



Hong Kong Internet
Registration Corporation Limited
香港互聯網註冊管理有限公司

How do we promote .hk Domain Name?

HKIRC
17/2/2011



Netting the World
聯繫全球 互動全城



Agenda

Marketing Approach

Marketing Experience

- .hk Rebranding
- Partnership
- Promotion
- Publicity and Public Relations
- On-going Relationship

Upcoming Promotions

- Launch of .香港
- HKIRC Registrar Accreditation Program
- Other upcoming programmes

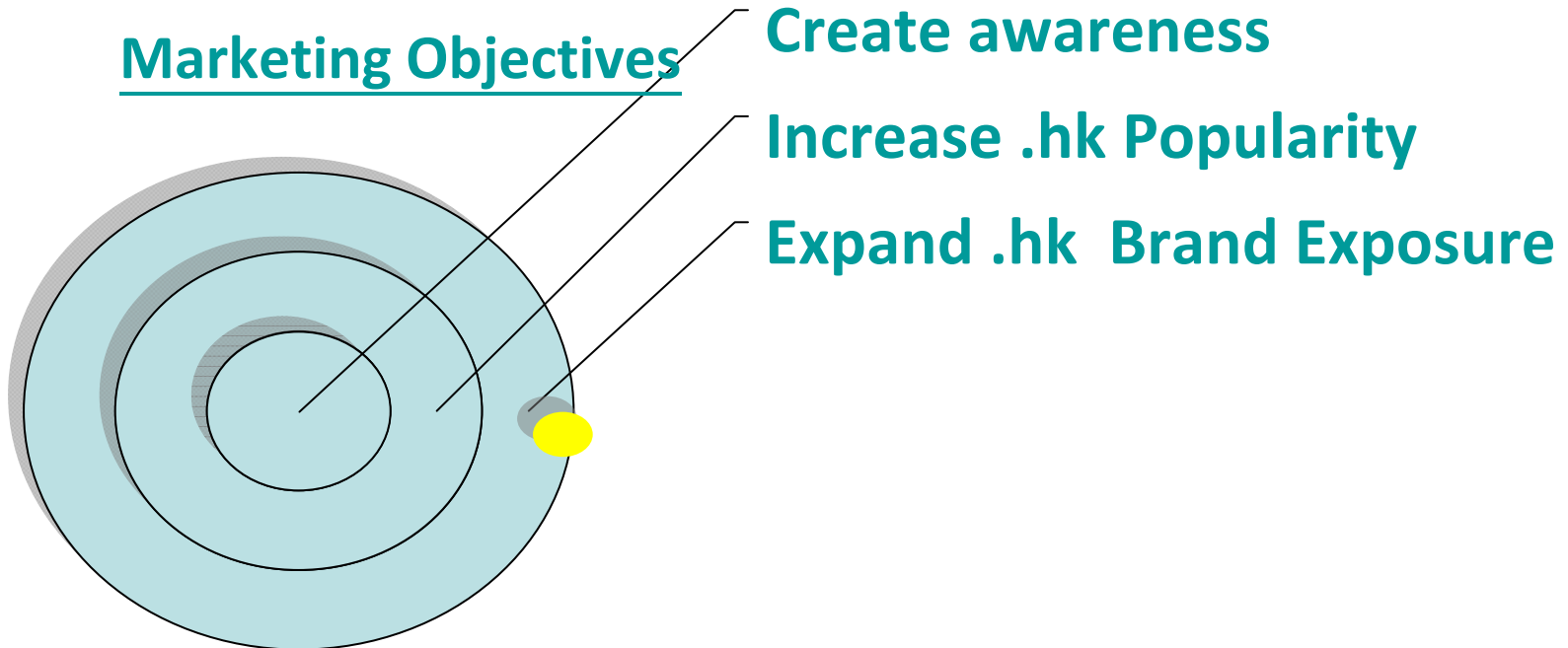


Hong Kong Internet Registration Corporation Limited (HKIRC)

