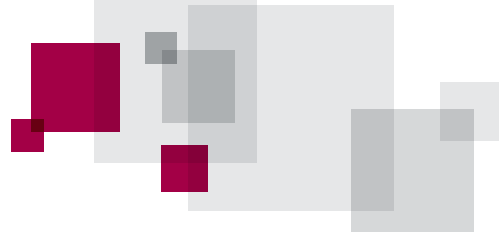


CASE STUDY

CREATIVIZT COMMUNICATIONS

A LEADING PUBLIC RELATIONS
COMPANY LEVERAGES ITS
POWERFUL BRAND IDENTITY
WITH A .COM DOMAIN NAME
FOR GROWTH AND LEADERSHIP

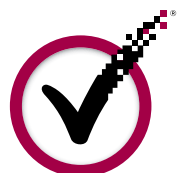




CASE STUDY

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- 1 .COM IS THE PERFECT DOMAIN NAME FOR CREATIVIZT
- 2 .COM IS AN EXCELLENT MARKETING TOOL





CASE STUDY

A LEADING PUBLIC RELATIONS COMPANY LEVERAGES ITS POWERFUL BRAND IDENTITY WITH A .COM DOMAIN NAME FOR GROWTH AND LEADERSHIP

With the post-liberalization entry of multinational corporations in India, public relations (PR) has come to be viewed as an important ingredient in the marketer's campaign strategy. It is popularly used by companies to help create and build the desired perceptions of their brand in the minds of their potential audiences, who could include customers, industry opinion leaders and employees.

Founded in 2003 and headquartered in New Delhi, Creativizt Communications is a leading PR firm that has experienced rapid growth. Today it has a client base of over 25 strong who are serviced through a network of branch offices in Mumbai, Bangalore and Chandigarh as well as associates in over 50 other cities. Its rapid growth over the past 6 years can be attributed in part to the determination of its Founder and Director, Rishu Monga, to have a strong identity and brand name. He explained, "I was sure that I wanted the company name as the domain name. Our interesting use of two words 'Creativity' and 'Activists' helped us create the domain name of our choice -creativizt.com. While christening the company, we did keep in the mind the availability of that domain name as well."

.COM IS THE PERFECT DOMAIN NAME FOR CREATIVIZT

Creativizt offers Public Relations Services to global companies. "A .com domain name was the most obvious choice for us", reiterates Rishu. It suggests a well-established presence, helps convey the seriousness of doing business and is by far the most likely extension to be tried out by visitors from type-in traffic.

Rishu states that Creativizt's Web site, which uses a .com domain name, is its primary sales tool. The company receives a majority, almost 90% of all its leads - both locally and internationally - on-line, confirms Rishu. By optimizing their Web site for search engines, Creativizt has received better recognition as it brings its name on the first page of search engines like Google, Yahoo and MSN for popular keyword searches such "PR in India" or "PR firms in India." By having registered over ten other complimentary and similar sounding domain names, the company has further increased its chances of being found on the Internet.

Creativizt booked its domain name with an accredited registrar listed on the VeriSign .com and .net Domain Name Registry. Creativizt's selection of the registrar was based on its reputation, as well as the price offered to register the domain name. The process to make the registration was swift, and the payment option via a credit card made it convenient. While setting up a company, every

SOLUTION SUMMARY

A public relations start-up wanted to book a meaningful domain name that communicated its mission and vision to its clients and also served as the company name. The .com domain name gave them the ideal platform to reach an international audience. www.creativizt.com is building on and leveraging its brand identity to grow, knowing that VeriSign .com and .net Domain Name Registry is one of the most reliable in delivering service.

INDUSTRY

Marketing services

CHALLENGES

- Needed a domain name that also works as a company name
- Wanted a meaningful identity to help jump start brand recognition
- Wanted to project themselves as an established business to both a local and global audience
- Required an affordable registration solution
- Needed a reliable registry

SOLUTION

VeriSign .com and .net Domain Name Registry Services

RESULTS

- Creativizt established its brand identity at an affordable price
- Creativizt's .com domain name presence is now its primary source of new business leads
- Receive 300 -500 unique visitors every week, resulting in numerous sales enquiries





CASE STUDY

little cost can make a difference. As a start-up, Rishu was sensitive to the same. “I was able to acquire www.creativizt.com for an excellent price, in fact it was less than Rs. 500,” says Rishu.

VeriSign .com and .net Domain Name Registry is the authoritative registry for .com and .net domain names. VeriSign manages relationships with more than 150 ICANN-accredited registrars who submit over 100 million domain name transactions daily.

.COM IS AN EXCELLENT MARKETING TOOL

Prior to leveraging its Internet presence to acquire customers, Creativizt experienced only limited success with brick-and-mortar sales and marketing. Creativizt was also burdened by the fixed costs of salaries of its on-the-ground sales team.

Having an online presence with a .com domain name helps Creativizt to be present when the whole world searches for information 24/7, without the constraints of geography, distance or time. During a customer search for PR services in India, Creativizt featured among the top hits, and this serves as its primary sales tool today to attract customers.

Acquiring new customers can be an expensive proposition. Rishu states that Creativizt’s Web site with a .com domain name serves as its “24/7 business sales manager” and at minimal cost. Today the company receives 300 -500 unique visitors weekly and is inundated with sales inquiries.

“Our .com Web site reflects our company’s name and mission and has become our calling card. It has made all the difference to our business in terms of brand exposure, expanding our target market and acquiring new customers,” says Rishu. “It is one of the best investments we made for our company,” he concludes.

To learn more about how a .com domain name can help boost profits for your business, visit us at www.BeALeaderWith.com



“By using VeriSign .com and .net Domain Name Registry service, I established a company name and URL in one transaction and for a very manageable fee, which given the costs of traditional branding and sales, I consider to be one of the most prudent business investments we have made.”

Rishu Monga, Founder and Director,
Creativizt Communications

