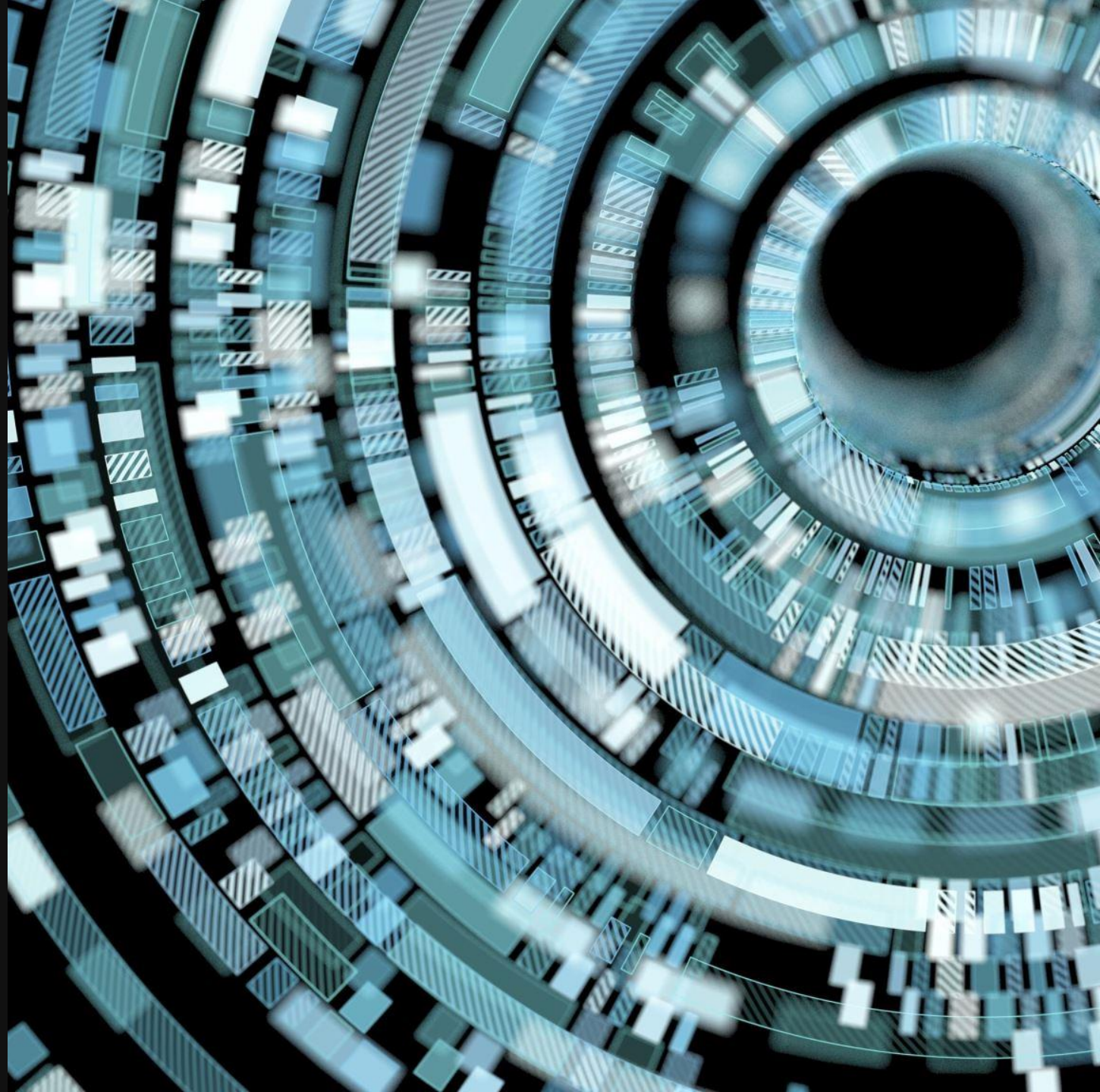




The Value of Branding

Alex O'Keefe, APTLD85

19 - 22 February 2024



Branding

Branding plays a crucial role in establishing a strong online presence.

Branding

Having a well-managed .gov TLD can enhance a nation's asset, not only a way to identify a website's origin but the digital arena holds a significant branding potential for nations.

