

# Say Hi to Chromebook Townhouse

28 April 2023 – 15 Jan 2024





# Chromebook townhouse at DLF, Cyberhub, Gurugram, India



Couldn't make it to TH yet ? No worries [play this video](#)



# April 28 - 30: The **launch weekend** was a great success



03

Days

1,500+

Walk-ins inside CB Townhouse

5,000+

Footfall in launch event



Want to know more about the launch in 100 seconds?

[Play this video](#)



# Overview of May'2023\_Jan'2024



08+

Months

66,000+

Walk-ins inside CB  
Townhouse

45,000+

Elaborated demos @CB  
Townhouse





# Engagements @ CB Townhouse Snippets



# World Emoji Day celebration walk-ins getting creative with photos



# Father's day celebration

## 3 generations together at Chromebook Townhouse



# All age groups are actively participating in demos in different zones

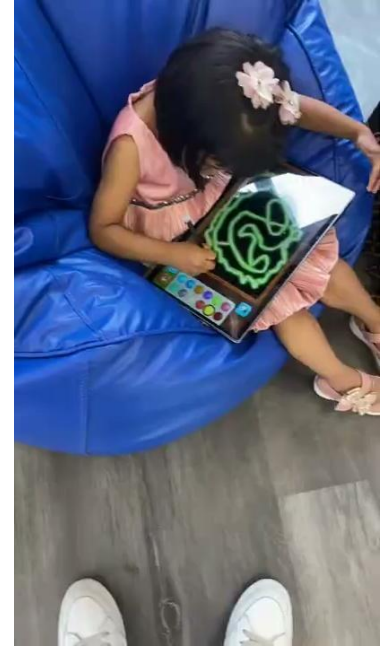




# Groups of college students exploring Chromebooks



# Colouring activity seems to be hit amongst kids



# Kids getting creative at green screen zone & showcasing amazing photo editing skills



## Gaming Zone - All age groups are actively participating and experiencing games on CB



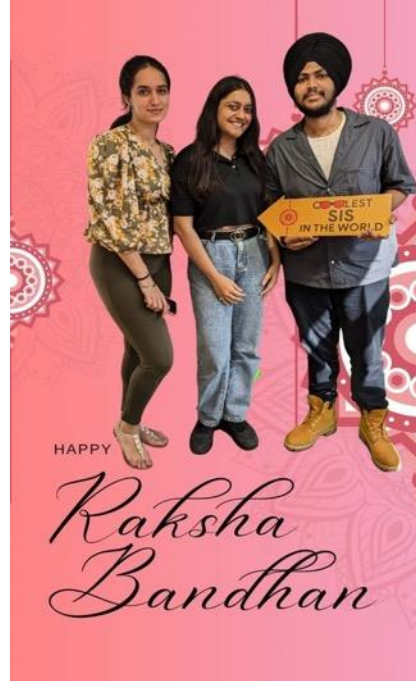
# Gaming loft 2.0 - A big hit amongst the walk-ins in & around Cyberhub





# Rakshabandhan celebration at the Chromebook Townhouse

Siblings had great time exploring fun photos + game challenges





# Friendship Day Celebration at the Chromebook Townhouse

## Active participation by college & school students





# Halloween Celebrations at Chromebook Townhouse

## Temporary Tattoo engagements loved by kids





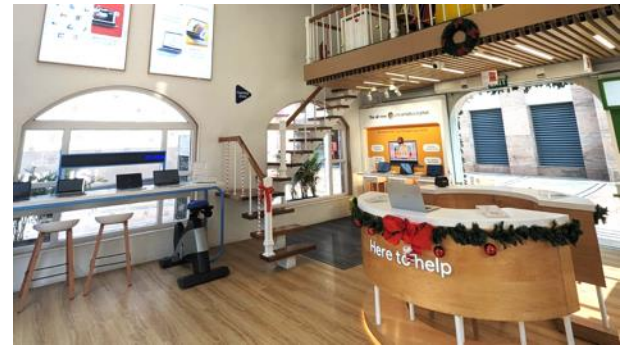


# Christmas Wonderland at Chromebook Townhouse





# Christmas & New year's decor at Chromebook Townhouse





# Digital Christmas & New Year Wishes at Chromebook Townhouse



[https://drive.google.com/file/d/1TMfVodSGcu\\_GtsS54aZamPezakrK2jH-/view?usp=drive\\_link](https://drive.google.com/file/d/1TMfVodSGcu_GtsS54aZamPezakrK2jH-/view?usp=drive_link)





