

.FAGE

A recipe for success

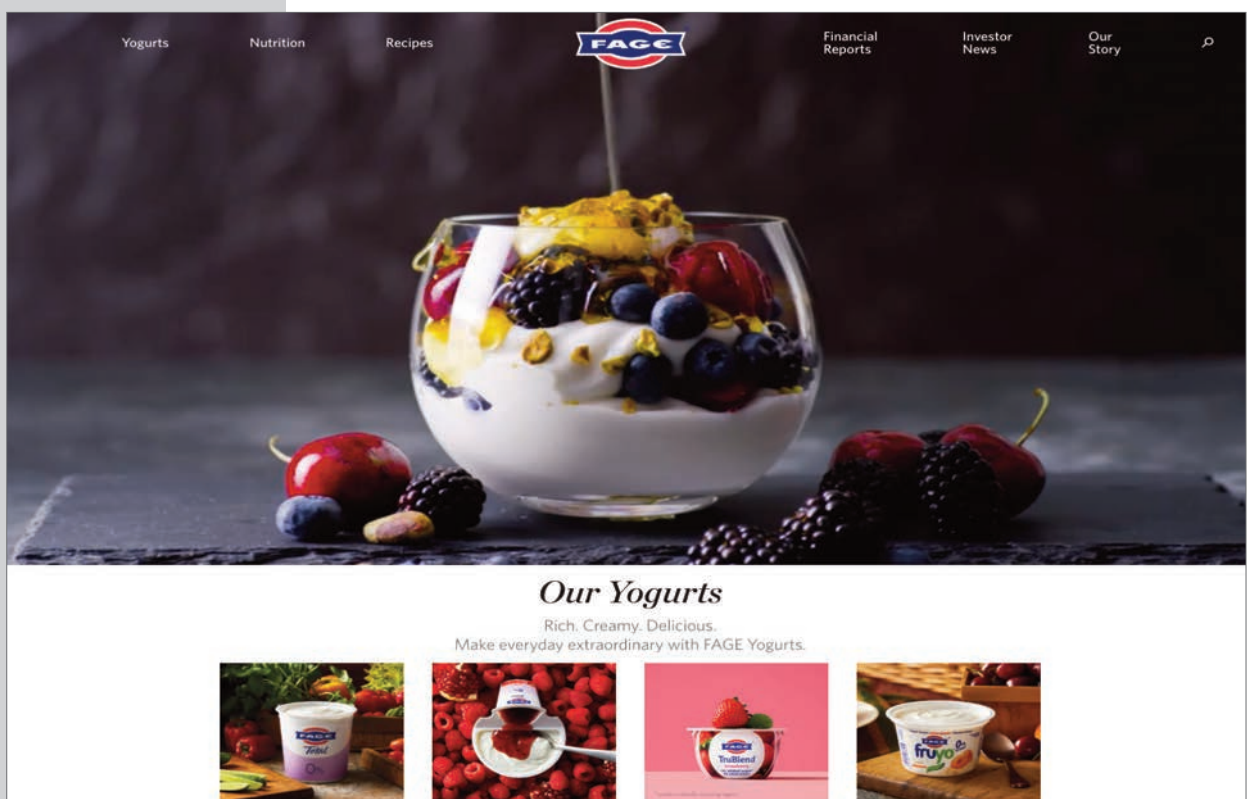
.FAGE CASE STUDY IN BRIEF

- **Initiatives**
Localisation, simplified navigation
- **Main model of use**
Full migration, including internal domains
- **Key benefits**
Consumer trust, local language sites, domain name consolidation

Company-wide migration to .FAGE

International dairy company, FAGE, boasts nearly 100 years of innovation¹ in manufacturing dairy products, including the iconic trend of Greek yoghurt, which began in the 1990s within the US. Now, it is making its mark in digital marketing, with the launch of its .FAGE TLD.

FAGE, pronounced 'fah-yeh' (from the Greek 'to eat') has grown from its origins as a small dairy shop, opened in Athens, Greece in 1926, to an international dairy company serving customers across 34 countries² in Europe, the Americas, Asia, and Africa. Following its successful application for the dot brand gTLD .FAGE, in 2016 the company migrated its entire internet presence over to .FAGE, including its websites and email. The company has domain name registrations under other TLDs, but they now redirect to the .FAGE domain; for example, FAGE.GR. Its main corporate website is now located at HOME.FAGE, and it uses MAIL.FAGE for corporate email. This is a significant move for such a large global organisation, and one which shows the value they place in their dot brand.



