



Google Online Marketing Challenge

[ACADEMIC GUIDE 2009]

Google™

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Hello!

Thank you for making your class part of the 2009 Google Online Marketing Challenge. This guide, along with the supplied 'Marketing and Advertising Using Google' textbook helps you and your students learn about AdWords and compete in the Challenge.

There is more information to come. Before the Challenge begins, Google will email you details on how to register your student teams, request the US\$200 student AdWords accounts and how your students submit their reports for judging.

Good luck to you and your students!

The Google Team

Frequently Asked Questions

The best place to find answers to your questions is the Google Online Marketing Challenge website, at www.google.com/onlinechallenge/faq.html. For now, here are answers to questions you might have prior to starting with your class.

Do I need to be a professor to supervise a student group in the Challenge?

No, we use the term ‘professor’ to simplify things. To supervise a student group, you must be an academic employed by a higher education institution and conducting lectures or seminars for students. For example, you might be a lecturer or a researcher.

What are my responsibilities as the student supervisor?

As the coordinator of your teams, you will mentor and work with your students to ensure they have a solid understanding of online marketing and the Challenge. You will be responsible for making sure they receive Challenge materials, select an appropriate business and submit their reports on time. Beyond that it’s up to you. You might like to run a competition among your class teams, with other classes across campus, or invite the participating businesses to relevant class presentations.

What are the awards and recognition for the winners?

The global winners and their professor will receive a trip to the Google Headquarters in Mountain View, California to meet with the team that developed AdWords. Regional winners and their professor will receive a trip to their local Google office.

What are the regions for this competition?

There are three competition regions – The Americas, EMEA (Europe, the Middle East and Africa) and Asia Pacific. In addition to an overall global winner, there will be three additional winners - one from each region.

How do I select a business or organization?

Selecting the right business is important. To help you and your students make a choice, please review the ‘Selecting And Working With A Business Or Organization’ section in this guide.

Professors or students can decide the business – whatever works best. In some cases, the school or alumni association might have preferred candidates, or student groups might have friends or family with ideal businesses for the competition.

Please note that each student group must work with a different business. Groups may not use the same business.

What obligations does the participating business have?

At a minimum, the business must receive and agree to the ‘Letter to Businesses’, included with this guide. Ideally, the business will take an active interest in the campaign, such as explaining its business and online marketing objectives, and providing feedback on the proposed campaign strategy, interim campaign results and campaign changes. You may want to invite the businesses to any class presentations of the proposed ‘Pre-Campaign Strategy’ and final ‘Post-Campaign Summary’.

What resources are available to help?

There are ample resources to help you teach your students about creating an effective online marketing campaign with AdWords. The best resource is the 'The Marketing and Advertising Using Google' textbook (ISBN: 1-426-62737-8) supplied to you and your students in electronic format. You may also wish to contact your representative with the textbook publisher Cengage (www.cengage.com), to access review copies of the book.

In addition, you will find key online resources to help your students with their learning in the 'Teaching Resources' section within this guide.

What support is Google providing?

If you have questions around the Challenge or AdWords, we recommend you review the competition website and support materials first.

If you get really stuck, we have email support to help. Please note that contacting email support should be your last resort. There will be up to a 48-hour turnaround for a response so if you need a quick answer, we recommend you search through this guide, the Challenge website and your 'Marketing and Advertising Using Google' textbook first.

If you do require email support, please send your query to onlinechallenge@google.com.

Who judges the competition and how?

The competition has two components. The first component is the Campaign Statistics algorithm developed by Google. This algorithm examines over 30 factors within an AdWords account including impressions, cost-per-click, click-through-rates, keyword choices, ad creatives and budgeting to determine effective AdWords online marketing campaigns. The second component to judging is the written reports developed by the academic community.

At the end of the competition, Google will compare all the Campaign Statistics across the population of students taking part in the competition. Results from the Campaign Statistics determine the top five teams in each region. The Global Academic Panel then chooses regional and global winners, based solely on each team's written reports – a four-page Pre-Campaign Strategy and an eight-page Post-Campaign Summary.

Please see the 'Challenge Criteria and Grading' section in this guide for more details on the Pre-Campaign Strategy and Post-Campaign Summary.

