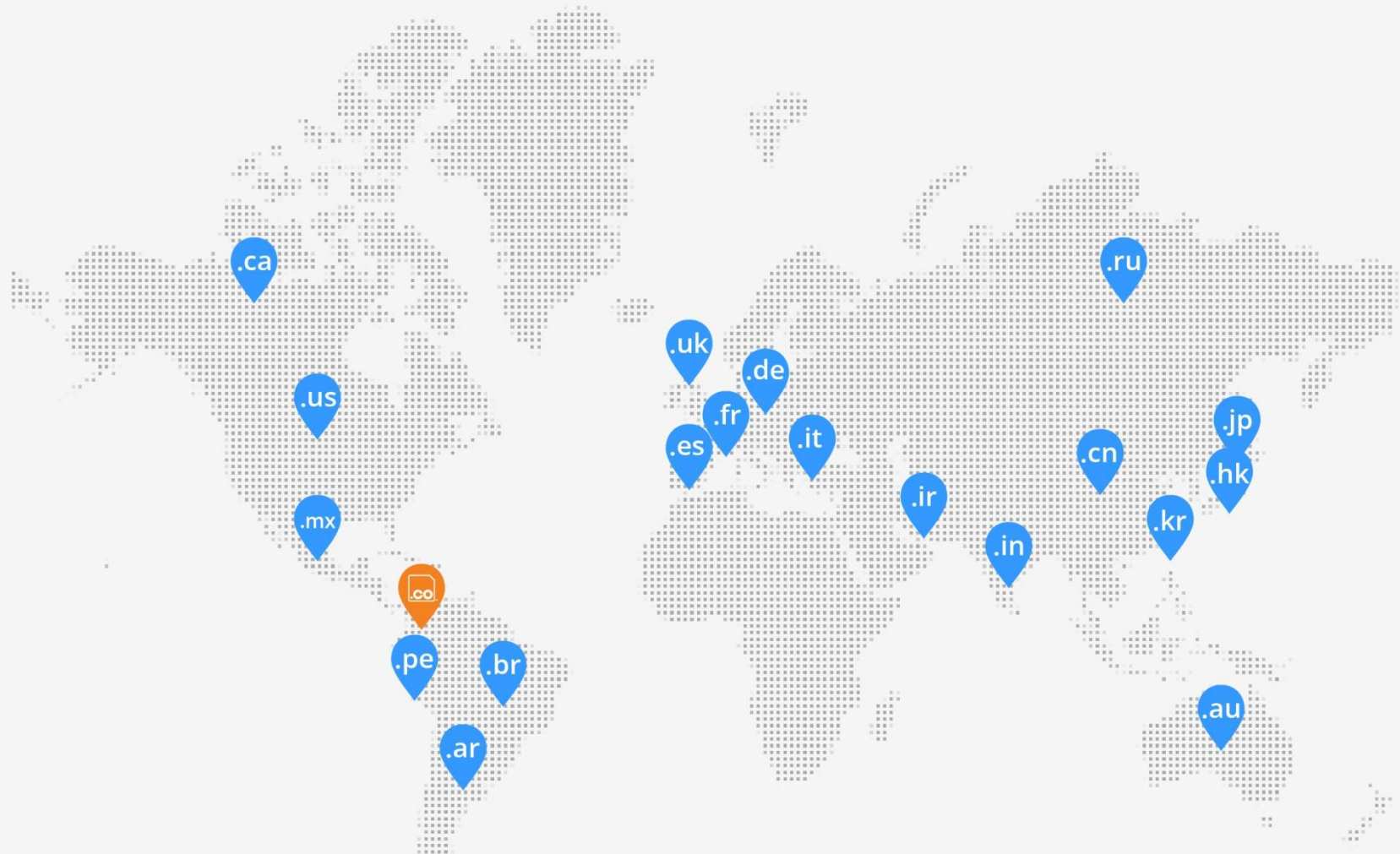


Growth Through Building a Brand

ccNSO Meeting – Singapore
March 2014

.CO – a ccTLD



.CO is one of the fastest growing global TLDs in history

Today more than **1.6 million** domains registered in 200+ countries & territories worldwide





