

# grow MARKETING

## CONTACT INFO

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**CAMPAIGN: GOOGLE BLOCK PARTY TOUR**  
**CLIENT: GOOGLE**  
**AGENCY: GROW MARKETING**



To show consumers how Google Home and Google Play Music provide the best in-home music experience when used together, Grow developed an immersive pop-up on both coasts with interactive demos and social amplification that garnered millions of impressions and increased purchase intent amongst the target audience.

