



.eu promotion for registrars

Conference for ccTLD registries and registrars of CIS
Samara (RU) – September 2010

Joke Braeken, Deputy Manager External Relations

Challenges & objectives

Challenge

- ❑ TLDs are not the easiest product to advertise!
- ❑ Intangible products that cannot be seen, tasted, felt, heard or smelled
- ❑ Well integrated in our daily life, but still many people are not aware of them
- ❑ A big marketing challenge!

Objectives

- ❑ Increase registration volumes
- ❑ Consolidate registered volumes
- ❑ Raise awareness
- ❑ Value the domain
- ❑ Outreach ad-hoc customer groups

EVENTS FOR REGISTRARS

2010 Registrar Lunches



- ❑ Regularly hosted in various locations throughout Europe
- ❑ An opportunity to get all the latest .eu updates and share perspectives on EURid and .eu

28 May: Italy, Rome



1 June: Sweden, Goteborg



November: Greece, Athens



5 November: Poland, Warsaw



11 November: Czech Republic, Brno



18 November: Netherlands, Amsterdam



19 November: United Kingdom, London



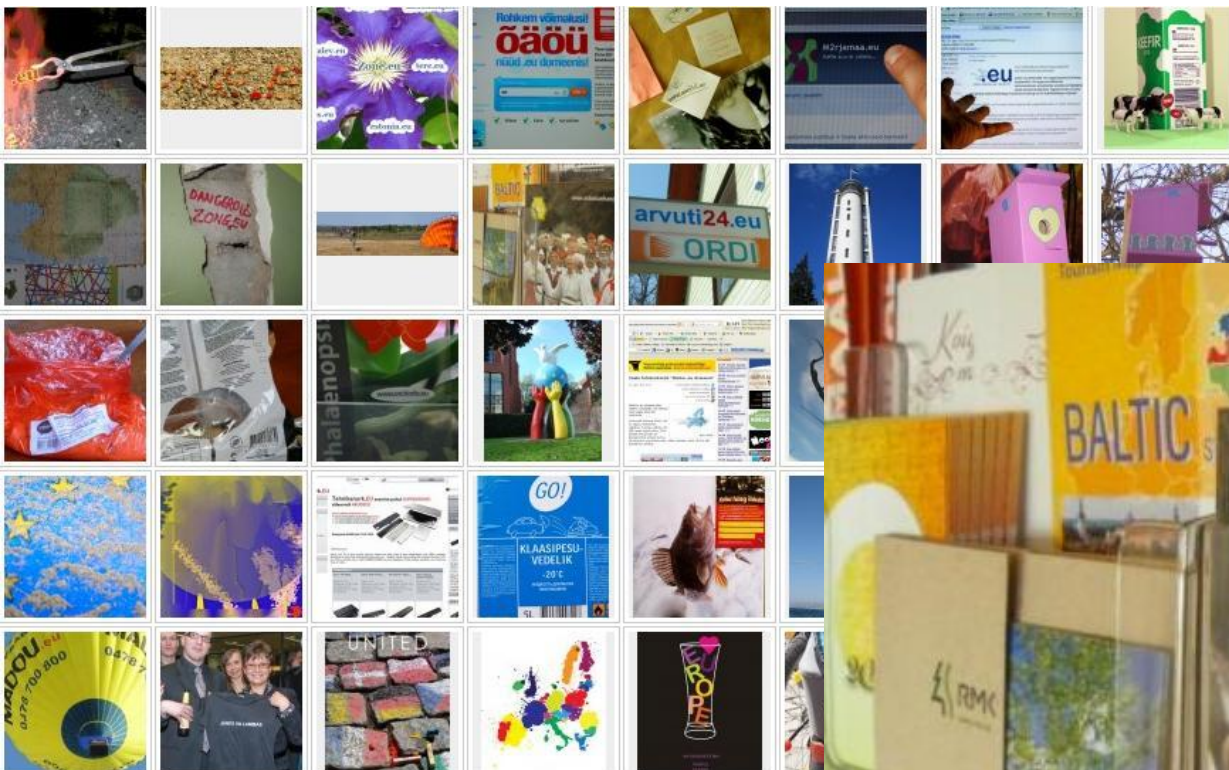
25 November: Germany, Munich

Annual Registrar Meeting

- ❑ Bringing together EURid and representatives from the worldwide .eu registrar community
- ❑ Achievements and challenges are reviewed, allowing reflection and discussion on key issues
- ❑ Live webcast available
- ❑ 20/06/2010 RAM held in Brussels. Agenda:
 - Introduction, statistics and the way ahead - Marc Van Wesemael
 - DNSSEC live - Peter Janssen
 - Marketing .eu: present and future initiatives - Giovanni Seppia
 - Multiyear Registrations - Dimitri Geshef

PARTNERING WITH REGISTRARS

Picture contest in Estonia



Fotokonkurss "Märka .eu domeeni"

Suured rahvusvahelised firmad nagu Gucci, Hyundai, Pioneer, Versace ja Eesti firmad nagu Kalev ja Selver on ainult mõned nendest, kes kasutavad .eu domeenilaiendit. Selle fotomängu eesmärgiks on panna fotohuvilisi nets, linnas või metsas olevaid .eu domeene märkama. Saada pilt delfi.ee keskkonda ja võida kruisi kaastasega Skandinaavia pealinna Stockholm. Kruisi aeg jääb võitja valida.

Kaks võitjat valib välja .eu domeeniregister EURid ja .eu domeeni ametlik registripidaja Eestis, ZONE EU.

Millist fotot konkursile ootame?

