

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.

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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



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.