



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

CREATIVE WRAP REPORT

OUT OF HOME ADVERTISING .BOSTON TOP LEVEL DOMAIN LAUNCH, FOR MMX

PREPARED IN NYC
OCTOBER 20, 2017 | VERSION 2

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CAMPAIGN OVERVIEW

EXECUTIVE SUMMARY

Owner-operator of the .boston top level domain, MMX and leading registrar GoDaddy partnered on an out-of-home (OOH) advertising campaign for the GA launch of .boston on October 10, 2017.

Allegravita took the rush brief on Friday 22 September afternoon and creative ideation began immediately.

After evaluating a wide range of OOH options in the Boston area, whole-network in-carriage train posters (4 executions) and bus exteriors (1 execution) were selected and booked for launch day & month following.

Concepts were pitched to MMX by COB on the day we took our client's brief; copywriting was completed over the weekend and finished creative executions were delivered to GoDaddy on the morning of Monday 25 September (total turnaround time 3 days inclusive of 2 weekend days).

CAMPAIGN CONCEPT

Tagline: "The internet just caught up with Boston."

Tagline intent: A gentle boast by Boston, for Boston, pointing out that Boston invented just about everything, including America. Now, with the release of .boston domain names, the internet just caught up with us.

Audience: Allegravita defined six market segments as important target registrants: Education; Research; Business; Government; Community; Non-Profit. These audiences were grouped into Education & Research; Business & Government; Community & Non-Profit. Each grouping received one targeted creative execution. A fourth creative execution addresses all segments and audiences. Full use-cases and reasons-to-buy are incorporated in concise long-copy style.

TRAIN ADS: CREATIVE EXECUTIONS

CREATIVE EXECUTION 1: EDUCATION & RESEARCH

Announcing **.dot boston** domain names.

A great new way to promote your educational or research institution.

The internet just caught up with Boston's world-leading education and research sector. With new domain names ending in **.boston**, your school or institution has a powerful opportunity to show your Boston know-how.

.boston domain names launched to the world on October 10. Join other early adopters like www.ducktours.boston, www.gaybowl.boston and www.buildin.boston

And, unlike generic **.com** domains, you're likely to get exactly the domain you want, so act fast.



Whether you're a non-profit, community group, business, government organization, educational or research institution, or just a passionate Bostonian, **.boston** domains are the best way to show your Boston pride online, enhance your branding and improve your searchability.

Early adopters, just like yourself, are using **.boston** domains to upgrade their current domains, spin up new websites, direct their **.boston** domains to their existing domains, have an easy and memorable link to their social media sites, upgrade their email addresses and even invest for the future.



Visit www.godaddy.boston to register your domain today.



TRAIN ADS: CREATIVE EXECUTIONS

CREATIVE EXECUTION 2: BUSINESS & GOVERNMENT

Announcing ^{.dot} boston domain names.
 A great new way to promote your business or government organization.

The internet just caught up with Boston's dynamic business sector. With new domain names ending in **.boston**, your company or government organization has a powerful opportunity to show your Boston innovation.

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Regrettfully, the subway media company did not provide photos of this creative execution, however it ran for 25% of paid spots.

TRAIN ADS: CREATIVE EXECUTIONS

CREATIVE EXECUTION 3: COMMUNITY & NON-PROFIT

Announcing ^{.dot} boston domain names.
 A great new way to promote your non-profit or community group.

The internet just caught up with Boston's legendary community. With new domain names ending in **.boston**, your non-profit or community group has a powerful opportunity to show your Boston pride.

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B
WATCH YOUR STEP

PRIORITY SEATING



TRAIN ADS: CREATIVE EXECUTIONS

CREATIVE EXECUTION 4: GENERIC

Announcing .dot boston domain names.

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 **GoDaddy**

Visit www.godaddy.boston to register your domain today.




BUS ADS: CREATIVE EXECUTION

CREATIVE EXECUTION: GENERIC





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ABOUT ALLEGRAVITA: 15 YEARS OF EXCELLENCE.

FOR CHINA.

Founded in Beijing in 2003, Allegravita has emerged as a preeminent Chinese PR and strategic communications agency.

The proprietary Allegravita Methodology empowers a remarkably swift onboarding of Allegravita's China comms experts to our clients' marketing, business development, product and executive teams, with positive results typically apparent in the first month of our engagement.

Allegravita's bespoke China marcomms plans typically include PR, content marketing, digital marketing and communications, corporate identity localization and extension, deftly localized collateral and video, experiential marketing and business intelligence. New China market entrants often take advantage of cost efficiencies brought about by engaging our targeted corporate services, and many clients rely on Allegravita to build and manage their first China distribution channels.

FOR THE WORLD.

Our clients demanded that we bring our exceptionally creative and relentless campaigning to their non-Chinese customers and audiences.

Since 2010, Allegravita has delivered our no-nonsense PR and strategic communications campaigns in the United States, Europe, Japan, Korea, Australia and the Middle East.

With a strength in supporting clients' business development targets, the proprietary Allegravita Methodology presses diverse marcomms disciplines into service to provide a truly innovative approach to generating leads, activating channel partners and influencers, and delighting customers and audiences with sharply intelligent content and experiences. Many Allegravita clients have begun their agency relationship with us in Western countries, and discovered how easy it can be to expand into Chinese markets.



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**WE WERE GRATEFUL FOR THIS OPPORTUNITY
TO SUPPORT MMX AND .BOSTON**

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ALLEGRAVITA.COM (MULTILINGUAL WEB)**

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