



Marketing and generating awareness around .eu

ccNSO meeting, Nairobi, 9 March 2010

2009 initiatives

@ your service

- Registrars

Together

- Registrars and registrants

Reaching out

- Targeted groups

@ your service

Registrars

Registrar lunches



Registrar meetings

- **27 registrars visited by the southern team**
- **18 registrars visited by the central team**
- **40 registrars visited by the western team**
- **20 registrars visited by the northern team**
- **17 overseas registrar meetings (divided over 13 registrars)**

The screenshot shows the EURid Registrar Extranet website. At the top left is the .eu logo with the tagline 'Your European Identity'. To the right is a blue header with a map of Europe and the text 'EURid Registrar Extranet'. Below the header is a navigation menu with links: Home, Domain Management, .eu & You, Downloads, Services, FAQ, and S. The main content area is divided into several sections:

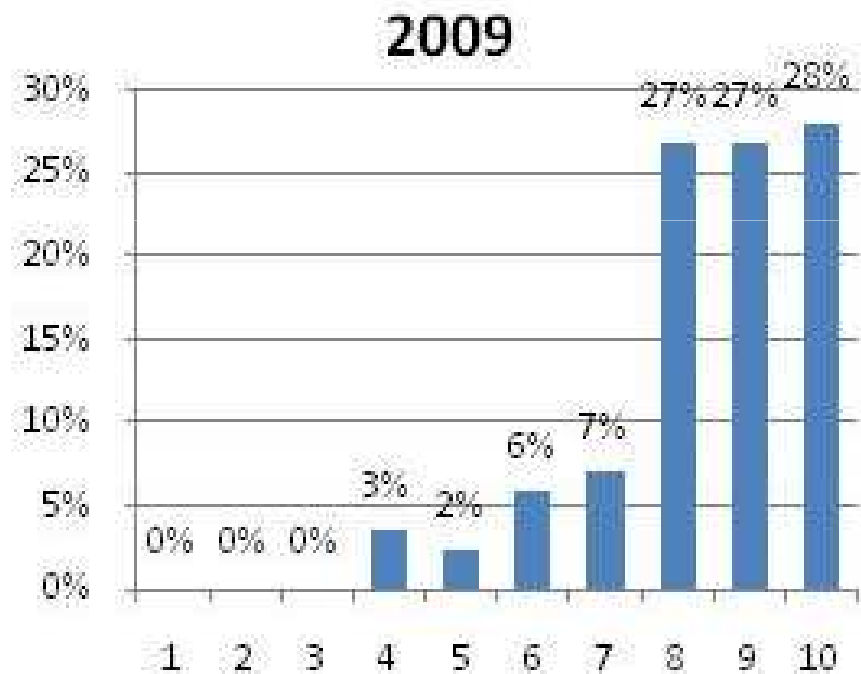
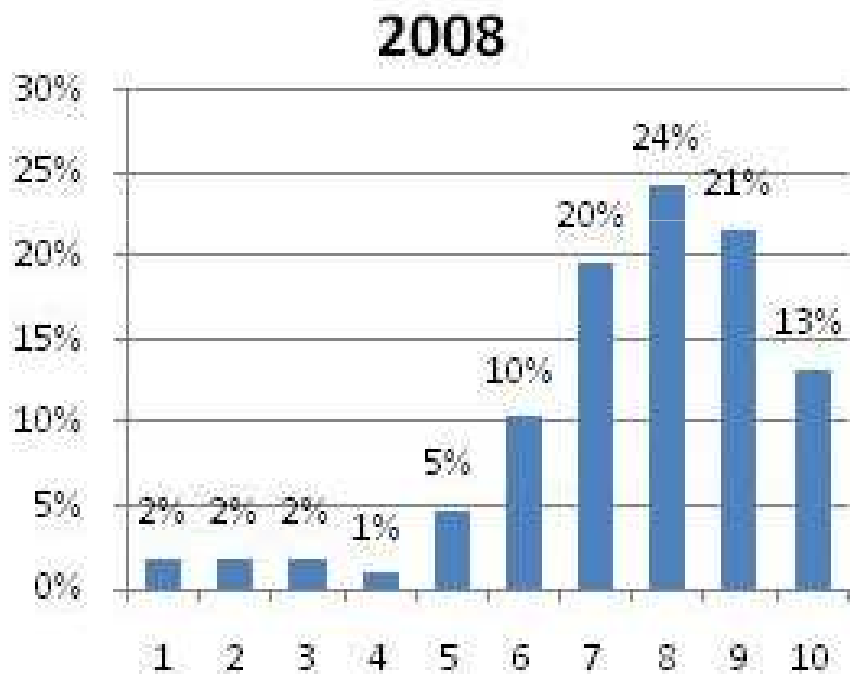
- Welcome, a000005**: A blue box containing statistics:

Active domain names:	17
Your ranking (overall):	865
Your ranking (national):	57
- Registrar Lunches**: A light green box with text: 'EURid regularly hosts registrar lunches in various locations throughout Europe. At these events registrars and EURid staff members meet, a presentation on the latest .eu highlights is given, and .eu-related topics are discussed. If you would like to exchange views on a specific issue, or just meet the EURid team, read more about the planned registrar lunches [here](#).'
- Recent Announcements**: A section with two entries:
 - 25 April 2009** - Today at 14:30 we successfully completed the switch of our registration systems from the main site to the mirror site (and back), as part of an in depth test of our business continuity plan. [Read more »](#)
 - 23 April 2009** - Our offices will be closed on Friday, 1 May 2009. Reminder: Your account will be blocked if there are not enough funds on 30 April to cover all transactions that occur that day. [Read more »](#)
- Stay up to date on .eu issues**: A section with text: 'Read the .eu Registrar News. This newsletter is issued monthly and contains the latest news on EURid and the .eu top-level domain.'
- Live Support**: A button with a call center agent image, text 'click here for Live Support', and 'ONLINE' in green.

A large orange curved arrow on the left side of the screenshot points from the 'Live Support' button towards the 'Stay up to date on .eu issues' section.

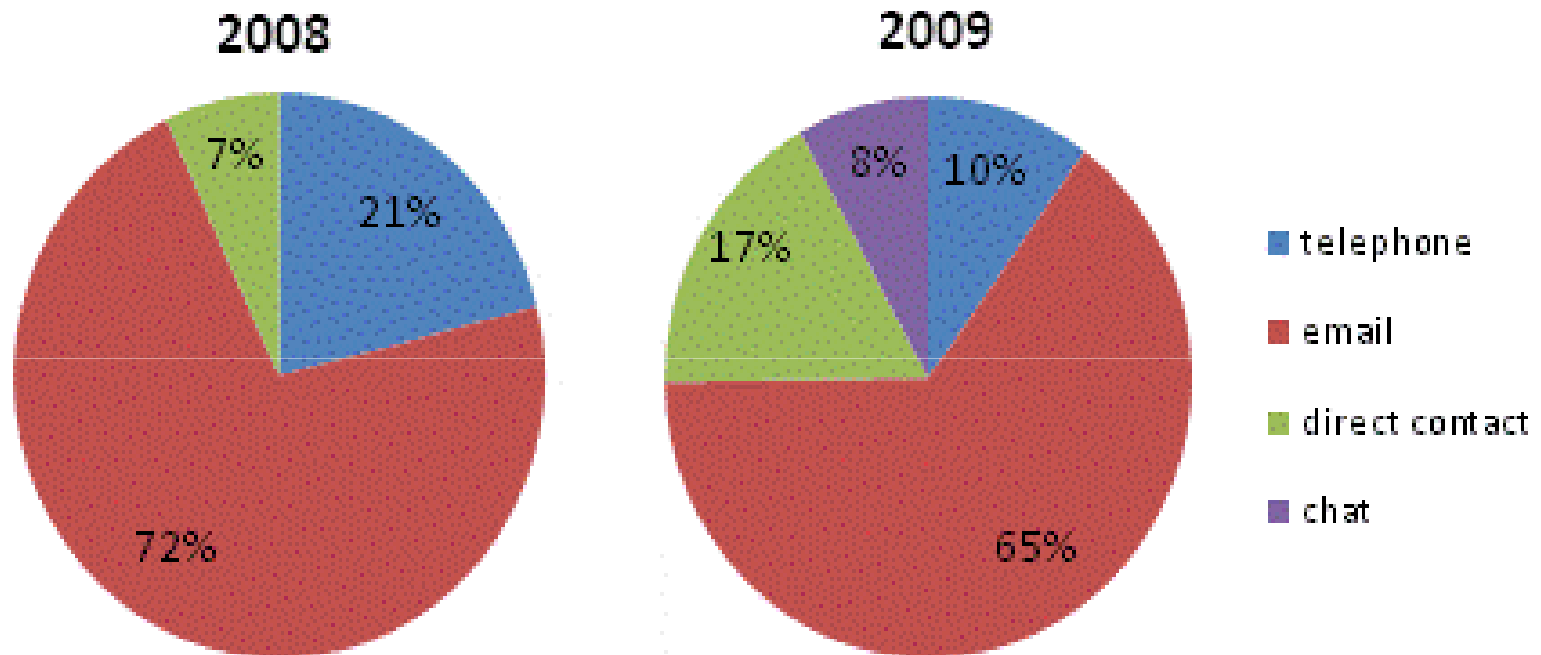
2009 Registrar Satisfaction Survey

EURid's responsiveness ratings



2009 Registrar Online Satisfaction Survey

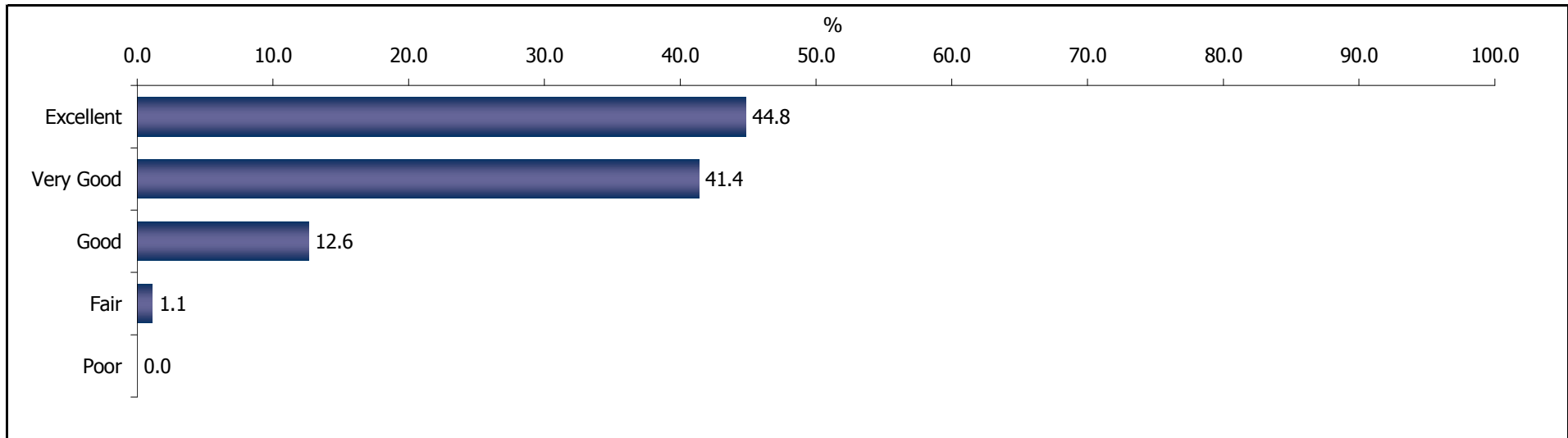
Preferred channels to contact EURid



- **.eu domains are seen as highly reliable: 88% of respondents scored this aspect at least 7 out of 10**
- **.eu domains are seen as generally easy to sell by registrars in Europe**
- **The domain is seen as adding value to SMEs by 56%, to trans-border businesses by 93%, to public authorities by 47%, to individuals by 31%**

2009 Registrar Phone Survey Relationship with EURid

Q9 In overall terms, how would you rate the overall quality of your relationship with EURid, considering all of your experiences with them?
Would you say it is...



