

The logo features a large, faint, light purple circle on the left side of the slide, partially overlapping the dark purple background. The text ".Brand Registry Group" is positioned to the right of this circle. The dot is a small orange circle. "Brand" is in a large, bold, white sans-serif font. "Registry" is in a smaller, white sans-serif font, stacked above "Group", which is also in a smaller, white sans-serif font.

.Brand Registry Group

*The Association for **Brands** at the Top Level*

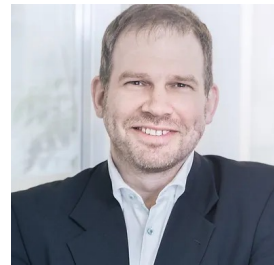
Presenters



Crews Gore
FOX



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Nisha Parkash
Sky

Vision & Mission

- **Our Vision**

- To create a world where .brands create a safer, more secure and more trusted internet for companies and consumers alike

- **Our Mission**

- To help companies identify and implement the significant benefits of .brands
- To educate consumers that .brands offer unprecedented trust when communicating with the brands they use in their day-to-day life
- To lobby and support ICANN to deliver the next round of TLDs as soon as possible

The Next Round is Coming: Time to Develop a Strategy

- **History of 2012 Round**

- 1241 new TLDs Delegated
- Around 500 of those were dotBrands
 - dotBrands made up of ~ 40% of all TLDs delegated

- **2012 dotBrand Strategy**

- How were they going to use a dotBrand?
- Legal, IT and Marketing

dotBrand Examples

- **Barclays**

- [home.Barclays](#)
- Another 120+ .Barclays domains registered

- **Abbot**

- [es.abbot](#)
- Using second level for country

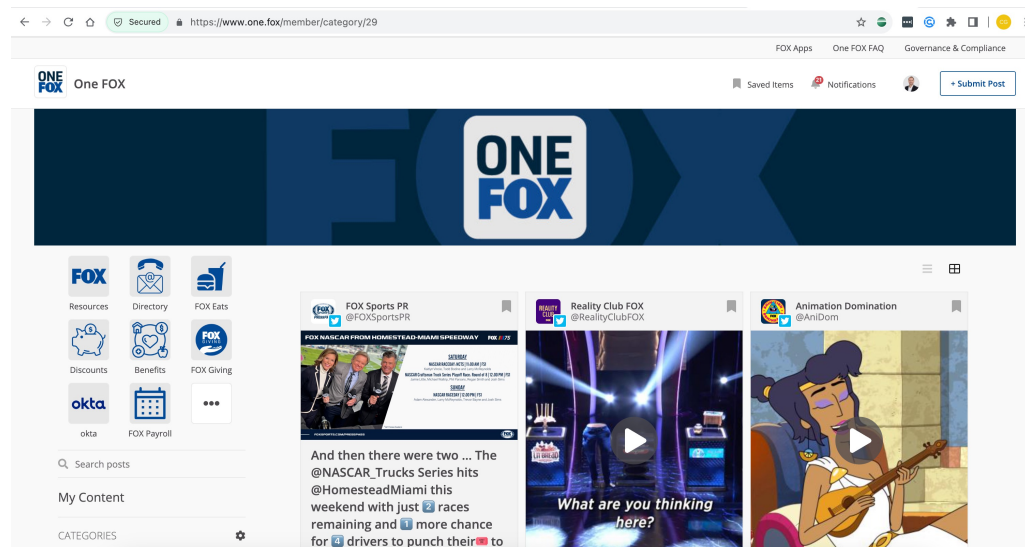
- **Deutsche Vermögensberatung Aktiengesellschaft (DVAG)**

- Over 5,500+ .dvag domains registered
- Majority are second level domains for financial advisors eg. [annett-weigel.dvag](#)



