
.BRAND Strategy and Status

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Jannik Skou, Partner

Domain Strategy for .Brand TLDs

Approach

I. Define Goals – and KPIs

Brand Protection
(and promotion!)

Less cybersquatting/fraud
Enhanced Consumer Trust and
Safety

KPIs

Traffic
Client feedback
Lower Costs
SEO

II. Implementation

PHASED roll out plan

1. Test sites
2. Campaigns
3. Translate "legacy" TLDs into .brands
4. only .brand for campaigns, new sites, and for SEO
5. Deletion of obsolete gTLDs and ccTLD
6. Transition from .com to .brand?

Status of .brands

Ready – but still waiting for ICANNand Google/Amazon?

Our clients have just launched (.BMW, .MINI, .SPIEGEL, .EMERCK) or are about to launch

Still no release of two-letters and country names

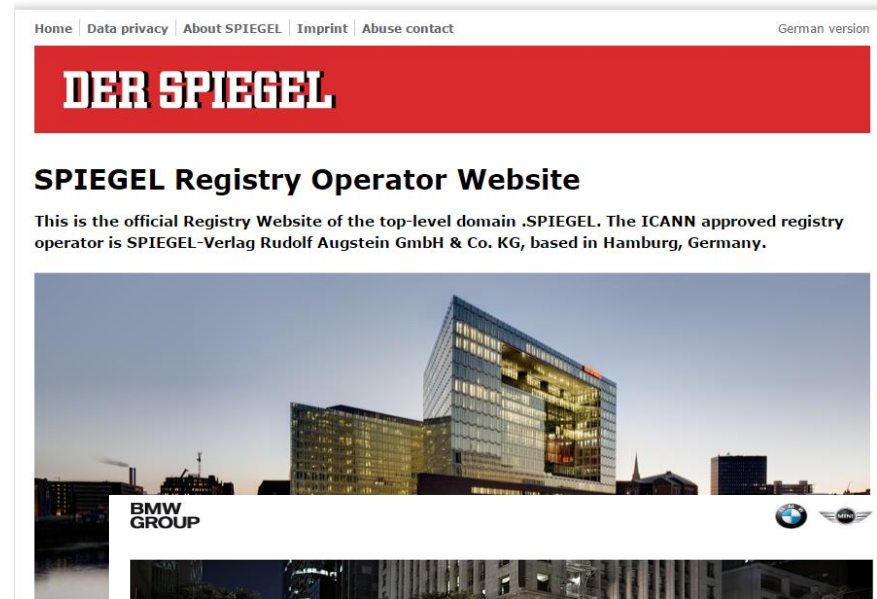
Prior to that – uncertainty and dealy related to Name Collision, Spec 13, GAC, digital archery etc.

Challenge to keep involvement from Marketing and Communication departments ...

Now – strategies are being finalized and phased implementation plans ready to start...

Still keeping an eye on Google, Amazon...

LONG TERM GOAL – ALWAYS SEARCH FOR .BRAND



Registry Operator Website for the .MINI Top-Level Domain