



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

GMO

INTERNET GROUP



CASE
STUDY

GMO-INTERNET GROUP
& .SHOP

Headquartered in Shibuya's landmark Cerulean Tower, GMO Internet Group is listed on the Tokyo Stock Exchange and is one of Japan's most successful internet infrastructure, online advertising and media, internet finance and crypto-currency services companies. GMO has more than 5,700 employees, 2018 revenue of \$430M and assets of \$6.7B.

In 2016, Allegravita was engaged by GMO Internet Group to support the pre-launch and launch of its new .SHOP top-level domain, which it acquired at ICANN auction for \$41.5M earlier in the year.

As a Japanese company, GMO faced similar challenges entering the China market as all Japanese enterprises do. For a successful launch and a profitable sustained business, GMO and its .SHOP brand must quickly, proactively and unambiguously establish a reputation as a company sensitive to Chinese cultural expectations. In China, Japanese companies are never given a second chance.

Allegravita was appointed as GMO's first China-specialist marketing and corporate services agency in March 2016.

Executed in Tokyo, our first services agreement with GMO encompassed China market opportunity research and analysis, local "WFOE" company incorporation, critical support consulting for Ministry of Industry and Information Technology (MIIT) regulatory approvals, sales channel consulting and build-out, proactive government relations in multiple target provinces, localized branding, a full public rela-

tions and media placement campaign, digital marketing, web development, app and game development, a full Chinese social media program (inclusive of approvals, original content research and copywriting, account management and reporting), experiential marketing (including major events for hundreds of invited guests), video production, animation production, proactive partnership development, KOL acquisition and management, collateral design, and logistics planning and support for China roadshows by GMO executive team members.

A highly successful China product launch was executed and China quickly emerged as a very important market for .SHOP domain names. At the end of 2018, China had become .SHOP's 2nd largest national market worldwide, second only to GMO's home market of Japan, all without a single socio-political misstep.

A standout campaign element has been .SHOP's "Sugar for Chicken Feathers" campaign, executed in long-term partnership with the government of Yiwu, Jiangsu Province, which is the city where Asian retail commerce was first recorded in the year 222 BC.