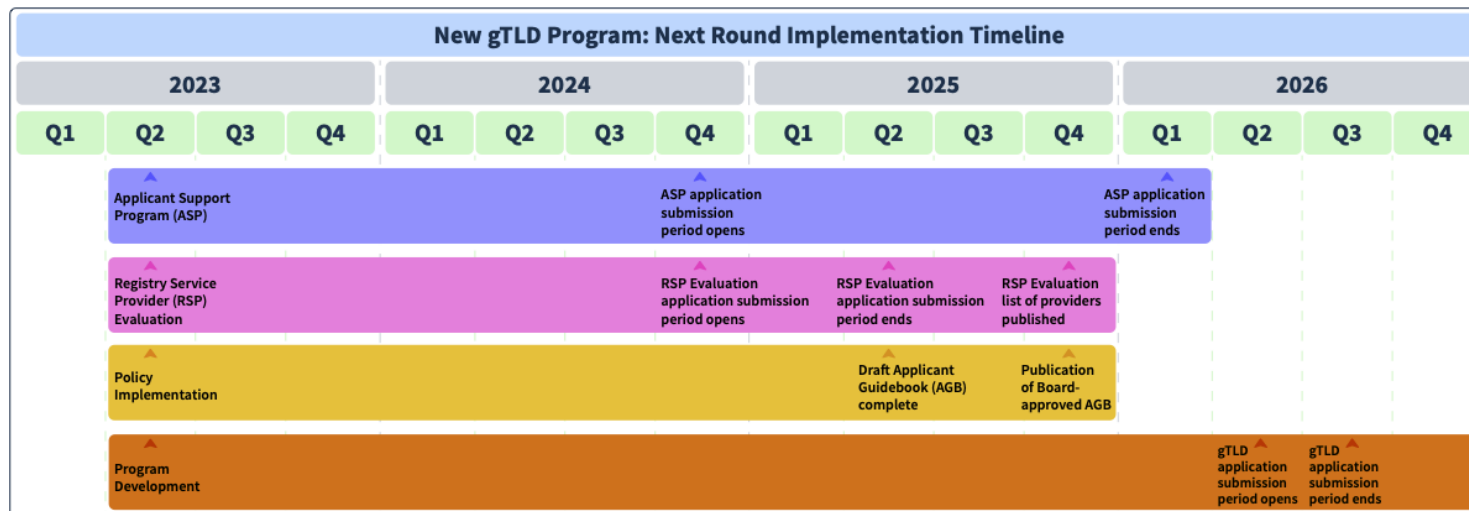
.FOX Internal Examples

- Internal Usage
- 219 .FOX Registrations
- 113 Active Websites
- Internal Security Strategy



ICANN78 Hamburg

ICANN Timeline for Next Round





Engaging Internal Stakeholders for Success

Product Introduction Process: From Ideation to Go-To-Market

Peter LaMantia: BRG Board Director. Authentic Web Inc. peter@authenticweb.com

How to Develop and execute a Brand TLD Strategy

1. Establish a Shared Vision
2. Sponsor and Champion
3. Product Introduction Process
 - ✓ Gap • Ideation
 - ✓ Strategic Plan
 - ✓ Execution Plan
 - ✓ Go-To-Market

