

A+M Searchlight: Spiked Guinness

Contributed by Advertising and Marketing
Friday, 30 October 2009

A bi-weekly fixture where Google helps Advertising + Marketing shed light on which marketing campaigns are creating top of mind recall online. Guinness is the first brand to be put under the searchlight.

According to Google Insights for Search results, Guinness experienced a major spike on the 25 September in Malaysia - one day after the brand's birthday marketing hype for its Arthur's Day celebrations would have peaked.

Web search interest results for Guinness reached 100 on the Google Insights for Search chart on that date reflecting a strong reaction from consumers to Guinness' offline marketing push.

The numbers on the graph reflect how many searches have been done for a particular term, relative to the total number of searches done on Google over time.

Google said the figures do not represent absolute search volume numbers, because the data is normalized and presented on a scale from 0-100. Each point on the graph is divided by the highest point, or 100.

When Google does not have enough data, 0 is shown. The numbers next to the search terms above the graph are summaries, or totals.

Comparatively, web search results for Guinness one week (17 September) before the event was 36 while on the day of the event (24 September) the figure had risen to 84.

Interestingly, web search results for the incorrectly spelled Guinness also spiked at 100 one day before the event on 23 September.

"Insights for Search offers a glimpse into the spirit of the times," Derek Callow, head of marketing, Google SE Asia, said.

"What millions of local Internet users are searching for offers an insight into what's interesting to Malaysians. An understanding of broad as well as particular trends can be useful for advertisers, marketers, economists and everyday people interested in knowing more about Malaysia and the world," he said.

Guinness had originally selected Kuala Lumpur as one of five cities to host the brand's global celebration of founder Arthur Guinness

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Malaysia - 12th October 2009