

Marketing your ccTLD

The DotPH Experience

JOEL DISINI

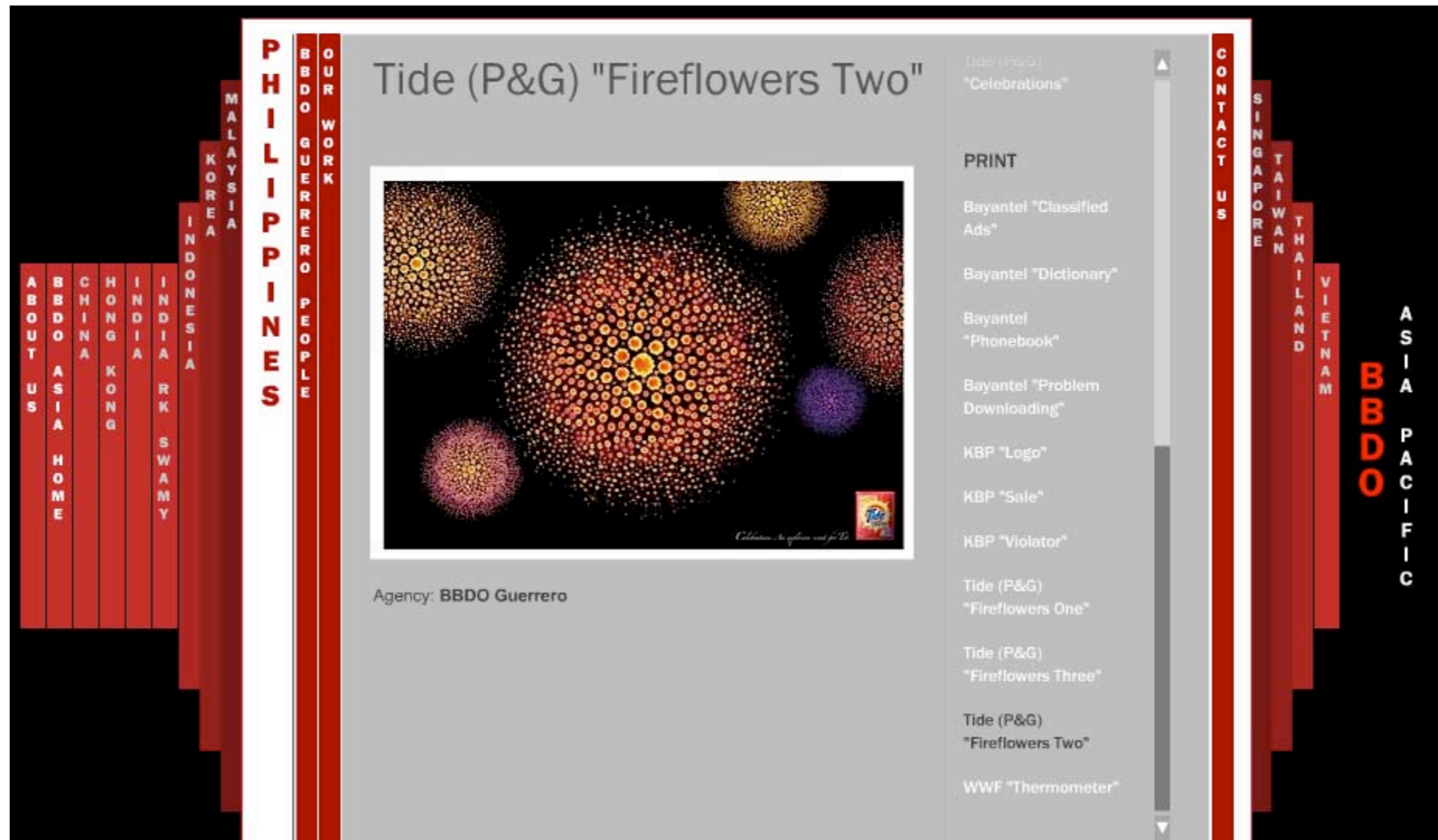
How the Message Evolved

How the Message Evolved

1. Protect your trademark
2. Shorter is better
3. Choose the right name for your business

1. Protect your Trademark

BBDO Guerrero Ortega