## Santa stole the limelight with all age groups





# Christmas Special Photo Op unit, 1000+ pictures clicked





# Tallest Jenga with epic teamwork @ Chromebook Townhouse



[https://drive.google.com/file/d/1eyNsyR0U6nyX2AxWZNoRxLz5ELpoYae8/view?usp=drive\\_link](https://drive.google.com/file/d/1eyNsyR0U6nyX2AxWZNoRxLz5ELpoYae8/view?usp=drive_link)





Let's talk about outreach so far !

# How to measure success ?

## 01. Overall Impressions

Detailed week-wise break up of views/ in store walk-ins



## 02. Walk-ins

Weekly data of overall walk-ins inside the Chromebook townhouse



## 03. Demonstrations

Weekly data of demos given so far along with zone oriented engagement count



## 04. Feedback

Overall of response & insights of consumers experience at the CB Townhouse



## 05. Bulk orders & purchases

Enquiries/ conversions of consumers interested in buying Chromebooks

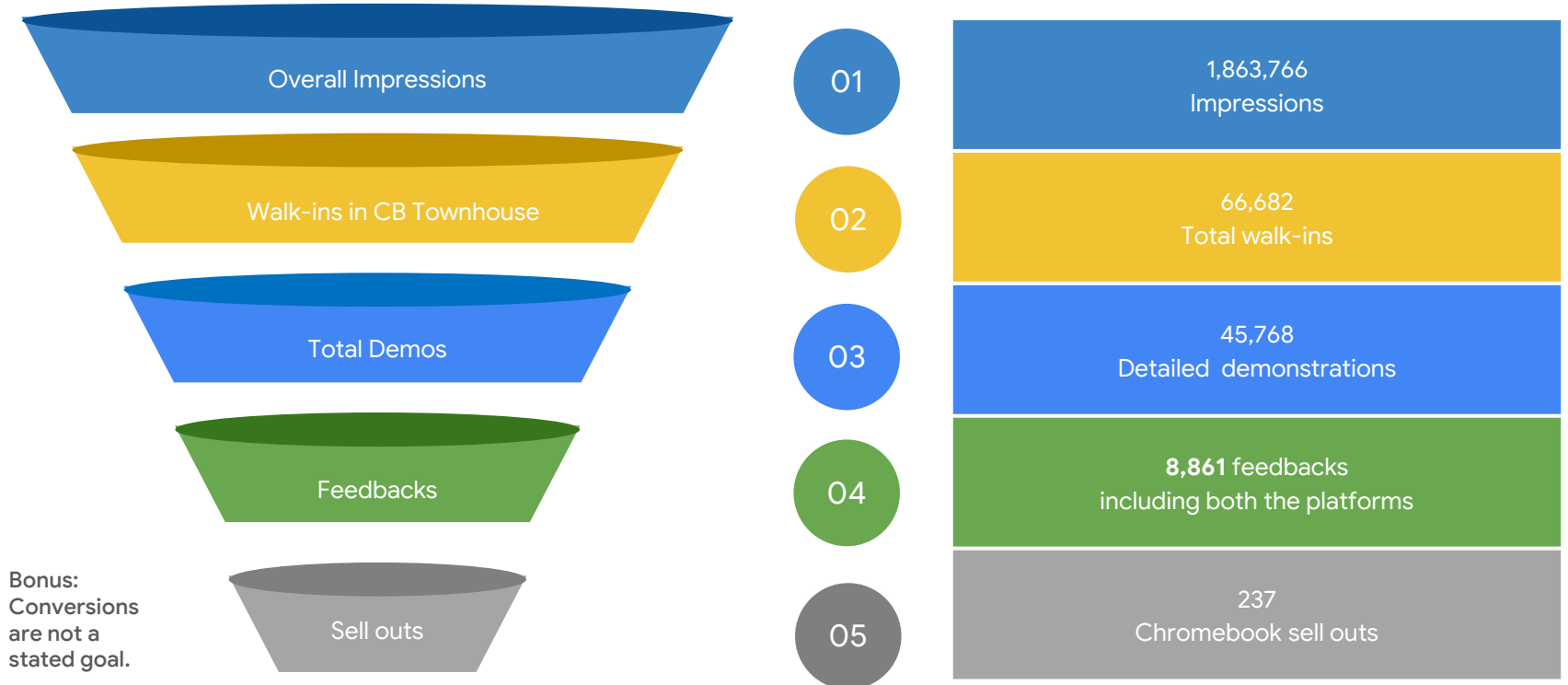


\*All the data depicted in the further slides is from 1st May, 23 to 15th Jan, 24



# We converted 68% of the walk-ins into demos.

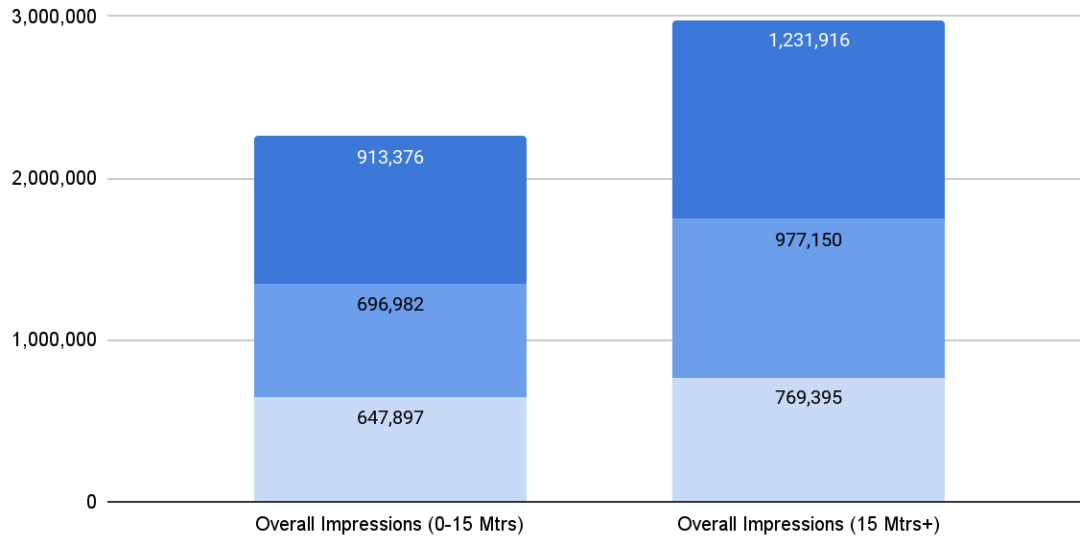
With extended operational hours, sales up by 11% MoM



# 5.5M+ Impressions at Chromebook Townhouse so far

Overall Impressions

■ Q4'2023 ■ Q3'2023 ■ Q2'2023



Average of **21K+** impressions/ views for CB Townhouse everyday

With India's festive season beginning in August, footfall is expected to rise.