Why do the reports submitted to Google need to be in English?

To standardize things for the Global Academic Panel, all reports are in English. This ensures all teams are judged fairly and equally by over a dozen academics from around the world. Remember, you can still run your AdWords campaigns in any language!

Will Google provide feedback on my students during the competition? Can I grade them based on your information?

Due to several reasons, particularly keeping the contest fair for all student teams, Google will not provide a team's Campaign Statistics or other feedback until all teams have completed their AdWords campaign. The grading for Campaign Statistics is a peer-to-peer ranking of all Challenge entrants. For the scoring to be fair, we need to wait until all teams complete their campaigns.

You may however, grade your students on the criteria for the two written reports, the Pre-Campaign Strategy and Post-Campaign Summary. Details for these reports are in this guide under the section titled 'Challenge Criteria and Grading'. Using the points system provided will allow you to determine team grades.

What team grading information will Google provide?

Google will not provide grades for the written reports. Google will provide team ranks on campaign statistics in July 2009. Please note your students and you must note the team CID number in order track each team's rank.

When will we know the winners?

Given the global nature of the contest and accommodating different class schedules, it will be July 2009 before announcing the regional and global winners.

Is there more information to come from Google?

Yes. Before the Challenge begins, Google will email you details on how to register your student teams, how to request the US\$200 student AdWords accounts and how your students submit their reports for judging.

Learning Objectives

At the end of the Google Online Marketing Challenge, your students should be able to:

- Given the opportunity, choose to discuss online marketing and media planning.
- Using examples, share the learning experience of group work and business consulting.
- Using examples, explain the following terms: banner advertisement, click-through-rate, conversion, landing page, optimization techniques, ROI and text advertisements.
- Using examples, contrast mass advertising and context-sensitive advertising.
- Using examples, contrast the advantages and disadvantages of three online advertising payment models: pay-per-click, cost per thousand impressions (CPM) and affiliate (refer to the Glossary at <https://adwords.google.com/support/bin/topic.py?topic=29>)
- Using examples, illustrate technical and cultural factors affecting the success of online advertising campaigns.
- Using examples, illustrate the difficulties of developing a web-based marketing campaign that will stand out among the billions of web pages available.

'You may also have specific learning objectives for your class. The Google Online Marketing Challenge is a great platform to help your students learn online marketing concepts – it's up to you.

Some quotes from professors, students and businesses that took part in the 2008 Challenge:

"The Challenge energized me and my students. The ability to work with a real-life client and spend "real money" on Google AdWords was unique and exciting."

"This experience has been one of the absolute highlights of my college experience; I wish more opportunities were available like this."

"Sharp minds, energetic marketers and a free AdWords budget. I would strongly recommend participating in the Challenge to any business."

"Students have first hand experience with real clients and real budgets to get real results. Is there a better way to gain experience with the real world?"

Managing Your Student Teams

- Divide the students into teams of three to six. You may let students self-select or mandate teams, possibly using demographics, academic year or work experience to balance the teams.
- You or the students recruit a Small-to-Medium sized business for each team. The business must have a website, not have used AdWords in the previous 6 months and be willing to work with your students.
- Student teams consult with the participating business to understand what the business does and what they want to achieve from online marketing. Teams will then create AdWord text ads and keywords that align with the business objectives.
- Student teams plan their AdWords schedule, any 21 consecutive days between the 26th of January and the 22nd of May.
- At least one week prior to the campaign, groups submit a four-page Pre-Campaign Strategy, containing a client overview and proposed AdWords campaign on criteria such as keywords, time of day and location. Google will send you details on how your students submit these reports before the Challenge begins.
- Teams set up their AdWords account based on directions in the student materials provided by Google. Professors will then request the US\$200 online advertising allocation for each student team (confirmation will be sent to professors and students when the account is ready to go).
- Teams implement their proposed Pre-Campaign Strategy, review their results frequently and adjust as necessary.
- Teams submit an eight-page Post-Campaign Summary no later than three weeks from the campaign's end. Details on how your students submit these reports to Google will be sent to you shortly before the Challenge begins.