Multi-awarded agency known for creating subtle ads that make people think



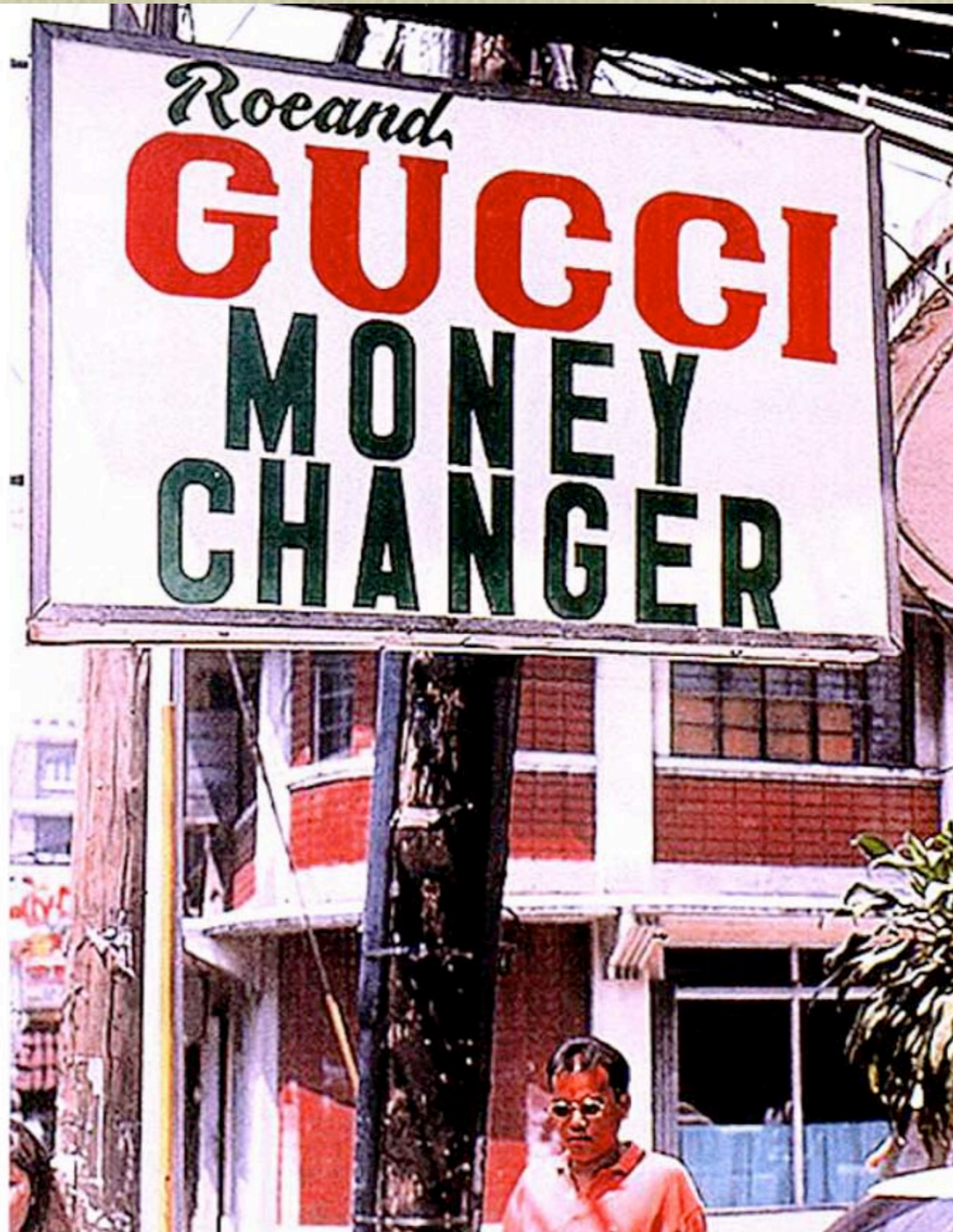
Register your domain name before somebody else does.



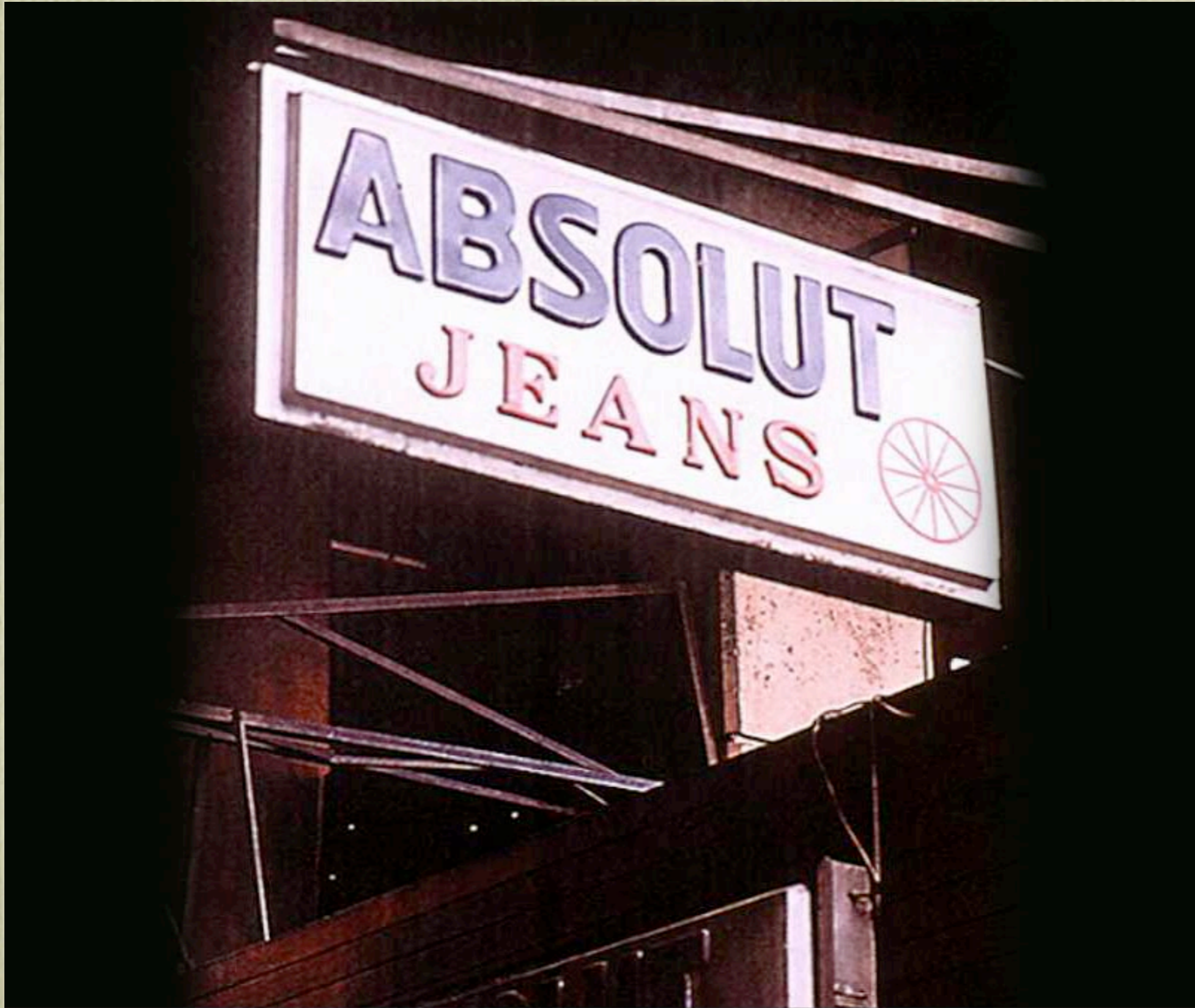
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CANNES LIONS 2001



