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Switch to Chromebook

Australia & New Zealand partner promotion kit
May 2021

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This deck is for use by Australian & New Zealand partners only.

About this deck

These assets can be customised with your logo, contact details and/or call-to-action. We ask that you please do not modify the creative design or Chromebook messaging of the assets in this deck. Alternatively you can drop copy and images into your own marketing assets.

What's in here?

1. Campaign overview

2. Messaging guidelines

3. Customizable assets

01

Campaign
overview

Help educators discover the features that make Chromebooks easy to use, secure by design and support anywhere learning

Understanding the solution

Schools have dealt with clunky solutions, technology troubleshooting and high costs for too long. With Chromebooks, students can get straight to learning in under 8 seconds, securely access their work from anywhere, create and collaborate with classmates, and achieve better outcomes.

Understanding the user

Educators want to engage students with transformational learning experiences and are looking for the right tools to help them. However, with a lack of time and resources 67% of educators say they don't have time to investigate which tools are the best for their needs. As a trusted partner, you can recommend solutions to help them thrive.

Connecting the two

With this toolkit, you can help IT decision makers and educators better understand Chromebooks and ultimately adopt them for their schools and students. With the right marketing tools, partners can play a pivotal role in increasing awareness and consideration.

02

Messaging guidelines

Headline language: Meet Chromebook

One liners

Upgrade to easy.

All day battery life.

Built in security.

Background auto-updates.

Fast boot time.

Short description

A range of secure, simple yet powerful devices that update automatically, are easy for schools to set up and manage, with multiple form factors including a tablet, accessibility features and the best of Google built in.

Descriptor language: Easy to use

One liners

Simple to manage, easy to use.

Powerful simplicity.

Simple is powerful.

Everything you need – none of what you don't.

Upgrade to easy.

Simplify your day, so you can teach your best.

Short description

- Engage students and empower teachers and guardians with devices that are simple to deploy, manage and use.
- Chromebooks are easy for schools to set up and manage and easy to use, engaging students and empowering teachers straight from the box – without the need for extra courses or training.
- You never have to worry about installing new software because automatic background updates install the latest and greatest security patches and features every 6 weeks without any downtime.

Descriptor language: Secure by design

One liners

Protect your school and student data from evolving online threats.

Built with advanced security at the core.

Continuous detection and prevention.

Short description

Chromebooks come with built-in, automatic and multilayered security.

Chromebooks protect students and educators from the ever-changing landscape of cyber threats with 128-bit encryption, Verified Boot, sandboxing, automatic updates and more.

- **Automatic updates** help ensure your malware protection is always up to date.
- **Verified boot** allows Chromebooks to self-check for malware and auto repair if corrupted.
- **Security sandbox** helps prevent the spread of viruses by making sure each webpage and application runs in its own walled environment.
- **128-bit data encryption** protects every Chromebook by enabling a unique username and password for each student.
- **Chrome sync** allows students to sign in to any Chromebook or Chrome browser to access all their apps, settings, and preferences.
- **Chrome Education upgrade** puts you in complete control of what resources are accessed and provides advanced security to keep your school's data safe.

Descriptor language: Support anywhere learning

One liners

Boots up in under 8 seconds.

Over 8 hours of battery life.

Work online or offline.

Create and collaborate.

Short description

- Engage students and empower teachers and guardians with devices. Enable students to learn at school or on-the-go with Chromebooks. Students can get straight to learning in under 8 seconds, securely access their work from anywhere, create and collaborate with classmates and achieve better outcomes.
- Chromebooks' affordability enables schools on any budget to provide more students with devices and digital learning tools.
- Schools have the option of rolling out devices in a 1:1 model where all students have a designated device, a Grab-and-Go model where devices are shared amongst students, or even a BYO model where students can work from personal devices that are simple to deploy, manage and use.

03

Customizable
assets

Email template

These email templates can be used to educate existing and prospective customers.

1. [PDF Link](#)
2. [HTML folder link](#)

 chromebook <logo reseller to insert>

Meet Chromebook

The laptop for how students learn today



-  Long-life battery
-  Starts in seconds
-  Easy to use
-  Built-in virus protection

With Chromebooks, we've reimaged every feature from the ground up to be smarter, faster, and more secure. That means pairing built-in security with an all-day battery, so you can teach and learn from anywhere, anytime.




All-day battery life

Leave your charger at home: Chromebooks come with at least 8 hours of battery life¹ – learn, create, and collaborate all day long.

