

***Google and WPP marketing research award program
advances into second round of grants***

***Work continues to examine digital marketing
and how it impacts offline marketing***

NEW YORK, March 16, 2010 — **WPP [NASDAQ: WPPGY]** and **Google [NASDAQ: GOOG]** have announced that their jointly funded award program, which supports research into how online media influences consumer behavior, attitudes and decision making, has recognized 11 projects for its second round of grants.

In 2009, WPP and Google had agreed to dedicate up to \$4.6 million over three years to fund the *Google and WPP Marketing Research Awards Program*. The program's goal is to help some of the finest minds from academia to collaborate with the marketing community and client partners of both WPP and Google on outstanding research designs. For a full listing of first round studies and to learn more about program, visit <http://research.google.com/university>

The program is overseen by Professor John Quelch, senior associate dean of Harvard Business School and a non-executive director of WPP; Dr. Hal Varian, Google's Chief Economist; and Professor Glen Urban, former dean of the Sloan School of Management at the Massachusetts Institute of Technology. This committee made final decisions on the second-round proposals to be funded and will guide the project implementation process for the winning submissions.

The researchers and affiliated academic institutions participating in this second round of supported projects are:

- Michael Smith and Rahul Telang, Carnegie Mellon: Channels and Conflict: Efficient Marketing Strategies for Internet Digital Distribution Channels.
- Chrysanthos Dellarocas, Boston University and William Rand, University of Maryland: Media, Aggregators and the Link Economy: An Analytical and Empirical Examination of the Future of Content.
- Anita Elberse, Harvard University and Kenneth Wilbur, Duke University: What Is the Right Mix Between Offline and Online Advertising? A Study of the Entertainment Industry.
- Arun Sundararajan, NYU and Gal Oestreicher-Singer, Tel Aviv University: The Breadth of Contagion of the Oprah Effect: Measuring the Impact of Offline Media Events on Online Sales.

- Yakov Bart, Miklos Sarvary, Andrew Stephen, INSEAD: Consumer Responses to Mobile Location-Based Advertising.
- V Kumar, Vikram Bhaskaran and Rohan Mirchandani, Georgia State University: Measuring the Total Value of a Customer through Own Purchases and Word of Mouth Referrals: A Field Study in India.
- Alan Montgomery and Kinshuk Jerath, Carnegie Mellon: Predicting Purchase Conversion from Keyword Search Using Associative Networks.
- Shawndra Hill, University of Pennsylvania and Anand Venkataraman, 33Across: Collective Inference for Social Network-Based Online Advertising.
- Anindya Ghose, NYU: Modeling the Dynamics of Consumer Behavior in Mobile Advertising and Mobile Social Networks.
- Jane Raymond, Bangor University: The Importance of Relevance: Cognitive Science Research on Distraction by Advertisement on the Internet.
- Koen Pauwels, Dartmouth, Oliver Rutz, Yale, Shuba Srinivasan, Boston University and Randolph Bucklin, UCLA: Are Audience-Based Online Metrics Leading Indicators of Brand Performance?

An event to highlight the new round projects is being planned for November. Please go to <http://research.google.com/university> for more information.

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