Competition Timeline

- Your students can run their campaign over any 3 consecutive weeks between the **26th of January** and the **22nd of May, 2009**.
- Teams must submit their final report before **June 12th, 2009**.
- Global and regional winners are announced **July 2009**.

Suggested Timeline

How you teach your students online marketing and AdWords is up to you. You may vary from the suggested timeline but your students must:

- Run their campaign for three consecutive weeks between the 26th of January and the 22nd of May;
- Submit their Pre-Campaign Strategy no later than one week prior to the campaign and submit their Post-Campaign Summary no later than three weeks after the campaign has ended. All reports must be uploaded to Google no later than the 12th of June to be eligible for judging.

The details below are a guide. You may start things early if you like. For example, you might want to look for potential businesses immediately.

Opening Class	<ul style="list-style-type: none"> • Professors divide students into teams and nominate team captains • Professors send 'Student Guide' materials and the AdWords textbook to students in electronic format
Three weeks before the campaign	<ul style="list-style-type: none"> • Students submit their proposed business for Professor approval • Student teams create their AdWords accounts based on instructions by Google and provide details to their professor • Professors request the US\$200 credit to be applied to student accounts
Two weeks before the campaign	<ul style="list-style-type: none"> • Students confirm the selected business has read and agreed to the 'Letter to Businesses' included in their Student Guide • Students meet with their selected business to understand their goals
One week before the campaign	<ul style="list-style-type: none"> • Students upload their Pre-Campaign Strategy to Google, as well as submit to you and the business • Students set up the basics of their AdWords account (Students must not begin their campaign until after the 26th of January) • Lecturers may have students present their Pre-Campaign Strategy in class
Campaign runs for three weeks	<ul style="list-style-type: none"> • The campaign runs for three consecutive weeks between 26th of January and the 22nd of May • Students check their results, run reports and adjust their campaign accordingly
One to three weeks after the campaign has ended	<ul style="list-style-type: none"> • Students upload their Post-Campaign Summary to Google, as well as submit to you and the business • Lecturers may have students present their Post-Campaign Summary in class • After the 22nd of May, Google will contact you and the students to complete some optional post-participation surveys that Google may decide to anonymize and make public. Your help in gathering responses will be important to the ongoing improvement of the Challenge.
July 2009	<ul style="list-style-type: none"> • Global and regional winners announced

Selecting and Working with a Business or Organization

A major aim of the Challenge is to give students practical, real-life experience in their studies. With this in mind, the best way to work with businesses is for students to think of themselves as consultants, and the business as the client. Teams should aim to apply the same level of professionalism that a real-life consulting firm would.

Selecting the right business or organization is important. The right choice can range from one person focusing on their local region to a multi-office business servicing a few countries. A good idea is businesses between 1-100 employees.

Try to work with businesses relevant to the types of search queries that Google users conduct. A good example would be a traditional retail business, such as a home wares store, a vintage fashion store or a niche beauty store. You might want to try a few keyword searches for goods and services relevant to your potential business before making your final selection.

You should be aware that Google has content guidelines and will not run AdWords for sites promoting inappropriate items such as academic aids, some alcohol, bulk marketing, counterfeit designer goods or cigarettes. (Details available at <https://adwords.google.com/select/contentpolicy.html>)

Please note that the business or organization should not currently use AdWords in any capacity and not have had an active account within the last 6 months.

Tips on Businesses to Avoid

When searching for likely candidates, remember that you may compete against many companies who have large advertising budgets to spend on the same keywords you want to use. With this in mind, you might want to avoid businesses such as:

- Web Hosting
- Web Design Agencies
- Insurance Companies
- Mortgage Agencies
- Debt Consolidation Companies
- Multi-level Marketers – http://en.wikipedia.org/wiki/Multi-level_marketing
- Distributors
- Affiliate Companies – http://en.wikipedia.org/wiki/Affiliate_marketing

Also, please bear in mind that many big players in travel and finance have advertised and optimized their campaigns for years. They have significant online advertising budgets and experience. It might be tough for you to compete against them.

Please note: This isn't to say that AdWords isn't appropriate for these businesses – the point is that you have a limited budget and a limited timeframe so you might find it difficult to compete effectively using them as clients.

