libraries this summer with your parents, and a chance to win something big!

b) Create a newsletter on the assigned topic. Must include pertinent facts/figures, a headline and at least 200 words.

Headline: Summer is getting cooler thanks to LA Public Libraries.

Subhead: Google Gemini is changing the way students and youth spend their summer break, sports camp may no longer be the favorite.

Introduction of the partnership

Details

Quotes from AI Head

Bullet points

Plate

Owned

Required Components:

1. Rationale for SWOT Element Selection For each strength, weakness, opportunity, and threat identified, explaining why this factor is significant to the business. What makes this a strength versus a neutral characteristic? Why is this weakness particularly damaging? How does this opportunity align with company capabilities?
2. Strategic Insights: (150+ words) Develop 3-5 strategic recommendations that directly respond to your SWOT findings. Write a concise synthesis using clear, business-focused language. Avoid jargon and focus on strategic implications for business. Each recommendation must include:
 - Strategic Initiative Title (action-based, specific)
 - Rationale (How does this address specific SWOT elements? Why is this the right approach?)
 - Success Metrics (Measurable KPIs that indicate progress/achievement)

Google Gemini SWOT Analysis:

Strength: Backed by models that are well-ran, well-supported, and well stored. Can utilize data and information better and faster from what people have already seeked from Google and Youtube. This is something that is better than Claude and ChatGpt.

Weakness: AI, just like social media, can be a double edged sword, especially for underaged youth who are just getting to know the power of advanced technology. While middle school and high school today is already much more advanced and technology fluent than even 10 years ago, it is still best to have constant adult supervision where they can help correct and prevent anything bad from possibly happening. Privacy concern, not as delicate and obedient as Claude and ChatGpt.

Threat: Claude is strong, ChatGpt is popular. Saying the competition is fierce is an understatement, the industry is constantly improving, so is Gemini. But the most favored two

has been Claude and OpenAI, while Google as a brand is very popular, it hasn't been seen as the go to AI tool as of now.

Opportunity: ChatGpt is partnering with universities to offer students free subscriptions, but what Gemini is doing: Free accessibility for public library cardholders, is a statement saying the under-privileged, the everyday people, the ones that aren't very familiar with AI, or aren't using AI in their line of work, deserve the chance to be part of this great run as well. Unique platform to showcase what AI can do for people, partnering with city and libraries make the brand more approachable and the product easier to be accepted.

Develop 3-5 strategic recommendations that directly respond to your SWOT findings. Write a concise synthesis using clear, business-focused language. Avoid jargon and focus on strategic implications for business. Each recommendation must include

1. Approach people utilizing Gemini's strength, instead of proving to people is the same as chatgpt and claude, show them what is different: Show people the fact that Gemini is better and is proud to be different, because it is backed by google, it has the data and resources.
2. Show people what public libraries mean to people, bring back the nostalgia where everyone used to go to libraries to search for everything and anything. Is not just a place to take a picture, it is an experience to remember, to a lifestyle, something to be proud about and to be studious.
3. Ignore the threats: Monopoly is near impossible for any industries in the U.S., not to mention AI, one of the most talked about and commonly known as the future. Embrace it, take a look at Uber and Lyft, Doordash and Uber-Eats, Spotify and Apple Music; every industry has a couple giants that share the pie, Gemini and Claude and ChatGpt will likely be the three horses in this never-ending race
4. Privacy is an ongoing issue and fight that may never end, there will always be new regulations to limit and help protect children and youth. Gemini need to stand their ground and emphasize their points: They are in this partnership to help youth and help the public system, as well as those that are less privileged. They will do their due-diligence and efforts to help and protect children, and they also encourage parents to help and do their due diligence.

Additional 3-5 images that make the whole project more visually appealing and easy to follow.

The theme of the entire campaign should be Gemini color based, the entire page should have a navigation bar or layout on top. The name of the collaboration Gemini X LA Public Library should be on top left. Then it is Earned, Shared, Paid, Owned, Citations. Create a prompt page as the landing page of what this campaign is about and any disclosures on target audience and reasonings behind this creation.

The entire project will be using HTML Block. Easier to navigate and format. Company logo in the background with the color. The Blog will be nicely formatted along with the Instagram post

page. The OOH will be equally sized so they can be nicely fitted into the page. All images will add captions.