Cannes, 18-23 June 2001

PRESS & POSTER FINALIST

<i>Category:</i>	PRESS : Commercial public services
<i>Entered by:</i>	IBEXHUERRERO ORTEGA
<i>Title:</i>	"ABSOLUT"
<i>Client:</i>	DOTPIL
<i>Product:</i>	ISP - DOMAIN NAME REGISTRATION
<i>Advertising Agency:</i>	IBEXHUERRERO ORTEGA Makati
<i>Creative Director:</i>	David Guerrero
<i>Copywriter:</i>	David Guerrero
<i>Art Director:</i>	Cynthia Dauson
<i>Photographer:</i>	Mark Gray
<i>Director:</i>	Kevin Ramirez
<i>Account Supervisor:</i>	Isa Ortega
<i>Advertiser / Supervisor:</i>	Isa Ortega

Romain Hatchuel

Romain HATCHUEL - Chief Executive Officer



http://www.starbuckscoffee.ph



Apple (141) Amazon eBay Yahoo! News (870)

The domain you typed in does not exist and is available for registration.

To register it, click [here](#).

To search for the page you need, click [here](#).



Protect your identity. Register your domain name now.



We've got you covered.

Protect your brand from cybersquatters who plan to make money off your brand. **Get 4 domains for the price of 3** with the **dotPH Brand Protect Program.**



THE OFFICIAL DOMAIN REGISTRY OF THE PHILIPPINES

www.dot.ph



MAKE YOURSELF IMPOSSIBLE TO MISS.

Drive traffic to your website. Buy all the available extensions of your precious domain name and have them lead directly to your page.

Want a good deal? Get 4 domains for the price of 3 when you avail of our latest promo.



THE OFFICIAL DOMAIN REGISTRY OF THE PHILIPPINES

www.dot.ph

MARK YOUR TERRITORY

Keep cybersquatters away and let everyone know who and where you are with the **dotPH Brand Protect Program**.

Buy 4 domains for the price of 3.
That's a cool \$70 off your purchase.



THE OFFICIAL DOMAIN REGISTRY OF THE PHILIPPINES

www.dot.ph

2. Shorter is Better



SHORTER IS BETTER.

Get a shorter, more memorable domain name at
www.dot.ph



Shorter is Better

- Radio Ad for a 'Travel Agency'

Shorter is Better

- Radio Ad for a 'Travel Agency'

Shorter is Better

- Radio Ad for a 'Salon'

Shorter is Better

- Radio Ad for a 'Salon'

Shorter is Better

- Radio Ad for a 'Pharmacy'

Shorter is Better

- Radio Ad for a 'Pharmacy'

PC&V Communications



Unit 11, G/F Legaspi Suites, 178 Salcedo Street, Legaspi Village, Makati City, Philippines 1200
Telephone: 752-5004 Tel/Fax: 813-2575 / 894-5712 E-mail: lbauzon@pcv.com.ph

PC&V
COMMUNICATIONS, INC.

http://www.
jeez it's tough
when you've got
a diff name online
.com



http://www.
someone bought my
domain name and is
selling it to me for a
million bucks.com



Get it on the dot.

http://www.
i can't believe that so
many companies are
named prosperity
and someone beat
me to it.com



Get it on the dot.

http://www.
see how i have
mangled my
company name just
to get into.com



Get it on the dot.

3. Choose the Right Name for your Business



Dont violate your name online.



Keep it nice and simple @dotPH




LANDCO PACIFIC.COM

Don't violate your name online.



LANDCO.PH

Keep it nice and simple @  dotPH

taken.com

available.ph



Your chances of scoring that domain name you want are better at **dotPh.**



taken.com



available.ph

Your chances of scoring that domain name you want are better at **dotPh.**

A close-up portrait of a woman with blonde hair pulled back, wearing a white button-down shirt. The text 'taken.com' is overlaid in white at the top of the image.

taken.com

A close-up portrait of the same woman, wearing the same white button-down shirt, but with the top two buttons unbuttoned, revealing a black lace bra. The text 'available.ph' is overlaid in white at the top of the image.