Finally, please note that the 'landing page quality score' of the website can affect your account performance. When selecting your business, to ensure their website is suitable, please read the landing page/website guidelines at <http://adwords.google.com/support/bin/answer.py?answer=46675&topic=9356>. For further information on websites that typically have poor landing page quality, please see <http://adwords.google.com/support/bin/answer.py?answer=66238>.

Teaching Resources

The best resource for teaching students about effective online marketing with AdWords is the 'Marketing and Advertising Using Google' textbook, which helps students learn AdWords and includes activities and learning objectives. You can download the textbook here – www.google.com/events/business_educators/files/MarketingAndAdvertisingUsingGoogle.pdf – or contact your representative with the textbook publisher Cengage (www.cengage.com), for a review copy of the book.

In addition, key online resources to help your students learn are:

Getting started

- Google AdWords home page for signing in and managing accounts
<http://adwords.google.com>
- A step-by-step guide to set up an AdWords account
<https://adwords.google.com/select/steps.html>
- A glossary of online advertising terms
<https://adwords.google.com/support/bin/topic.py?topic=29&ctx=rhsmodule>
- Wikipedia's entry for Google AdWords
<http://en.wikipedia.org/wiki/AdWords>

Managing and Optimizing an AdWords Account

- Optimization tips for success
<https://adwords.google.com/support/bin/static.py?page=tips.html>
- The Google AdWords Learning Center has multi-media and text based learning modules, including quizzes
<http://www.google.com/adwords/learningcenter/index.html>
- AdWords Help Centre
<https://adwords.google.com/support>
- Google AdWords Keyword Tool for selecting appropriate keywords
<https://adwords.google.com/select/KeywordToolExternal>
- Google Groups AdWords help is an online community dedicated to AdWords
<http://groups.google.com/group/adwords-help/>

Challenge Criteria and Grading

The Challenge has two written components and one computed component.

- Pre-Campaign Strategy
- Post-Campaign Summary
- Campaign Statistics

To select finalists, Google will compare Campaign Statistics across the population of competing student teams to determine the top teams. The proprietary Campaign Statistics algorithm, created by Google, considers over 30 different factors within an AdWords account to determine its online marketing effectiveness. The Campaign Statistics algorithm will determine the top 50 accounts in each region. Google AdWords experts will then apply an extra level of rigor to select the top five in each region.

Finally, an independent Global Academic Panel will review the Pre-Campaign Strategy and Post-Campaign Summary reports of the top five teams in each region to determine the regional and global winners. It takes great Campaign Statistics to make the regional top five, and then great written reports to win.

Over a dozen academics from all over the world helped develop the following criteria and grading for the written reports.

Written Report Format

All written reports should be in English and use the following formatting: 12-point Times font, 2.54cm page margins, A4 paper, left-justification, 1.5 line spacing. A4 paper is a standard paper size, in the 'Page Layout' section of most word processing programs.

Pre-Campaign Strategy (30 points total, maximum four pages, submitted in English)

In addition to assessment of Communication and Readability (5 points), the Pre-Campaign Strategy has two components. A Client Overview (12 points) helps your team craft and defend your draft AdWords Strategy (13 points). Combined, both components should be a maximum of four pages. Ideally, the groups would gather input from their clients in developing the Pre-Campaign Strategy. All groups must submit the Pre-Campaign Strategy to their professor and to Google.

Client Overview (12 points, about two pages)

This section provides a brief overview of the client and their marketing, as a foundation for the proposed AdWords Strategy.

- Client profile (2 points, a few sentences including some of the following. Please note that some clients may not want to share some information. You may note this in the report if this is the case)
 - Name, location
 - Sales and number of employees
 - Goods and services offered
 - Key online marketing personnel
 - Age of the company
 - url, website age, website management
 - Company presence and sales via online and offline channels
 - Other relevant information

- Market analysis (4 points, a couple of paragraphs including some of the following)
 - Current and potential customers
 - Current and potential competitors
 - Overview of the industry (key characteristics, competitive/saturated/mature)
 - Projected and historical online spend for the industry
 - Market position/specialties
 - Unique selling points of the goods/services offered
 - Seasonality of their goods/services or seasonality that the company has identified
 - Other relevant market information
- Current marketing (4 points, a couple of paragraphs including some of the following)
 - Website uses, e.g. sales, customer service
 - Website strengths and weaknesses
 - Website visibility, such as Google PageRank, incoming links, a few keyword search results, online advertising, and offline promotion of the url.
 - If available, summary information from Google Analytics or other third party web tracking software
 - Email campaigns
 - Offline advertising
 - Other online or offline marketing
- Conclusion on how the AdWords campaign should align with the client's business (2 points, a few sentences)