HOME.FAGE

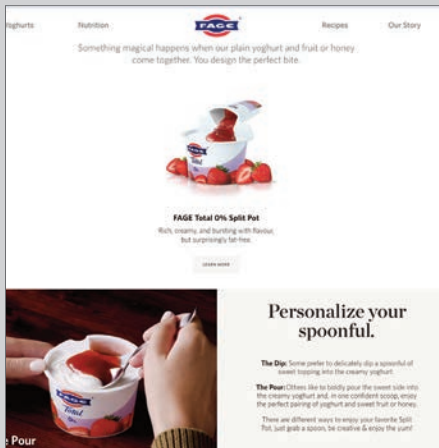
Notably, FAGE.COM is owned by a different company with the same name. This suggests that a motivation for FAGE in applying for their dot brand may have been the opportunity to move away from any complications relating to coexistence and conflicts over TLD registrations (especially as they don't own FAGE.CO.UK), in favour of its own secure branded space. Dot FAGE now gives them the freedom to register what they want, when they want.

FAGE is creating keyword domains to direct consumers to their local site



UK.FAGE

Dot FAGE now gives them the freedom to register what they want, when they want.



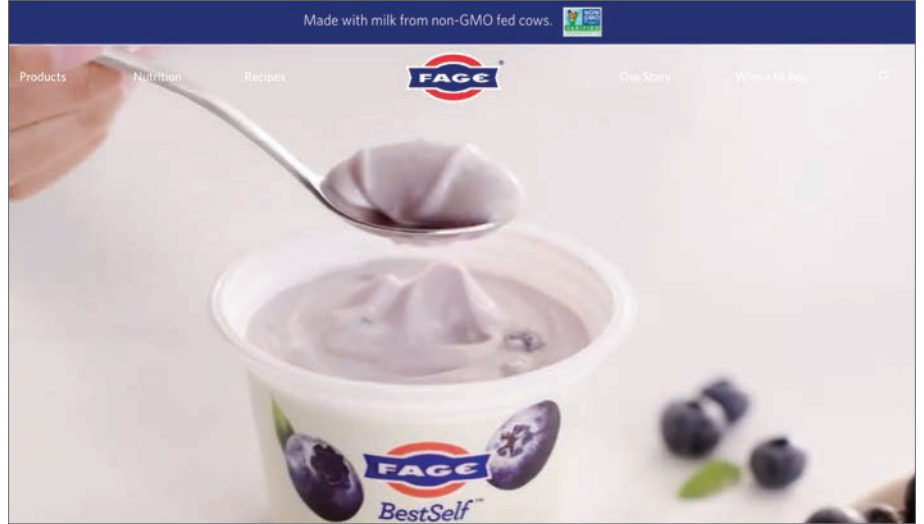
SPLITPOTS.FAGE

To see if a branded Top Level Domain is right for your company, request a free assessment: experts@comlaude.com.

To read more dot brand use cases, visit: observatory.domains.

A simplified naming strategy

FAGE has created a series of country-specific sites using second-level signifiers, such as UK.FAGE, USA.FAGE, DE.FAGE, and GR.FAGE. This simplified but effective approach sees each site using the same branded template and navigation, while allowing for local marketing and legal requirements to be added to each site. An example of this can be found on USA.FAGE, which includes an additional banner referencing that the yoghurt is “made with milk from non-GMO fed cows”, leading to a dedicated blog post on the topic. The result is a suite of short and memorable domain names, each linked to a standardised website, while allowing for specific local information on each site.



USA.FAGE

Marketing mini sites with .FAGE

A second prong of FAGE’s naming strategy is the use of domain names for individual products (SPLITPOTS.FAGE), and generic product names such as YOGHURT.FAGE and TYROKOMIKA.FAGE (cheese in Greek). The specific product domains are linked to marketing and information sites for those products, whereas the generic names are used to redirect to a local FAGE site (for example, TYROKOMIKA.FAGE redirects to GR.FAGE). This shows that the focus is very much on the importance of the local websites; FAGE is creating keyword domains to direct consumers to their local site. This is an easy and cost-free strategy for maximising links to core sites, and a plan we have seen other dot brands implement.



GR.FAGE

¹ <https://uk.fage/our-story>.

² <https://home.fage/sites/default/files/2020-08/FAGE%20International%20-%20press%20release%20-%20Half-Yearly%20Report%20-%20August%2011%202020.pdf>