	Excellent	Very Good	Good	Fair	Poor	Mean	% Diff. v Overall	Resps
EURid Overall	45	41	13	0	0	4.30	-	87

Region	Excellent	Very Good	Good	Fair	Poor	Mean	% Diff. v Overall	Resps
Europe	44	41	14	0	0	4.28	-0.6	80
Rest of the World	57	43	0	0	0	4.57	6.3 ↑	7

Scale : 5 =Excellent, 4 = Very Good, 3 = Good, 2 = Fair, 1 =Poor

2009 Registrar Phone Survey EURid as partner

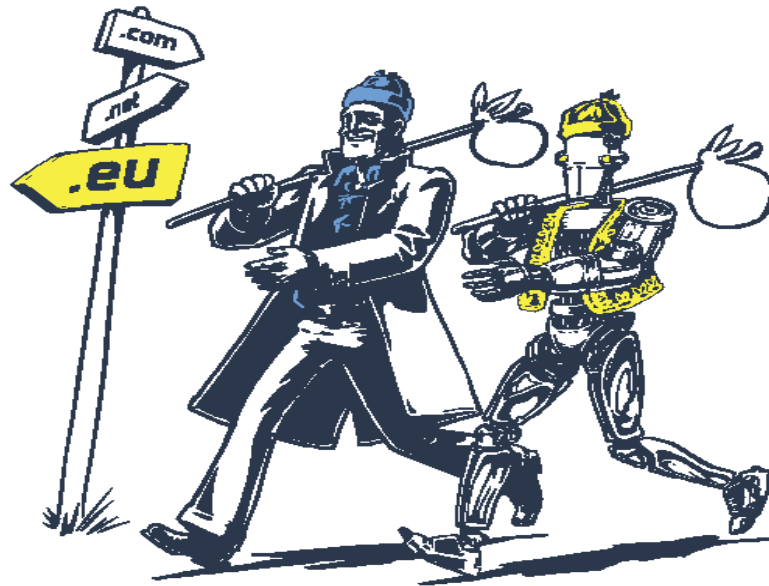
- **86% of respondents rated their relationship with EURid as either Excellent or Very good**
- **The figure for customer service is even higher, at 94%**
- **86% rated the ability of EURid to help them on their most recent contact, as either Excellent or Very good**


Together

**Registrars and
registrants**








Evropský balíček
 speciální nabídka pro studenty platná do 31. 12. 2009.
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WWW.DO.MEZÍ, CZ | 18 PŘÍJEMNÝM ALZ - PŘEDSTAVITELSTVÍM A SCHVÁZENÍM

Reaching out

Targeted groups

Local awareness activities

- **Over 20 local activities developed in 2009**
- **2 major banner campaigns**
 - **Transport sector**
 - **IDNs launch**
- **Monitoring and measurement in place for each initiative**
- **5 marketing channels experienced**
- **Some examples**



.eu ukazuje, že jste Evropan

„Doména .eu byla pro společnost Hyundai Heavy Industries Europe velmi důležitá. Název naší společnosti hovoří sám za sebe, naše zařízení distribuujeme po celé Evropě. Přešli jsme od hyundai.be na hyundai.eu. Během posledních měsíců jsme svědky nárůstu počtu návštěvníků našich stránek. Doména .eu nabývá na popularitě.“

Jan Coemans, www.hyundai.eu

.eu je praktická

„To, co vidíme v potravinářském průmyslu, se děje ve většině společností. Trh je stále evropsější nebo dokonce globálnější. A velmi často chtějí společnosti uvést jeden výrobek v jednom balení na různé trhy. Pro úsporu místa někdy stačí některé informace uvést na webové stránce, aniž byste je museli uvádět přímo na obalu výrobku. V takovém případě je webová stránka .eu velmi užitečná, protože s ní můžeme oslovit všechny spotřebitele najednou.“

Jup van 't Veld, www.monchoix.eu

.eu je znakem kvality

„Společnost UniCredit Group je třetí největší evropskou bankovní skupinou s pobočkami ve 23 evropských zemích. Podle mě je doména .eu podvědomě velmi silně spojena s tím nejlepším, co v Evropě existuje.“

Marc Beckers, www.unicreditgroup.eu

Registrar logo

Doména .eu je určena výlučně pro rezidenty Evropské unie. Pět stům miliónům Evropanů ve 27 různých zemích nabízí na Internetu jednotnou evropskou identitu.



