

## Interactive graphics advertising digital product to enrich the identity and heritage (Analytical study on Google search platform)

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### Abstract:

In the boom era of the digital advertising, the search engine platforms have rushed to attract consumers and increase the number of subscribers. Google Company has managed to develop digital advertising product named Interactive graphics (Doodles) in order to disseminate its visual identity. Google has shared with the world the details of its events that are not limited to the international public figures but in all the consumer's moments. Google has created from its trade mark the doodles and creative games amid wide electronic space. This research proposes that the Digital Advertisement is a mean to emphasize the Arabic heritage and identity through the presentation of analytical study for the Google search engine.

Some believe that the oldest search engine is Google, while the first launch of "Google" was in 1998 but It is reported that the first search engine launched on the Internet was in 1990 created by a student at McGill University in Montreal, and the engine was known as "Archie" - it is derived from the word "archive" with the removal of the letter "v" - and it automatically loads a list of all files available on every Internet site. The search was done through this list with names of the files (3, 4).

### Brief on the evolution of search engines:

Then the search process developed in the year 1993 so the Wandex engine appeared where the web started and expanded. The Internet is no longer restricted to files stored on connected computers, but it helps to increase the numbers of actual web pages. Another student from MIT created the search engine (the web) and this engine has the ability to search on all sites connected to the Internet, not just file names as in the (Archie) engine. The big jump came in the history of the search in 1994 with a search engine called (Web Crawler) and this was the first engine that created an index for all the names and locations of different sites, and every single word inside these pages that were passed on. This allowed the user for the first time to search through the actual contents of network sites via the search engine (3, 4).

### Key words:

Interactive graphics - Google Doodle Creative – Digital Advertising- motion Advertising – search engine – Digital Media – Identity- Heritage.

### ملخص البحث:

في ضجة الاعلانات الرقمية تهافتت منصات البحث على جذب المستهلكين وزيادة عدد المشتركين، نجحت شركة جوجل بانتاج منتجات اعلانية رقمية للإعلان على منصتهاو أطلقت رسومات تفاعلية (Doodles) لشهار هويتها البصرية شاركت العالم بتفاصيل احداثه لم تقتصر عل مجرد شخصيات عالمية ولكن شاركت كل لحظات المستهلك وخرجت من نطاق العلامة التجارية رسومات تفاعلية والعب بصيغة مبتكره ووسط فضاء إلكتروني واسع أفترض البحث الإعلان الرقمي كان وسيلة للتأكيد على الهوية والتراث العربي من خلال عرض الدراسة التحليلية لمحرك البحث جوجل.

**نبذة عن تطور محركات البحث:**

يعتقد البعض ان اقدم محرك بحث هو جوجل بينما ان اول اطلاق لشركة "جوجل" كان في عام 1998م ويذكر أن أول محرك بحث تم اطلاقه على الإنترنت كان عام 1990م أنشأه طالب في جامعة ماكجيل في مونتريال، وكان يعرف المحرك باسم "أرشى" - مشتق من كلمة "الأرشيف" مع إزالة حرف "ف" - ويحمل تلقائياً قائمة بكل الملفات المتوافرة على كل موقع إنترنت وكان البحث يتم من خلال هذه القائمة بأسماء الملفات (3، 4)

ثم تطورت عملية البحث في عام 1993م فظهر محرك ((Wandex حيث بدأت الشبكة العنكبوتية في الانطلاق والتوسع ولم يعد الإنترنت قاصراً على الملفات المخزنة على أجهزة الكمبيوتر المتصلة وزادت أعداد صفحات الويب الفعلية وأنشأ طالب آخر من معهد ماساتشوستس للتكنولوجيا محرك البحث (الشبكة العنكبوتية) وكان لدى هذا المحرك القدرة على البحث على كل المواقع المتصلة بالإنترنت، وليس فقط أسماء الملفات كما في محرك (أرشى) وجاءت القفزة الكبيرة في تاريخ البحث عام 1994م مع محرك بحث يسمى (ويب كراولار) وكان هذا المحرك الأول الذي أنشأ فهرساً لكل أسماء وأماكن مختلف المواقع، وكل كلمة مفردة داخل هذه الصفحات التي مر عليها، وهذا سمح للمستخدم لأول مرة البحث عن طريق المحتويات الفعلية لمواقع الشبكة عبر محرك البحث (3، 4)

**الكلمات الرئيسية:**

الرسومات التفاعلية، الإعلان الرقمي، الإعلان المتحرك، جوجل، محركات البحث

**Introduction**

The assessment of private sector companies no longer depends on their profitability only, and these companies no longer rely on building their reputation on their financial balances only, modern concepts have emerged to help to create a work environment capable of dealing with rapid developments in the economic, technological and administrative aspects all over the world. The most prominent of these concepts is the concept of "corporate social responsibility", which has become pivotal to the development process, as demonstrated by the successes of advanced economies in this domain.

