

Conveying Brand Image of .JP

March 8, 2016
ccNSO Members Meeting
@Marrakech
JPRS

Introduction of JPRS

- Company Information
 - Organization type : Private Company (for profit)
 - Established : December 26, 2000
 - Location : Tokyo Head Office, Osaka Office
 - Employees : 82
- Services
 - .JP Registry
 - ICANN Accredited Registrar (gTLD)
 - Registry Operator (.jprs)
 - Registry Service Provider

Introduction of .JP

- Registered JP Domain Names: 1,413,409 (as of Feb. 1, 2016)
- Registrars: 600+
- Local presence required for registration
- Types of .JP domain name

Type	Format	Registrar price
General-use-type (2LD registration)	EXAMPLE.JP, 例.JP	ASCII : 1,950 JPY (17.14 US\$) IDN : 1,125 JPY (9.89 US\$)
Prefecture-type (3LD registration)	EXAMPLE.TOKYO.JP, 例.TOKYO.JP, EXAMPLE.東京.JP, 例.東京.JP	ASCII : 1,950 JPY (17.14 US\$) IDN : 1,125 JPY (9.89 US\$)
Organizational-type (3LD registration) (1 domain name per organization rule)	EXAMPLE.CO.JP, EXAMPLE.OR.JP, EXAMPLE.NE.JP, EXAMPLE.AC.JP, (and 5 other types)	3,500 JPY (30.77 US\$) <div style="border: 1px solid black; padding: 5px; display: inline-block;">1 US\$ = 113.77 JPY</div>

Conveying Brand Image of .JP

Focus on “CO.JP” Promotion

- Characteristics of CO.JP
 - Organizational-type (3LD registration)
 - Companies registered in Japan
 - 1 domain name per organization rule applies
 - 380K domains registered
 - Deleted if a Registrant is not a registered company

Why CO.JP?

- Target is clear : Start-up companies
- Target is fairly large : 100K new company registrations per year
- Higher motivation to register domain name than individuals or business/organization without domain names for a long time
- Clear growth trend in numbers of new registration by start-up companies
- Higher renewal rate : approx. 95%
- Survey result supports our marketing message

Message to the Market

- Perception of CO.JP by the Internet users are “company in Japan (74%)” “trust (48%)” and “secure (49%)”
 - Only companies registered in Japan can register
 - 97% of listed companies in Japan use CO.JP
 - 1 domain name per organization
- CO.JP is a way of branding company to obtain established reputation
- SMEs including start-ups can also register CO.JP
- Tentative registration available before company registration

How we want the message to be conveyed

- Exactly as we intended
 - Want OUR message to be conveyed “AS-IS”
 - Don’t want Registrars to be innovative in creating images of CO.JP
- Reach the target, hopefully thru multiple routes to have the target more convinced
- Target will be motivated to select CO.JP when it comes to registering domains

How We Did “Branding”

- Editorial ads on magazines
 - Testimonials by CO.JP user companies
 - Selected companies with a mood of “trust” or “secure”
 - Don’t start off the article by domain related topics
 - Instead, start off by the company’s thoughts and episodes of CEO or branding to make the article a “gripping reading.”

Survey on Editorial Ads

- Do you want to read articles of other companies?
 - 67.3% answered YES
(404 magazine readers : Management 137, Non-management 267)
- Do you want to use CO.JP?
 - 57.0% answered YES
(177/404 non-user of CO.JP)

How We Did “Promo Ads” (1/4)

- Have someone who can convince the target do the work for us
- A famous comic character “President Shima Kosaku”
 - The comic series started in 1983
 - An elite business person started as a section chief and was successfully promoted
 - More than 40M copies have been sold
 - More than 70% visibility (thirties and above)

How We Did “Promo Ads” (2/4)

- Online

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2社残った
取引先候補。
そのとき 島が
選んだのは…

社長 島耕作
PRESIDENT

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スペシャルコミック公開中! ▶

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上場企業の97%が
実践している
ビジネスの鍵とは。

社長 島耕作
PRESIDENT

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上場企業勤務の82%
「取引先に選ぶ
なら ?
している会社」

社長 島耕作
PRESIDENT

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詳しくは コチラ! ▶

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島耕作が語る
企業の
ドメイン活用術

社長 島耕作
PRESIDENT

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詳しくは コチラ! ▶

Survey on Promo Ads

- Impression of CO.JP after looking at ads
 - Important for branding 52.7%
- Intention to use CO.JP
 - Will certainly use 32.7%
 - Want to use upon start-up 63.3%

(150 people considering start-up)

How We Did “Campaign” (1/3)

- Brief overview of the promotional campaign
 - \$13 cashback to Registrars per new registration
 - Campaign periods in 2015
 - March & April : Peak of new company registration thru the year
 - September & October : Carry out campaigns periodically & when fairly large numbers of new companies are being registered
 - Registrars put banners promoting CO.JP on their websites
 - Banners will lead visitors to landing sites, prepared by Registrars, where only JP domains are allowed to appear

How We Did “Campaign” (2/3)

- What we designate
 - Banner size : Minimum 500x150 pixels
 - Banner location : Top page of Registrar’s website, fully recognizable without scrolling
 - Messages on banner : Fixed, 2 choices of messages
 - For business websites, choose “CO.JP” which best fits business. Proven registration record “97% of listed companies chose CO.JP”, also for your website.
 - “CO.JP” exclusively for companies in Japan. Used by 97% of listed companies

How We Did “Campaign” (3/3)

- Banners : Registrars have a choice of
 - Creating a banner on their own to match their website (words are fixed)
 - Use the banners JPRS prepared
- Registrars’ choice
 - 20 Registrars created own banners
 - 15 Registrars chose banners prepared by JPRS
 - 5 were “President Shima Kosaku” banner
- Year-to-year growth rate (2014–2015 Sep.&Oct.)
 - Registrars who used “President Shima Kosaku” banner saw 42% growth in new registrations
 - All the rest saw 24% growth

Structure of Sales and Marketing Activities



Outcome of the Campaign

- vs. Forecast based on past trend

	Period without Campaign	Period during Campaign
Forecast	14,773	8,126
Result	15,719	9,911
Achievement (%)	106.4%	122.0%

Wrap-up

- Designate the message Registrars use
- Editorial ads/testimonials should be an interesting article to read
 - Don't start off from explaining “domain name”
 - Find users with the “mood” common to the brand image
- Have the message said by someone who can influence targeted customers

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JAPAN REGISTRY SERVICES