It's all about
The Brand

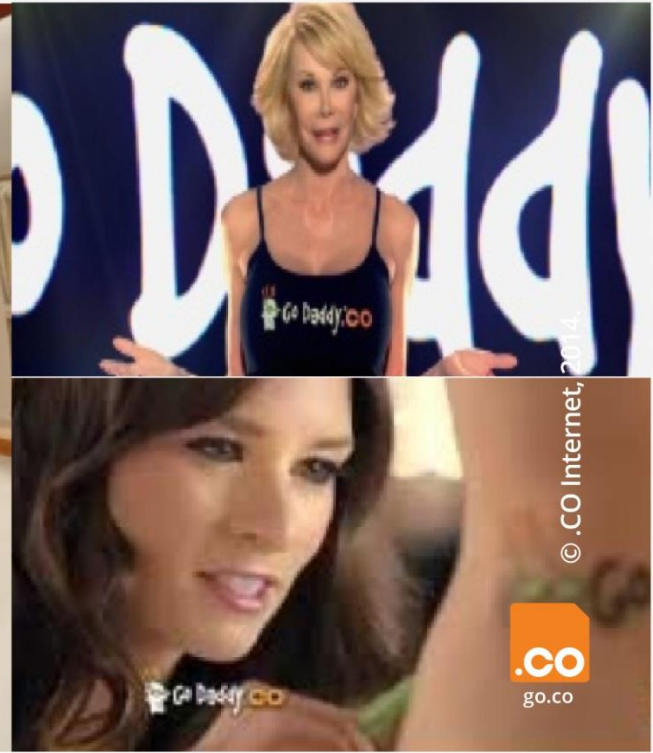
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Strategy Towards Engagement



