

Awareness of .nz

ICANN Seoul, October 2009

Debbie Monahan

Domain Name Commissioner





Delegation holder

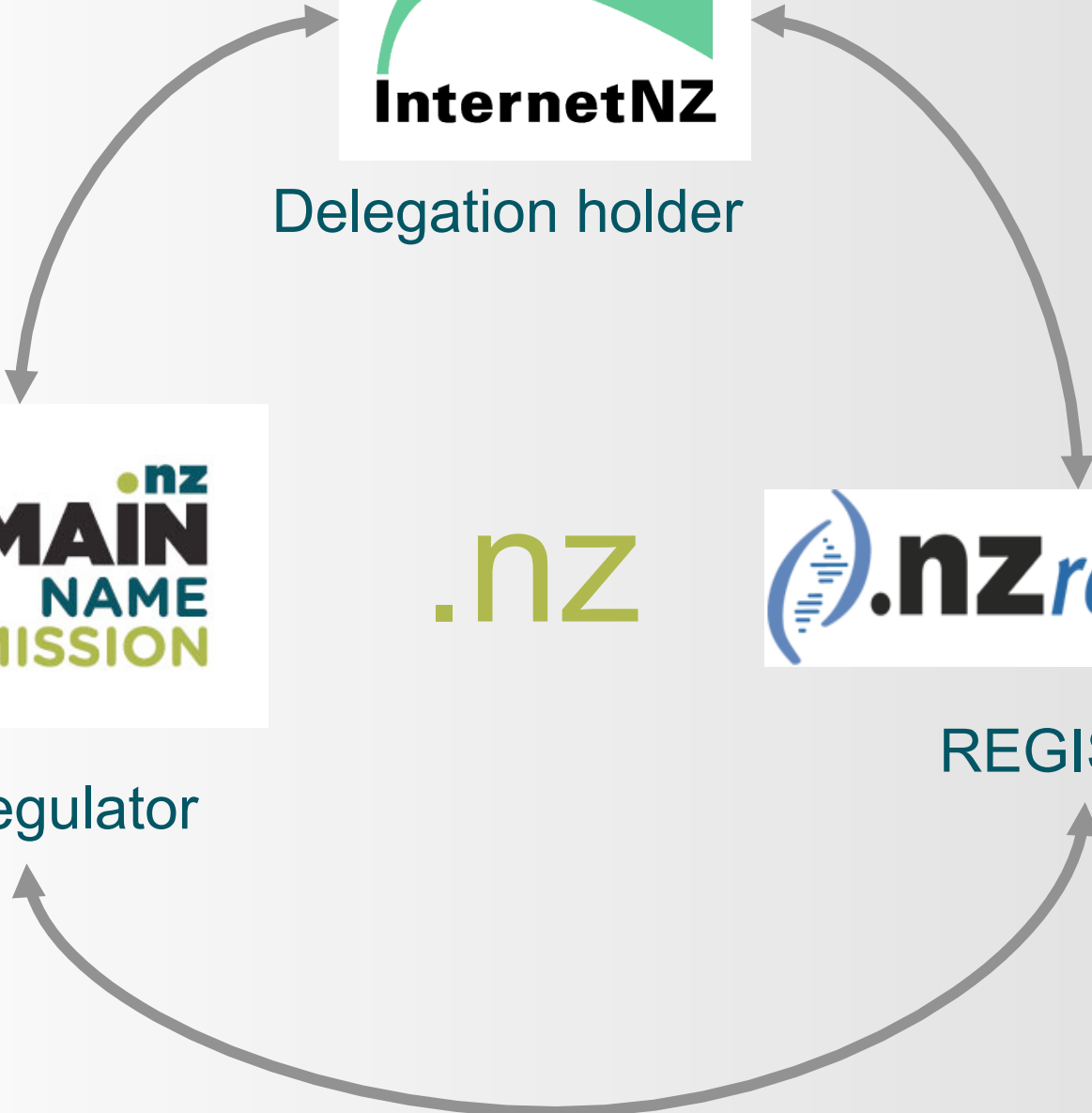


Policy/Regulator

.nz



REGISTRY



.nz Awareness

- Focus on .nz, rather than on the DNC
- Be a brand that could be used by the whole InternetNZ Group
- Be appropriate for a regulator to undertake
- Be targeted at awareness rather than pure marketing



Purpose

- Agency defined the purpose of the campaign as being:
 - to create a supportive and aware community around .nz, hence ensuring any dealing with .nz, whether for registration or issues resolution, is as easy and effective as possible



Campaign Proposition

- .nz is our home
- Positions .nz as being about New Zealanders
- Used by all three entities in the InternetNZ Group



Campaign approach

I'm a **.school.nz**



DOMAIN
NAME
COMMISSION

I'm a **.ac.nz**



DOMAIN
NAME
COMMISSION

I'm a **.net.nz**



DOMAIN
NAME
COMMISSION

click to find out why **.nz** is our home

DOMAIN
NAME
COMMISSION



Campaign approach

I'm a **.geek.nz**



DOMAIN
NAME
COMMISSION

I'm a **.org.nz**



DOMAIN
NAME
COMMISSION

I'm a **.maori.nz**



DOMAIN
NAME
COMMISSION

click to find out why  is our home

DOMAIN
NAME
COMMISSION



Campaign approach

I'm a **.co.nz**



.nz
DOMAIN
NAME
COMMISSION

I'm a **.mil.nz**



.nz
DOMAIN
NAME
COMMISSION

I'm a **.govt.nz**



.nz
DOMAIN
NAME
COMMISSION

click to find out why **.nz** is our home

.nz
DOMAIN
NAME
COMMISSION



Awareness of .nz

<http://www.dnc.org.nz/content/campaign>

.nz
DOMAIN
NAME
COMMISSION

want to know more about us? | [contact us](#)



www.internetnz.net.nz

www.dnc.org.nz

www.nzrs.net.nz

