elevate your identity





Branding and the power of Domain Names

"Why .coop?"



What we own as cooperatives

- Unlike most business, cooperatives have some unique tools at their disposal.
- All cooperative business can promote their competitive distinction through our identity tools the .COOP domain, the .COOP Global Directory, and the COOP Marque.

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Why use these tools?

The value of a brand

 The new age of Digital created a whole new world, and new opportunities for Branding.

 Branding has the objective of making someone internalize Your Message.





The value of a brand

A Brand Philosophy needs to hit the emotional level.





 With a clear message that speaks to people, and sets you apart, you can engender loyalty and advocacy.



The value of a brand

- How are you going to stay ahead of competitors?
- Those that connect with your brand will be twice as valuable as those that are merely "extremely satisfied" with your service.
- How can we maximize our brand?





The Cooperative Identity Tools



Benefits of identifying online with the cooperative tools

 With all this competitive noise, the cooperative sector has its difference on its side. This is the competitive advantage









The domain that means

'your identity'



 Your unique business identity starts with a .coop domain – your digital brand – a brand known for its economic advantages to its community, consumers, and members.



The COOP Global Directory that means 'your identity'

Home .COOP in action > .COOP domains > COO

The .COOP Global Directory



An organisation that registers a .coop domain is verified and included in the database and map, which promotes and elevates their Cooperative identity online and improves their ability to participate and thrive in today's economy.



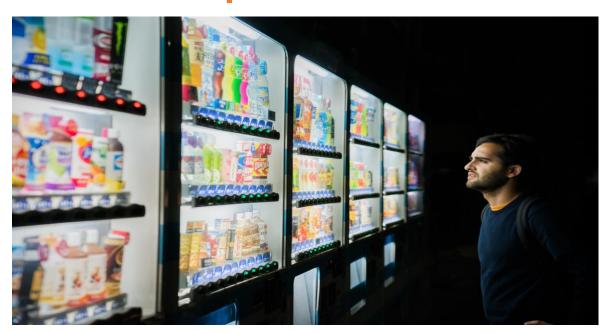
The Marque that means 'your identity'



- The Cooperative Marque is used by co-ops around the world to support the co-operative movement.
- It is used as a cooperative community badge, alongside your own brand identity. The Marque can be used on your mobile app, website, newsletters, email signature, publications, promotions, packaging, merchandise and signage.



Benefits of identifying online with the .coop domain and Directory



One of the main things we need to consider:

"Will a .coop domain economically benefit me?"



Benefits of identifying online with the .coop domain and Directory

- A .coop domain and place on the map tells the world you are a coop – why is this good?
- Gives access to a ready market
- It underscores the cooperative difference and improves visibility in the community.
- 3) It is an underscore of legitimacy.
- 4) It connects you with success.





What Do We Want To Do?

- Registering a domain name is the shortest path to building you cooperative brand and publicly signaling your commitment to the 7 cooperative principles.
- If you signal that you are part of .coop you are proudly displaying your commitment to the movement.





How to use .coop domain names

Not just an address for your primary website. Make use of a domain by;

- Using .coop email addresses.
- If you have an existing site with another domain, begin using both domains to address your website and double the search opportunity.
- Point your .coop domain as a useful shortcut.
- Take advantage of being a 'verified' domain.
- Using additional .coop domains.



These tools belong to us as cooperatives

- Only cooperatives can set themselves apart with these unique tools.
- They are available to us and only us the .COOP domain, the .COOP Global Directory, and the COOP Marque.

Let's not miss this opportunity to highlight our difference

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Working Together



Spreading the message of cooperatives

Connect with us on Social Media



f DotCoop

We are running our Media Ambassador campaign and need you to help spread the cooperative message!

Find out more here: http://www.identity.coop/media-ambassadors/

See some example of cooperatives using the domain at: www.identity.coop/stories/



Working together

We can work together to promote the cooperative network

Find your copies of marketing materials here:

https://www.coop/media-kit/

Please contact <u>tom@identity.coop</u> for bespoke marketing opportunities or collaboration ideas.