



CLIENT: Mijndomein

PRODUCT: Parking page

DEADLINE: 22 february 2PM.

BACKGROUND

Mijndomein, www.mijndomein.nl, has 200.000 customers and 600.000 domains in portfolio. 15 years ago when Mijndomein started, registering your domain name was difficult and expensive. Mijndomein was the first to make this accessible for a large audience. By reducing the price with a factor 10 and making you able to register a domain name within a few clicks. Nowadays we still like to make things simple and clear for our customers. And next to web hosting, we are making more and more domains that are complex and expensive for many, accessible for a mass audience.

The core values of Mijndomein are: simplicity, honesty and stubbornness.
Our mission statement is 'Independent Together'.

CHALLENGE

A lot of people register a domain name, but too much people don't make use of it (right away). This is a shame, we think owning a domain name could be more fun, more valuable. Let's find a better use of our parking pages than we do today.

A parking page is a domain name that has been registered but is not in use right now. For example, www.websitemaken.frl. In a way, a parking page is an empty online billboard. On average, almost 50% of the registered domains are not in use. This offers great potential for exposure and business value. [1] [2] For this pitch; use the parking page as a white canvas for your thinking!

OBJECTIVE

Develop a campaign that results in a positive rumour around the 'parking page', resulting in value for our customers and Mijndomein. And above all, let's have some fun.

TASK

- > Create sympathy, a positive rumour around the brand
- > Create value, for our customers and Mijndomein
- > Make domain names sexy again and create excitement, 'I want to participate'

TARGET AUDIENCE

First of all: the Mijndomein community
Secondly: potential new customers

The Mijndomein community (200K customers) consist of a wide diversity of people. On average about 50% are private persons and 50% is business. It is largely small and medium businesses with 2 -10 employees. The age of our customers ranges between 30-54 on average. Amongst new customers we see many younger customers 24-30. We like to think of our customers as independent spirits with a healthy sense of community.

EXPECTED DELIVERABLES

- A creative concept for the parking pages.
- Create a campaign that makes owners of a parking page excited to be part of your idea, and let the rest of the Netherlands know there's something happening at those parking pages.

ADDITIONAL INFORMATION

Keep in mind that the domain name with a parking page belongs to our customers, so we need the consent of the customers to make the campaign a success.

Coming up with a complex solution, probably makes it technically harder to realise.

PLANNING

8 February brief @ 180Kingsday

22 February announcement winners @ ntb

ANNOUNCEMENT OF WINNERS: February 22th

BUDGET

Think budget free