Proposed AdWords Strategy (13 points, about two pages including sample AdWords and keywords)
Based on an analysis of the client, their website and their marketing, teams should craft an appropriate AdWords Strategy and metrics for their campaign. The Proposed AdWords Strategy should include:

- Number of Ad Groups and the focus for each Ad Group
- Keywords and negative keywords
- Text for at least two AdWords versions for some Ad Groups
- Daily and weekly plans for spending their campaign budget
- Network(s) for their AdWords ads
- Target audience settings
- Ad Serving options
- Keyword Bidding
- Geotargeting
- Goals for impressions, clicks, CPC and CTR
- Proposed success metrics
- Other relevant information

Communication and readability (5 points)

The Pre-Campaign Strategy should have a logical flow, be easy to follow, use proper English and avoid grammatical mistakes.

Post-Campaign Summary (70 points total, maximum eight pages submitted in English)

The Post-Campaign Summary has three components, an Executive Summary (6 points), Industry Component (24 points) and Learning Component (20 points). The assessment also includes Communication and Readability (10 points), and relevant use of Tables, Figures and Charts (10 points).

Executive Summary (6 points, one page)

This stand alone document provides your client with a project snapshot and highlights four key factors:

1. *Campaign Overview* – a basic review of the project by introducing the campaign goals and operational details.
2. *Key results* – discuss the overall campaign performance as well as the performance of each ad group. Specifically, you will want to reference each group as well as the overall campaign. This section should provide a brief overview of the key metrics.
3. *Conclusion* – a clear synthesis of the content of the report and key items. This is your chance to tie together the entire package and focus the client's attention on the most important project aspects.
4. *Future Online Marketing Recommendations* – simple, actionable and well-justified advice on what your client should do in the future with respect to online marketing.

Develop the Executive Summary **after** you generate all other content, as it summarizes and will overlap with your content in the Industry Component.

Industry Component (24 points, maximum four pages)

This is the team's chance to share the results with their client and expand upon the Executive Summary. The ideal approach is to write the Industry Component first and then summarize this content for the Executive Summary. As a rule, you would include most if not all of your Charts, Tables and Figures in your Industry Component and cover the following areas:

1. *Introduction* – Overview the Industry Component section and introduce it's core content.
2. *Campaign overview:*
 - Review the major campaign goals (strategic goals as well as metrics: CTR, CPC, and Impressions, etc.) set prior to the project and discuss your general strategies for approaching each goal.
 - Operational details (campaign dates, money spent, ad groups used). Review the basic schedule and cost structure you followed, your methods for monitoring the account, etc.
3. *Evolution of Your Campaign Strategy:*
 - What were the major changes you made during the campaign and what led to these changes?
 - How did these changes affect your campaign?
4. *Key Results* – Summarize your results based on three weeks of data, such as:
 - Overall performance of the campaign and individual ad groups.
 - Discussions of performance of the initial campaign and changes in performance following your optimization efforts.
 - Discuss the keyword combinations that were effective and ineffective.
 - Highlight your success stories and make quick, but clear references to the failures you experienced.

- When discussing performance, refer to the metrics such as:
 - Impressions
 - Clicks
 - Click Through Rate
 - Average Cost per Keyword
 - Total Cost of Campaign
 - Other metrics provided by the client, such as conversions
- 5. *Conclusions* – Synthesize the Industry Component, tie together the entire package and focus the client’s attention on the key project aspects. Take this opportunity to repackage all the information from the data section to display your practical lessons learned to the client. The goal here is to develop a great transition that summarizes the critical results and starts to link these results to the future recommendations in the next section.
- 6. *Future Recommendations* – Provide simple actionable and well-justified advice on what your client should do in the future with respect to online marketing.

