

# Positioning statement



.US is the United States; our country code. .US is safe, secure, trust and all things American.

.US stands for: success, opportunity, secure, safe, powerful.

.US represents independence, entrepreneurial spirit, freedom & su

# Positioning

.US is the best way to represent your product or service in the U

.US represents a new opportunity for people/companies to take t  
business to the next step and to make their mark on the web.

.US also means putting yourself on the "local map", community,  
collaboration and more.

As mobile search and browser URL auto completes grow in popu  
shorter easier to read domain names will be in demand and will  
outperform longer complex names in search results.

# Strategies

Reinforce .US as THE address for targeting consumer and businesses in the US – the largest market in the world.

Create a fresh, updated look and feel to the .US branding that remains consistent to strengthen the brand and grow recognition.

Leverage SEO data insights about TLD ranking of short, secure and on-the-point domain names

Encourage creativity in utilizing the .US TLD. [www.campl.us](http://www.campl.us) is an example of an innovative camera application site that utilizes the .us extension in the name.

# Key takeaways for consumer

.US gives me a unique US-based naming option for my company, blog, small business, etc.

.US provides education around how people/companies/groups globally create/secure domains – with country codes: i.e. France .fr, Germany, .de, etc.

.US lets my US-based business get the name I want and improve search relevancy

.US is US-based and secure.

# Target audience

Target 66% male, 25-54 years old.

US based, groups, individuals, companies, municipalities

Bloggers, web developers, domain buyers, government contractors

Interactive / creative agencies

Freelancers including: app and web designers, developers, consultants, promoters

# Elements of campaign

Revised .US logo

New about.US site featuring enhanced brand personality –  
[www.about.us](http://www.about.us)

About .US video with updated branding and info about .US

SEO social media blast of US video across 25 video sites and over  
bookmarking sites

Integration with.US social media Facebook page

.US Web 2.0 name generator

The logo features a dark blue dot to the left of the letters 'US'. The 'U' and 'S' are rendered in a bold, sans-serif font with a slight gradient and a subtle shadow effect, giving them a three-dimensional appearance. The 'U' is positioned to the left of the 'S', and they are both centered horizontally.

**America's Address**