

# NIC Mexico / PIR Joint Marketing Campaign

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*ICANN Meeting  
São Paulo, Brasil*

*NIC Mexico and Public Interest Registry  
December 2006*



.MX is the new way to say Mexico



# NIC Mexico and PIR Joint Marketing Campaign

- Project
  - Fall of 2006: NIC Mexico (.MX) and PIR (.ORG) developed joint marketing campaign exclusively in Mexico
- Purpose
  - Co-fund a joint marketing initiative to learn about domain internet awareness (ccTLD and gTLD) in Mexico
  - Develop a model that demonstrates how a ccTLD and gTLD can work together to achieve common objectives
  - Cost effective method to gain valuable market data
- Marketing Campaign Components
  - Pre marketing campaign market research survey
  - Online and print marketing campaign
  - Post marketing campaign market research survey



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# Domain's Market Background in Mexico

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- Since 2003 NIC Mexico started efforts in order to gather information about the characteristics of its customers (current and potential).
- For the last 3 years NIC Mexico has been doing different kinds of market research to learn about the customer needs in Mexico; searching for valuable information to develop strategies in order to increase the usage and awareness of .MX domains in any of it's SLD's.
- From that research it has been detected a primary need:
  - To inform and educate Mexican market about using internet and clarifying what a domain name is and why is important having one.



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# Domain's Market Background in Mexico

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- NIC Mexico continuously works on marketing campaigns to improve the communication with its customers to clarify and to demonstrate the importance of having presence on internet and the benefits of using it (through .MX domain names).
- What NIC Mexico has found is that market can move in the direction that you want, using the right communication and effective advertising.
- The .ORG.MX (4.61%) classification is a very small part of the Mexican market domains. Doing a joint marketing campaign with PIR we tried to reach a niche of noncommercial community in Mexico to create awareness about the use of domain names for their activities.



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# Campaign Objectives

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- Primary objectives: Learn, Inform and Educate
- Demonstrate the effectiveness of a ccTLD and gTLD working together to achieve common objectives
- Demonstrate the value and benefits associated with having a .ORG.MX and a .ORG for the noncommercial community in Mexico
- Create confidence and build awareness around the Internet
- Together a ccTLD and gTLD can educate internet users on the different domain name options available as well as increase internet usage



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# Campaign Overview

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- Market Research Survey in September 2006
  - Telephone Surveys conducted in Mexico City, Guadalajara, and Monterrey
- Followed by Advertisement campaign during the month of October 2006
- Advertisements were placed in:
  - Local Media internet web sites
  - Local Newspapers
  - Sponsorship of a Latin American Third Sector Conference
- Marketing research was conducted prior and after the campaign to measure program effectiveness



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# Internet Online Landing Page

LA BASE GLOBAL EN INTERNET PARA LAS ORGANIZACIONES SIN ÁNIMO DE LUCRO 



HOY EN DÍA LAS BUENAS ACCIONES REQUIEREN MÁS QUE SÓLO BUENAS INTENCIONES

**.ORG.MX** SIEMPRE HAY UN DOMINIO .MX QUE SE ADAPTA A TUS NECESIDADES

SI TU ORGANIZACIÓN BUSCA MEJORAR EL MUNDO, EMPIEZA POR HACER QUE EL MUNDO SE ENTERE  
REGISTRA TU ORGANIZACIÓN EN INTERNET CON UN .ORG O .ORG.MX Y LOGRA QUE MUCHA GENTE CONOZCA LO QUE HACES  
LO MEJOR DEL MUNDO TIENE QUE ESTAR EN INTERNET, Y TÚ ERES PARTE DE ELLO

PARA REGISTRAR TU DOMINIO HAZ CLICK EN LOS LOGOS



HAZ CLICK



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# Landing Page Translation

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.MX es la nueva forma de decir México.

- The global home on the Internet for non-profit organizations. .ORG
- Today, good actions require more than just good intentions
- There is always the .MX domain that adapts to your needs. .ORG.MX
- If your organization works to improve the world, begin by letting the world know. Register your organization with either a .ORG or a .ORG.MX to make sure everyone knows about your organization.
- To register your domain, please click on the below logos.





# ccTLD / gTLD Co-Marketing Advantages

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- Cost effective method for obtaining valuable market data
- Opportunity to market your ccTLD
- Increase domain awareness and usage
- Create confidence around having an online presence
- Educate internet users on domain names and options available
- Demonstrate the value associated with each domain name



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# THANK YOU!



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