Creating Awareness

Super Bowl Ads with 

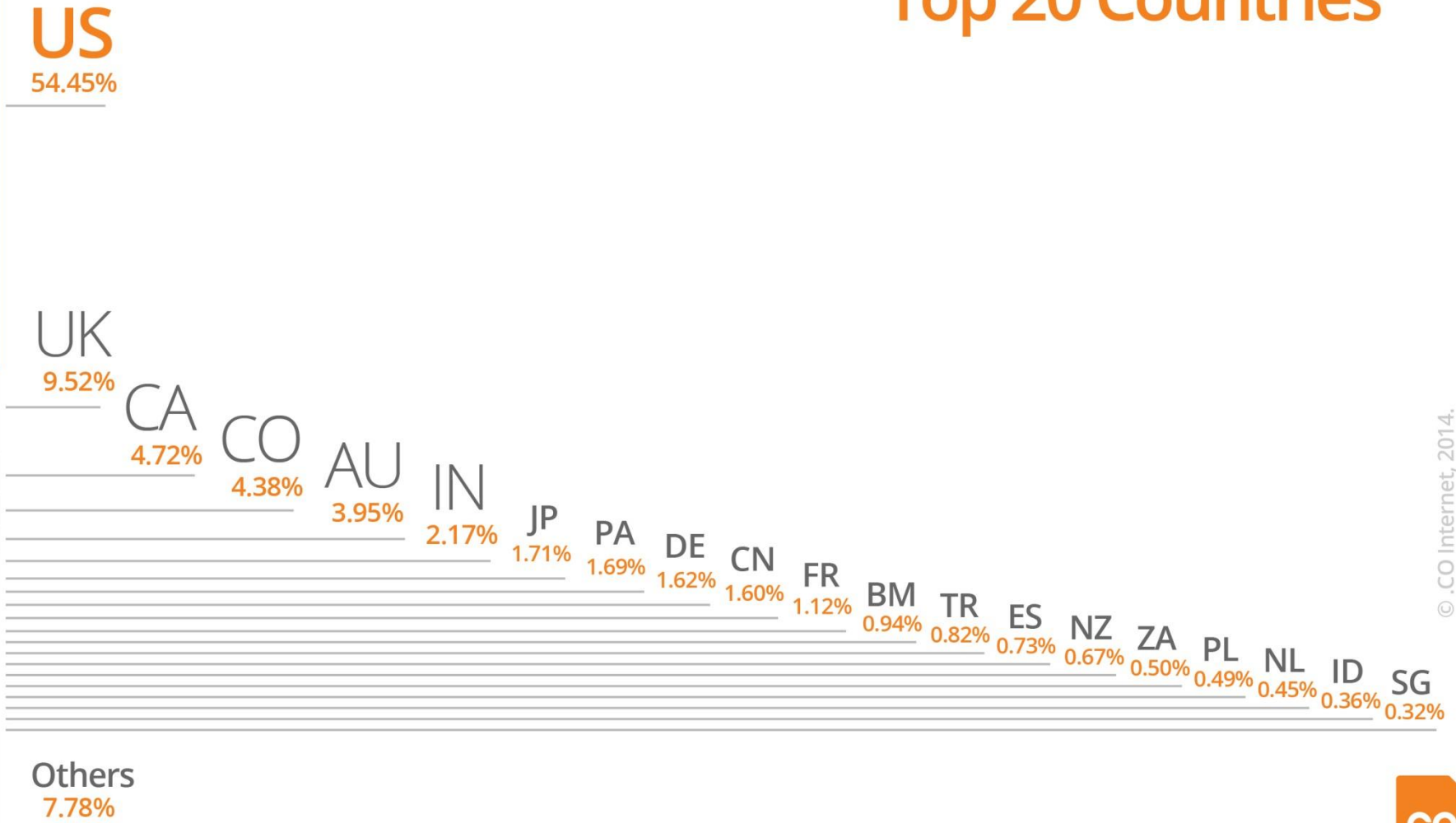


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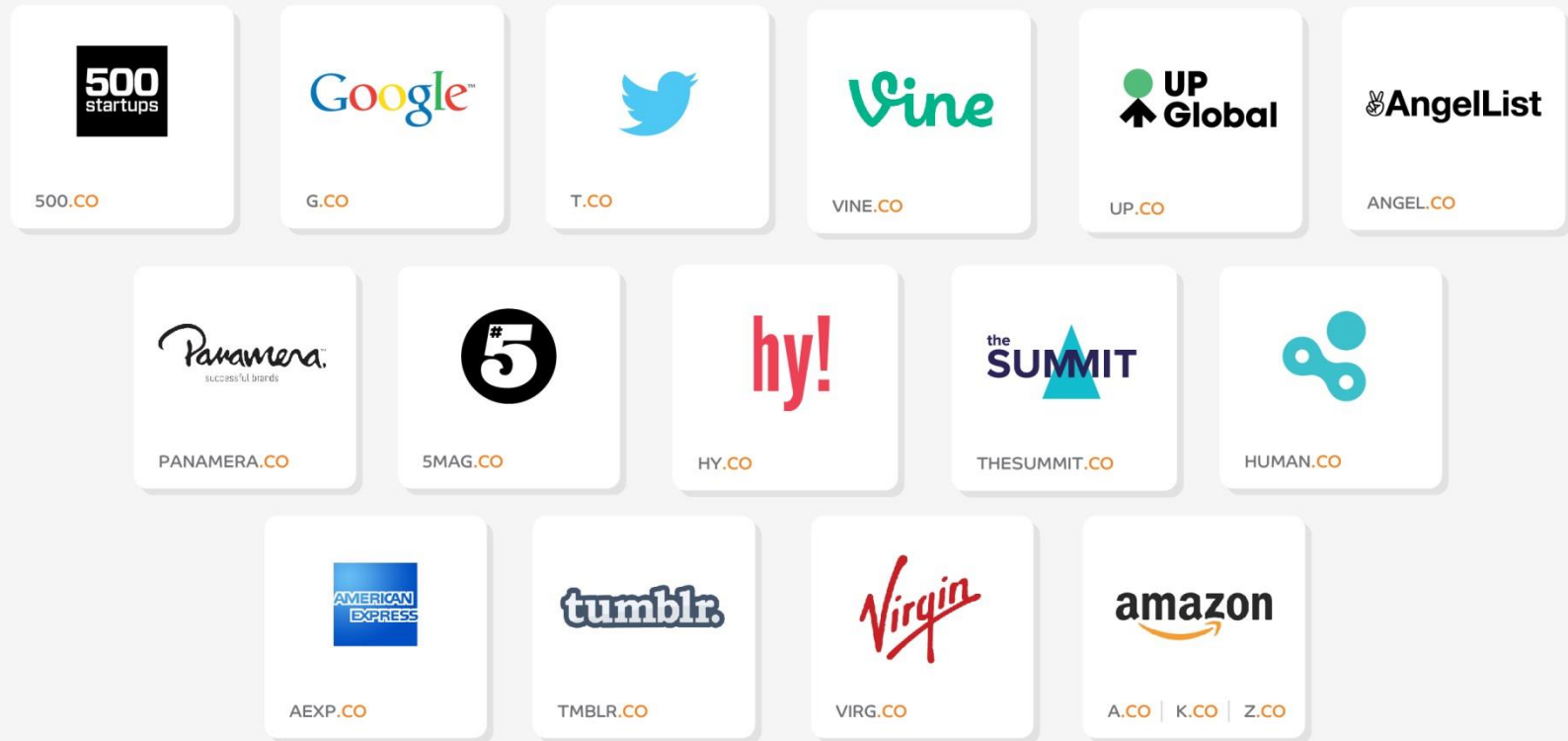
.CO Registrations