Fast boot time and auto-updates

Chromebooks start in seconds, are speedy to set up, and stay fast over time. Powered by Chrome OS, Chromebooks have built-in virus protection and automatic updates² – so you'll always have the latest features without slowing down.





Upgrade to easy

Using a Chromebook is simple – just flip it open and get going. They update automatically³, with apps at your fingertips, and an intuitive design that makes them easy to use.

Built-in security

With Chromebooks, safety is top of mind: Your device updates⁴ every six weeks to provide the latest protection from security threats. Every Chromebook goes through a verified boot process when it starts and automatically returns to a safer version if malicious changes are detected.



Request your free Chromebook trial today

Book now



We partner with brands you love





¹ Battery life may vary based on device, usage and other conditions.
^{2, 3, 4} Requires internet connection.
Availability of the devices shown may be limited and vary in selected stores.

Landing page


These ready-to-go landing pages can be used within your own website.

1. [PDF Link](#)
2. [HTML Link](#)



Find the right Chromebook for your school

Versatile form factors that support all learning - Chromebooks come in a range of shapes, sizes, and price points



Long-life battery Starts in seconds Easy to use Built-in virus protection

With Chromebooks, we've reimaged every feature from the ground up to be smarter, faster, and more secure. That means pairing built-in security with an all-day battery, so you can teach and learn from anywhere, anytime.

Fast boot time and auto-updates

Chromebooks update automatically in the background so they start up that so they feel like new long after you've bought them. Plus, with the best of Google built-in, the Chromebook App Hub at your fingertips, and multiple layers of security, you can be sure they'll continue to feel fresh.



All-day battery life

Chromebooks come with long battery life so students can learn, create, and collaborate completely cord-free.

Upgrade to easy

Chromebooks boot up in seconds and update automatically so they're always working at peak performance. No long load times, no confusing setup. Just flip it open and get going online or off.




Built-in security

With Chromebooks, safety is a top of mind. Your device updates every six weeks to provide the latest protection from security threats. Every Chromebook goes through a verified boot process when it starts and automatically returns to a safer version if malicious changes are detected.

Apps at the ready

Access apps that were designed with learning in mind in the Chromebook App Hub. All the apps educators love, for every subject and grade.




Healthy digital habits start here

The Family Link app lets you set digital ground rules to help children and teens learn, play, and explore online safely.

Request your free Chromebook trial today

[Book now](#)



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See more partners



Banners

300x250px

Promote Chromebooks features in eDMs and on your website with these banners.

Option 1



Option 2



Banners

160x600px

Option 1



Meet Chromebook

The laptop built
for learning,
anywhere

[Learn more](#)



Option 2



Meet Chromebook

The laptop
built for how
students learn

[Learn more](#)



Banners

728x90px

Option 1



Meet Chromebook

The laptop built for learning, anywhere

[Learn more](#)

Option 2



Meet Chromebook

The laptop built for how students learn

[Learn more](#)

Banners

300x600px

Option 1



Meet Chromebook

The laptop built for
learning, anywhere

[Learn more](#)



Option 2



Meet Chromebook

The laptop built for
how students learn

[Learn more](#)



Banners

970x90px

Option 1



Meet Chromebook

The laptop built for learning, anywhere

[Learn more](#)

Option 2



Meet Chromebook

The laptop built for how students learn

[Learn more](#)

Facebook and LinkedIn Social Posts - 15s product

<https://youtu.be/p6i1PJrJ0sw>

Want to upgrade to easy? Choose from a range of secure, simple yet powerful devices that are easy for schools to set up and manage with the best of Google built in.

Contact <partner name> to learn more.



Facebook and LinkedIn Social Posts - 6s all-day battery

<https://youtu.be/NyXcZhi5Ydc>

With over 8 hours of battery life, Chromebooks are designed to engage students and empower teachers at school or on the go.

Contact <partner name> to learn more.



Facebook and LinkedIn Social Posts - 6s fast boot

<https://youtu.be/zqxAeBGQPS4>

Help students get straight to learning. Chromebooks are ready to go in under 8 seconds.

Contact <partner name> to learn more.



Facebook and LinkedIn Social Posts - 6s automatic updates

<https://youtu.be/9iuSzHHYOU0>

Never worry about installing new software. Chromebook automatic updates install the latest and greatest security patches and features every 6 weeks without any downtime.

Contact <partner name> to learn more.