Private sector institutions have realized that they are not isolated from society, and have warned that it is necessary to expand their activities to include more than productive activities, such as the concerns of society and the environment, and to take into their consideration the three factors defined by the World Business Council for Sustainable Development, namely economic growth, social progress and environmental protection. (Corporate Social Responsibility between the national social duty and voluntary initiatives / Ruqaya Eran, Acting Public Relations Officer for the Palestine Stock Exchange.) (1)

The World Business Council for Sustainable Development defined social responsibility as "the continuous commitment of business companies to act ethically, to contribute to economic development and to improve the quality of living conditions for the workforce and their families, and the local community as well as the society as a whole." Therefore, it is of utmost importance for companies to fulfill their desired role with regard to the necessity of their complete and best commitment to their social, ethical and environmental responsibilities (2).

Google has provided on its platform various forms of digital advertising to reach the recipient from all aspects of his daily life and countless services, so that it has become a reference for everyone at any time and in any field.

**Research problem:**

The research problem is to shed light on interactive graphics as an advertising product produced by companies to attract the recipient to the search engine and its role in enriching identity and heritage.

**Research importance:**

The creative interactive graphics presented on the Google platform especially Google Doodle platform, by its impact on the recipient and increased the responsibility of companies in their role by making the community aware of it for producing a form of visual dazzling for the visual identity of the Google search engine.

**Research objectives:**

Interactive graphics is a digital advertising product that has become a visual value for the Google search engine launched by the company as a valued service for the society.

**Research hypotheses:**

The research proposes that interactive graphics are a digital advertising product to enrich identity and heritage.

**Research Methodology:**

The research uses the descriptive and analytical method in the presentation of creating graphics on Google search engine and the evolution of its relationship with the society.

**Brief on the evolution of search engines:**

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Many search engines appeared and contended with the popularity, including Excite, Infoseek, Inktomi, Northern Light, Alta Vista, Yahoo! Now there are many search engines on the electronic scene, the most famous of which are Google, Bing, Yahoo!, Ask.com, Baidu, and many more.

The search giant «Google» is ranked first in the use among these engines, as 74.52% of searches were conducted by Google, compared to only 7.98% by Bing, according to the latest report published in January 2018 In addition, Google dominates 93% of the search engine market share on mobiles and tablets (5).

The search process developed before the launch of (Google) and included the search for images and videos until Google launched its engine, and it has continued since then to be at the top of the list of search engines around the world.

### **Search engine definition:**

It is a computer program which is specially programmed to help the researcher find any stored documents.

All files, regardless of their extension, are stored on information networks or as they now call them the World Wide Web or on a personal computer. These engines were built in their early ages, by relying on the techniques used in managing classic libraries. (Libraries are plural of a library that was created in the beginning specifically to contain scientific, heritage and literary books in them and an index was developed for any classification contained an index that includes all the books that belong to this field and therefore the idea of the search engine came where building an index for documents forms a database that is useful for searching any information.

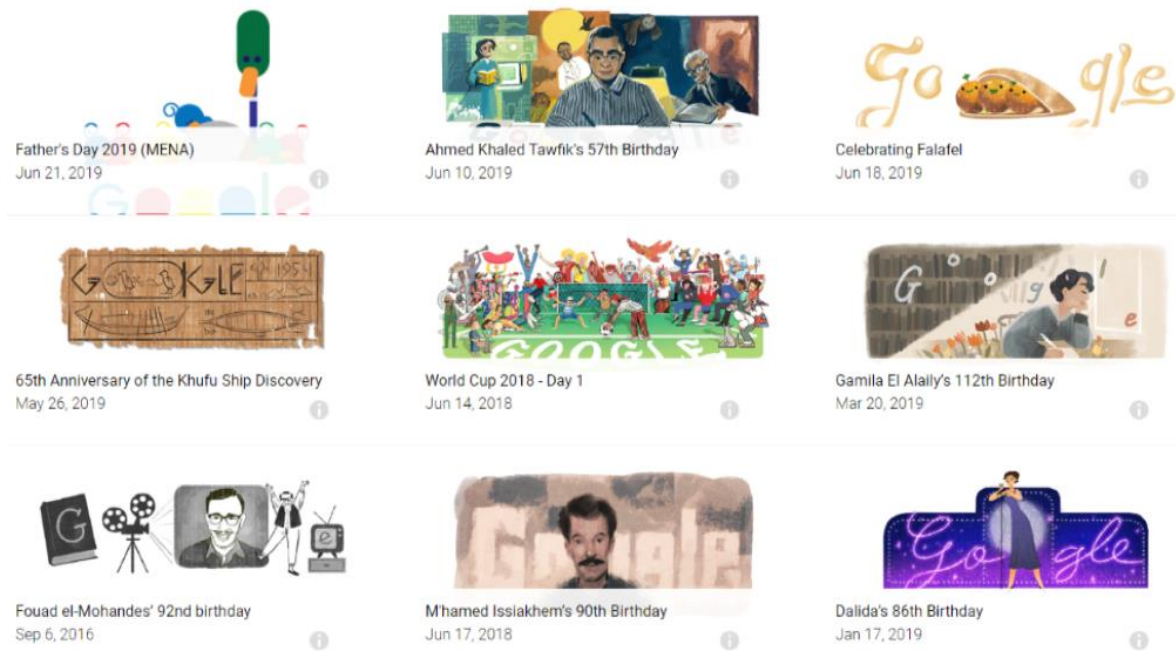
### **The idea of a search engine, and how it works?**

The search engine allows the user to request content that meets specific criteria (that it contains a word or phrase) and calls for a list of references that conform to those criteria and search engines use regularly updated indicators to work quickly and effectively.