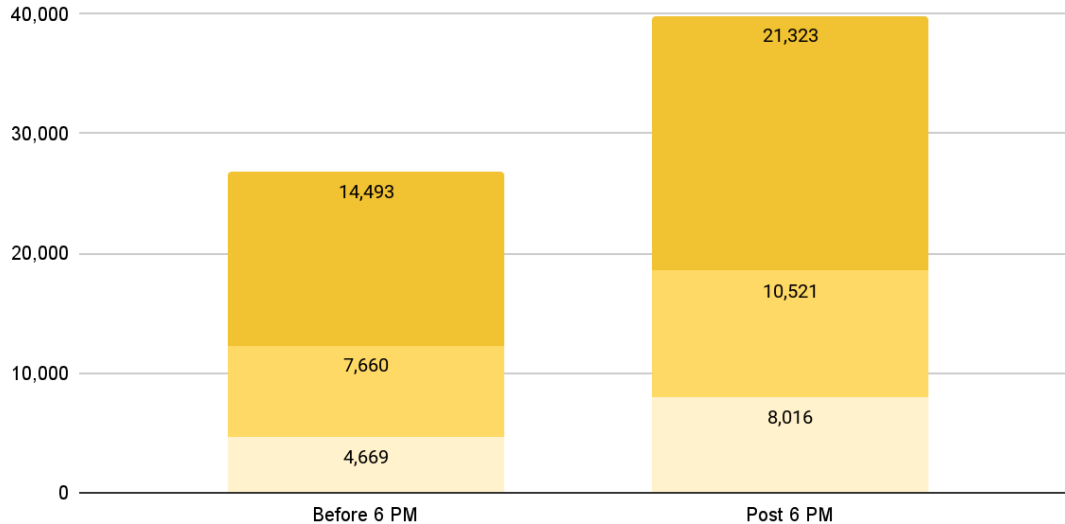
Christmas wonderland setup received highest traction at the Townhouse.

\*Source of data – DLF cyberhub data & Cameras installed at the CB townhouse for measurability

# 65K+ walk-ins are resulting in demos consistently.

Walk-ins

Q4'2023 Q3'2023 Q2'2023



\*Average of 250+ in-store walk-ins everyday

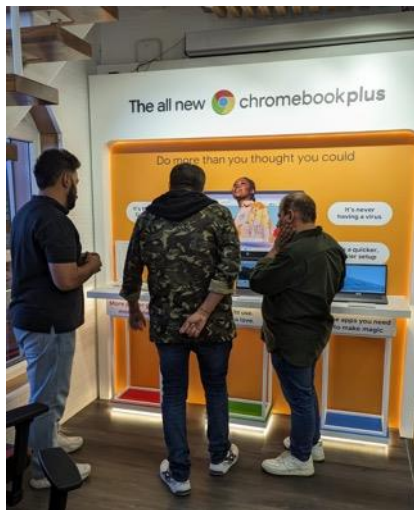
Store hours have been improvised to 9:30 p.m. for weekdays and on weekends.

The change in operational timings has increased the walk-ins.

Up to 60% of the overall footfall captured is between 6:30-10:30 PM.

\*Source of data In-store counting by CCTV cameras + manual counting by security guard

