

Marketing Activity



Another busy year

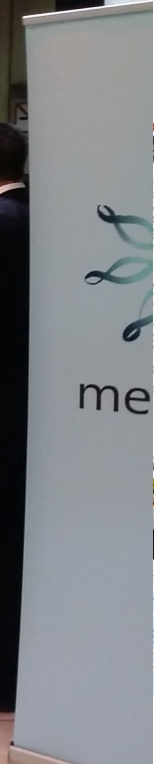
- Building on our strategy
 - Awareness
 - Grow brand awareness, strengthen .nz value
 - Stats showing we heading in the right direction
 - Second level launch playing a big part
 - Conversation
 - Second level launch helping here!
 - Mainly through sponsorships
 - Digital Journey grass roots focus
 - Transaction
 - High uptake amongst registrars for second level



Year to date

- Youtube video
 - [John the plumber](#)
 - (232k views)
 - [DotNZ](#)
 - (123k views)
 - [1 min version](#)
- Second Level
 - Advertising
 - August and Sept
 - Google: 4 million impressions, 42,000 visits
 - Stuff, Trademe, Hearld, One News, BizzBuzz, Techday etc.
 - Post launch DNC advertising started
 - Working with Registrars
 - Pre-reg pages
 - Email comms
 - Using DNC copy
- Advertising
 - Go Local, brand focus
 - Impressions focus: 10 million impressions from April to August
- T-shirts
 - 600 shirts distributed globally
 - Received well !
 - Planning more in future
- Sponsorship
 - Retail NZ TopShop
 - Kiwicon
 - OpenSource Awards
 - [Digital Journey](#)





SPONSORED FEATURED **THE CHANNEL**

Registrations are now open to attend New

DigitalJourney.nz

Launched in April

- ~800 assessments done. Target >5,000
- Increasing number of partners including Xero
- White label version in pipeline. Looking for partners.
- Let's improve how organisations use the online space



Still a few more things to come

- Domain names for Dummies (.nz version)
- wemovedto.nz launch imminent
- Publish research on Getyourselfonline
- Ecosystem graphic and content
- Where does the money go graphic and content
- Guide to moving websites

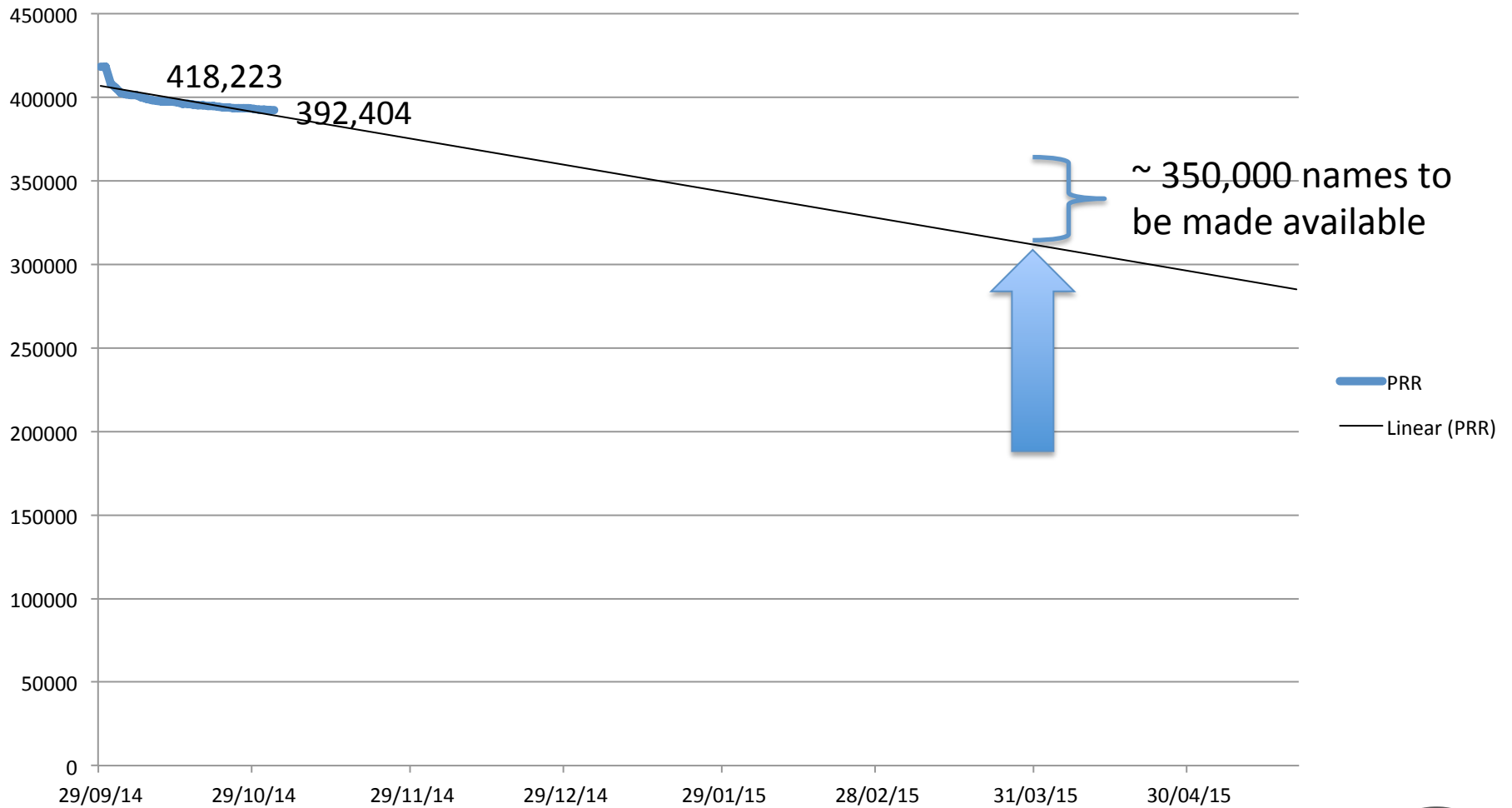


Second level opportunity

- 30 March 2015 is a key date
 - >390,000 PRR domains remain
 - For registrars this is a significant conversion opportunity for registrars
 - For names neither Reserved nor Registered = a very large ‘drop list’. Names will come available that have not previously been available.
 - Potential to be larger than the initial launch



Reduction in PRR names by day



Questions?