### **How to display results in the search engine?**

The results are presented in the form of a list of titles of documents that correspond to the request and a brief is often attached to the titles on the document referred to or an excerpt from it to indicate its correspondence of the research and the elements of the search list are arranged according to special criteria which may vary from one engine to another), the most important of which is the extent of correspondence of each element of the request (3).

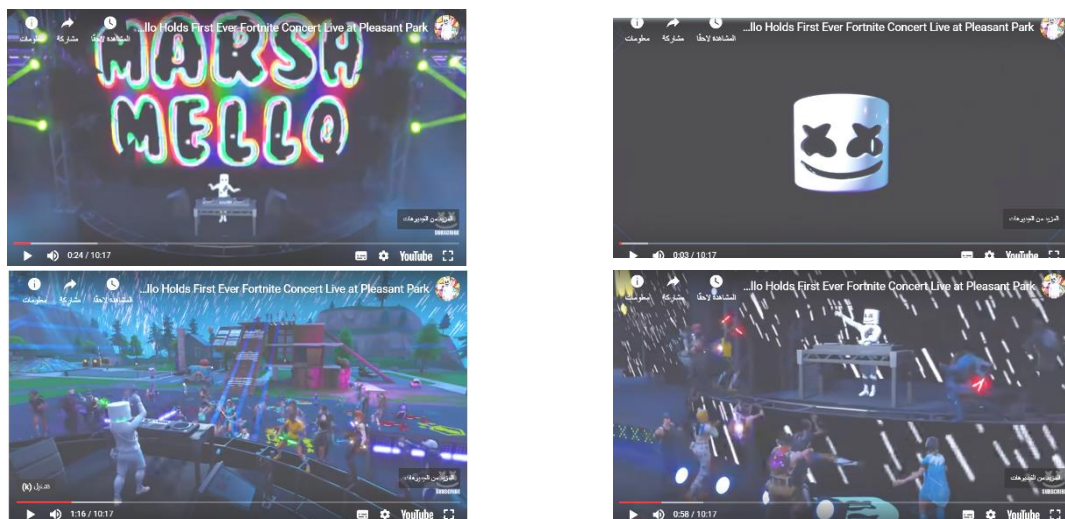
Google company reached out to the public via (Google Doodles), which spread the flexibility of the visual identity of the company and allowed the Google corporate identity to appear as more than one brand with fixed and animated graphics, and by changing the characteristics according to the personality attributes chosen for its drawing or design and by changing its logo, so that it led to building a deeper personal contact with its users (6).



**Figure 1: Google Doodles' interactive and static graphics that reflect the most famous personalities to enrich identity and heritage.**

The topic of the research started when watching the webpages and the impact of the advertisement on them, and I learned that Fortnite game in the virtual reality created an advertisement for a concert by Marcello, and the announcement of the concert invitations appeared on the players' screens (Figure 3). The dates were fixed and the ceremony of the concert was broadcasted by the game in the presence of ten million spectators.

The biggest event in the world was after an event previously in the same game, about a gathering of all players to watch a new horizon. Indeed, invitations were sent and more than one million people witnessed the event that happened in real time on the 4 November 2018. The event started when the mysterious purple cube of the game disappeared first, it began to melt and disappeared quickly after attracting players to a strange world lit brightly and butterflies appeared and stood on the players (Figure 4). These events dazzled the creators of Internet marketing, having had success that is not available in reality and that has a major impact on digital advertising when choosing the right target group.



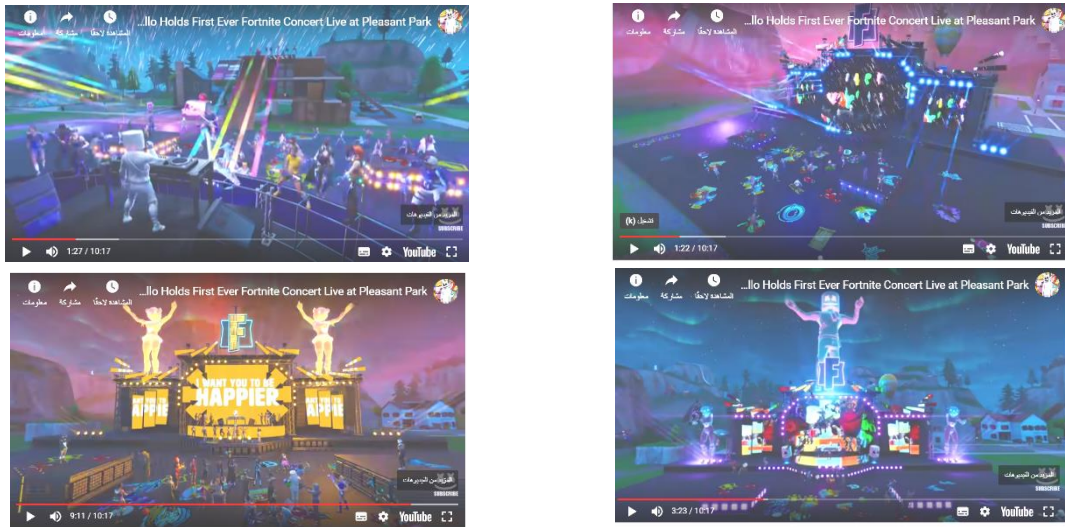


Figure (3): Fortnite game in the virtual world made an announcement about Marcello's singing party (7)