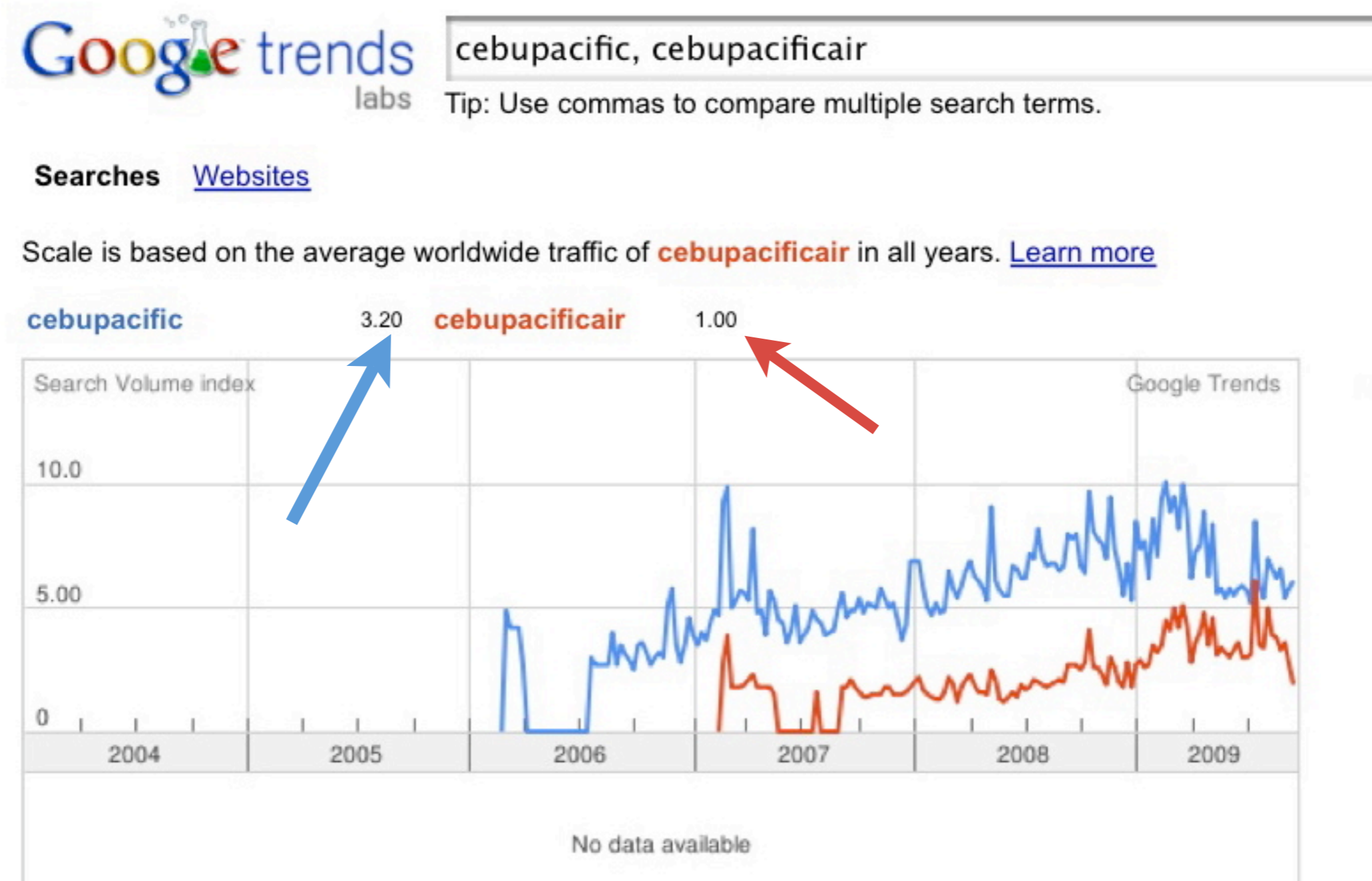
available.ph

Your chances of scoring that domain name you want are better at **dotPh.**

**3b. Infomercials to help a
business choose the right
name**



WHICH SEARCH ENGINE TERM IS MORE POPULAR: CEBUPACIFIC OR CEBUPACIFICAIR?



Worldwide Search

WHICH SEARCH ENGINE TERM IS MORE POPULAR: 'CEBU PACIFIC' OR 'CEBU PACIFIC AIR' OR 'CEBU PACIFIC AIRLINES'?



cebu pacific, cebu pacific air, cebu pacific airlines

Tip: Use commas to compare multiple search terms.

Searches [Websites](#)

Scale is based on the average worldwide traffic of **cebu pacific air** in all years. [Learn more](#)



Worldwide Search

Google Search for 'cebu pacific' in Singapore

Web [Show options...](#)

Results 1 - 10 of about 10,300 for [cebu pacific](#). (0.20 seconds)

[Cebu Pacific](#)

Cebu Pacific brings people together through an affordable and reliable mode of travel, a consistently fun-filled experience delivered with a true heart and ...

ph.jobstreet.com/jobs/2009/9/j/80/2194355.htm?fr=J - [Cached](#) - [Similar](#)

[Another Cebu Pacific Nightmare Story - Thailand Forum](#)

7 posts - 6 authors - Last post: 25 Apr

Another **Cebu Pacific** Nightmare Story : Well I'm sure everybody remembers when the airport closed to protesters a few months back.

www.thaivisa.com/.../Cebu-Pacific-Nightmare-Story-t258232.html - [Cached](#) - [Similar](#)

[Cebu Pacific Air](#) - 21 Aug 2009

[Cebu Pacific Credit Card Problem Fixed](#) - 9 Aug 2009

[Cebu Pacific](#) - 3 Apr 2009

[Clark \(angeles Philippines\) To Bangkok With ...](#) - 15 Jan 2009

[More results from thaivisa.com »](#)

[Success Story: Cebu Pacific Air - Jebson & Jessen Communications ...](#)

Jebson & Jessen Communications has helped **Cebu Pacific** Air set up an IP telephony solution to support their growing call centre needs. ...

www.comms.jjsea.com/rhapsody_display.asp?id...BAC6... - [Cached](#) - [Similar](#)

[TTG ASIA - Cebu Pacific to launch new Vietnam-Manila flights](#)

"I believe **Cebu Pacific** will land at Ninoy Aquino International Airport and to connect to **Cebu**, passengers will have to exit the airport, take a bus ride to ...

www.ttgasia.com/index.php?option=com_content...id... - [Cached](#) - [Similar](#)

Google Search for 'cebu pacific' in Japan

Web [Show options...](#)

Results 1 - 10 of about 13,800 for [cebu pacific](#). (0.24 seconds)

[Smart Magazines Buhay - LnB binigyan na access sa Cebu](#)

[Pacific](#) - [[Translate this page](#)]

Sa ilalim ng kasunduan, na nilagdaan kamakailan lang, ang LnB ay binigyan ng kaukulang access sa Online Booking Facility ng **Cebu Pacific**. ...

[smart.marmeid.com/.../lnb-binigyan-na-access-sa-cebu-pacific/](#) -

[Cached](#) - [Similar](#)

Sponsored Links

[Cebu Flight](#)

Looking for Great Flight Deals?
Compare Them at TripAdvisor!