The Value of Branding for a ccTLD

Establishes trust and credibility

Boosts recognition and visibility

Drives user adoption



How to start

Finding your **WHY**

Define Your Target Audience



Content creation



Weddings and families



Country pride



Start-ups, entrepreneurs



Local



Components of a successful ccTLD brand

Logo and visual identity

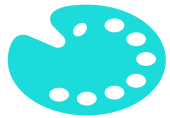
Tagline and messaging

Tone of voice



Consistency

Once you know your **WHY** make sure that everything you do is consistent



BRANDING



LOGO



TONE OF VOICE



WEBSITE



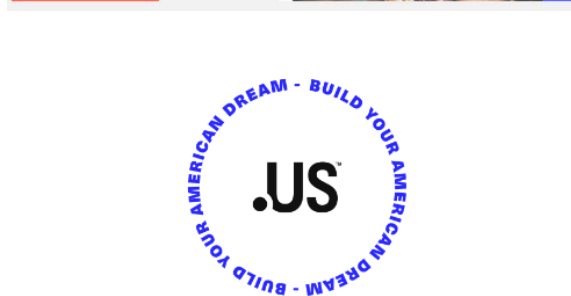
PROMOTION

Strong Visual Identity

.TV



.US



.CO



GLOBAL



MEMORABLE



SHORT



SEO



.VU



The role of a ccTLD Brand Manager

Strategic planning

Market research

Brand development

Brand consistency

Collaboration



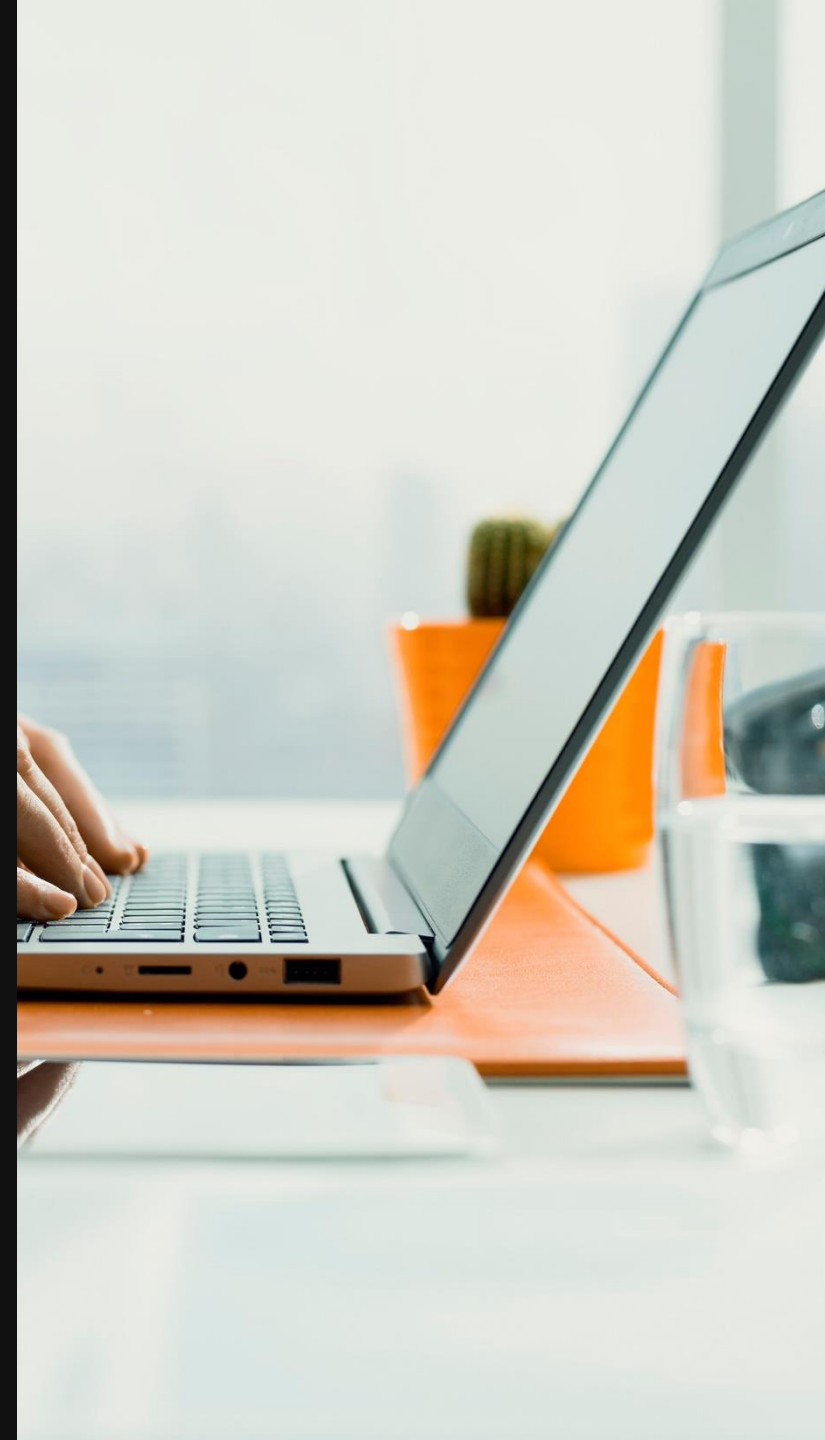
Qualities of an ideal Brand Manager for a ccTLD

Strong marketing background

Cultural understanding

Digital proficiency

Excellent communication skills





.co
全球网络域名之选

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罗浣棋 (Vicky Law)
V's Fragrance Secret (vsfs.co) 创始人
香港明星御用调香师

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