Shared Vision • From Sponsorship to Team

1 INNOVATION VISION

- STATUS • FUTURE STATE • VISION.
- WHY .BRAND ? BUSINESS CASE: TCO and OPPORTUNITY

2 EDUCATE LEADERS: MARKETERS • BRAND • P&L • TECHNOLOGY

- *"DOMAINS ARE A PAIN", "I DON'T GET IT"*
- EDUCATE: TRUSTED • AUTHENTIC • SECURE • USE CASES

3 IDEATION • STRATEGY • GO-TO-MARKET

- PROJECT: BRAND REGISTRY INTRODUCTION PATH
- OUTCOME: ALIGNED PLAN

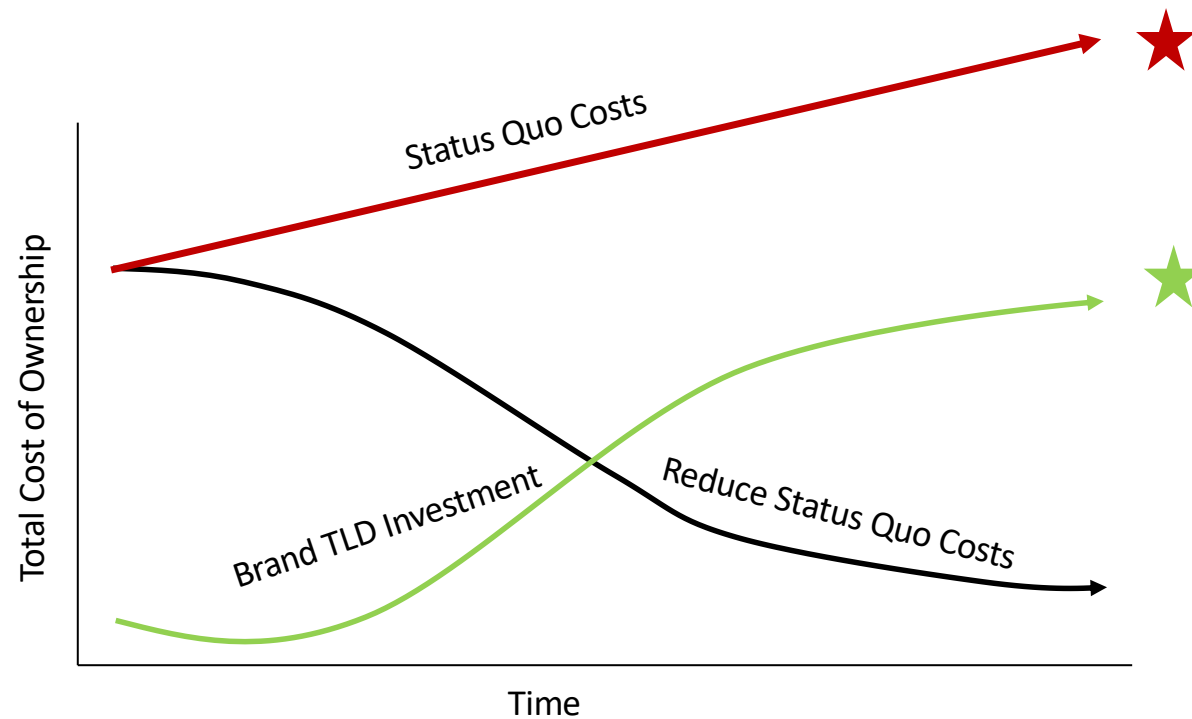


Why Brand TLD ?



PROPRIETARY • TRUSTED • SECURE • CONTROLLED • SCALABLE

BRAND TLD STRATEGY



BRAND POSITION

TRUST

LOWER COST STRUCTURE

CONTROLLED • OWNED

COMMS • ENGAGEMENT

SECURITY • COMPLIANCE

WHY ADOPT BRAND REGISTRY STRATEGY?

1. **DEFENSIVE:** Strategy, security and cost control
2. **OPPORTUNITY:** Use cases to support growth and innovation

Business Case



TOTAL COST OF OWNERSHIP



CONSUMER TRUST



DIFFERENTIATION



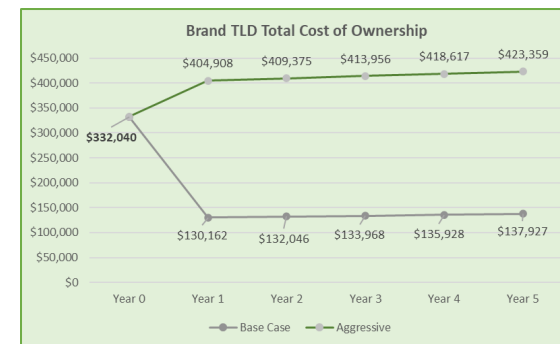
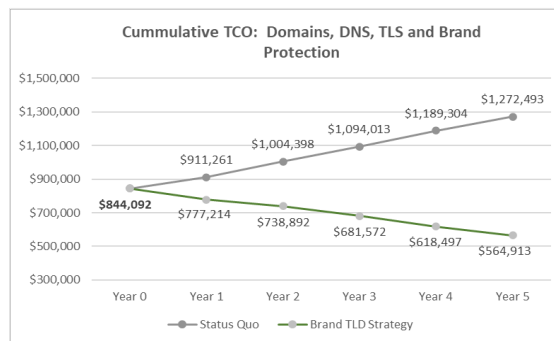
TOPLINE REVENUE



