

elevate your identity





Branding and the power of Domain Names

“Why .coop?”

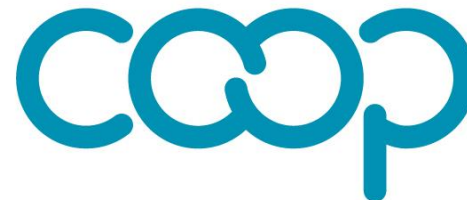
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What we own **as cooperatives**

- Unlike most business, cooperatives have some unique tools at their disposal.
- All cooperative business can promote their competitive distinction through our identity tools - the .COOP domain, the .COOP Global Directory, and the COOP Marque.

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**Our
Marque**



Why use these tools?

The value of **a brand**

- The new age of Digital created a whole new world, and new opportunities for Branding.
- Branding has the objective of making someone internalize *Your Message*.





The value of a brand

- A Brand Philosophy needs to hit the emotional level.



- With a clear message that speaks to people, and sets you apart, you can engender loyalty and advocacy.



The value of a brand

- How are you going to stay ahead of competitors?
- Those that connect with your brand will be twice as valuable as those that are merely “extremely satisfied” with your service.
- How can we maximize our brand?





The Cooperative Identity Tools

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Benefits of identifying online with the **cooperative tools**

- **With all this competitive noise, the cooperative sector has its difference on its side. This is the competitive advantage.**



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The COOP Global Directory that means **'your identity'**

Home .COOP in action ▾ .COOP domains ▾ COO

The .COOP Global Directory



- An organisation that registers a .coop domain is verified and included in the database and map, which promotes and elevates their Cooperative identity online and improves their ability to participate and thrive in today's economy.

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The Marque that means 'your identity'



- The Cooperative Marque is used by co-ops around the world to support the co-operative movement.
- It is used as a cooperative community badge, alongside your own brand identity. The Marque can be used on your mobile app, website, newsletters, email signature, publications, promotions, packaging, merchandise and signage.

Benefits of identifying online with the **.coop** domain and Directory



- One of the main things we need to consider:

“Will a .coop domain economically benefit me?”



Benefits of identifying online with the **.coop** domain and Directory

- A **.coop** domain and place on the map tells the world you are a coop – why is this good?
 - 1) Gives access to a ready market
 - 2) It underscores the cooperative difference and improves visibility in the community.
 - 3) It is an underscore of legitimacy.
 - 4) It connects you with success.



What Do We Want To Do?

- **Registering a domain name is the shortest path to building your cooperative brand and publicly signaling your commitment to the 7 cooperative principles.**
- **If you signal that you are part of .coop you are proudly displaying your commitment to the movement.**





How to use **.coop** domain names

Not just an **address for your primary website**. Make use of a domain by;

- Using **.coop** email addresses.
- If you have an existing site with another domain, begin using both domains to address your website and double the search opportunity.
- Point your **.coop** domain as a useful shortcut.
- Take advantage of being a 'verified' domain.
- Using additional **.coop** domains.

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These tools belong to us as cooperatives

- Only cooperatives can set themselves apart with these unique tools.
- They are available to us and only us – the .COOP domain, the .COOP Global Directory, and the COOP Marque.

Let's not miss this opportunity to highlight **our difference.**

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Our
Marque



“The Why”

Why we have created a program for cooperatives and start-ups.



We are listening

The .coop domain exists purely for cooperatives. We listened to feedback on our service and identified the following needs:

- **We need to make it easy for cooperatives to create their online space. Cooperatives often have limited resources, simplicity is key.**
- **We need to make it efficient. Time is money and organizations need simple solutions to online requirements.**
- **We need to make it effective. Cooperatives need the best options available when creating their websites.**



We thought hard about how to achieve this.

We distilled our research into a formula:

“Cooperatives require a regional domain-name service with a smooth and efficient application process, with effective customer support, that provides the opportunity to maximize economic potential and provide great value.”

With this in mind, we thought of cooperative apexes, associations and development agencies.

The program outlined below shows how cooperatives with a membership can be part of this formula.



**The Program for
development agencies and
organizations with a
cooperative membership**



The Program

Our program is designed to make things easier for cooperatives to use this tool designed for them. Notably this program will offer the following:

- **A competitive price for .coop domains**
- **Support and help in a local time zone and language.**
- **Access to future discount codes and deals.**
- **An easier and fast-tracked verification process.**



How it works

The program is based a very simple 3 steps.

- 1) We research the best retail partner we have in your region or area to provide domains to your members. (Those with global reach can have one global provider or several regional options.)**
- 2) We provide you with a link for your members that take them directly to this local retailer.**
- 3) This link is placed in a members-only area and promoted to them, so they know its available!**

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How it works

That's it!



We can provide materials and promotional content to help your members.

Once we have this in place, we can also look at the next step with members-only deals and discounts.

This program is designed to be a benefit to both the Cooperative apex, and its member organizations, in that it is available only to those cooperatives that form part of the membership.



Working Together

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Spreading the message of cooperatives

Connect with us on Social Media

 [@dotCoop](https://twitter.com/dotCoop)

 [DotCoop](https://www.facebook.com/DotCoop)

We are running our Media Ambassador campaign and need you to help spread the cooperative message!

Find out more here: <http://www.identity.coop/media-ambassadors/>

See some example of cooperatives using the domain at:

www.identity.coop/stories/

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Working together

We can work together to promote the cooperative network

Find your copies of marketing materials here:

<https://www.coop/media-kit/>

Please contact tom@identity.coop for bespoke marketing opportunities or collaboration ideas.