



Google Online Marketing Challenge

[STUDENT GUIDE]



Contents

Hello!	3
Frequently Asked Questions	4
Suggested Timeline	7
Selecting and Working with a Business or Organization	8
Learning About Online Marketing and Google AdWords	9
Challenge Criteria and Grading	10
Letter to Businesses	13
Terms and Conditions of the Challenge	15

Hello!

Thank you for being part of the 2008 Google Online Marketing Challenge. This guide, along with the supplied 'Guide to Running Your AdWords Account' and 'Marketing and Advertising Using Google' textbook, helps your team learn about AdWords, online marketing and how to compete in the Challenge.

You will need other information besides this Guide. Your professor will provide you with details on how to register your US\$200 student AdWords account and how your team will submit their reports for judging.

Good luck!

The Google Team

Frequently Asked Questions

You may have many questions about the Challenge. Your best place to find answers will be on the Google Online Marketing Challenge Website at www.google.com/onlinechallenge/faq.html. For now, here are answers to the main questions you might have.

What if my class supervisor isn't a professor?

To keep things simple, we use the term 'professor' to refer to any academic supervising student teams in The Challenge. For example, you might have a lecturer or a researcher.

What are my professor's responsibilities as supervisor?

Ideally, your professor will mentor and work with you to ensure you have a solid understanding of online marketing and The Challenge. They are responsible for ensuring you receive Challenge materials, select an appropriate business and submit your reports on time. Beyond that it's up to them. Some might like to run a competition among your class teams 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. In addition, the global and regional winners will 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 choose, 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 <http://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.

Please note that you are acting as online marketing consultants and your role is to provide a service to the business. They are under no obligation to follow your recommendations and you should not always expect them to do as you say. The implications of acting as business consultants is a key learning objective of The Challenge.

What resources are available to help?

The best resources are the 'Marketing and Advertising Using Google' textbook and the 'Guide to Running Your AdWords Account' supplied to you alongside this document.

In addition, in this document you'll find a list of key online resources in the section titled 'Learning about Online Marketing and Google AdWords'.

What kind of AdWords advertising should I be running?

There are various ad formats available to AdWords advertisers, however for this competition we will only evaluate your text ads. In some cases, your business may want to use other formats such as image or video ads, but please note that these results will not count in the Challenge and will cost you some of your budget. We encourage you to focus your efforts on text ads only.

What support is Google providing?

If you have questions around the Challenge itself, we recommend you talk to your professor.

For help with AdWords, 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 your 'Guide to Running Your AdWords Account' and your 'Marketing and Advertising Using Google' textbook 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

Please note that this support is only available during the campaign window period of the 10th of February to the 24th of May 2008.

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 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 Campaign Statistics across the population of students teams 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.

Should I be working towards, clicks, CTR or Impressions, etc?

Clicks and impressions are important elements of your campaign but there is no single, perfect AdWords account. The aim of The Challenge is to help you learn about developing sound online marketing strategies, so you should structure your AdWords account depending on the goals you agreed with your selected business. The amount of clicks you receive and the click-through rate (CTR) can be good indications of how interesting and useful users find your AdWords ads. However, in some cases a placement targeted campaign with a focus on accruing impressions on the right sites with the right audience can be equally important. As you see, it depends on what your selected business wants to achieve.

The competition is not about any one particular AdWords statistic, rather how you interpret and react to the results during the campaign, as well as afterwards in your Post-Campaign Summary. Think about how your results aligned with the goals of your selected business and changes you recommend.

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!

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.

What other information do I need?

Your professor should have provided you with the following documents:

- 'Guide to Running Your AdWords Account'
- 'Student Guide to the Google Online Marketing Challenge' (this document!)
- 'Marketing and Advertising Using Google' textbook

There is still more information you will need besides this Guide. Your professor will also provide you with detail on how to register your US\$200 student AdWords account and how your team will submit their reports for judging.

Suggested Timeline

Your professor will decide your class schedule but you should be aware that your team will need to follow this rough timeline.

- **Nominate a team captain.** Professors will arrange for the student teams to receive their US\$200 AdWords accounts. Your professor will receive instructions from Google and let you know next steps, but you'll need to choose a team captain as part of this process.
- **Select a business to work with.** Your team must agree with your professor on who you will be working with. You will need to present the business with a copy of the 'Letter to Businesses' (included with this guide) and have them verbally agree to work with you.
- **Meet with your business and write your Pre-Campaign Strategy.** To be successful in the Challenge, you will need to understand what the business does and what it hopes to achieve from online marketing. Allocate time to meet with them, write your Pre-Campaign Strategy and submit it to your professor and Google before you start your campaign. (Instructions on how to submit your reports to Google will be provided to your professor).
- **Set up your AdWords account and begin your campaign.** Once you receive your US\$200 account access, you should review the 'Guide to Running Your AdWords Account' for details on how to structure your account. Your campaign must run for three consecutive weeks between the 10th of February and the 24th of May. Over these three weeks your team will check the results, run reports and optimize your campaign.
- **Write your Post-Campaign Summary.** Within three weeks after your campaign has ended, your team will write and submit a Campaign Summary to your professor and Google. This report must be submitted to Google no later than the 14th of June 2008 or your team will not be considered for regional and global judging. (Instructions on how to submit your reports to Google will be provided to your professor). Remember: Google MUST receive both your Pre-Campaign Strategy and Post-Campaign Summary on time!
- **Submit your recommendations to your selected business.** Once your campaign is over and your reports are complete, make sure you submit your recommendations to your selected business. If you and the business believe Google AdWords is right for them, they should send an email to onlinechallengebusiness@google.com requesting that they would like to begin their own AdWords campaign in line with your recommendations.

Selecting and Working with a Business or Organization

A major aim 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 to think of yourselves as consultants, and the business as the client. You 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. With this in mind, there will be some businesses you might want to avoid as part of the Challenge:

- 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. 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>

Learning about Online Marketing and Google AdWords

The best resources for creating an effective online marketing campaign with AdWords will be the 'Marketing and Advertising Using Google' textbook and the 'Guide to Running Your AdWords Account' supplied to you alongside this guide. These documents help students learn about AdWords' role in online marketing and include tips, activities and learning objectives.

You can download the textbook here -

http://www.google.com/events/business_educators/files/MarketingAndAdvertisingUsingGoogle.pdf

In addition, here's a list of key online resources you should refer to:

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 Center
<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/>

Competition Timeline

- You can run your campaign over any three 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**.

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 student teams 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 to select the top five in each region.

Once the top five in each region have been chosen, an independent Global Academic Panel will 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.

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 to their professor and to Google.

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 their 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 you to promote their site using Google AdWords. If the business contact does not speak English, you must communicate the content of the letter effectively enough for the business to understand.

Remember: you should think of yourselves as consultants, and the business as the client. That is, you work for the business and not the other way around. Make sure the business understands everything that will happen and how you will follow up with them once the campaign ends.



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.