# Over 1800+ demonstrations of Google Photos at Chromebookplus zone



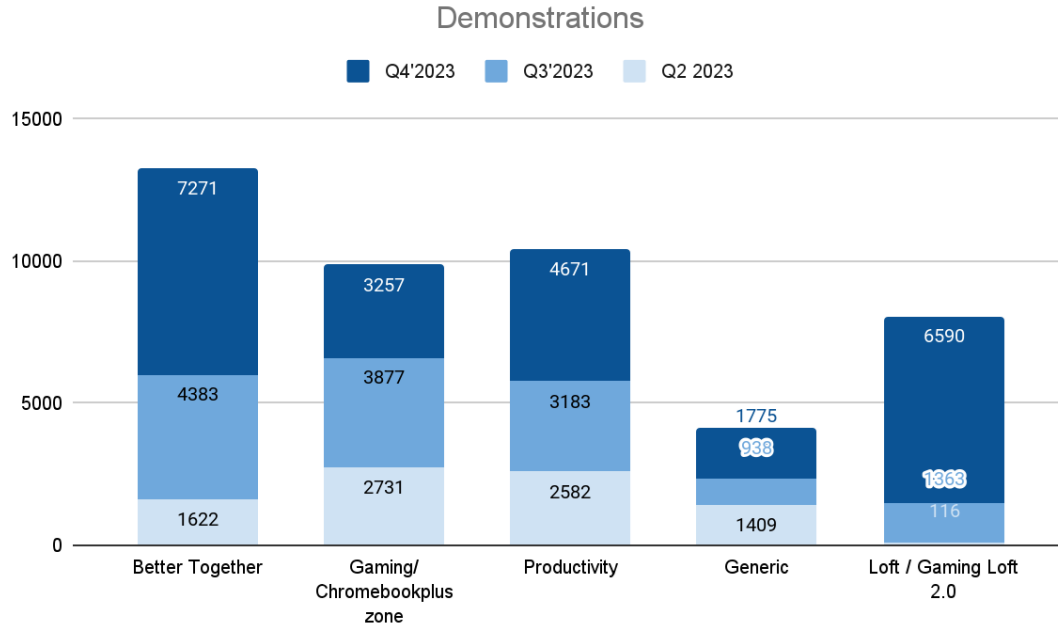
Since its launch in November, the **Chromebookplus zone** has delivered 1833 detailed demonstrations.

The Chromebookplus Zone at the Townhouse has garnered immense love from walk-ins, resulting in outstanding engagements. **Adobe Photoshop and Magic Eraser** have particularly left customers awestruck.

India conducted a soft launch of the **Chromebookplus** at the Townhouse in the first week of November, strategically timed just before Diwali, the biggest festival in India.

Check out the demo [video](#).

# Gaming zone in demonstrations is leading the charts



Highest engagements are Gaming – 3500+

All time favourite games apps – Bombsquad, Asphalt 9, Among Us, Jetpack joyride

Fun fact – Walk-ins are mostly students for assignments. The level of awareness about Google Workspace over time is tremendous & its building curiosity amongst end users.

Consumers experiencing the Better Together zone are amazed to see a fully functional ecosystem where one can connect an android phone with Chromebook. Features like Phonehub, Nearby Share, passwords management are creating buzz.

\*Source of data In-store counting by CB Mavericks

Couldn't make it to TH yet? No worries [play this video](#)