[www.TripAdvisor.com](#)

[See your ad here »](#)

[Cebu Pacific Air to Operate between Kansai and Manila - 3rd LCC](#)

[to ...](#) - [[Translate this page](#)]

On October 24, the Ministry of Land, Infrastructure, Transport and Tourism announced that **Cebu Pacific** Air, a Philippine airline, has been granted ...

[en.airportnews.jp/headline/44/](#) - [Cached](#) - [Similar](#)

[Philippine low-cost airline to start flights to Japan > Japan ...](#)

Japan has agreed to allow **Cebu Pacific** Air of the Philippines to launch flight services to Japan, the transport ministry...

[www.japantoday.com/.../philippine-low-cost-airline-to-start-flights-to-japan](#) - [Cached](#) - [Similar](#)

[FS9 Cebu Pacific A320 Ldg at WMKK Rwy14L 画像 - GAZOTUBE.com](#)

Sorry for the poor quality.. maybe anyone can tell me how to make it better? I do use FRAPS..** While I'd upload the video without any music, ...

[www.gazotube.com/x29N053O_so.html](#) - [Cached](#) - [Similar](#)

[テクノラティ：「macuha.com」のブログ記事検索結果](#)

Pacific Sucks by Epinions 7. Usability Fail (**Cebu Pacific** Air) by Life in **Cebu** 8 . **Cebu**

Pacific Fail by Markku Seguerra 9. **Cebu Pacific's** Very Poor Services ...



cebupacific.ph

cebupacific.ph



SEARCH



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Are You Looking For A Flight To Manila? Find Cheap Tickets Here!
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BORACAY ISLAND - PROMO

4-7day from US\$399 for 2. Transfers Brkfst Pool Free-Wifi Cruise Rides
www.BoracayBeachClub.com

DISCOUNT FLIGHTS

Departing from Manila, over 100 destinations. Instant confirmation!
www.asiatravel.com

What marketing people think

“After spending millions in advertising, the public will easily remember our domain name.”

WHICH SEARCH ENGINE TERM IS MORE POPULAR: CEBUPACIFIC OR CEBUPACIFICAIR?

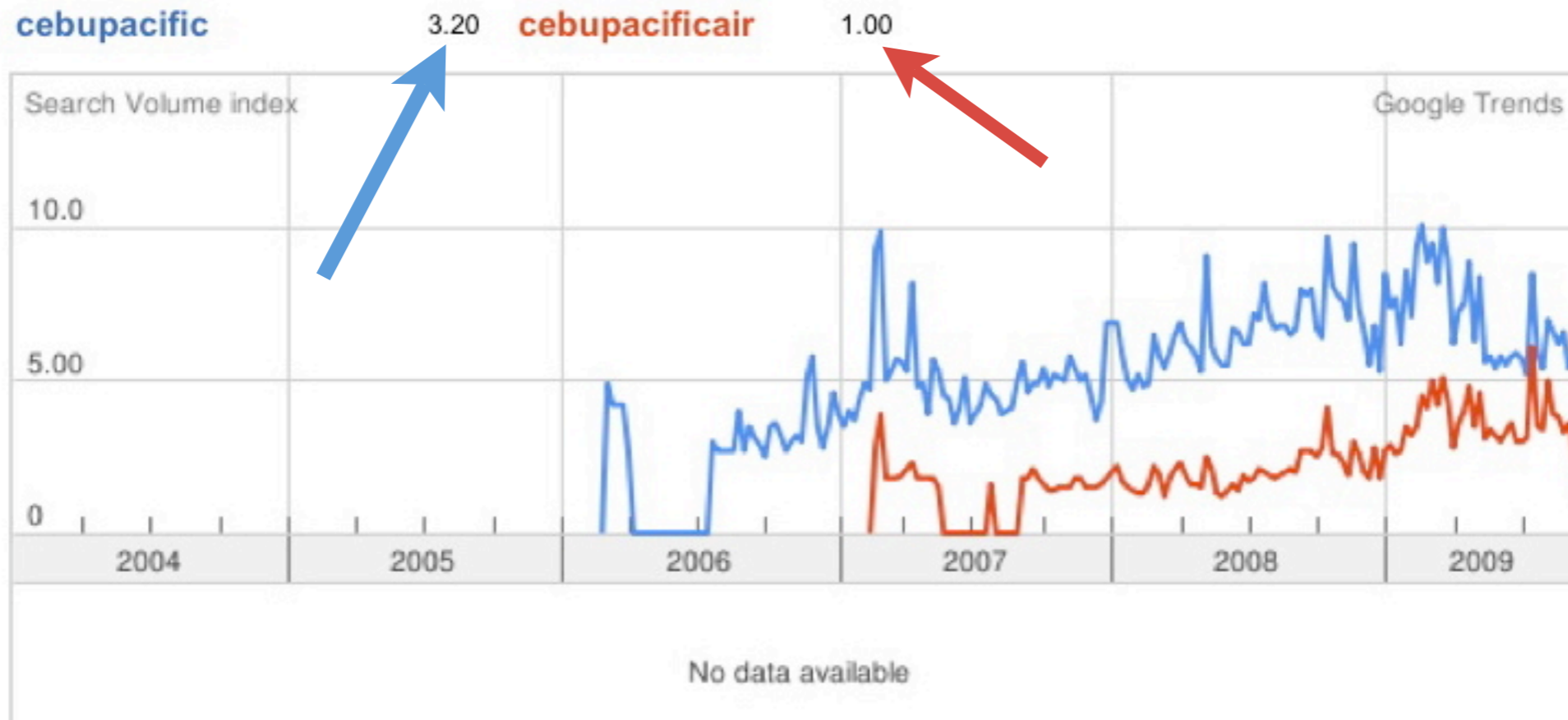


cebupacific, cebupacificair

Tip: Use commas to compare multiple search terms.

