



Google News

Every Side of Every Story

Problem:

People consume their news from a single publication or source which may be biased and certainly does not give them the full picture of every story.

Insight:

People gravitate towards a small set of trusted news sources that confirm existing beliefs.

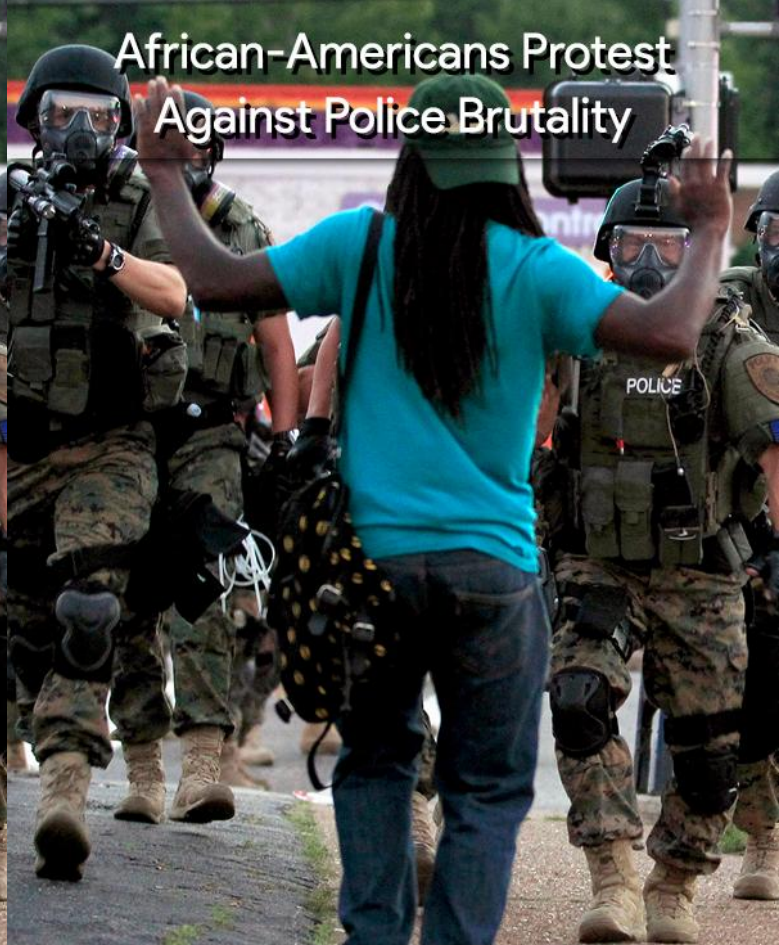
Idea:

By offering competing perspectives on each news topic, Google News will demonstrate that multiple sources are necessary for the full picture and every side of every story.

Print Execution Write-Up:

First page of print execution displays a headline sympathetic to police. Flipping a mostly-transparent page replaces the original headline with a juxtaposed headline sympathetic to protestors, and reveals bottom bank with tagline/logo.

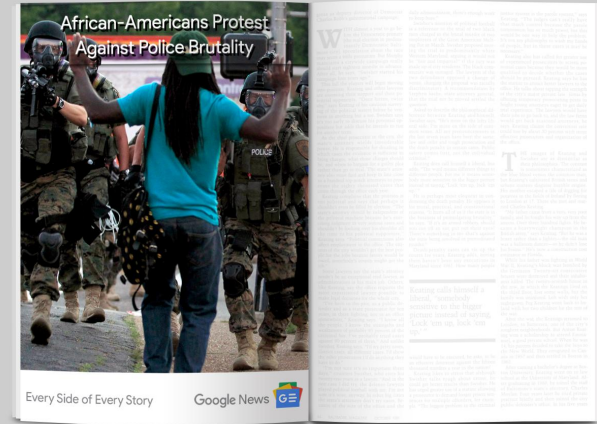
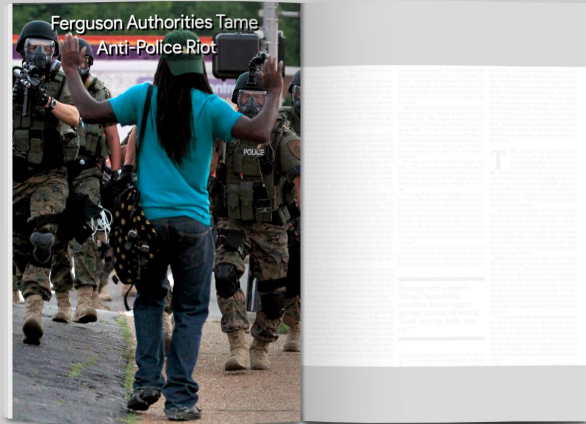
Print:



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Print Mock-Up:



Print Execution Write-Up:

First page of print execution displays a somber headline.

Flipping the mostly-transparent page replaces it with a more positive human-interest focused headline, and reveals bottom bank with tagline/logo.

Print:

Syrian Army Destroys
Rebel-Held Eastern Aleppo



Aleppo Resident Tries to
Maintain Normalcy Amid Devastation



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Print Mock-Up:



Print Execution Write-Up:

First page of print execution displays a headline unfavorable to Facebook. Flipping the mostly-transparent page adds one line to the headline which changes the meaning to portray Facebook positively, and reveals bottom bank with tagline/logo.

Print:



Zuckerberg Testifies to Congress
About User Data Scandal



Facebook Value Up \$24 Billion After
Zuckerberg Testifies to Congress
About User Data Scandal

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Print Mock-Up:



Interactive Digital Banner Write-Up:

Interactive digital banners that display photos of polarizing images along with two juxtaposed words that could both be used in news stories to describe the pictured scene.

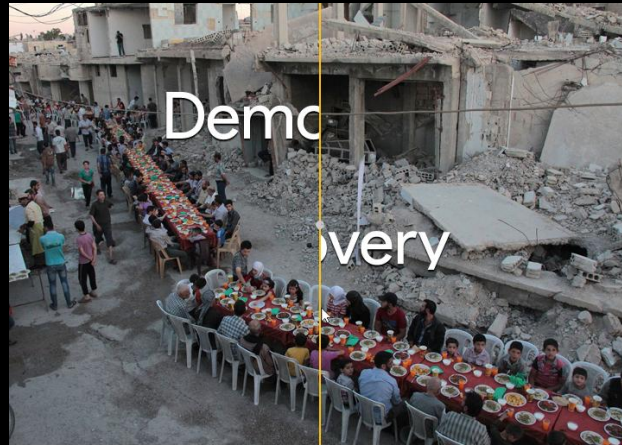
They can be presented either in GIFs or by having the consumer hover his mouse on each side of the ad to display the other side of the story..

Digital:



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Digital:



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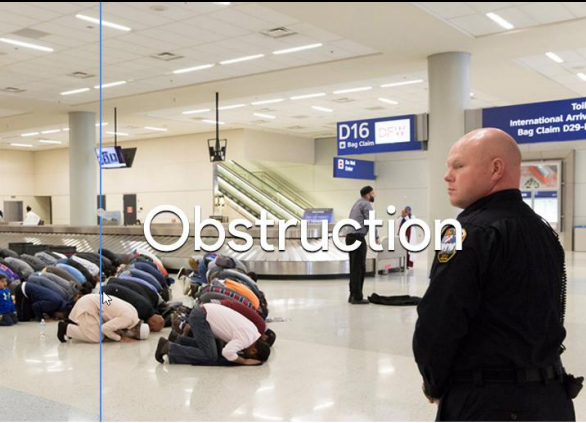
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OOH Write-Up:

Series of translucent outdoor billboards. Each billboard shows only a partial image, so that the full cohesive image can only be seen from a vantage that aligns the two billboards.

OOH:

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OOH

Mock-Up:



Newspaper Write-Up:

An ad placed on the very last page of the newspaper communicating how a single publication is not sufficient to acquire the full perspective or every side of every story.

Newspaper Ad:

A single newspaper
can never write all
sides of a story.



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