Learning Component (20 points, maximum three pages)

The teams’ reflection on what they learned should cover four points:

1. *Learning objectives and outcomes* – what did the team hope to learn? How well did the team meet their learning expectations? What else did they learn? What key outcomes will the team remember? What were the expected and unexpected outcomes from participating in the Challenge?
2. *Group dynamics* – what problems did the team encounter and more importantly, how did they overcome these problems? What were some of the expected and unexpected outcomes from working as a group?
3. *Client dynamics* – what problems did they encounter and as importantly, how did they overcome these problems? What were some of the expected and unexpected outcomes from working with the client?
4. *Future recommendations* – what would they do differently in the future to improve their campaign strategy, learning experience, group dynamics and client dynamics?

Communication and readability (10 points)

The Post-Campaign Summary should have a logical flow, be easy to follow, use proper English and avoid grammatical mistakes.

Charts, Tables and Figures (10 points)

Teams should intersperse relevant charts, tables, figures to illustrate their results. In addition, teams should label and refer to the charts, tables and figures in the body of the report.

Letter to Businesses

Teams *must* deliver the 'Letter to Businesses' to prospective clients. This important part of the process makes the business aware of the nature of the Challenge and what they can expect by agreeing to take part. All the business must do is verbally agree that they will allow the students to promote their site using Google AdWords. If the business contact does not speak English, student teams must communicate the content of the letter effectively enough for the business to understand.

Remember: student teams should think of themselves as consultants, and the business as the client. Make sure the business understands everything that will happen and how you will follow up with them once the campaign has completed.



1600 Amphitheatre Parkway
Mountain View, CA 94043
Phone: +1 650-253-0000
Fax: +1 650-253-0001

Hello!

You are receiving this letter because a student team has selected you to participate in the Google Online Marketing Challenge, a global student competition developed by professors from across the globe in collaboration with Google. The students who gave you this letter would like to help your business by developing a free online marketing campaign, using Google AdWords and online marketing principles, to improve and drive traffic to your website.

What is in it for your business?

This is an excellent opportunity for you to receive US\$200 of Google AdWords online advertising free, while hard-working students analyze your business from an online marketing perspective.

How does it work?

There is no cost to you. The students will receive US\$200 of free Google AdWords advertising and then work with you to devise an effective online marketing campaign. They will evaluate your current online marketing, outline a strategy, run a three week advertising campaign, assess the results and then provide you with recommendations to further develop your online marketing.

Although they might suggest ways to enhance your website, students will not control or alter your website in any way. Your student team will, however, use Google AdWords to drive traffic to your website.

What do you need to do?

First, you will need to agree with the students that you want to participate. Then, at a convenient time, meet with your student team to explain what your business does and what you want to achieve from online marketing. Ideally, you will take an active interest in the campaign, such as providing feedback on the proposed campaign strategy, interim campaign results and campaign changes. The students do all the work but the more you help them, the more you have to gain through a successful campaign.

To find out more about Google AdWords simply talk to your student team or visit www.google.com/adwords.

What happens after the campaign ends?

Once the campaign is over you are under no obligation whatsoever to continue with AdWords. However, if you believe Google AdWords is right for your business, make sure to send an email to onlinechallengebusiness@google.com. Google will provide you with a voucher for US\$50 free online advertising and help you continue your AdWords campaign in line with the student's recommendations.

For more information on the Google Online Marketing Challenge, please visit www.google.com/onlinechallenge.

Regards,

The Google Team

Terms and Conditions

1. In these terms and conditions: "Student" means a student who (a) is enrolled in an undergraduate or graduate course at any Higher Education Institute in any of the following regions: Americas, EMEA (Europe, Middle East or Africa) or Asia Pacific, and (b) studies under the direction of a professor (or similar senior academic) affiliated with the Higher Education Institute.

2. The Competition is open to all Students who are (a) in a class or student group which has been registered for the competition by their professor in accordance with clause 3, and (b) in a group of three to six other Students. Each Student may only be in one group. Employees (and their families) of Google Inc and any affiliates, as well as representatives or agencies of Google or other persons professionally connected with the Competition, are excluded. Residents and nationals of Iran, Syria, Cuba, Sudan, North Korea and Myanmar (Burma), and other persons and entities restricted by U.S. export controls and sanctions programs are not eligible to participate. Students who were members of winning teams in previous Google Online Marketing Challenges are also excluded from entering.