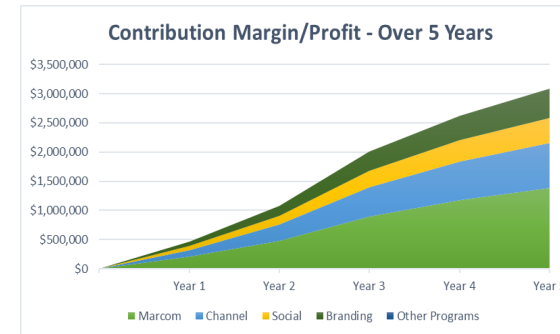
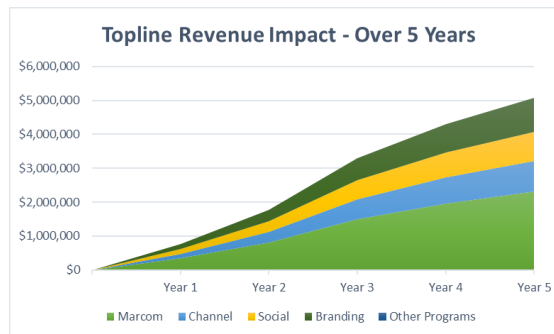
CONTRIBUTION MARGIN

Business Case: Do the Math

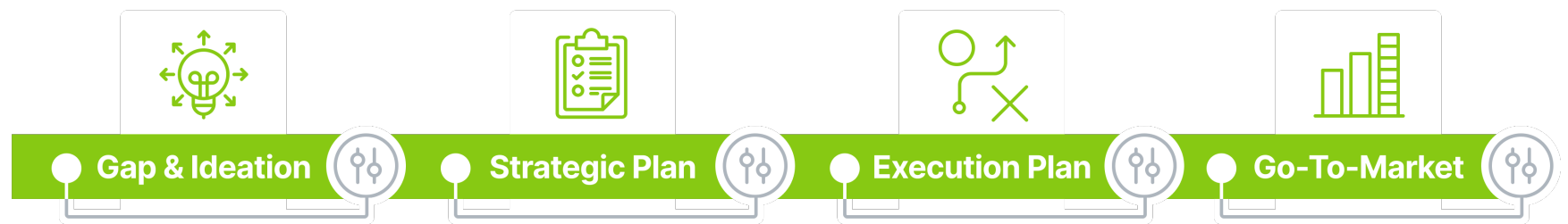
TCO



Revenue + Margin

