



Google Online Marketing Challenge

[ACADEMIC GUIDE]

Google™

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Hello!

Thank you for making your class part of the 2008 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 and 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. In addition, the global and regional winners will likely receive media attention for themselves and their institutions.

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 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 the online version of this guide and available at www.google.com/onlinechallenge/lettertobusinesses.pdf. 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 available 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 supplied to you in electronic and hardcopy format, and to all students in electronic format.

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 itself, we recommend you review the competition website. If you cannot find your answer there, you can email onlinechallenge@google.com with questions on the Challenge only. AdWords questions will not be answered from this mailbox.

Regarding help with AdWords, if you and your students are really stuck, we have email support to help. Please note that contacting email support should be a last resort. There will be up to a 48-hour turnaround for a response. If you need a quick answer, we recommend you search through the resources we provided first.

If you do require email support, please send your query to your appropriate regional mailbox below.

- onlinechallengesupport+APAC@google.com for Asia Pacific
- onlinechallengesupport+AMERICAS@google.com for North, Central and South America
- onlinechallengesupport+EMEA@google.com for Europe, the Middle East and Africa

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 two-page Pre-Campaign Strategy and a ten-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 a selection of 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 is not able to provide a team's Campaign Statistics or other feedback until all teams have completed their AdWords campaign. The grading for Campaign Statistics is performed on a peer-to-peer ranking of all entrants in the Challenge so for the scoring to be fair, we need to wait until all teams have completed 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 entitled 'Challenge Criteria and Grading'. Using the points system provided will allow you to determine team grades.

When will we know the winners?

Given the global nature of the contest and accommodating different class schedules, it will be July 2008 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 about various online marketing concepts – it's up to you.

Some quotes from participating professors:

"This contest has the potential to get students in the flow state while teaching them the very latest direct marketing techniques."

Charles Hofacker
Florida State University, USA

"The competition fits perfectly into my course on Media Management. It combines theory and practice and will be really fun for students!"

Berthold Hass
University Koblenz-Landau, Germany

"Students get cutting edge experience and businesses get free online advertising. Lecturers have great class discussions and might learn something new!"

Jamie Murphy
University of Western Australia

Managing Your Student Teams.

- Divide the students into teams of four 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 use AdWords and 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 10th of February and the 24th of May.
- At least one week prior to the campaign, groups submit a two-page Pre-Campaign Strategy, containing a client overview and proposed AdWords campaign strategy on criteria such as keywords, time of day and location. Details on how your students submit these reports to Google will be sent to you shortly before the Challenge begins.
- Students receive their US\$200 online advertising allocation (based on access details provided by Google to the professor) and set up their AdWords account based on directions in the student materials provided by Google.
- Teams implement their proposed Pre-Campaign Strategy, review their results frequently and adjust as necessary.
- Teams submit a ten-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 **10th of February** and the **24th of May 2008**.
- Teams must submit their final report before **June 14th, 2008**.
- Global and regional winners are announced **July 2008**.

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 10th of February and the 24th 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 14th 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• Professors request access for the student teams to open their AdWords accounts and distribute details to team captains
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 10th of February)• 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 the 10th of February and the 24th 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
July 2008	<ul style="list-style-type: none">• Global and regional winners announced

Selecting and Working with a Business or Organization

One of the major aims of the Challenge is to give students practical, real-life experience as part of their studies. With this in mind, the best way to work with businesses is for the student teams 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 on sites that promote inappropriate items such as academic aids, 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.

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. As you have a limited budget and a limited timeframe, a few businesses you might want to avoid are:

- 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.

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 will be the 'Marketing and Advertising Using Google' textbook supplied to you in electronic and hardcopy format, and to all students in electronic format. This textbook helps students learn about AdWords and includes activities and learning objectives. You can download additional copies of the textbook here – www.google.com/events/business_educators/files/MarketingAndAdvertisingUsingGoogle.pdf.

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

When selecting finalists, Google will compare all Campaign Statistics across the population of students taking part in the competition 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 in the process for selecting top teams. They will be examining the Campaign Statistics to select the top 5 in each region.

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

Academics from all over the world helped develop the following criteria and grading for the written reports. These details will also be supplied to students as part of their guide.