8 důvodů,
proč si zvolit doménu .eu



EURid vzw/asbl
Park Station
Woluweaan 150
B-1831 Diegem, Belgium
Tel.: +32 (0)2 401 27 50
Fax: +32 (0)2 401 27 51
info@eurid.eu
www.eurid.eu

EURid
The European Registry of Internet Domain Names www.eurid.eu

Doména nejvyšší úrovně .eu je iniciativou Evropské komise.



Campaign on the trains in Slovakia



www.8dovodov.eu

EURid je neziskovou organizáciou vybranou Európskou Komisiou pre správu domény .eu. Už od spustenia v decembri 2005, .eu rýchlo obsadila miesto ako jedna z najväčších európskych domén. V súčasnosti je zaregistrovaných približne 3 miliónov domén .eu.



Zakotvite

svoju doménu bezpečne
v Európe

Top banner running on 'Den Store Danske'

The screenshot shows the top section of the Den Store Danske website. At the top, a blue banner with a map of Europe contains the text "Vælg et .eu domænenavn." Below this is a navigation bar with "DEN STORE DANSKE Gyldendals års encyklopædi" on the left, a search bar with a "Søg" button, and "Opret bruger" and "Log ind" on the right. A grid of category links follows, including "Bil, båd, fly m.m.", "IT, teknik og naturvidenskab", "Med og drikke", "Bolia", "Krop, psyk og sundhed", "Natur og miljø", "Danmarks geografi og historie", "Kunst og kultur", "Rejser, geografi og historie", and "Erhverv, karriere og ledelse", "Livsstil, sport og fritid", and "Samfund, børn og politik". A user login section includes fields for "E-mail" and "Password", a "Log ind" button, and a "Husk mig" checkbox. A sidebar on the right features a "Call me" button, an advertisement for the "HTC Hero" smartphone with a price of "899,-" (marked down from "Min pris 1.451,-"), and a "Klik her" button. The main content area includes a warning message about search text being highlighted in an article, a section for "Aktuel baggrundsviden" with a photo of Claes Kastholm Hansen and a quote, and a "Kom godt i gang med ..." section with a list of links: "0. At bruge sitet", "1. At oprette din egen bruger", "2. At redigere artikler", "3. At skrive artikler", "4. At opdatere artikler", "5. At lave links", and "6. At indsætte et billede".

Picture contest in Estonia Winning picture



Transport campaign in Lisbon



Participation in fairs/events



Participation in fairs/events





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The EurActiv Awards for Debating Europe Nationally

In association with

José Manuel Barroso félicite EurActiv pour son dixième anniversaire.

Posted by Stuart Langridge on 13/11/09

Hier soir, le président de la Commission Européenne, José Manuel Barroso a félicité EurActiv pour son dixième anniversaire. Monsieur Barroso en a profité pour remettre le prix spéciale du jury de la Fondation EurActiv à Jerzy Buzek, Président du Parlement Européen.

EurActiv Awards - Debating Europe - President B...



0:00 / 3:20

EurActiv Awards, Public Affairs, french
[Comments \[RSS 2.0\]](#)

2 Responses to José Manuel Barroso félicite EurActiv pour son

EurActiv Awards Winners

2009 is the 10th Anniversary of EurActiv.com. The EurActiv Awards for Debating Europe Nationally celebrate others that communicate European issues. Click here to learn more.