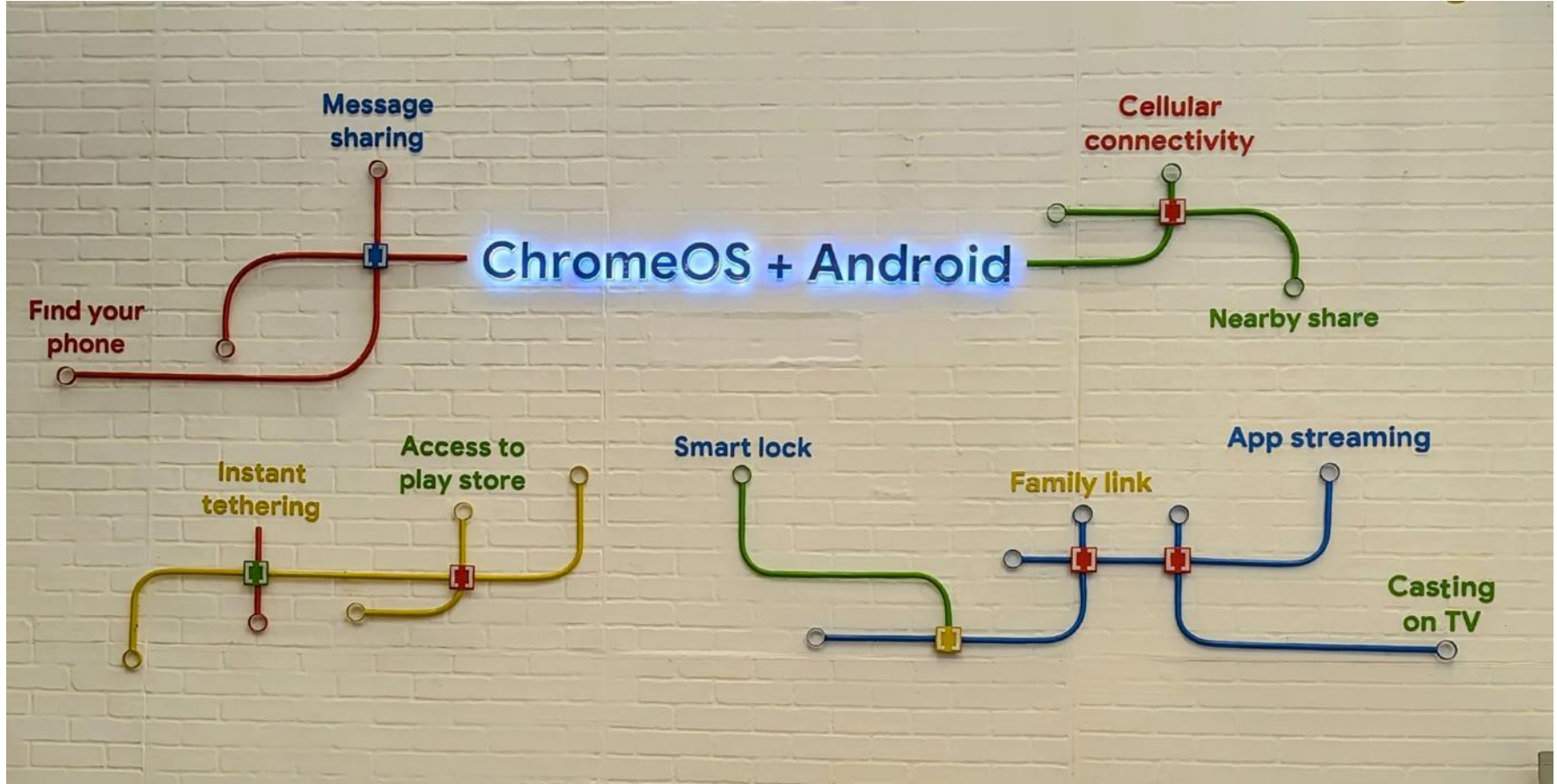
# 3500+ Engagements at Better Together zone (ChromeOS+ Android)

Fun engagements with Christmas props at Better together zone for walk-ins to edit pictures on Chromebooks & carry a printout as a souvenir



[Here](#) is a cool demo video of our Better Together story with Android

# Better Together Wall highlighting all the features



# Student workshops at Chromebook Townhouse



From time to time  
Townhouse team hosts  
workshops on different  
topics



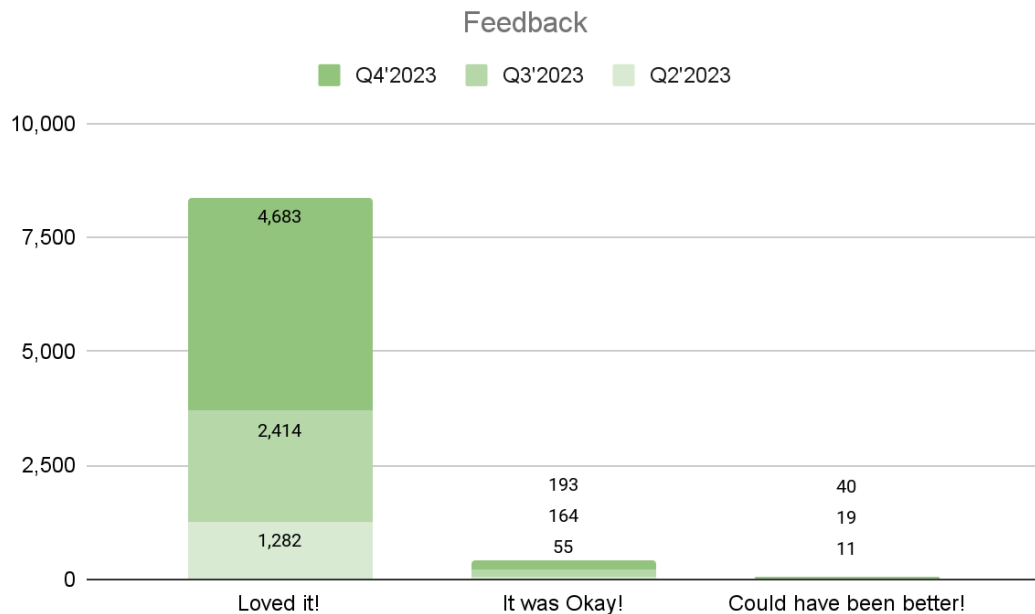
*A group of students participated in workshop with renowned social media influencer.*



