BRG Community Session

Wednesday 24th October 2018, 09:30-10:15
Room 127/128
Agenda

• Welcome (Cole Quinn) 5 min
• GDD Engagement - (Cole Quinn) 5 min
• DotBrand Use Cases and Trends (Martin Sutton) - 20 min
• Q&A
About the BRG

The Brand Registry Group makes effective and positive changes for dotBrands in the domain name industry.

www.brandregistrygroup.org
About the BRG

Register to attend Brands & Domains 2018

The Brands & Domains event is open to BRG members and non-members. Come and find out how dotBrands are being used, the strategies behind them and how to operate these registries for the benefit of your own organisation, and learn from your peers as they share their experiences.
2. GDD Engagement

1. Welcome to Aysegul Tecke, Registry Services and Engagement Manager
3. DotBrand Use Cases & Trends

Growth of dotBrand activity (visible)

Source: Makeway.world
3. DotBrand Use Cases & Trends

Why and how are dotBrands used?

- Social Media
- Websites and redirects
- Email
- Internal network and innovation
3. DotBrand Use Cases & Trends

Social Media

- Trusted links replace random strings
- Consistent and memorable for the user
- Reinforces the brand
- Increased trust raises click-through rate
- Control and flexibility
- Low-risk entry for dotBrand usage

The new TLD URL Shortener communicates to customers and followers of all global and local HSBC social media accounts that an HSBC link using "grp.hsbc" is legitimate, authentic and secure. It connects HSBC to a better user experience, and presents HSBC as a digital brand with a clear idea on how to innovate secure practices in its brand space.
3. DotBrand Use Cases & Trends

Websites

- Flexibility
- Choice
- Trust
Websites

- Control
- Security
- Compliance
3. DotBrand Use Cases & Trends

Key use cases

- next-generation.dvag
  A careers-based campaign page targeting young people and entrepreneurs to join DVAG

- annett-weigel.dvag
  One of over 100 staff domains, which forwards to a profile page for financial advisor Annett Weigel

- facebook.dvag
  A shortcut to DVAG's corporate Facebook page

- meineapp.dvag
  An informational page providing details of DVAG's customer application

Industry spotlight: Improved navigation & a consistent brand experience

- Redirects link to deep content
- More memorable and easy to navigate for users
- Can help to analyse user habits before redesign under dotBrand structure
- Low risk entry for dotBrand usage
3. DotBrand Use Cases & Trends

Email

- Reinforces the brand
- Increases trust with customers, suppliers and within organization
- Flexibility & choice
- Considerations: Universal Acceptance

"Canon is taking this chance to adopt a uniform domain, improving communication and increasing operation efficiency"
3. DotBrand Use Cases & Trends

Internal network & innovation

- Google makes HTTPS encryption mandatory for its 45 new TLDs: .dev / .app / .how...

- Enforce minimum standards across entire TLD

- Simplify deployment of security, such as HTTP Strict Transport Security (HSTS) and Domain-based Message Authentication, Reporting and Conformance (DMARC)

- Extended control from the root of the Internet to the user
3. DotBrand Use Cases & Trends

What next?

- Growing awareness of dotBrand amongst internal stakeholders will drive further deployment and interesting use cases.
- User adoption will further expand.
- More brands want to operate their own trusted space on the root of the Internet.
- ICANN Subsequent Procedures Policy Work

Initial Report on the New gTLD Subsequent Procedures Policy Development Process (Overarching Issues & Work Tracks 1-4)

- Open Date: 3 Jul 2018 23:59 UTC
- Close Date: 26 Sep 2018 23:59 UTC
- Staff Report Due: 29 Oct 2018 23:59 UTC

Comments Closed