



**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

# neustar®

CASE STUDY | NEUSTAR  
STUDY | .CO | .BIZ | .NYC

Neustar is a leading American telecommunications company with 2017 revenue of \$1.2B and >2,000 employees. Neustar began in 1998 as a business unit of Lockheed Martin and was publicly traded on the New York Stock Exchange until 2017, when the company was taken private after a \$2.9B acquisition by Golden Gate Capital and GIC.

In 2015, Allegravita was appointed to manage all China region marketing and communications for Neustar's extremely successful .CO top-level domain, with special focus on establishing .CO as the choice of startup companies. In 2017 our brief was expanded to add Neustar's .BIZ top-level domain to marketing and communications campaigning.

Neustar is entrusted with substantial parts of the internet's backbone, including:

- Root DNS services including authority to operate diverse top-level domains including .US (for the US Dept of Commerce), .NYC (for the City of NYC), .BIZ and .CO (which it acquired in 2014 for \$109M);
- Since 2009, provision and operation of the secure gateway that allows .CN domain names to operate as a part of the global DNS (on behalf of China's Ministry of Industry and Information Technology).
- Data intelligence and mining services in a diverse range of massive consumer behavior databases, and real-time geolocation services for global IP address spaces.
- Network clearinghouse services to hundreds of ISPs, CSPs, mobile network operators, cable television operators and VoIP providers;

In March 2015, China's government shocked veteran analysts with its "Popular Entrepreneurship and Mass Innovation (大众创业、万众创新) policy, the nation's first-ever industry development program focused on the startup sector. The .CO TLD had already become established as the startup's choice in western countries, and Allegravita believed that the new policy had opened similar opportunity in China.

Neustar agreed, and immediately engaged the sector expert, Allegravita, to insert .CO into China's booming startup sector.

Energetic and creative campaigning followed a localized branding effort, with key incubators, accelerators, hackathons, KOLs, media and channel partners being activated into a visually exciting integrated campaign.

Standout wins included the country's leading hackathon network, Startup Salad adopting the domain salad.co and proactively promoting .co domains to the thousands of startups which competed and graduated from its nationwide 52-hour sprints; a vibrant .CO Startup Ambassador program in which noted Chinese innovators have been regularly utilized in experiential, social and video marketing activities; and the HerDream program of proactive support for women entrepreneurs across China. A multitude of other integrated campaign elements have led to excellent commercial traction for the first-mover .CO TLD.

Allegravita's engagement to Neustar has been renewed each year since 2015, with the company's .BIZ TLD being added to our China responsibilities in 2017, and strategic support for .NYC marketing being added in 2018.



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