Top 20 Countries



Creating Awareness

Tech companies on **.CO**





StevenLadin: @RockYourBlock @SteveCase #blockstar #sxswi #startuple #in http://t.co/vNWBKBL

Anuj Verma 03/07/12 04:59 pm

Sen Sugano #startuple



@howardgr Woot! The @dotco people love making me feel famous :) #startuple

Rock Your Block@ 03/10/12 07:52 pm


Tony Bacigalupo 03/10/12 10:03 am



!_!_!_! Hard core. #sxsw #Feed-up

Hustle Hustle Hustle Hard #sxsw #startuple http://t.co/GdCencmY

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Just finished my SEO consultation with Gretchen from @dotco and got awesome tips to improve my site. Recommend it to every Dot Coer.

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 **Allison Cooper** @allisonmcooper · Dec 9

seriously though thanks so much @dotco for the #LeanStartup Conference tickets! so happy to be a dotco-er :) u.go.co/s7q #godotco

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Once again our friends @dotco are doing any amazing job keeping us connected -- this time at #SXSW. #godotco bit.ly/NzYUJM

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B/C of the @dotco invite for @TheNextWeb conference, The CTO of Amazon included us in his #reinvent keynote youtu.be/WchAdWHS3Xs

4:41 PM - 15 Nov 2013



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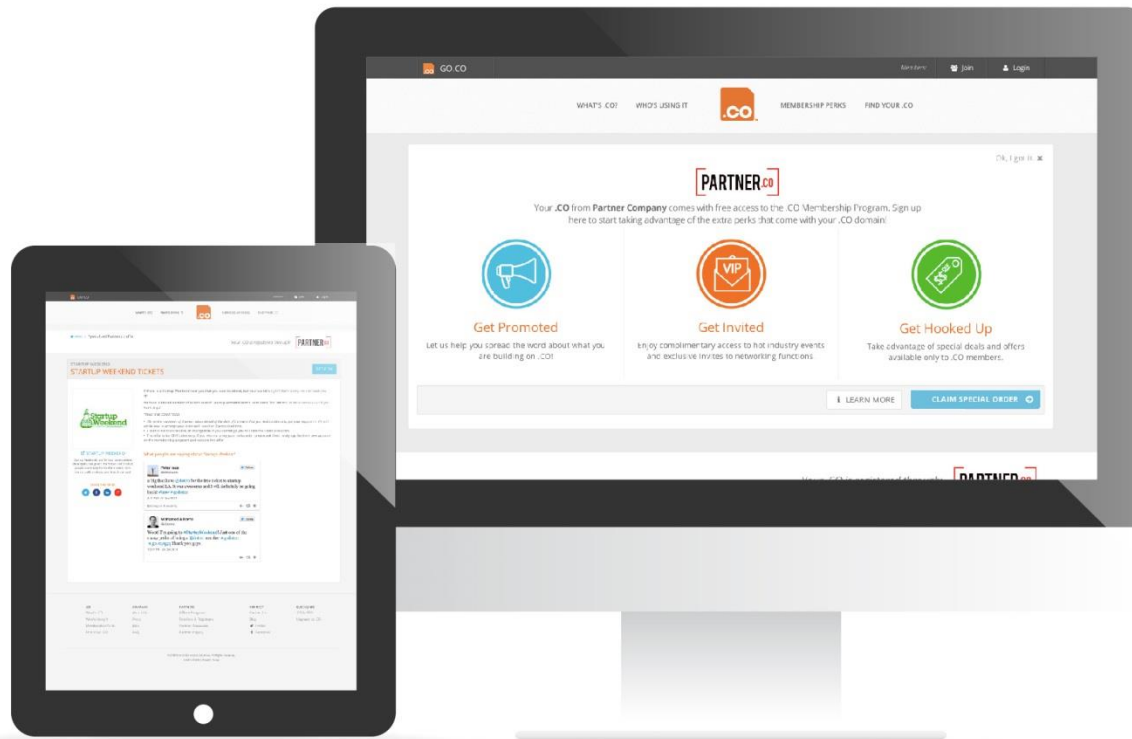
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Thank you!

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