



ALLEGRAVITA
北京乐微塔营销咨询有限公司
PR & STRATEGIC COMMUNICATIONS
FOR CHINA AND THE WORLD
公关传媒·专注中国·服务世界



CASE
STUDY

THE DOMAIN NAME
ASSOCIATION (DNA)

The Domain Name Association (“DNA”) is the international trade association which promotes growth and innovation within the domain name industry. Founded in 2014, the DNA boasts members such as Amazon, GoDaddy, Google, Microsoft, Verisign, Web.com and dozens more influential tech leaders.

In 2015, Allegravita was engaged by the DNA as its first external marketing and communications agency. Under that engagement, Allegravita consulted on and delivered an advanced community-powered website, a substantial China market research report, a new quarterly printed magazine (inclusive of design ideation, editorial leadership and project management), a multitude of graphic assets including decks and infographics, an advertising campaign, multiple international webinars and a series of corporate videos shot at ICANN meetings in diverse global cities.

Industry associations benefit from natural advantages that typical companies should envy.

Firstly, they have access to the combined intellectual power of every enterprise which participates as a member. Secondly, they have the ability to distribute and amplify communications messages through every member enterprise’s own channel. Finally, they are typically run as not-for-profit, with the members’ communications and policy objectives as the principal deliverables.

What many industry associations typically lack, however, is a focused, capable and creative marketing and communications team. This is only natural, as many industry associations are compelled to hire judiciously, with policy and executive functions being must-haves.

As a newly-incorporated industry association, the DNA in 2015 was in exactly this position. Precious staffing resources were entirely occupied with critical executive and policy duties, leaving an intellectually powerful organization with little ability to project its messages throughout the domain name and internet services industries, and no ability whatsoever to reach and persuade influential owners of domain names.

It was in this situation that the DNA board approved the founding executive director’s recommendation that Allegravita be engaged to provide this critical, but absent marketing and communications function. As the world’s most experienced agency in the domain name sector, our appointment was easy to justify.

In the two years following, Allegravita delivered a full marketing and communications plan, and finished assets across our digital marketing, web development, market research, publication design and editorial, graphic design, advertising and video production capabilities.