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Nominations in other languages

- English
- French
- German
- Bulgaria
- Czech Rep.
- Hungary
- Poland

Previous Post

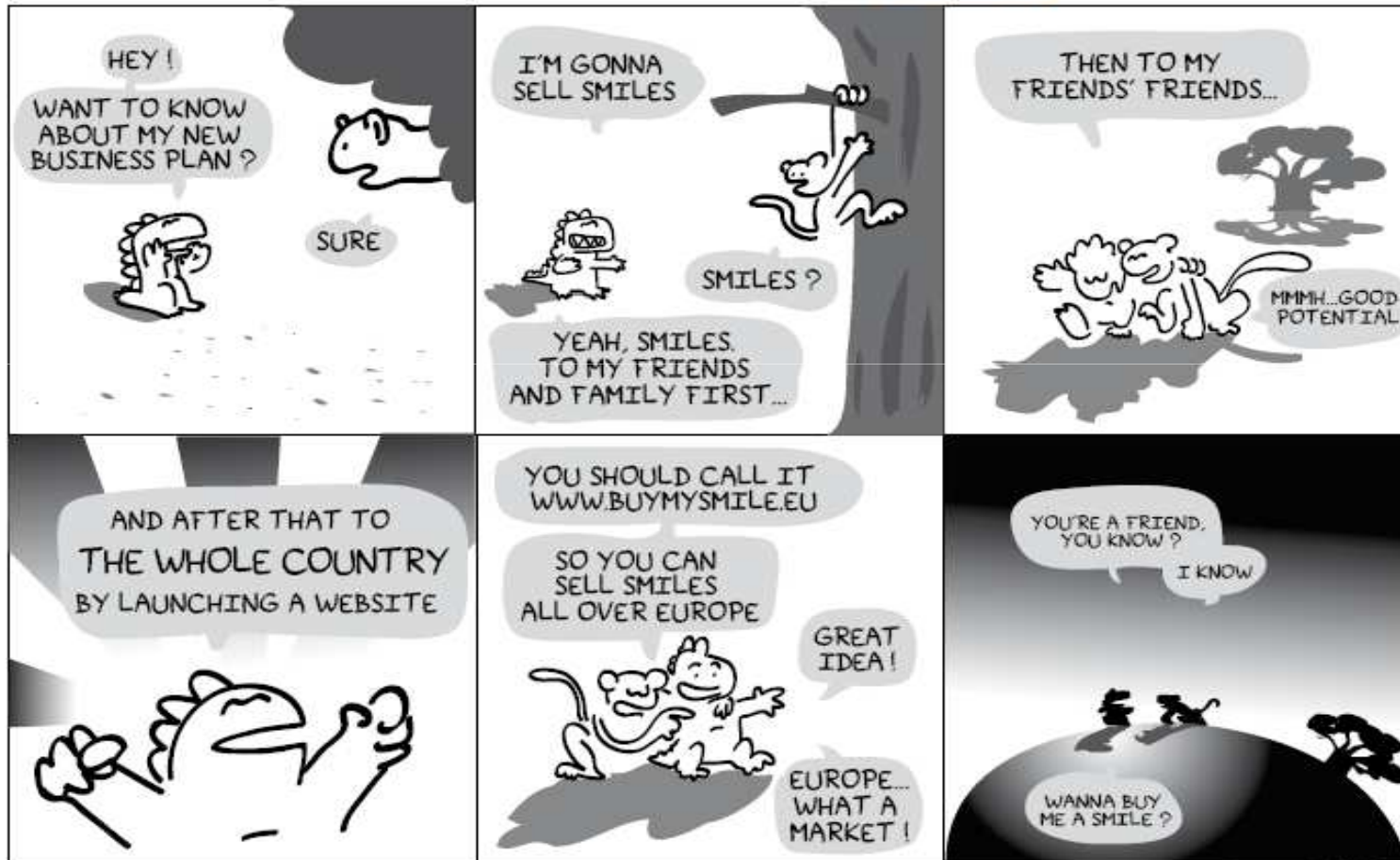
The European Parliament Debate

EurActiv Celebrates 10 Years With A Debate And Award Ceremony In The European Parliament

Arte remercie EurActiv par la voix de Claire Poinignon.

EMI Germany Accepts A EurActiv Award For

The European comic strip



wandulle-09

European school in Belgium



Transport campaign in Lisbon



Postcards in The Netherlands and Austria

