Building Awareness for the .au ccTLD

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Objectives

Generate broad reaching awareness for the .au ccTLD at a time when the market is about to become significantly more competitive.

- Highlighting the success of .au and its role in advancement of Australia’s Digital economy
- Reinforcing position of .au as domain name of choice for Australian business
  Build profile for .au within the Australian Business Media
- Reinforce .au as a critical element of Australia’s Internet infrastructure
Situation

Two big milestones for .au in 2011:

• March: 2 million .au Domain Names

• June: 25th anniversary of creation of .au
Strategy – So What?

Patriotism + Ownership = Value
Message: Every Australian is part of .au. This is OUR achievement.
Approach

- Joint approach: auDA & AusRegistry
  - **auDA**: Policy, Regulation, Registrant Benefits
  - **AusRegistry**: Technical Infrastructure, Stability, Security

**Major Discipline**: PR through major daily print and broadcast media.

**Support**: A 25 Year Gala Event
Marketing 101 – Use Your Assets
2 million names...
Message: Aussies Drive .au Success
2 million names – Mass Media PR
Results:

- Printed in 21 newspapers
- Published in 24 online news services
- Mentioned in more than seven radio broadcasts
- Reported by Network Ten Early News
- Live interview with Sky News Business channel
25 years of .au

1). Gala Birthday Event: Reward for the .au industry stakeholders

2). Supporting PR: Mass awareness to support strategic objectives
25 year gala event

120 VIP Attendees

**Theme:** An evening to highlight the role of technology in the advancement of society

**Location:** Melbourne Museum, including an exclusive tour of King Tutankhamun exhibition
25 Years of .au - PR

Message: Australia Celebrates 25 years of its domain
Press coverage – 25th anniversary
Results

- Major daily print and online media coverage.
- 35 pieces of media coverage.
- Radio interviews in Melbourne and Perth conducted by auDA CEO Chris Disspain.
The Moral?
Driving innovation and the expansion of the internet through the delivery of world-class Domain Name Registry Services.