PREPARING FOR THE NEXT .BRAND OPPORTUNITY

Now is the time to revolutionize your online presence and claim a space on the Internet for your company and your valuable brand. See what a .Brand top-level domain (TLD) will do for your organization.

WHAT'S A .BRAND?
A .Brand TLD consists of a trademarked brand to the right of the dot and is controlled by the trademark owner or its affiliates, or trademark licensees.

WHAT'S HAPPENING?

THEN
In 2012, the Internet Corporation for Assigned Names and Numbers (ICANN) launched the New gTLD Program, allowing companies to apply for their own TLDs.

NOW
1930 applications were accepted by ICANN. Approximately one-third of these applications became contracted .Brand TLDs.

NEXT
The next opportunity to apply for a new TLD has yet to be determined. Conservative estimates predict applications will be accepted by ICANN again as early as 2020.

WHAT A .BRAND WILL DO FOR YOU

ENHANCE YOUR BRAND RECOGNITION
Use the character and more memorable domain to increase brand awareness.

INCREASE CONSUMER TRUST
Brand pleasing handles brand with consumers as they transact with your legitimate websites. Using your .Brand can also help mitigate cross-network protection risks.

GAIN CONTROL OF YOUR ONLINE PRESENCE
With a .Brand TLD, you have control of your domain, providing powerful marketing tools and overall visibility, which allows for more targeted marketing efforts.

IMPROVE YOUR BUSINESS PROCESSES
Use .Brand TLD to support your underlying business functions, including:
- Intranet
- Managing Job Openings
- Distribution Network (affiliates/resellers/vendors)

WHAT DO I DO NOW?

BUILD YOUR TEAM
Engage MarkMonitor to help build your team of internal stakeholders, outline the plan, consider different use cases, develop the strategy and launch your brand's online real estate.

MAKE AN EARLY PLAN
Begin discussion of internal team roles and how to use the .Brand, what possible budgets a company feels like and who can serve as an Executive Sponsor.

STAY INFORMED
Work with MarkMonitor to launch your .Brand strategy, stay up to date on .Brand usage, best practices and future application periods.

KICKSTART YOUR COMPANY'S .BRAND STRATEGY TODAY.
CONTACT A MARKMONITOR EXPERT AT
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