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Say "Hello" to Google's Gemini



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Google reintroduces Bard as Gemini and rolls out Gemini Advanced and new mobile experiences.

Bard is Google’s conversational generative AI assistant, a competitor to OpenAI’s ChatGPT. Gemini, a recommendation LLM model, underlies several of Google’s generative AI services, assessing text, images, and videos before generating recommendations for specific Google services. Since Bard launched in 2023, people have used it to collaborate with AI in completely new ways, from debugging code to brainstorming new business ideas.

Google’s mission with Bard has always been to give people direct access to their AI models, and Gemini represents those AI models. To reflect that, Bard is now Gemini. Gemini is currently available in over 40 languages and 230 countries and territories. And while Google works to expand Gemini to its core products like Google Ads, Gemini Advanced and new mobile experiences have been released. In this article, we’ll discuss some of the latest Gemini integrations Google has introduced.

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## Building Better Search Campaigns With Gemini

Beta access to the conversational experience in Google Ads is now available to English language advertisers in the U.S. and the U.K. Over the next few weeks, it will begin to roll out globally to all English language advertisers. The new workflow is designed to better help advertisers build Search campaigns through a chat-based experience, combining human expertise with Google AI. To get started, all you need is your website URL and Google AI will help create optimized Search campaigns by generating relevant ad content, including creatives and keywords. Since Search has become increasingly visual, Google

designed Gemini to suggest images tailored to campaigns through generative AI and website landing pages. All images created with generative AI in Google Ads will be invisibly watermarked and labeled with standard metadata.

**Gemini is currently available in over 40 languages and 230 countries and territories.**

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## **Gemini Advanced With Ultra 1.0**

In addition to beta testing Gemini in Google Ads, Google launched Gemini Advanced—their new experience that gives users in over 150 countries and territories access to Ultra 1.0, their largest and most capable AI model. Gemini Advanced is far more functional at completing highly complex tasks like coding, logical reasoning, following nuanced instructions, and collaborating on creative projects. Additionally, Gemini Advanced allows you to have longer, more detailed conversations with an improved understanding of context.

Gemini Advanced is a part of the Google One AI Premium Plan for \$19.99/month and includes a two month trial at no additional cost. Included in the package is the ability to use Gemini in Gmail, Docs, Slides, Sheets, and more (formerly known as Duet AI). Also included in the Google One AI Premium Plan is 2TB of storage and all of Google's latest advancements.

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## **Gemini Advanced With Ultra 1.0**

With the need for easy access to Gemini on mobile devices, Google has launched new mobile experiences to accommodate Gemini and Gemini Advanced on-the-go. For Android owners, a new Gemini app has been released and for iOS users, Gemini has become accessible directly through the Google app. Access to Gemini on mobile devices allows users to type, talk, or add an image for all kinds of help on the road. For example, you can take a picture of a flat tire and ask for instructions, or generate a custom image for a dinner party invitation. In launching mobile experiences for users, Google has ensured that Gemini reflects a true AI assistant, one that is conversational, multimodal, and helpful.

Stay tuned for more updates as Google expands its AI capabilities.

## Resources:

<https://blog.google/products/gemini/bard-gemini-advanced-app/>

<https://blog.google/technology/ai/try-bard/>

<https://blog.google/technology/ai/google-gemini-ai/>

<https://blog.google/products/ads-commerce/put-google-ai-to-work-with-search-ads/>

<https://www.youtube.com/watch?v=UIZAiXYceBI>

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