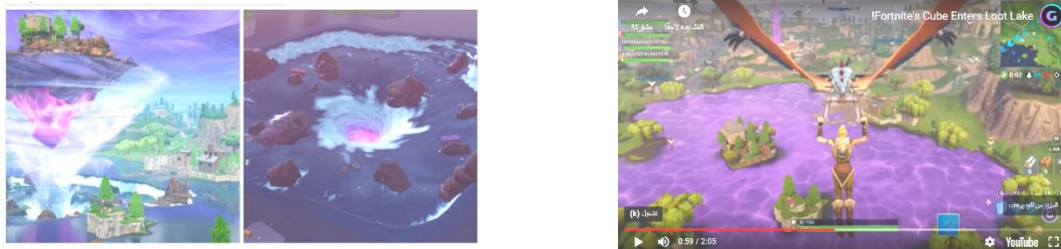


Figure 4: Interactive graphics of Fortnite players joining an announced event.

## Google and creative logo Doodles

In a world dominated by online communications, Google has revolutionized the way information is found and consumed (9) (Auletta, 2009). If “wireless communication becomes a platform for delivery that covers the entire spectrum of human activity” (10) (Castles, 2009, p. 69) and a network of electronic communications, they will overcome everything we do, wherever and whenever we do it (11, 12) (Ling, 2004; Koskinen, 2007).

It is undeniable that Google’s impact on the general flow of information including the number of different ways by which users can communicate with one another effectively identifies the Internet and makes the company an integral part of our lives. Google has become not only a family name, but also a daily business for an online recipient called "Google it" and the verb was officially added to the Oxford English Dictionary on June 15, 2006, and to Merriam-Webster Collegiate Dictionary in July 2006. In addition, it becomes the world's leading Internet search engine and also has market dominance with many other services These products are technically programmed to increase user communications and efficiency in the ways people work and play.

### The idea with a logo for Google:

The Google permanent logo is simple, readable, and easily recognizable according to Ruth Kedar, Google’s graphic designer. We ended up with the primary colors, but instead of the pattern being consistent, we placed a secondary color on the L, bringing back the idea that Google was not following the rules. Identities and brands are strong, durable, and unchanging for companies such as McDonalds, Starbucks, and IBM which have strong, lasting, and consistent logos that Google has built a brand with the same strength, but has followed a different and more creative path: In addition to a permanent logo, it also temporarily enters its logo in the form of what it is called Google Doodles.

The author and marketing expert David Merman Scott Noted: "You can compare what Google does with most organizations do about their logos, which is to get 30-page books indicating in detail how the logo is used, which PMS color, and how many millimeters it can be from the corner of the page. Everything is so rigid that one feels funny when working with Google.

Google Doodles are defined as "the decorative changes made to the Google logo to celebrate holidays, anniversaries, and the lives of famous artists and scholars". They stay online for 24 hours at a time and are then added to the Google Doodle archive.

Google designers Larry Page and Sergey Brin began mimicking their creative drawings of the logo in the summer of 1998 when they were "out of service" at Burning Man, an annual ritual festival held in Nevada state and alerted users to their absence in the event of a site breakdown, so they created a persona of small stickman character, put it behind the second letter "o" on

Google. In the first few years, the creative drawings of the logo were unofficial and mostly covered American holidays (10) Figure No. Currently, there is a six-person team dedicated exclusively to creating creative drawings of the logo or doodles (9) (Google, 2010a).

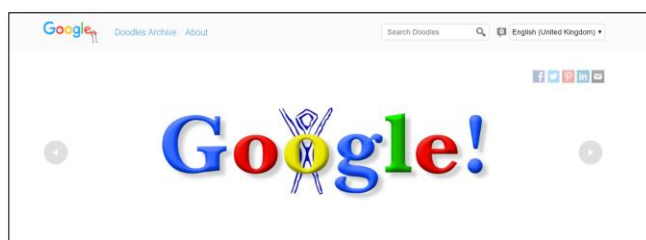
### **How did the idea of creative drawings of the logo or doodles originate?**

In 1998, before founding the company, the doodle concept was born when Google founders Larry and Sergey played with the company logo to indicate their attendance to the Burning Man Festival in the Nevada desert. They put a stick picture behind the second letter "o" on Google. The revised logo was intended as a comic message to Google users that the founders were "out of the office". Although the first doodle was relatively simple, the idea of decorating the company logo was born to celebrate notable events.