Konkursile ootame fotot, mis on rabav, kübkestav, naljakas, huvitav, põnev või kõik need asjad kokku. Meie spetsialistide žürii hindab foto juures nii domeeninime ennast kui ka situatsiooni ning keskkonda, milles domeen asub või kus pilt domeenist võetud. Keelatud pole ka lavastused – nii, et lase oma fantaasial lennata. Peamine, et foto žüriile huvitav tunduks. Ainus tingimus on see, et domeen peab olema REAALSELT registreeritud. Pildistada võib reklaambännereid, kaubikuid, vaateaknaid, ridehilpe, slõuganeid, logosid või mida iganes, kus EU domeeni parasjagu kujutat on.

Kui kaua konkurss kestab ja kuidas saan osaleda?

Fotomäng "märka .eu domeeni" kestab 15.03-15.04.2010 ning selles osalemiseks laadi oma foto pilt delfi.ee konkursikeskkonda. Lisa oma fotole lühike kirjeldus selle kohta, kus täpselt ja millal on foto üles võetud. Iga osaleja võib konkursile saata kolm fotot.



Co-participation at fairs



Flexible Promo Credit Programme

- ❑ Launched in 2009, valid until 31 March 2011
- ❑ 1 promo credit for each new .eu domain name registered during an earning period
- ❑ 1 credit = 1 new .eu registration free of charge during a cash-in period
 - Renewals do not qualify
 - Domain names need to have been available for at least 24 hours
- ❑ Earning periods: 3 to 12 full months
Cash-in periods: 1 to 3 full month

- ❑ Funds automatically deposited into registrar's marketing accounts
 - new .eu registrations: 1.50 euro
 - .eu renewals: 0.35 euro
- ❑ Any domain names registered (at least 24 hours after released from quarantine) or renewed since 1 January 2009
- ❑ Funds used to reimburse up to 50% of the eligible costs of approved marketing campaigns



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united domains

EURid



Evropský balíček
speciální nabídka pro studenty platná do 31.12.2009:
virtuální dedikovaný server VDS Student a EU domain za 499,- měsíčně

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WWW.DOMENA.CZ - REGISTRACE A SPRÁVA EU DOMÉN

LITERATURE

8 reasons to choose .eu

Available on the EURid Registrar Extranet:

- To be downloaded
- To be ordered in its standard version
- To be customised with the Registrar logo

.eu shows that you are European

"The .eu domain name was very important to Hyundai Heavy Industries Europe. Our company name says enough: We distribute our machines all over Europe. We moved from Hyundai.be to Hyundai.eu. In the last months we can see an increase in the number of visitors. The .eu is gaining in popularity."

