.CO – a ccTLD
### The Path of .CO accreditation

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>March 2010</td>
<td>10 Registrars; 8 Global &amp; 2 Colombian</td>
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<tr>
<td>April 2011</td>
<td>Launched .CO Accreditation Process; up to 20 new contracts approved</td>
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<tr>
<td>July 2013</td>
<td>Re-launched Accreditation Process with more streamlined process and updated ARA</td>
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<tr>
<td>March 2017</td>
<td>100+ Registrar Partners &amp; Thousands of Resellers</td>
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.co is...

- SHORT
- MEMORABLE
- SEO-FRIENDLY
- GLOBAL
Our vision for the .CO brand

- Disney: Magic
- Volvo: Safety
- .CO: Opportunity
Why does a BRAND matter

A great brand will inspire consumers to:

- Pay a premium
- Select a product or service
- Come back for more
- Trust you in the future
- Tell their friends/families/fans
- Even, become an evangelist!
Our Brand Values

• **OUR VISION:** *What we aspire to become, to achieve, to create...*
  To be the premier space where innovation and opportunity flourish - the coolest “place to live” online.

• **OUR MISSION:** *What we are trying to do (short term)...*
  To inspire those who are building the future, to do it on .CO

• **THE ESSENCE OF OUR BRAND:** *How we want people to feel...*
  Inspired to pursue their passion, create opportunity, and build the future.

• **OUR POSITIONING STATEMENT:** *What we want people to say...*
  The coolest things that are happening today, are happening on .CO
Strategy Towards Engagement
Creating Awareness

Super Bowl Ads with GoDaddy
Creating Awareness
Tech companies on .co
Event Partnerships
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