Two years later, in 2000, Larry and Sergey asked current webmaster Dennis Huang, who was then under training, to produce doodles for the Pastel day. Our users have so well received that Dennis has been appointed head of the Google Doodle. Messages and Doodles are increasingly and regularly appearing on the Google homepage. In the beginning, doodles mostly celebrated familiar holidays; and during these days, they highlight a wide range of events and anniversaries from John James Audubon's birthday to ice cream sundae.

Over time, the demand for doodles increased in the United States and internationally. Doodle creation is now the responsibility of a team of talented people (called doodlers) and engineers. For them, creating doodles has become a team effort to revive the Google homepage and put a smile on the faces of Google users around the world.

**Figure 5 : Interactive graphics as an advertising digital product to enrich the identity and heritage**



An exploratory qualitative study used at the "Mapping Time" exhibition by Douglas and Manovich in 2010 analyzed and visually mapped the variation of the Doodles branding from the original Google logo by implementing two-level analysis. The doodles from 1998-2009 was evaluated based on (a) Modification of the original logo, and (b) part of the logo has been modified.

Their findings revealed a natural (Gaussian) distribution of the overall changes ranging from the heaviest decorations in doodles to celebrate national holidays versus a complete change of style and design in designs inspired by artists. They also indicated that the contrast has increased rapidly in recent years, this focus is on "visualizing a collection of artifacts according to their differences" (10) shows us how the patterns and trends inherent in developing Google's corporate visual communication strategy can be tracked.

### **Corporate social responsibility:**

The concept of social responsibility is one of the modern concepts in our Arab societies as a term and system. It appeared in an early date in Western countries, as a result of the need of civil society for it, as social responsibility is one of the pillars of important social life and a mean of progressing societies, where the value of the individual in his society is measured by



the extent of his responsibility towards himself and others. The evaluation of private sector companies no longer depends on their profitability only, and these companies no longer rely on building their reputation on their financial balances only. The World Bank has defined the concept of social responsibility as the commitment of business owners to contribute to sustainable development by working with their employees, their families and their local community to improve the standard of living of people in a manner that serves both trade and development at the same time (2). It is all that companies, whatever their size or field of work, do voluntarily to maximize their added value to society as a whole. The corporate social responsibility begins by its commitment to various laws, especially the preservation of the environment, and community development (2).

There are several definitions of corporate social responsibility, which differ with different views in determining the form of this responsibility. Some see it as a reminder to companies of their responsibilities and duties towards the society to which they belong, while others say that the necessity of this responsibility does not go beyond mere optional initiatives undertaken by companies concerned with their individual will towards society. Others consider it as a form of social fit and necessary for companies. However, all these opinions are consistent in terms of the content of this concept.

The World Business Council for Sustainable Development has defined social responsibility as "the continuous commitment of business companies to act ethically and contribute to economic development as well as to improve the quality of living conditions for the workforce and their families, the community and society as a whole (1)."

Social responsibility is the responsibility of the organization for effects of their activity on the society. In order for an institution to perform this function well it is supposed to enter into limited partnerships with various parties and determine the path directed towards the inclusion of the organization's concerns for social and environmental issues, ethics, and respect for human and consumer rights, whether in its operational activities or in the development of its strategy (11).

But many writers disagree with him on the issue of overlapping terms, that the two things differ in content and agree on the formalities involved. Many societies, especially companies, use the two terms interchangeably. I think that the vision has now become clearer that the term social responsibility for companies is part of the charitable work. Several definitions and concepts of corporate social responsibility have emerged in recent years, the most famous of which is that they refer to various forms of voluntary activities undertaken by companies to achieve economic and social goals, so that these activities have a positive impact on the general environment in which these companies operate in common through the above definitions, thus, we can conclude that social responsibility is defined as a communication process between the establishment and the surrounding community, to ensure the development of society and the activity of the company altogether by employing many tools to demonstrate good corporate citizenship (21).

**Figure (6): an online form to provide suggestions for celebrating any occasion.**



**How many doodles have Google done over the years?**

The team has created more than 2000 drawings for its home pages all over the world. Who chooses the doodles to be created and how can you determine the events that will receive the doodles?

