



APPENDIX.D2.5

Ogilvy PR Proposal

Hakon Haugnes,
The Global Name Registry Ltd
London
EC3M

20th September 2000

Dear Hakon,

Following our recent conversations, OgilvyPR are delighted to be considered to be a Global Strategic Marketing Partner to The Global Name Registry, contingent on your award of the mandate to operate a new TLD.

Clearly, in the global launch of The Global Name Registry and the promotion of the new .NAME TLD Public relations will be paramount.

Our objectives, while needing to be discussed and agreed with you in more detail are likely to cover the following areas:

- 1) To co-ordinate activity over the 10 priority markets (USA, UK, Germany, Italy, France, Japan, China, Korea, Canada and Spain)
- 2) To ensure that all relevant local press are provided with materials and news stories that are relevant to their territory
- 3) To execute successful launch events in the 10 focus markets, these will be directed primarily at local press, both news and specialist press, but also the local registrars
- 4) To provide a full briefing on Internet domains, and the objective of the release of the new TLDs, in particular the introduction of .NAME
- 5) To focus on the consumer lifestyle side of the Internet, including personal identity on the web for email, the use of personal/family home pages, and growing ascendancy of the web over traditional mail services

6) To design and execute innovative launch events in the focus ten markets. These events will be attended by the senior managers of GNR

7) To set up one-to-one interviews with key journalists in the focus markets to ensure quality news coverage

Being part of one of the world's largest communications companies – WPP- and having offices in each of the priority markets means that partnership with OgilvyPR will have significant benefits to GNR, including rapid global roll out, centralised control and accountability coupled with local expertise in each of the markets.

I look forward to working together.

Donna Zurcher
Managing Director
Ogilvy Public Relations London