Searches [Websites](#)

Scale is based on the average worldwide traffic of **cebupacificair** in all years. [Learn more](#)



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Philippines

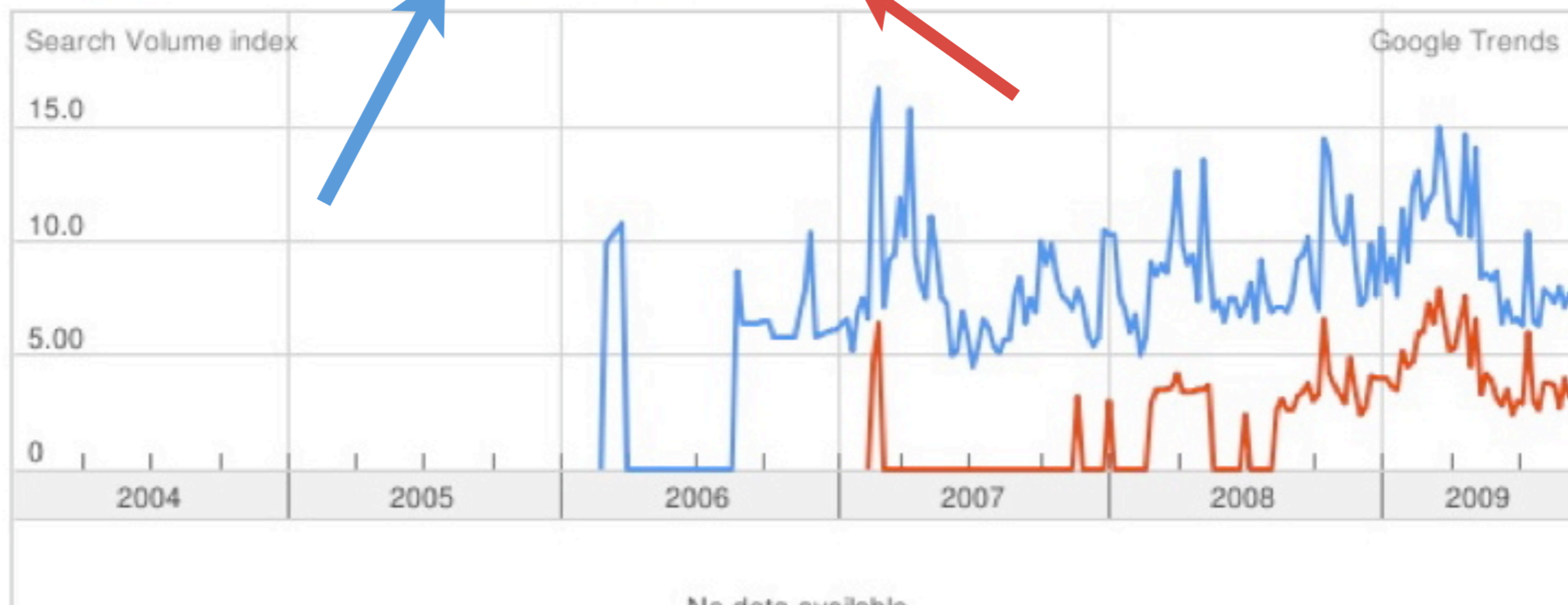
Scale is based on the average traffic of **cebupacificair** from Philippines in all years. [Learn more](#)

cebupacific

4.60

cebupacificair

1.00



Local Search

WHICH SEARCH ENGINE TERM IS MORE POPULAR: 'CEBU PACIFIC' OR 'CEBU PACIFIC AIR' OR 'CEBU PACIFIC AIRLINES'?

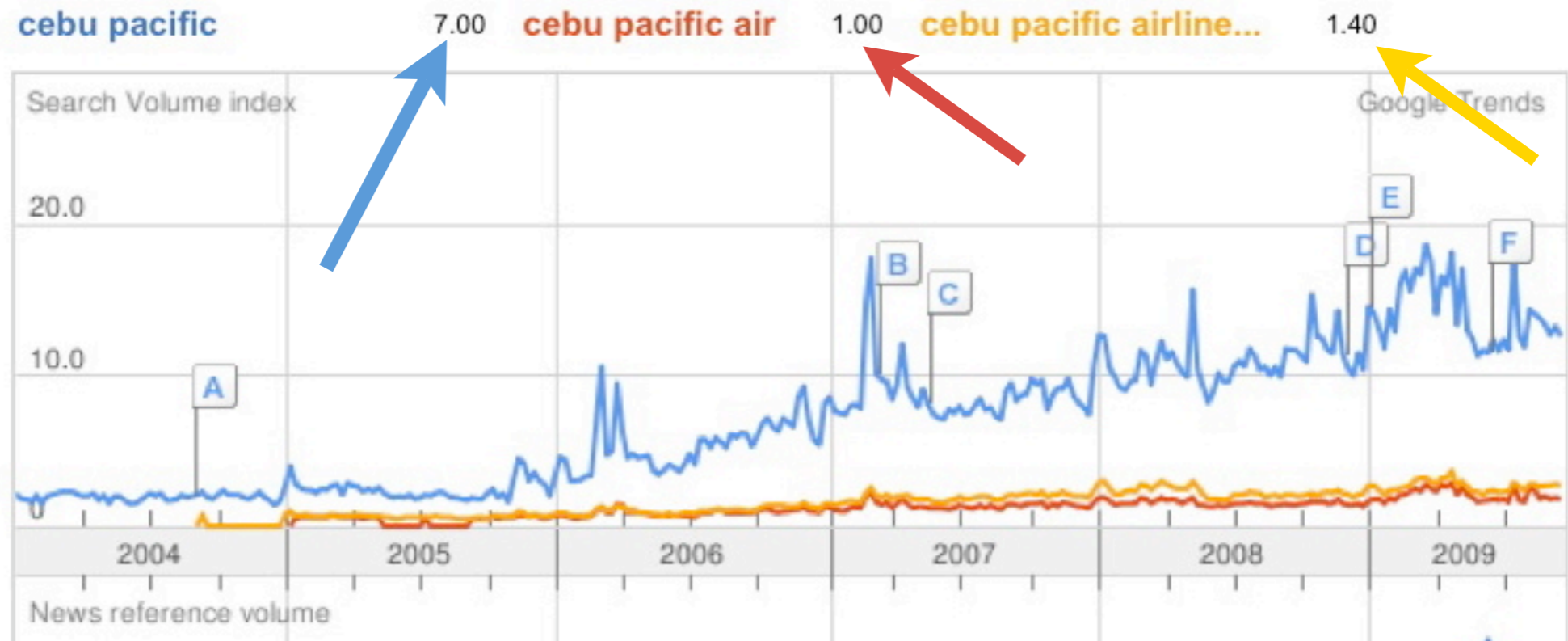


cebu pacific, cebu pacific air, cebu pacific airlines

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Searches [Websites](#)