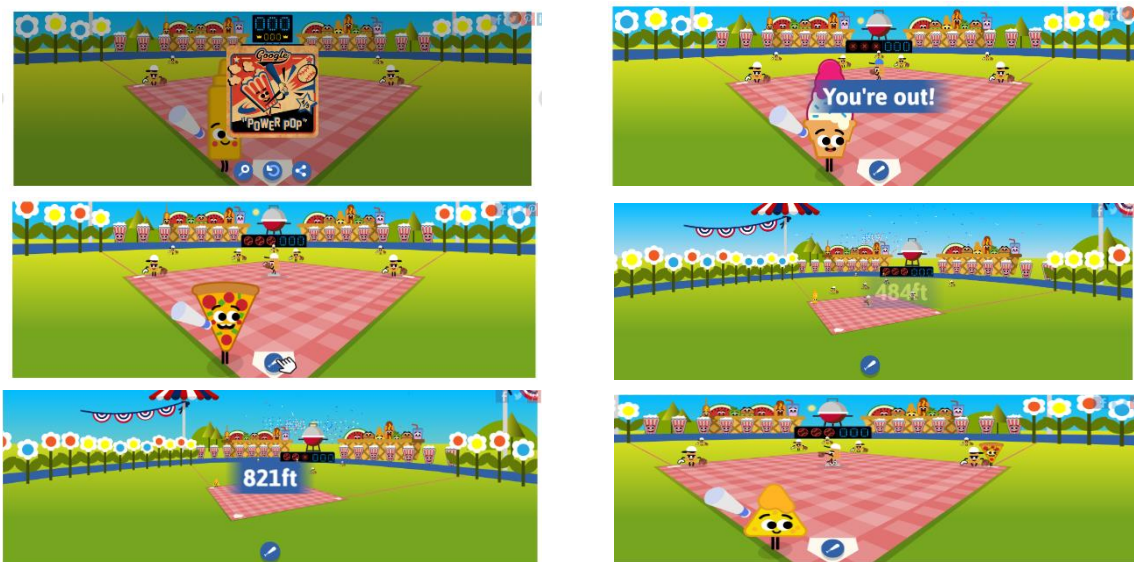
A group of Google experts gather regularly to brainstorm and decide which events to be celebrated with doodles. Doodles ideas come from many sources, including Google employees and Google users. The Doodles selection process aims to celebrate exciting events and anniversaries that reflect Google’s personality and passion for innovation and creativity.

**Who designs the doodles?**

There is a team of painters (we call them doodles artists) and the engineers behind all the doodles you see.

How can Google / audience or users post ideas for creative graphics?

The Doodles team is always eager to hear ideas from users who can send an email to [propos@google.com](mailto:propos@google.com) with ideas for the next Google Doodles. The team receives hundreds of requests every day, so unfortunately they cannot respond to everyone.



**Figure (7): United States Independence Day, July 4<sup>th</sup> , 2019: An interactive graphics template that produced a digital advertising product for the United States independence through a classic backyard ball game in a classic way and familiar models were chosen from the American environment to draw Google Doodle.**



Figure (8): Storyboard for how to draw the interactive forms of Google Doodled for American independence and choosing the most famous game for it

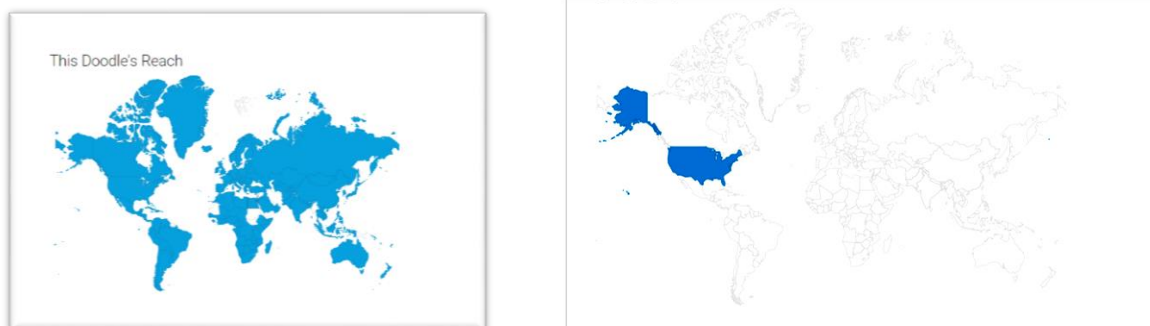


Figure (9): The map for the global interactive digital graphics for Google Doodle. Any country is chosen from the map to show us the special drawings and national and local occasions for that country.

Sample of Google Doodle interactive graphics on various occasions for many peoples:



Figure (10): interactive graphics for national and local occasions for many different countries from Google Doodle.





**Figure 11: Interactive graphics for national and local occasions for many different countries from Google Doodle**

Interactive Google Doodle celebrates American Independence Day today with a barbecue ball game in the backyard. Classic summer snacks are heading to the dishes for a chance to get them out of the garden! H-Dog looks like a roll! Lettuce is the hope that ketchup helps his team! Will Power Pop hit the pop fly? Can Wild Slice single slide go to the left field? Can the cobra bat as well as the tai cup do that?

**Figure (12): Google Doodle Interactive drawings for the World Day in Japan to respect the elderly on September 15<sup>th</sup> , 2018.**



**Figure (13): Google Doodle Interactive drawings for World Father's Day on November 12<sup>th</sup> , 2018 in Indonesia.**



Google Doodle Celebrates Today, Brayon Eumyam, a singer known in Thailand by the name Mae Brayon or "Mother Brayon". Born on this day in 1933, she started singing at the age of 15 with a style of traditional Thai folk music known as Lam Tad. Growing up in central Thailand, this popular form of counter-singing for groups of men and women who take turns mocking each other with their upcoming humorous songs, accompanied by a dick called Klong Ramana. Her smart words are known for her double songs (a technique known in Thailand as song ngae song ngam). Brayon Yomyiam didn't fail to delight the fans. Cassette recordings and videos of her Lam Tad performance were widely spread throughout Thailand, which helped promote and

preserve the Lam Tad tradition. By 1994, she had been appointed as a national artist in Thailand, a title given annually by the National Culture Commission of Thailand in recognition of prominent artists in the country's cultural heritage. Brayon helped preserve and popularize Lam Tad style of music, which faced extinction before being introduced to popular culture nationwide on television, in addition to helping music return home., Lam Tad has been travelled to other countries as part of the state-sponsored tourism campaign in Thailand. Using her talents to spread laughter and joy, Yomyiam helped preserve popular culture in Thailand for future generations, see figure (No. 13).