Company Mission

HKIRC is a not-for-profit organisation that is committed to providing .hk Internet domain name registration and related services in an *effective, customer-centric*, and *sustainable* manner

Marketing Objectives





Marketing Approach

- Re-branding for .hk

- unveiled at a launch ceremony on 21 May 2009 to mark the birth of a new era for HKIRC
- reflecting a modern and fresh .hk brand image to the community



- Logo

- Reflecting key attributes of .hk brand: - -
Connecting · Dynamic, Leadership and Local Community



Marketing Approach

Partnership

- SVCP Channel
- Promotion Partners
(i.e. Trade/ Associations,
for example HKTDC)

Promotion

Above-the-line:

- Event/ Campaign
- .hk Sponsorship
- Speaking Opportunity/
- Online Promotion
- CSR Initiatives

Publicity

Below-the-line:

- Contributed Articles/
Publicity
- Media Interview/ Successful
case sharing
- Public Relations and media
relations; press release

On-going : Relationship



Marketing Experience

~ Partnership ~

- **Service Partners - Logo Sponsorship**
 - Encourage Service Partners to promote .hk on their promotion leaflets (i.e. print ad);
 - Sponsor in-cash for each of .hk logo
- **Annual Service Partner Award Presentation Ceremony**
- **HKTDC - World SME Expo**
 - highly regarded by the region as an important global event for local SMEs
 - HKIRC, as the promotion partner for 5 years in a row to sponsor .hk to SMEs as to increase .hk exposure





Marketing Experience

~ Promotion ~

Above-the-line marketing activities such as large scale events can raise overall .hk brand awareness and corporate profile

- **Top 10 .hk Website Competition** : The event aims at recognising outstanding .hk websites which have innovatively leveraged on the Internet and social media platforms to enhance their businesses. It has been the 2nd year HKIRC running the Competition
- **Digital Marketplace Seminar**
To explore and share the latest development in online business and different successful cases, the seminar was held in Jul 2010 with a great success that attracted over 300 participants



~ Publicity ~

- **By-lined articles:** produce articles to increase the media draw for publicity including South China Morning Post, Headlines Daily, Hong Kong Economic Journal, Hong Kong Economic Times, Sing Tao, etc.
- **Media Interviews:** conduct one-on-one media interviews to generate media coverage, media pitch for print media, online and broadcast such as RTHK; Metro Finance; TVB; iCable, etc



129
media coverage
generated
(in 2010)



Marketing Experience

~ Other Cooperations ~

Regional Events:

- APTLD Members' Meeting
- APRICOT-APAN 2011
- APriGF Hong Kong

Youth Program

- CMA Short Film Ad Competition
- Asia Game Show 2010

Community-based activities

- Love4.hk program
- "Internet Enhance" Seminar
- IT Tutor Training Program for Seniors





Upcoming Programmes

~ Launch of Chinese .香港 Domain Name ~

➤ Launch Roadmap



Soft-Launch - Current EDN holders will be invited to redeem free Chinese .香港

Official Launch (24 March 2011) - CDN.hk holders will be an automatically allocated a Chinese .香港 domain name of the same string

A bundling offer of an English .hk and a Chinese .香港 for the price of one!

Upcoming Programmes

HKIRC Registrar Accreditation Program : HKIRC is introducing the Registrar Accreditation Program, where HKIRC will be the Registry of .hk domain name and HKDNR will be one of the local Registrars for .hk domain name.

To prepare for the launch of this program as well as .香港, HKIRC website has been split into two

HKIRC website



HKDNR website



- The RR Program will be launched with at least 2 local external Registrars accredited
- A unique 'Accredited Registrar' branded logo as a recognition in the industry



Other Upcoming Programmes

Other upcoming programmes planned for 2011

- Digital Marketplace Seminar Q2-Q3 2011
- Top 10 .hk Website Competition Q3-Q4 2011
- HKIRC 10th Anniversary (*tentatively from Oct*)

Other possible programmes of HKIRC

- .hk on mobile phone platform(s)



THANK YOU!!

Q & A

