



# REAL TIME GAS PRICES in Google



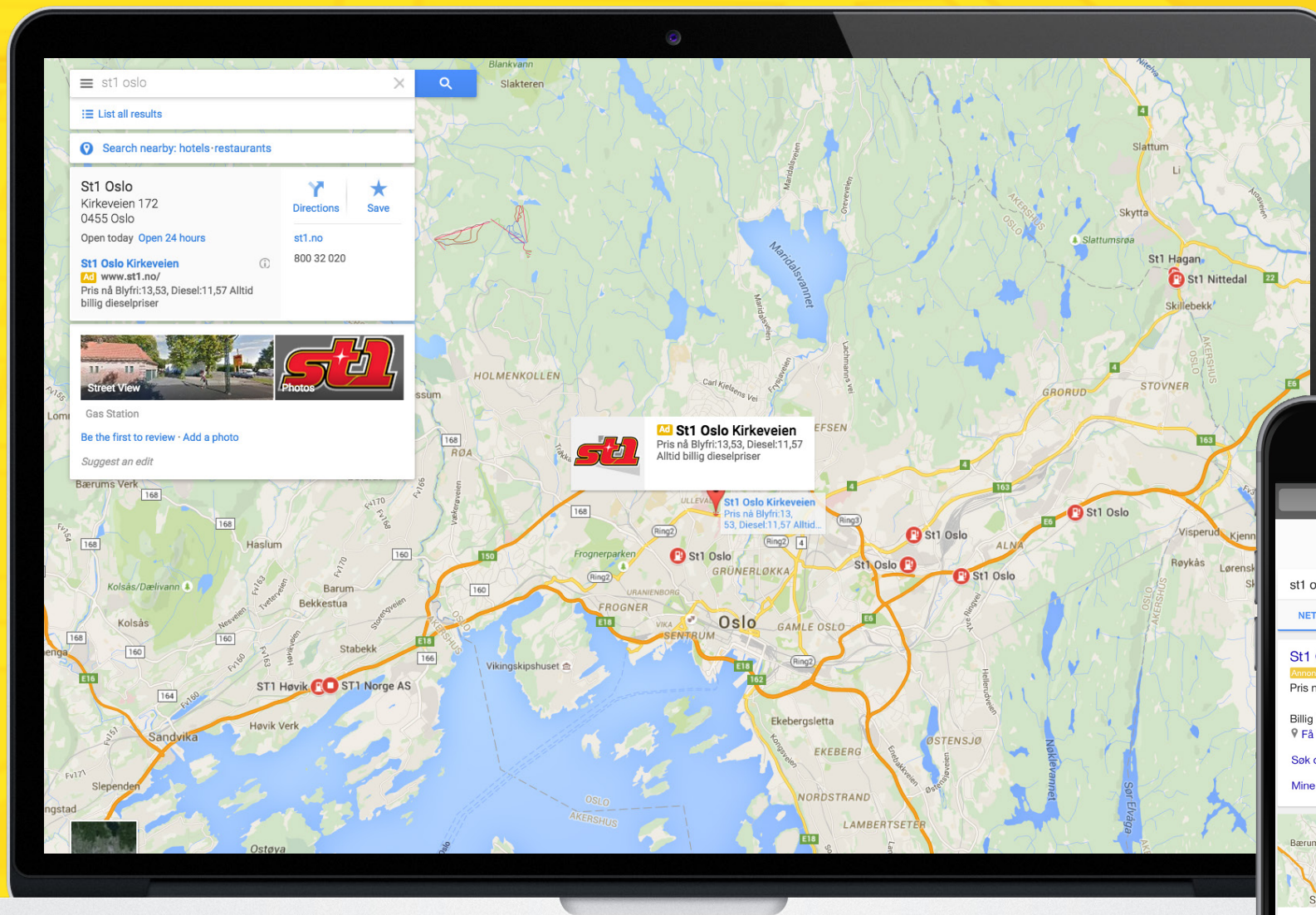
## MEDIA

The campaign had a very limited media budget. We used radio ads and our own websites to inform the target group about the solution. At the gas stations we placed enormous Google-pins on the roof and posters in the driving lane.



## STRATEGY

Research shows that Norwegian car owners are very concerned about the prices they pay for gas. The position as "the most affordable" chain of gas stations is therefore very valuable. As the only player in the Norwegian fuel market we decided to be completely open about the current gas prices. In a market where prices vary from hour to hour, and from station to station. And by using the existing technology available in the world's largest search engine - Google - we could actually prove that St1 offers the lowest gas prices.



## SOLUTION

We feeded our real time gas prices directly to Google and Google Maps. The drivers could discover our cheap gas prices in real time; either at the nearest station (geo-located), or along on their way from A to B. Simply with a search in the search engine they use multiple times each day. Searches on words on St1 or words relevant to St1 would then display prices in the search results. By utilizing the functionality of Google Maps, the drivers could also be guided to our stations directly from the search. On mobile devices with voice guided GPS navigation.

## RESULTS

St1s real time gas prices in Google added real value to price savvy consumers in a way we have never seen done before. During the campaign period the sales increased by 2.2 percent compared with the same period last year. In a declining Norwegian fuel market, because of newer vehicles with reduced fuel consumption and transition to electric and hybrid cars.

**St1 Oslo Kirkeveien - Pris nå Blyfri:13,03, Diesel:11,08**  
 Ad [www.st1.no/](http://www.st1.no/)  
 Alltid billig dieselpriiser  
 Billig bensin hos St1 · Alltid åpent · Live priser på St1.no  
 Kirkeveien 172, Oslo · 800 32 020  
 St1s miljøarbeid Mine sider  
 Søk om St1 kort Kundeservice

**St1 Drammen Holmensgt - Pris nå Blyfri:13,49, Diesel:11,48**  
 Ad [www.st1.no/](http://www.st1.no/)  
 Alltid billig dieselpriiser  
 Billig bensin hos St1 · Alltid åpent · Live priser på St1.no  
 Holmensgt. 6, Drammen · 800 32 020  
 St1s miljøarbeid Søk om St1 kort  
 Kundeservice Mine sider

## SEO

We worked actively with SEO throughout the campaign.