Jan Coemans, Hyundai.eu

.eu is practical

"What we see in the food industry is that for most companies, the market has become more and more European or even global. And very often they want to put one product with one package on all these different markets. In order to save space, sometimes you can put some of the information on a website rather than directly on pack. In that case, a .eu website is very useful to reach all these consumers at once."

Jup van't Veld, Monchoix.eu

.eu equals quality

"UniCredit Group is the third-biggest European banking group, with a presence in 23 European countries. To me, the .eu domain name carries a very strong subconscious connotation of the best in Europe."

Marc Beckers, UniCreditgroup.eu



8 reasons to choose .eu

The .eu domain is exclusively for residents of the European Union. It offers a single European identity on the internet for 500 million Europeans in 27 different countries.

EURid

The European Registry of Internet Domain Names

www.eurid.eu

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B-1831 Diegem, Belgium
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info@eurid.eu
www.eurid.eu



EN

8 reasons to choose .eu

1 .eu helps attract customers

A .eu website says you are open for business across Europe

2 .eu shows that you are European

A .eu website promotes your location

3 .eu is practical

A .eu website offers a central place for information

4 .eu broadens your market

A .eu widens your potential customer base

5 .eu lets you streamline your websites

A .eu website can make website management easier

6 .eu speaks your language

Support is available in all official EU languages

7 .eu raises your visibility

A .eu website attracts attention

8 .eu equals quality

A .eu website creates a good impression



Follow the leaders

Companies like Hyundai and the UniCredit Group use .eu domain names.

Put yourself on the map with .eu.
Learn more at www.8reasons.eu.



Zazou, a Dutch online boutique specialising in hip children's clothing uses Zazou.eu as their main website. Lonneke Bar, co-owner of Zazou.eu, stresses how a .eu domain name helps them reach out to customers. "We wanted to be international from the outset, so a country code domain wouldn't have been appropriate. We chose .eu because we sell in Europe, and .eu is European."

There are two aspects to choosing a domain name - the name itself and the extension. Small and Medium-sized Enterprises choose a .eu domain name to **show that their business is truly European**.

A **.eu** domain name also **enables SMEs to reach out to customers all over Europe and beyond**. To have an online European identity is **associated with quality**.

Your company web address is an investment in your future. Choose a domain name that will contribute to promoting your company and that will support future growth.

Registering a .eu domain name is fast and easy.

Once you have decided what your domain name will be, check whether it is still available.

This is done using the online search facility on **www.eurid.eu**.

Choose a registrar that meets your needs. You can find the list of accredited registrars at **www.eurid.eu**. Some registrars offer additional services on top of the domain name registration.



Reed Media is a social media production company, producing websites, blogs, podcasts and online video. It's a small company, with clients, freelancers and subcontractors who are not tied to one geographical location. Reed Media uses the .eu domain both for the company, Reed Media, and for the founder's blog, "Publishing Talk".

The company is convinced that its .eu domain makes the sites stand out. The domain is associated in the market with being new, fresh, cutting edge and modern - important because they're advising clients on the



latest online marketing methods. Longer term, Reed Media's choice of .eu is more aspirational: they hope to acquire more clients across Europe, and use the .eu domain to establish a pan-European presence.

For more information on .eu, visit **www.eurid.eu**.



EURid

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112 34 Stockholm, Sweden



.eu expands your business

Entrepreneurs are often told there are three keys to success: location, location, location. That's because location can make or break a business. The same is true for companies doing business online. And choosing the right domain name is key.

.eu
Your European Identity

ENHANCED CONTENT EURID WEBSITES

Available on the registrar extranet (www.registry.eu)

fundamentals part 2

Hands on .eu Fundamentals II



Hands on .eu Fundamentals II

CLICK TO CONTINUE

NEXT

Volume 1: How top-level domain customer service and brand influence customer buying behaviour

Volume 2: What's in a domain name extension?



.eu testimonials YouTube channel



Thank you!

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