3. Professors must register their class using the online registration procedure accessible via www.google.com/onlinechallenge. Google will not accept registration requests received by any other route. The closing date for receipt of class registration requests by Google from professors is midnight GMT on 23rd January 2009.

4. Each Student group will select a business that (a) has a website, (b) is not already advertising using Google AdWords, (c) has not been selected by any other Student group, and (d) agrees to have a campaign devised and run for the purposes of the Competition.

5. Each Student group will be jointly and severally responsible for (a) ensuring that their selected business approves the campaign (including the creative(s)) in writing before the campaign is run live, (b) following the instructions given by Google to open a limited AdWords account for use by the group in the Competition, and (c) complying with the terms and conditions applicable to the AdWords programme (available at <https://adwords.google.com/select/tsandcfinder>) The AdWords account must not be used in connection with any advertising or marketing except the Competition campaign, and cannot be used after the Competition campaign has finished.

6. Google will give to each Student group free online advertising spend for Google AdWords worth USD200 for use in the Competition. The terms and conditions applicable to the AdWords vouchers are available at <https://adwords.google.com/select/tsandcfinder>.

7. Each Student group will:

a. upload to Google and submit to their professor a report outlining their online marketing strategy for their selected business ("Pre-Campaign Strategy") at least one week prior to the start of their campaign;

b. run the online campaign in accordance with the Pre-Campaign Strategy during a three week window, which must fall between midnight GMT on 26th January 2009 and midnight BST on 22nd May 2009 inclusive ("Competition Window");

c. upload to Google and submit to their professor a report assessing the results of their campaign, what they learned and how the business can improve its online marketing campaigns ("Post-Campaign Summary") within three weeks after the end of the campaign. Each report must be in the format set out in the "Guide to the Google Online Marketing Challenge" document distributed by Google;

d. in order to protect the Google brand and to promote a good experience for each selected business, each Student group undertakes to communicate to their selected business information about how the business can continue to use Google AdWords after the Competition, should the business so choose. The "Guide to the Google Online Marketing Challenge" will include a letter to be supplied to all participating businesses to help students do this quickly and easily.

8. Professors will ensure their students send copies of the Pre-Campaign Strategy and Post-Campaign Summary in electronic format to Google as directed in subsequent email communications. Google will not accept group reports by any other route. The closing dates for receipt of the documents by Google is midnight GMT on 12th June 2009. Reports received after this date will not be eligible for judging in the Competition. Student teams will submit reports one week before the campaign starts for the Pre-Campaign Strategy and three weeks after the campaign ends for the Post-Campaign Summary.

9. Google will use the campaign statistics to determine the top five teams in each of three regions (Americas, EMEA and Asia Pacific). An independent panel of academic judges will then review the Pre-Campaign Strategy and Post-Campaign Summary reports to select from these teams:

a. One winning Student group (the "Global Winner"); and in addition

b. Three regional winners (one Student group for each region, excluding the Global Winner) (each "Regional Winners"); based on the quality of the two written reports submitted by the Student groups (weighted in accordance with the judging criteria available in the "Academic Guide to the Google Online Marketing Challenge" available at http://www.google.com/onlinechallenge/academic_guide.pdf). Google will provide assistance as required to the judging panel in assessing any metrics/ effectiveness data.

In addition Google will use the campaign statistics to determine the top fifty Student groups in each region (outside of the Global Winner and Regional Winners) (each "Semi-Finalist").

10. The winners and their professor will be notified on or before 10th July 2009.

11. Global Winners' Prize. The Global Winners and their professor will win a week's holiday to San Francisco, USA, including a full day visit to the US Googleplex offices to meet the team that developed AdWords. The Global Winners' prize includes for each Student and their professor, travelling together, economy return flights from an airport in the country where their Higher Education Institute is located, seven nights' accommodation in San Francisco on a bed and breakfast basis, transfers from

San Francisco airport to the hotel and back, and a trip to Googleplex in Mountain View, California, but does not include any other transport and/or supplementary charges, the cost of other meals, personal expenses, incidentals, and/or ancillary products or services. Holiday to be taken within 12 months of date of notification, with date of holiday to be arranged with Google, subject to availability. In addition, each student in the Global Winners' team will receive a laptop to the value of approximately USD\$2,500. Actual retail value of the Global Winners Prize for the team approximately USD\$35,000, but may vary depending on the region from which winners are flying.

