

AIM[®] European Brands Association

Branding on the Internet

Presentation by Philip Sheppard

AIM®

Association des Industries de
Marque

European Brands Association
Europäischer Markenverband

Makers of Europe's Leading Brands

Identity

- ◆ 19 national associations
- ◆ 50 corporate members
- ➔ AIM represents European manufacturers of fast-moving consumer goods

Benefits of Brands

- ◆ Why is it these companies want in e-commerce?

◆ Value

from higher quality delivered at competitive prices

◆ Choice

from brand diversity

◆ Convenience

from wide availability and ease of recognition

◆ Relevance

to the consumer's needs from research and innovation

◆ Reassurance

as a result of trust in the maker and reliability of the brand

◆ Satisfaction

CONSUMER BENEFIT BRAND PROPERTIES

Value

Quality

Innovative

Competitive

Mass-produced

Choice

Recognisable Numerous

Innovative

Differentiated

Convenience

Available

Recognisable

Innovative

Relevance

Fit for use

Recognisable

Innovative

Reassurance

Heritage

Reliability

Reputation

Confidence

Reassurance

=cumulative effect of validated trust

1. Reassurance from avoiding risk
2. Reassurance from reliability

Reassurance - brand properties

◆ Heritage

◆ Reliability

◆ Reputation

Betrayal of trust

Consumer trusts the brand
- brand value

To keep the consumer
trusting the brand

The greater the need
to stop cyberpiracy

The more famous the brand
more likely cyberpiracy

The more cyberpiracy
more destruction brand value

Working to keep trust

Choose domain names that
are designed to enhance
trust

Principles of trust

1. **Certainty** – a domain name should give the net user confidence that it stands for what it purports to stand for
2. **Honesty** – a domain name should not unnecessarily increase opportunities for malicious or criminal elements who wish to defraud net users

Principles of trust

3. Differentiation – the selection of a domain name should not confuse net users and so domains should be clearly differentiated

4. Competition – new domain names should foster competition in the supply of domain names

Principles of trust

5. **Diversity** – new domain names should foster the expression of commercial and non-commercial views

6. **Semantics** – a domain name should be meaningful in a language spoken by a significant number of net users

Principles of trust

7. **Multiplicity** – new domain names should become available as requested to meet the needs of an expanding Internet community
8. **Simplicity** – adherence to the above principles should not impose an overly bureaucratic procedure on a new registry

A worthwhile pursuit

- ◆ A domain name policy meeting these principles will mean that many issues of bad faith, confusion, fraud and land rush will evaporate.

And that is a worthwhile pursuit!