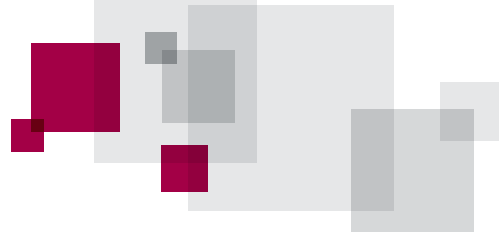


CASE STUDY

CREST ANIMATIONS

ONE OF THE LEADING CGI ANIMATION
STUDIOS IN THE WORLD STRENGTHENS
ITS BRAND POSITIONING WITH .COM
DOMAIN NAME

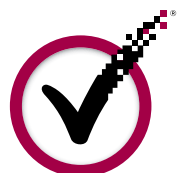




CASE STUDY

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- 2 .COM HAS HELPED GIVE US GREAT EXPOSURE





CASE STUDY

ONE OF THE LEADING CGI ANIMATION STUDIOS IN THE WORLD STRENGTHENS ITS BRAND POSITIONING WITH .COM DOMAIN NAME

Not many had anticipated that an Indian company had the potential to command a high-profile position in an industry that is highly technology, & capital-intensive and traditionally dominated by companies from the developed countries. However, Crest Animation Studios Ltd., (Crest) managed to do so. Crest, one of the first players in the Asian region to serve the mainstream entertainment industry in the US and UK, has emerged as one of the leading CGI (computer-generated images) animation studios in the world. The Company, widely acknowledged for introducing animation and special effects to the Indian market, was founded in 1990 as an advertising film production Company. Since its inception, the Company has delivered over 300 half hours of television shows, 12 DVDs and has recently ventured into gaming industry to cater to the rising requirement of CGI game content. Further, it has produced animation for several international TV shows such as “Jakers” and “Pet Alien” that have won many awards including a Daytime EMMY, BAFTA, FICCI Frames 2005 and a nomination for an Annie Award. Crest has worked with some of the leading international production houses like Mike Young Productions, Mark Brown, Classic Media, Nelvana, Marathon and Nickelodeon.

TIME-COST-QUALITY - KEY TO SUCCESS

The competitive edge gained by Crest over the years is mainly the result of its ability to deliver high quality CGI-animation within a greatly reduced production schedule at a comparatively low cost. Moreover, creative production teams, client service excellence, and adoption of state-of-the-art technology, when coupled with in-depth domain knowledge, has helped the Company to establish a greater foothold in the global animation market. The co-production and co-financing agreement between RichCrest Animation, the US-subsiary of Crest, and Lions Gate Entertainment, a leading independent producer and distributor of motion pictures, has helped the Company to venture into the animated feature films segment. Crest Animation Studios Ltd., registered a total income of Rs 374.3 M in FY09.

.COM HAS HAD AN IMPACT

While the Company attributes its strong growth mainly to its client service excellence and Time-Cost-Quality model, it also recognises the importance of having a Web site with a .com domain name in representing Crest in the global animation market. Mr. A K Madhavan, CEO of Crest Animation Studios Ltd., explains that the business it is in is largely driven by a Company’s relationship with its customers. A Company from the media and entertainment industry

SOLUTION SUMMARY

One of the leading CGI animation studios in the world, Crest Animation Studios Ltd., wanted a domain name that would enable the Company to get noticed easily. The .com domain name gave the Company the exposure that is needed to help enable a Company to succeed in today’s demanding entertainment industry. Crest relies on its online presence to reach out to its customers in a more effective manner.

INDUSTRY

Media & Entertainment

CHALLENGES

- Wanted a domain name that was popular and had impact
- Finding a domain name that was compelling

SOLUTION

VeriSign .com and .net Domain Name Registry Services

RESULTS

- A .com domain name that has a high recall value to its customers
- A .com domain name has helped the Company to stay connected with its customers





CASE STUDY

can leverage the potential of a Web site to reach out to its customers in a more effective manner. “The international production houses that approach us for business like to know more about our Company and the shows that we have delivered so far. Having a Web site therefore assumes significance as it serves as an important line of communication between the Company and prospective clients,” he noted.

Crest launched its Web site with a .com domain name in the late 1990s. “We chose a .com domain name as we believe it is more popular and impactful. A .com domain name was an instinctive choice for the Company. In fact, no other domain name was even considered as they were not compelling enough to us,” stated Mr. Madhavan.

The Company registered its domain name, www.crestindia.com, with an accredited registrar listed on the VeriSign.com and .net Domain Name Registry. The 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 HAS HELPED GIVE US GREAT EXPOSURE

“We wanted a domain name that would enable us to get noticed easily. The .com domain name has given us the exposure that is much needed to succeed in today’s demanding entertainment industry,” said Mr. Madhavan. He further states that the .com domain name has improved the global visibility of the Company and has helped it to stay connected with its customers. “The Web site with a .com domain name has certainly assisted our Company in improving our marketing appeal. Further, it is easier to search on the Internet, and we have witnessed quite a few inquiries from prospective clients who referred to our Web site,” he mentioned. “The animation business is primarily driven by customer relationships, creativity and technology. Nonetheless, having a Web site with a .com domain name has certainly aided the Company in terms of improved marketability and global visibility and enhanced customer interaction. Choosing the VeriSign .com and .net Domain Name Registry Service certainly played an important role in attaining our goals,” he concluded.

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



“A Web site with a .com domain name has certainly aided the Company in terms of improved marketability, global visibility and enhanced customer interaction. Choosing the VeriSign .com and .net domain name Registry service certainly played an important role in attaining our goals.”

Mr. A K Madhavan, CEO, Crest Animation Studios Ltd.