# A glimpse of Design workshop



94% of the walk-ins loved the overall experience - they are also better aware and feel Chromebooks are now in their consideration set.



Out of total inputs received, 50%+ walk-ins are either considering Chromebook for themselves or for kids as a primary device.

Majority of walk-ins are exploring Chromebooks for school/ college going students

# 8800+ Proactive feedback

## Consumers are loving the experience

An amazing processor with great graphic card

*Explained very well.  
Lovely experience.  
Thanks!*

*I was not aware that we can have very reasonable priced models available*

*Amazing exploring the ChromeOS operating system*

*Various software support on ChromeOS*

*Fabulous competition in store for Mac and Windows. Nice concept of demonstrating the product. Pawan Sharma is extremely knowledgeable and enthusiastic while giving the demo.*

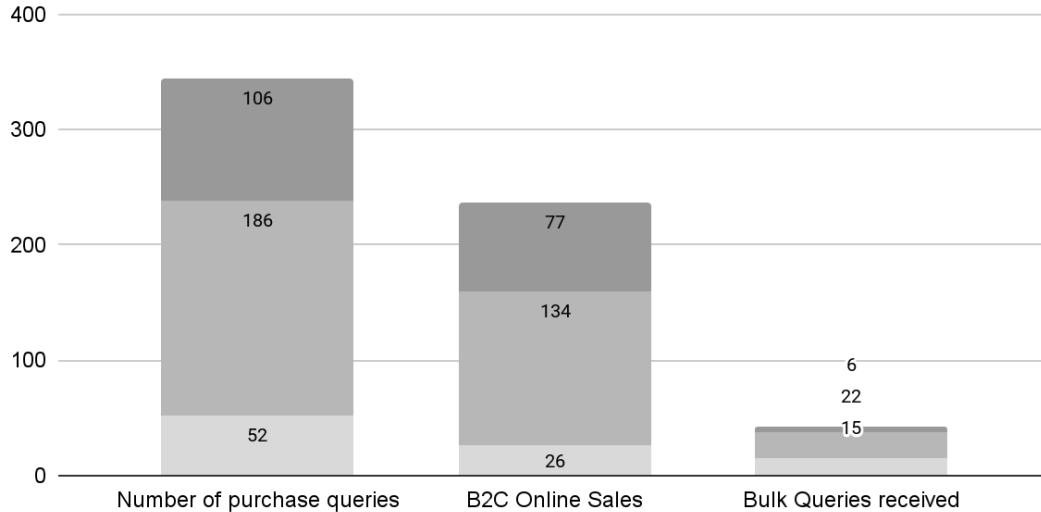
*Nice experience with the features of Chromebook*

*Surprising to see how far these have come! Team Google ftw!!*

# 230+ Chromebooks have been purchased from Townhouse

Chromebook Sales & Queries

■ Q4'2023 ■ Q3'2023 ■ Q2 2023



A bulk order for 80+ Chromebook units closed with Blue Tokai coffee chain for store ops usage.

Witnessed highest number of sales around Aug'23 with back to college campaigns going live on e-tailers like Amazon, Flipkart and at Townhouse.



A new way to laptop