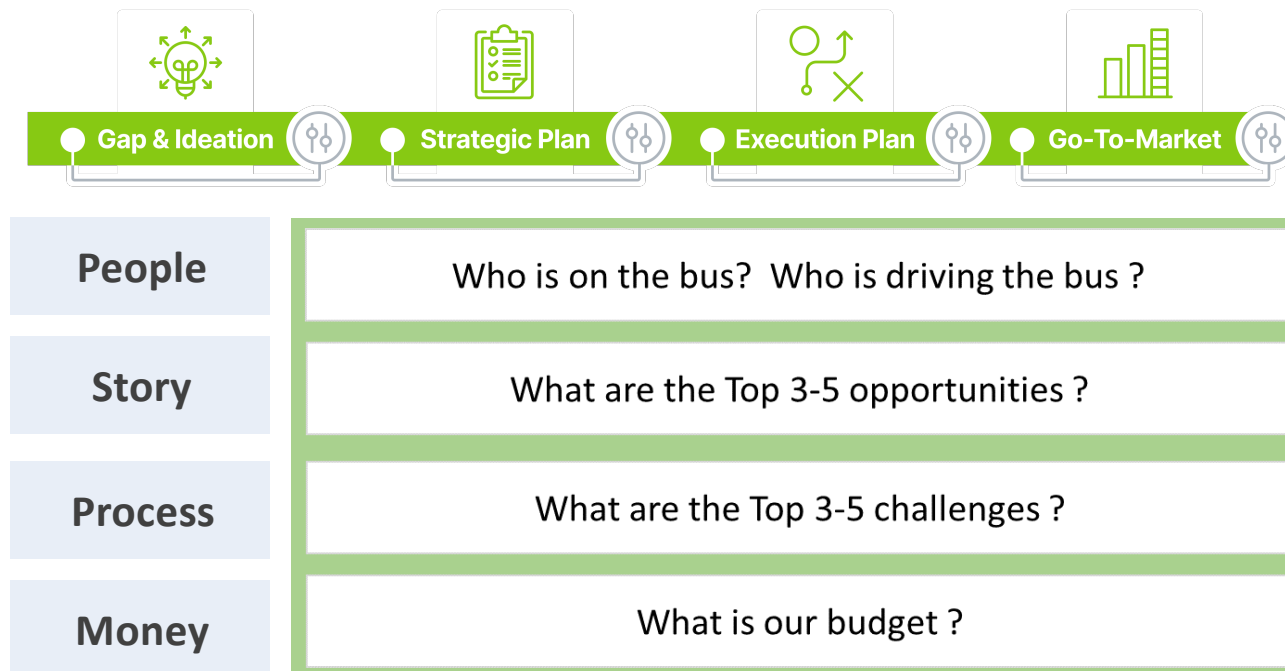


Brand Registry Introduction Path TM

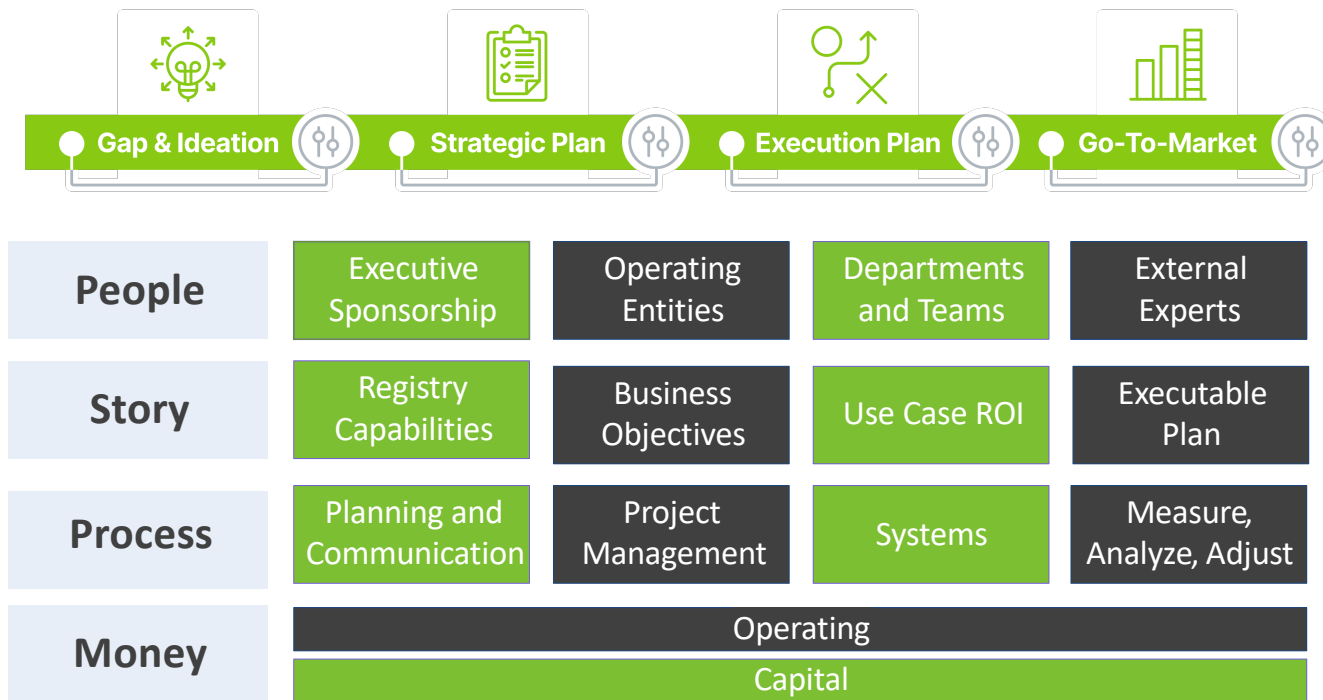


A stage gate project methodology to introduce new technologies and products.

