Conveying Brand Image of .JP

March 8, 2016
ccNSO Members Meeting
@Marrakech
JPRS
Introduction of JPRS

• Company Information
  – Organization type: Private Company (for profit)
  – Established: December 26, 2000
  – Location: Tokyo Head Office, Osaka Office
  – Employees: 82

• Services
  – .JP Registry
  – ICANN Accredited Registrar (gTLD)
  – Registry Operator (.jprs)
  – Registry Service Provider
Introduction of .JP

• Registered JP Domain Names: 1,413,409 (as of Feb. 1, 2016)
• Registrars: 600+
• Local presence required for registration
• Types of .JP domain name

<table>
<thead>
<tr>
<th>Type</th>
<th>Format</th>
<th>Registrar price</th>
</tr>
</thead>
<tbody>
<tr>
<td>General-use-type (2LD registration)</td>
<td>EXAMPLE.JP, 例.JP</td>
<td>ASCII: 1,950 JPY (17.14 US$) IDN: 1,125 JPY (9.89 US$)</td>
</tr>
<tr>
<td>Organizational-type (3LD registration) (1 domain name per organization rule)</td>
<td>EXAMPLE.CO.JP, EXAMPLE.OR.JP, EXAMPLE.NE.JP, EXAMPLE.AC.JP, (and 5 other types)</td>
<td>3,500 JPY (30.77 US$)</td>
</tr>
</tbody>
</table>

1 US$ = 113.77 JPY
Conveying Brand Image of .JP
Focus on “CO.JP” Promotion

• Characteristics of CO.JP
  – Organizational-type (3LD registration)
  – Companies registered in Japan
  – 1 domain name per organization rule applies
  – 380K domains registered
  – Deleted if a Registrant is not a registered company
Why CO.JP?

• Target is clear: Start-up companies
• Target is fairly large: 100K new company registrations per year
• Higher motivation to register domain name than individuals or business/organization without domain names for a long time
• Clear growth trend in numbers of new registration by start-up companies
• Higher renewal rate: approx. 95%
• Survey result supports our marketing message
Message to the Market

• Perception of CO.JP by the Internet users are “company in Japan (74%)” “trust (48%)” and “secure (49%)”
  – Only companies registered in Japan can register
  – 97% of listed companies in Japan use CO.JP
  – 1 domain name per organization
• CO.JP is a way of branding company to obtain established reputation
• SMEs including start-ups can also register CO.JP
• Tentative registration available before company registration
How we want the message to be conveyed

• Exactly as we intended
  – Want OUR message to be conveyed “AS-IS”
  – Don’t want Registrars to be innovative in creating images of CO.JP

• Reach the target, hopefully thru multiple routes to have the target more convinced

• Target will be motivated to select CO.JP when it comes to registering domains
How We Did “Branding”

• Editorial ads on magazines
  – Testimonials by CO.JP user companies
  – Selected companies with a mood of “trust” or “secure”
  – Don’t start off the article by domain related topics
  – Instead, start off by the company’s thoughts and episodes of CEO or branding to make the article a “gripping reading.”
Survey on Editorial Ads

• Do you want to read articles of other companies?
  – 67.3% answered YES
  (404 magazine readers : Management 137, Non-management 267)

• Do you want to use CO.JP?
  – 57.0% answered YES
  (177/404 non-user of CO.JP)
How We Did “Promo Ads” (1/4)

• Have someone who can convince the target do the work for us

• A famous comic character “President Shima Kosaku”
  – The comic series started in 1983
  – An elite business person started as a section chief and was successfully promoted
  – More than 40M copies have been sold
  – More than 70% visibility (thirties and above)
How We Did “Promo Ads” (2/4)

• Online
How We Did “Promo Ads” (3/4)

• Newspaper
How We Did “Promo Ads” (4/4)

• Magazine
Survey on Promo Ads

• Impression of CO.JP after looking at ads
  – Important for branding 52.7%

• Intention to use CO.JP
  – Will certainly use 32.7%
  – Want to use upon start-up 63.3%

(150 people considering start-up)
How We Did “Campaign” (1/3)

• Brief overview of the promotional campaign
  – $13 cashback to Registrars per new registration
  – Campaign periods in 2015
    • March & April : Peak of new company registration thru the year
    • September & October : Carry out campaigns periodically & when fairly large numbers of new companies are being registered
  – Registrars put banners promoting CO.JP on their websites
  – Banners will lead visitors to landing sites, prepared by Registrars, where only JP domains are allowed to appear
How We Did “Campaign” (2/3)

• What we designate
  – Banner size: Minimum 500x150 pixels
  – Banner location: Top page of Registrar’s website, fully recognizable without scrolling
  – Messages on banner: Fixed, 2 choices of messages
    • For business websites, choose “CO.JP” which best fits business. Proven registration record “97% of listed companies chose CO.JP”, also for your website.
    • “CO.JP” exclusively for companies in Japan. Used by 97% of listed companies
How We Did “Campaign” (3/3)

• Banners: Registrars have a choice of
  – Creating a banner on their own to match their website (words are fixed)
  – Use the banners JPRS prepared

• Registrars’ choice
  – 20 Registrars created own banners
  – 15 Registrars chose banners prepared by JPRS
    • 5 were “President Shima Kosaku” banner

• Year-to-year growth rate (2014–2015 Sep.&Oct.)
  – Registrars who used “President Shima Kosaku” banner saw 42% growth in new registrations
  – All the rest saw 24% growth
Structure of Sales and Marketing Activities

A. Branding

B. Promo Ads

C. Promotion Website

D. Promotional Campaign

E. Web Material
Outcome of the Campaign

• vs. Forecast based on past trend

<table>
<thead>
<tr>
<th></th>
<th>Period without Campaign</th>
<th>Period during Campaign</th>
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</thead>
<tbody>
<tr>
<td>Forecast</td>
<td>14,773</td>
<td>8,126</td>
</tr>
<tr>
<td>Result</td>
<td>15,719</td>
<td>9,911</td>
</tr>
<tr>
<td>Achievement (%)</td>
<td>106.4%</td>
<td>122.0%</td>
</tr>
</tbody>
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Wrap-up

• Designate the message Registrars use
• Editorial ads/testimonials should be an interesting article to read
  – Don’t start off from explaining “domain name”
  – Find users with the “mood” common to the brand image
• Have the message said by someone who can influence targeted customers