Written Report Format

All written reports should use the following formatting: 12-point Times font, one-inch or 2.54cm page margins, A4 or letter-sized paper, left-justification, 1.5 line spacing.

Pre-Campaign Strategy (25 points total, maximum two pages, submitted in English)

The Pre-Campaign Strategy starts with a Client Overview of under a page, to help your team craft and defend their draft AdWords Strategy. Both reports combined should be a maximum of two pages. All groups must submit the Pre-Campaign Strategy.

Client Overview (8 points, about one-half to two-thirds of page)

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

Client profile (1 point, a sentence or two including some of the following. Please note that some clients may not want to share some information. It should be noted in the report if this is the case)

- Name, location, url
- Sales and number of employees
- Goods and services offered
- Key online marketing personnel
- Age of the company
- Company presence and sales via online and offline channels
- Other relevant information

Market analysis (3 points, about a paragraph 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 (3 points, about a paragraph 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 (1 point, a sentence or two)

Proposed AdWords Strategy (12 points, about one and one-half pages)

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 could include:

- Number of Ad Groups and the focus for each Ad Group.
- Keywords and negative keywords
- Text for at least two AdWords versions for each Ad Group
- 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 report should use proper English, avoid grammatical mistakes, have a logical flow and be easy to follow.

Post-Campaign Summary (75 points total, maximum ten pages submitted in English)

The Post-Campaign Summary has an Industry component, Learning component and Appendix for Tables, Figures and Charts.

Industry component (24 points, maximum four pages)

This is team's chance to share the results with their client. This component begins with a one-page Executive Summary covering four points:

1. *A campaign overview*
2. *Key results*
3. *Conclusions*
4. *Recommendations for your client's future online marketing*

Teams have an additional three pages to expand the four points noted in the Executive Summary.

Learning component (24 points, maximum four pages)

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

1. *Learning objectives and outcomes* – what did the team hope to learn and how well did the team meet their expectations. What else did they learn?
2. *Group dynamics and client dynamics* – what problems did they encounter and more importantly, how did they overcome these problems?
3. *The evolution of their campaign strategy* – teams describe how the strategy changed and what led to those changes.
4. *Future recommendations* – what would they do differently in the future to improve their campaign strategy, learning experience, group dynamics and client dynamics? This should also address next steps for the client if they want to continue with online marketing and AdWords.

Appendix (12 points, maximum two pages)

Teams are welcome to use charts, tables, figures and other ways to illustrate your results.

Communication and readability (15 points)

The report should use proper English, avoid grammatical mistakes, have a logical flow and be easy to follow.

Letter to Businesses

Teams *must* deliver the 'Letter to Businesses' to prospective clients. This is an important part of the process and 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, to 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 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 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 of the Challenge

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 four 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.
3. Professors must register their class using the online registration procedure at http://services.google.com/events/marketing_challenge_2007. 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 1st February 2008.
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/tsandcsfinder>). 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/tsandcsfinder>.
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 10th February 2008 and midnight BST on 24th May 2008 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 14th June 2008. 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 region. An independent panel of academic judges will then review the Pre-Campaign Strategy and Post-Campaign Summary reports to select:
 - a. One winning Student group (the "Global Winner"); and in addition
 - b. Three regional winners (one Student group for each of the Americas, EMEA and Asia Pacific) (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 "Guide to the Google Online Marketing Challenge"). Google will provide assistance as required to the judging panel in assessing any metrics/ effectiveness data.
10. The winners and their professor will be notified on or before 14th July 2008.
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 a five-star hotel 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. Actual retail value of the Global Winners Prize approximately USD\$20,000, 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 their local Google office. The Regional Winners' prize includes, for each Student and their professor travelling together, travel to the local 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. Actual retail value of each Regional Winners' Prize approximately USD\$5000, but may vary depending on the location from which you are travelling.
13. Odds of winning dependent on the number of entries.
14. After the winners have been announced, Google will grant recognition of winners and finalists by:
 - a. Distributing certificates of participation and Google branded merchandise for all Students selected by Google under clause 9; and
 - b. Mentioning or otherwise featuring the names of participating Higher Education Institutes, 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/ 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, panelists 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, Belgrave House, 76 Buckingham Palace Road, London SW1W 9TQ, UK.