Brand Registry Introduction Path TM



Brand Registry Introduction Path TM



Brand Registry Introduction Path™



GAP and IDEATION



Mandate

Vision and Alignment: Use case ideation to support business objectives.

People

IDEATION
TEAM

EXECUTIVE
SPONSOR (s)

BRAND , IT,
PRODUCT
MARKETING

CHAMPION

OPERATING
ENTITIES

EXTERNAL

Story

BRAINSTORM
TO PERSONA

BUSINESS
OBJECTIVES

PROBLEMS
TODAY

REGISTRY
CAPABILITIES

USE CASES
& ROI

IGNORE
CONSTRAINTS

Process

IDEATION
TO GTM

ALIGNMENT
& APPROVAL

GATES &
TIMELINES

VENDORS
& SYSTEMS

PROJECT
MANAGE

ADJUST
CYCLE

Money

PROJECT
BUDGET

INTERNAL and EXTERNAL

STRATEGY
FORMATION

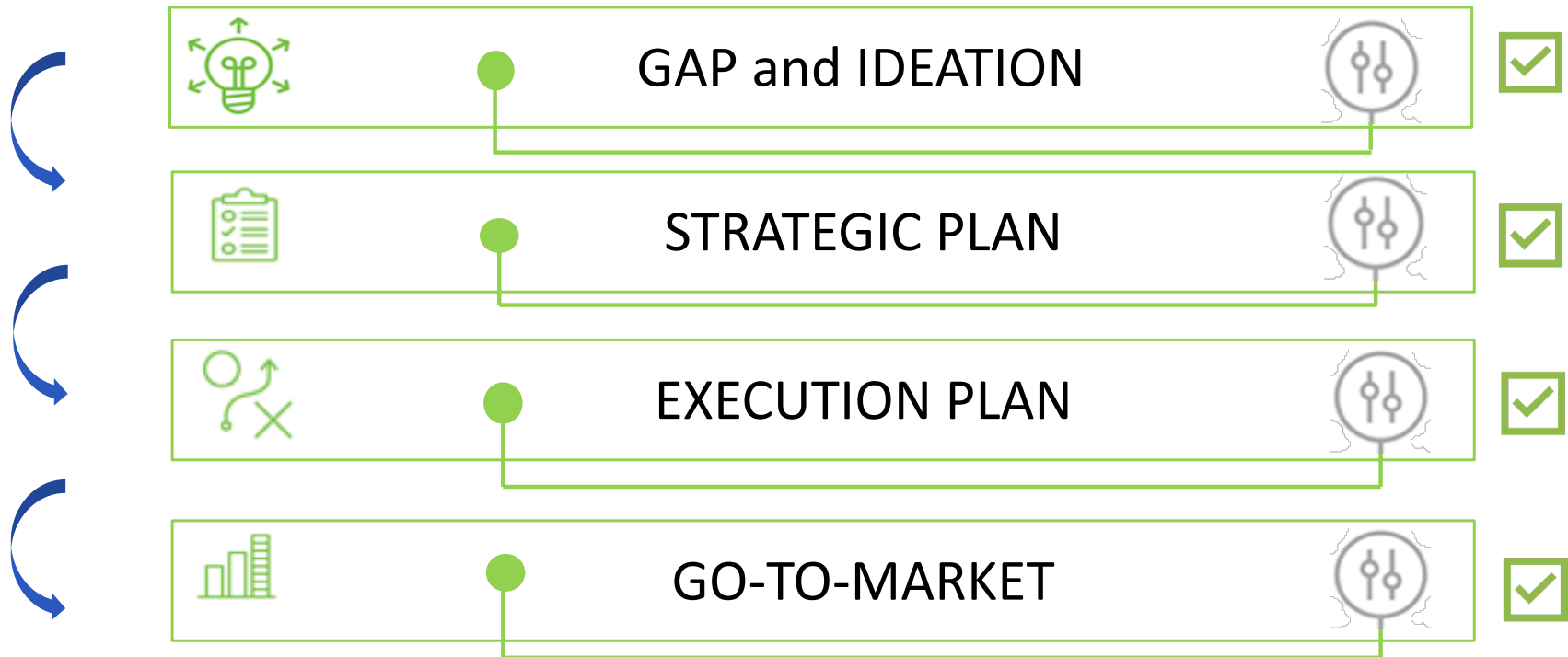
EXECUTION
PLANNING

GO TO
MARKET

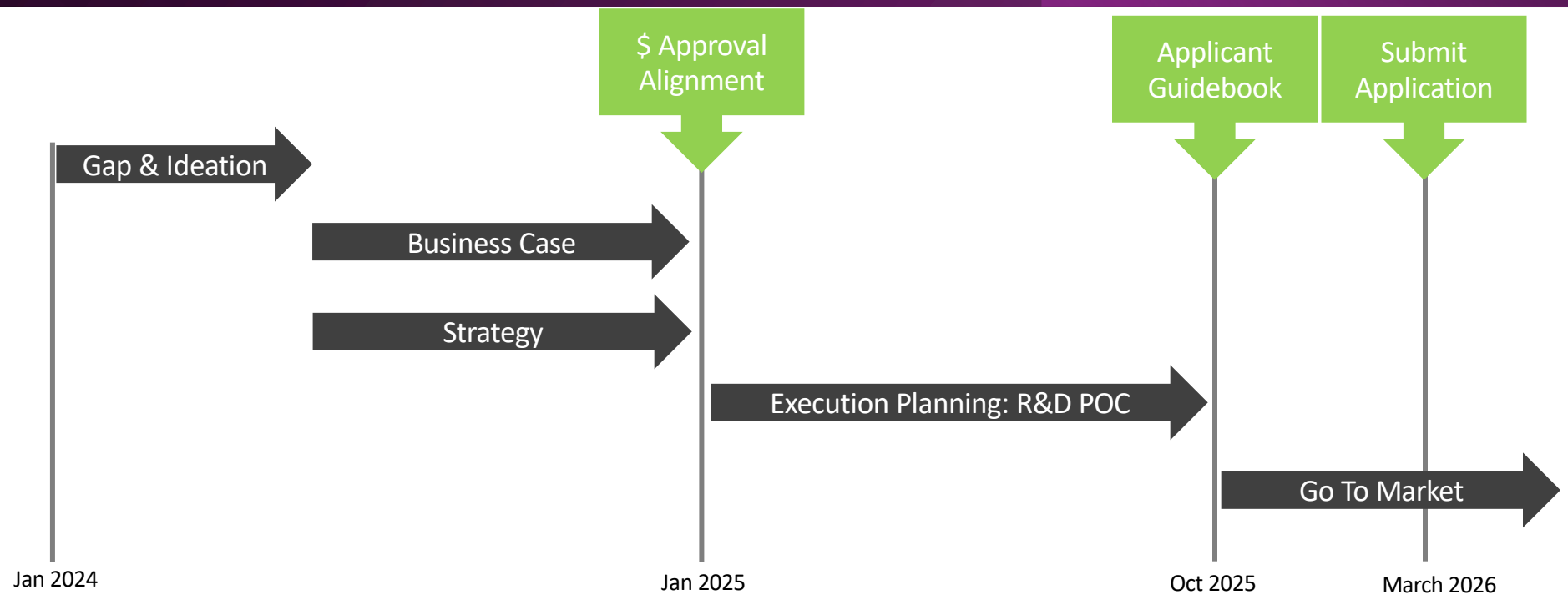
RESULT

Aligned Vision → Strategic Framework Document. **GAIN APPROVAL**

Brand Registry Introduction Path TM



Work Back Schedule: Time is Crunching



SUMMARY RECOMMENDATIONS

Brand TLD Strategy: Vision and Sponsor

Leadership: “Permission to Innovate”