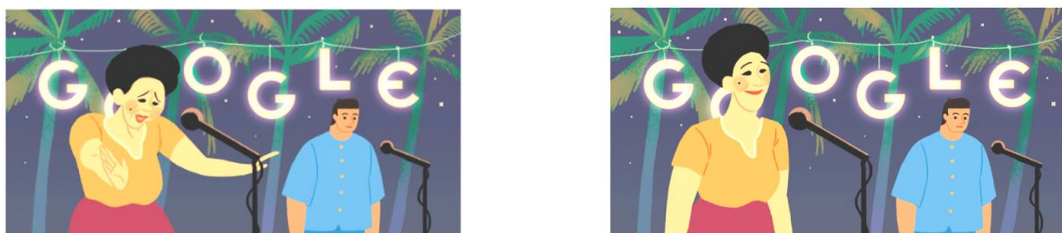


Figure (14): Google Doodle Interactive graphics for Thai artist Mae Braun's birthday or "Mum Braun".

In 1917, a 16-year-old boy named V. Shantaram took a job at a local roofing cinema for 5 rupees a month. Just four years later, he found herself on the silver screen as an actor in the silent film, Suryahaka Haran. By 1927 Shantaram had produced his first film, Netaji Palker, launching what would become a six-decade career characterized by technical creativity and a firm commitment to using art as a tool for social change (see Figure 14).

Figure (15): Google Doodle Interactive drawings for the 116<sup>th</sup> birthday of the Indian artist Phant Shantaram

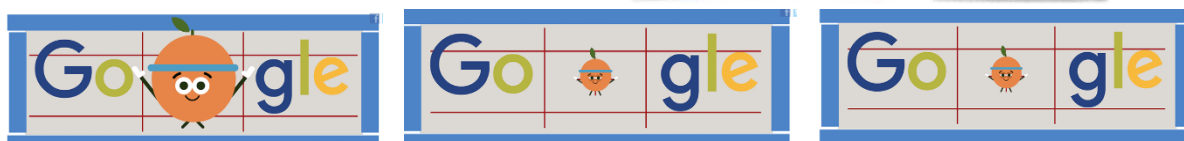


Figure (16): Creative Draw for World Fruit Day, corresponding to the Rio Games on August 9<sup>th</sup> , 2016.



Figure (17): Google Doodle Interactive drawings of the National Day in Russia, reflecting the colors of the Russian flag.



Figure No. (18): Various forms of Google Doodles interactive graphics for national occasions.

Fig. (19) 15<sup>th</sup> August 2018: Mother's day 2018 (Costa Rica).



Fig. (20) 26<sup>th</sup> April 2011, Birthday of John James Audubon.



Fig. (21): 3<sup>rd</sup> April 2011, Anniversary of the Ice Cream Sundae.



Fig. (22): 3<sup>rd</sup> April 2011, Anniversary of the Ice Cream Sundae.



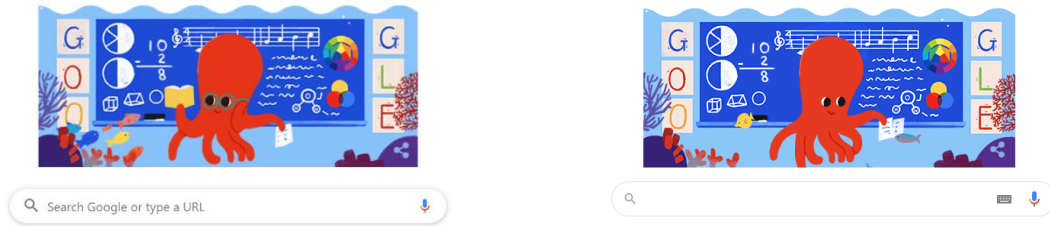


Figure (23): Celebration of Teacher's Day in the state of Russia.

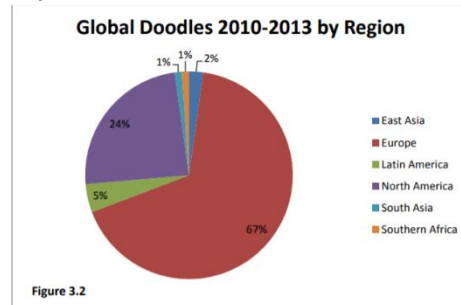
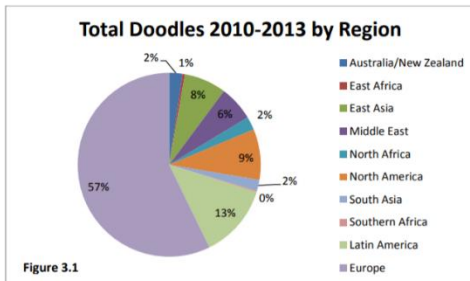


Fig. (24): Google Doodles for region of Europe & Middle East.

