



WORLD COM PUBLIC RELATIONS GROUP PARTNERS WITH VOXPOPME TO LAUNCH “ISSUES INSIGHTS” CAMPAIGN

Inaugural Installment Asks PR Leaders To Weigh In On The Launch Positioning Of Google's New Alphabet Brand

NEW YORK – August 25, 2015 – The Worldcom Public Relations Group, a global partnership of the most experienced independent public relations firms in the world, announced the launch of a new campaign capturing the real-time perspectives and opinions of leaders on key communications issues in the news.

Powered by VoxPopMe, a video platform that allows brands to capture instantaneous feedback from any audience, the Worldcom Issues Insights campaign provides a forum for the Worldcom’s senior team to deliver insightful commentary and strategic analysis on news events with significant public relations and brand implications.

The first installment of Worldcom’s Issues Insights addresses Google’s recent announcement regarding the reorganization of the company and the creation of a new holding company called Alphabet. A survey of Worldcom’s Americas Region offices revealed that 90 percent of respondents viewed the communication strategy supporting the reorganization and launch of Alphabet as a success. To see the video response compilation, please visit <https://youtu.be/dFmrCyOSr2g>.

While communications industry professionals almost unanimously praised the communications behind the launch, they were more split with the introduction of the dot-xyz domain over a dot-com. Approximately 61 percent of those surveyed viewed the choice of dot-xyz as a misstep, citing the credibility associated with a dot-com domain as vitally important when launching a company. In addition, all PR practitioners surveyed did not view the new structure as a potential barrier to further innovation, citing that investors will now put more scrutiny on Alphabet’s other ventures.

“The vast geographic, discipline and industry expertise of Worldcom makes our senior leaders uniquely suited to provide relevant insights into many of the pressing strategic PR and marketing issues faced by today’s brands,” said Jonathan Bloom, marketing chair of Worldcom Public Relations Group Americas Region and CEO of McGrath/Power Public Relations & Communications, San Jose, CA. “Alphabet should provide all of Google’s many ventures with the dexterity and room for growth needed to spur further innovation without risking damage to the well-established Google brand.”

About The Worldcom Public Relations Group

The Worldcom Public Relations Group is the world's leading partnership of independently owned public relations firms, with 143 offices employing some 2,000 staff in 115 cities across six continents. In total, Worldcom partners reported combined revenue of US\$288 million last year from 3,034 clients. Established in 1988, the group was formed so that the strongest, most capable independent firms could deliver immediate impact and sustained value through the intelligent use of communications – wherever in the world a client needs support. Partners serve national, international and multinational clients, while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic areas in which they operate. www.worldcomgroup.com

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