12. Regional Winners' Prize. The Regional Winners and their professor will be invited to spend a day at a major Google office within their region. The Regional Winners' prize includes, for each Student and their professor travelling together, economy travel to the chosen Google office, plus 1 night's hotel accommodation near the Google office, and meals during the stay. Trip to be made within 12 months of date of notification, with date of the trip to be arranged with Google, subject to availability. In addition, each student in the Regional Winners' team will receive a laptop to the value of approximately USD\$1,300. Actual retail value of each Regional Winners' Prize for each team approximately USD\$8,000, but may vary depending on the locations from and to which winners are travelling.

13. Semi-Finalists' recognition. Each student in a Semi-Finalist Student group will receive a personalized certificate noting their status as a semi-finalist in the Challenge.

14. After the winners have been announced, Google will grant recognition by mentioning or otherwise featuring the names of all participating Higher Education Institutes and winning Student groups on the Competition website maintained by Google.

15. In submitting a report during the Competition, each Student jointly and severally with his/her fellow group members warrants that the group or a member of the group wrote the report and the campaign creative(s) and is the owner of the copyright in it, and that each member of the group consents to its being used in whole or in part within future Google communications, in whatever way Google sees fit, including for press and media purposes. If the group is not the copyright owner, the group represents and warrants that it has obtained the consent of the owner(s) to use the report and the campaign creative(s) in the manner set out in these terms without any payment.

16. Google accepts no responsibility for entries lost, delayed, damaged, defaced, or mislaid, howsoever caused.

17. Reports or other documents sent to Google or the judging panel during the course of the Competition will not be returned. Only one entry per Student group.

18. The winners may be required to sign, notarize and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited by law) and provide any additional information (such as social security number) that may be required by Google. Except where prohibited by law, each winner must return all such required documents within seven (7) days following attempted notification or prize may be forfeited.

19. There is no cash alternative and the prizes must be taken as offered. Google reserves the right to substitute prize(s) of an equivalent value should the prizes become unavailable for any reason. If the winning group is not able for whatever reason to accept their prize then Google reserves the right to award the prize to another participant.

20. It is the responsibility of each Student who is rewarded with a prize involving travel, to ensure that he/she holds a valid passport and visa (if required) and travel/ medical insurance. Acceptance of the prize is subject to permission from a parent or legal guardian if applicable.

21. If you are a professor, by registering your class in the Competition you (a) agree to be involved in media activity (including any press interviews which Google may reasonably arrange) regarding the Competition, and (b) you represent and warrant that your school permits Google to mention the school, and to include in offline and online marketing materials the school's logo or other brand identifiers.

22. If you are a Student, by participating in the Competition, you agree to be involved in media activity (including any press interviews that Google may reasonably arrange) regarding the Competition.

23. Any personal information collected during the course of the competition by Google will only be used for administering this Competition.

24. By entering:

a. participants release and hold harmless Google and its respective parent, subsidiaries, affiliates, directors, officers, employees, panellists and agents from any and all liability for any damage, loss or delay (including personal injury and death, and property damage) resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize, participation in this Competition, or while travelling to, preparing for, or participating in any prize-related activity, except for personal injury or death caused by Google's negligence or any other liability which cannot be excluded by applicable law, and

b. grant to Google the right to use and publish their proper name and winning entry online, in print and in any other media in connection with the Competition. Google will not be responsible for any damage, loss or delay incurred by any business which agrees to have a campaign devised and run for the purposes of the Competition, except for personal injury or death caused by Google's negligence or any other liability which cannot be excluded by law.

25. Void where prohibited by applicable law.

26. To request a copy of these rules and/or the winners' list please write to Google at the address below.

27. Promoter and Data Controller: Google (mail to: Google Online Marketing Challenge), Belgrave House, 76 Buckingham Palace Road, London SW1W 9TQ, UK.