Fig. (25): 11<sup>th</sup> February 2019, Mary Mounib's 114<sup>th</sup> birthday for Goolge Doodlle



Until Google pages has interacted with the films shown in the international cinema with interactive graphics to announce them like the movie Thanos, just clicking the hand that has gems as it goes in the events of the movie, everything disappears and when you click on the hand again everything returns to exist, see Figure No. (26) Here, it is clear and evident that innovative graphics are a digital advertising product.

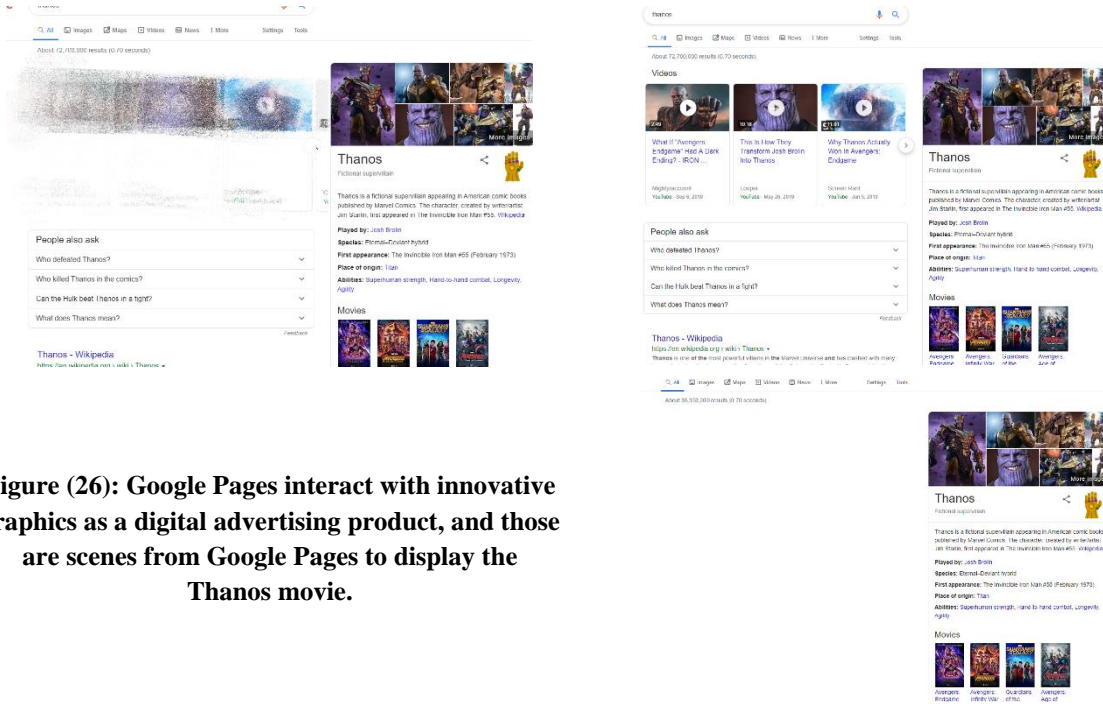


Figure (26): Google Pages interact with innovative graphics as a digital advertising product, and those are scenes from Google Pages to display the Thanos movie.

Google continues to communicate with its recipients by congratulating them on their birthdays by changing the look of the search engine to lit candles dancing to celebrate, see Figure 27.

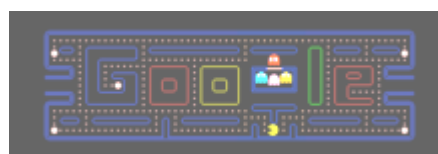


**Figure (27): Google letters in the form of lit candles as an innovative graphic for a digital advertising product.**



On different pages and sites of Google, there are many interactive graphics for entertainment and games even if the recipient is outside the boundaries of the Internet, and this is a creativity from Google company to reach the recipient in all his notes. It is well deserved to be on the top of other search engines for its interactive innovations and creations, which is the top of this research. See Figure No. (28).

**Figure (28): The Google Interactive Pac-Man Logo**



### Research Results:

- 1- Interactive graphics are an advertising product to reach the modern consumer who uses digital media.
- 2- Interactive graphics can be used to reflect the identity and heritage of interesting optical vision.
- 3- Interactive graphics are an advertising product that has a great economic return, whether on the level of advertising products and services or the economic returns that accrue to the advertising industry.

### Research Recommendations:

- 1- Interactive graphics as a modern advertising product need to be more activated in the field of advertising.
- 2- It is recommended to introduce new courses in fine art faculties to teach new advertising digital media.
- 3- It is advisable that educational institutions use interactive graphics as an educational tool for all groups, especially the receiving group for digital information and marketing.
- 4- It is better to increase awareness of corporate social responsibility assessment.
- 5-It is necessary to promote public awareness of the concept of practicing social responsibility.

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