Scale is based on the average worldwide traffic of **cebu pacific air** in all years. [Learn more](#)



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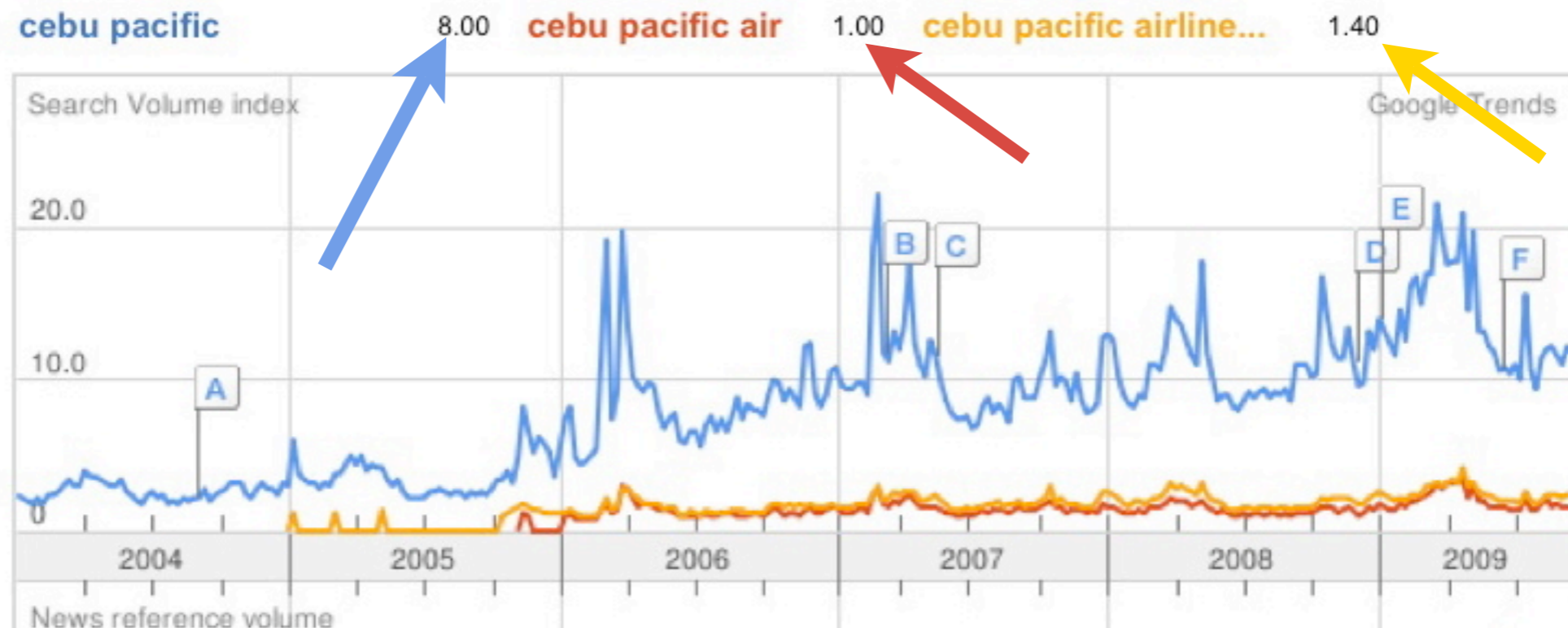
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Searches Websites

Philippines

Scale is based on the average traffic of **cebu pacific air** from Philippines in all years. [Learn more](#)



Local Search

How much revenue is lost by
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- Measure the amount of advertising required to generate the kind of type-in traffic that `cebupacific.ph` and `cebupacific.com` would get

How much revenue is lost by Cebu Pacific because of a lame choice of domain?

- Measure the amount of advertising required to generate the kind of type-in traffic that cebupacific.ph and cebupacific.com would get
- Measure the amount of ticket sales that lost type in traffic would have generated.