Business Case. **Do the Math**



Brand Registry Introduction Path



TOTAL COST OF OWNERSHIP



CONSUMER TRUST



DIFFERENTIATION

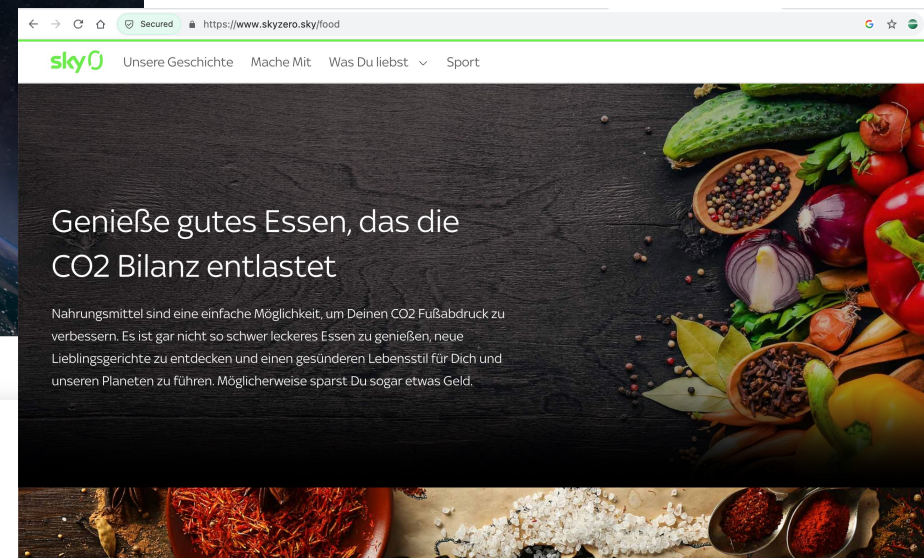
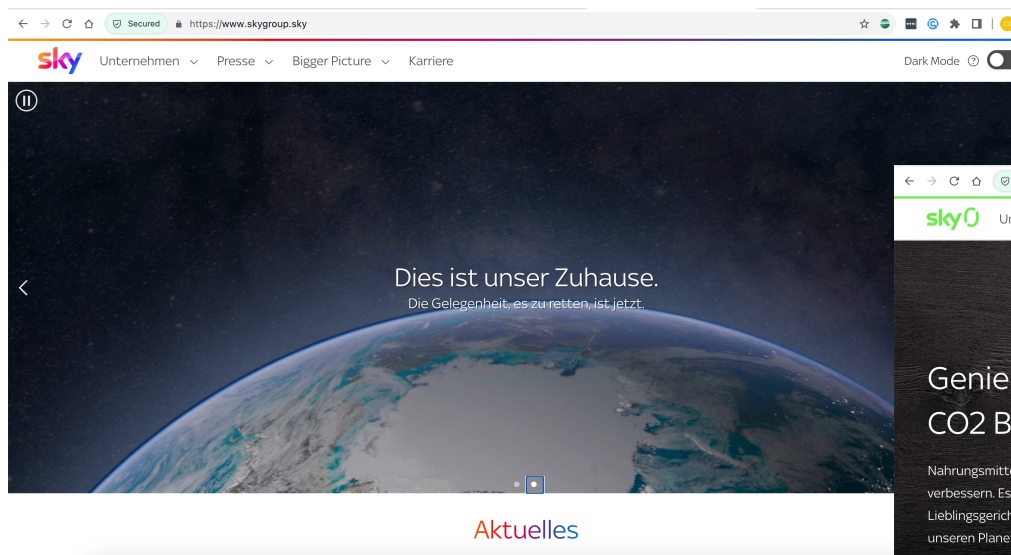


TOPLINE REVENUE



CONTRIBUTION MARGIN

Sky Group & Sky Zero



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