cebupacificair.com

Search Trends

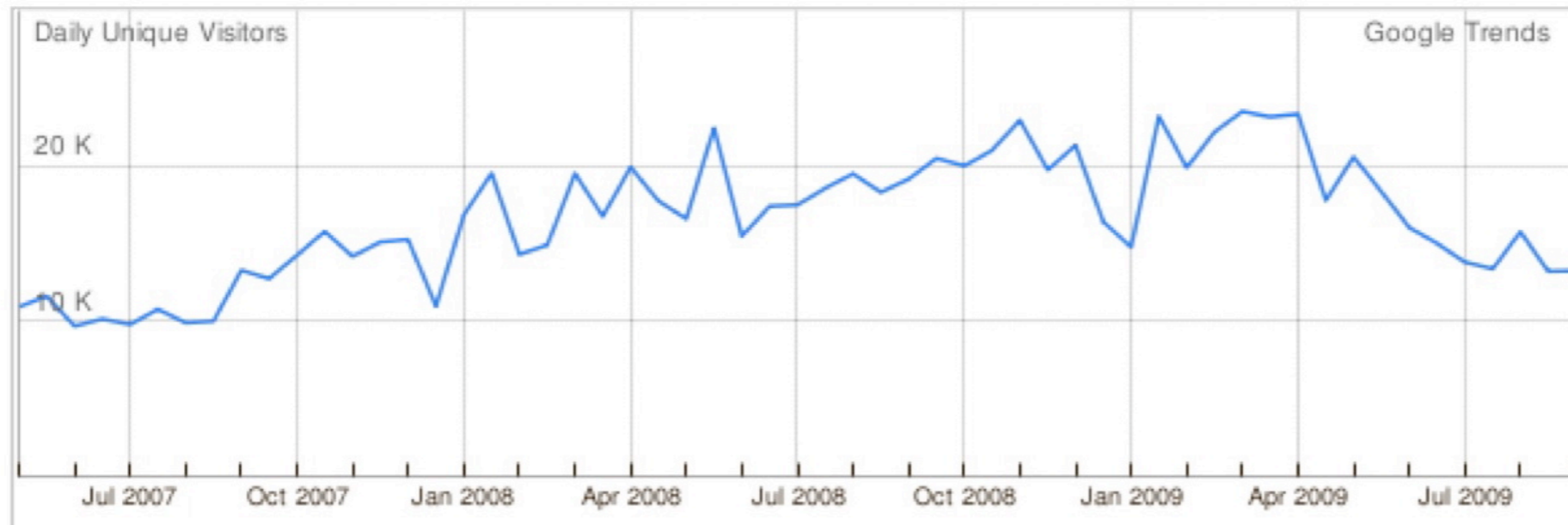
Tip: Use commas to compare multiple websites.

[Searches](#) **Websites**

All regions

All years

cebupacificair.com



What is the Advertising value of Cebu Pacific's lost type-in Traffic?



cebupacificair.com

Search Trends

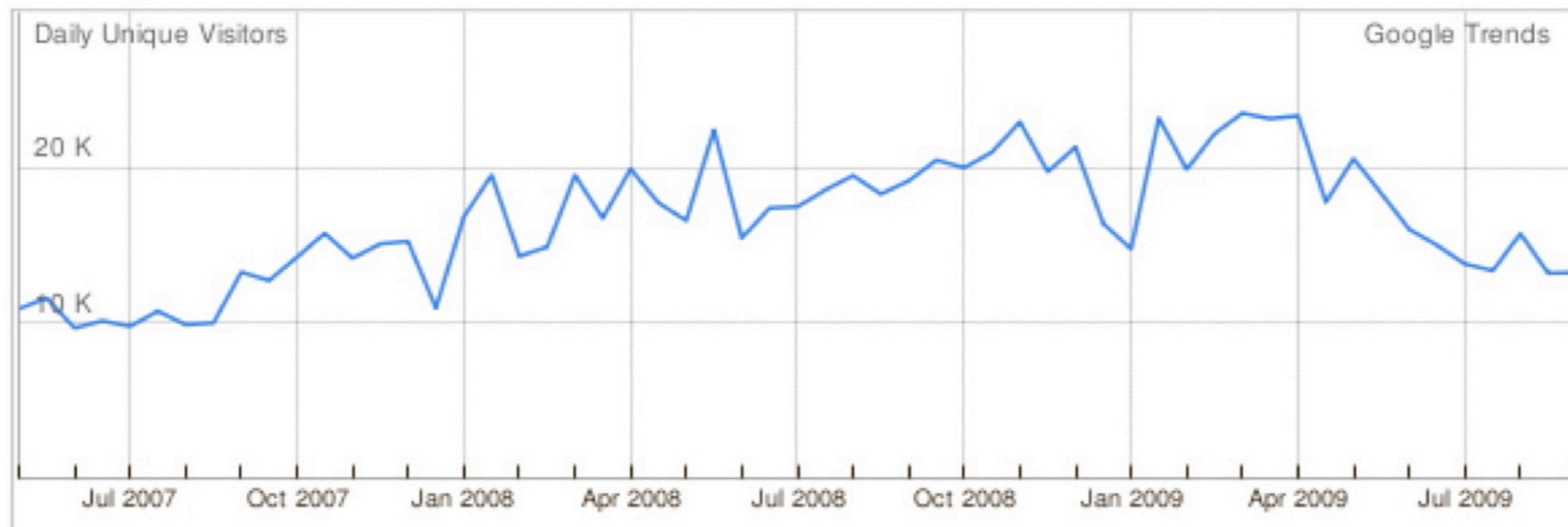
Tip: Use commas to compare multiple websites.

Searches **Websites**

All regions

All years

cebupacificair.com



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- * The local advertising rate is \$5/cpm.
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- * For every person that types cebupacificair.com, 3.2 will type cebupacific.ph

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- * $(187.2k)/(.04) = 4,680K$ impressions/month

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▶ lost traffic = \$23,400/month or **\$280T/year.**

How much ticket sales are lost by
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- Assume 4.3% conversion rate. (that is, for every 100 visitors to cebupacificair.com, 4.3% buy a ticket.)

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- Assume P350 profit/ticket.
- 187.2k lost visitors/month = 8,049 lost passengers/month.

▶ P2.8M lost income/month or **\$676T/year.**

What is the value of cebupacific.ph?

Use Taylor series to solve. Let p = interest rate the Cebu Pacific can get on their money (US\$).

$$\frac{1 + P}{P} = \sum_{w=0}^{\infty} \frac{1}{(1 + P)^w}$$

What is the value of cebupacific.ph?

Use Taylor series to solve. Let p = interest rate the Cebu Pacific can get on their money (US\$).

$$\frac{1 + P}{P} = \sum_{w=0}^{\infty} \frac{1}{(1 + P)^w}$$

- ▶ if the interest rate is 5%, the cebupacific.ph is worth $(\$676T)(1.05)/(.05) = \mathbf{\$14.2M}$

thank you

Joel Disini

jed@dot.ph

<http://dot.ph>