

.WEBER

Digital bricks and mortar

.WEBER CASE STUDY IN BRIEF

- **Initiatives**

Short name structures,
local language sites,
'we care' brand attribute

- **Main model of use**

Full migration

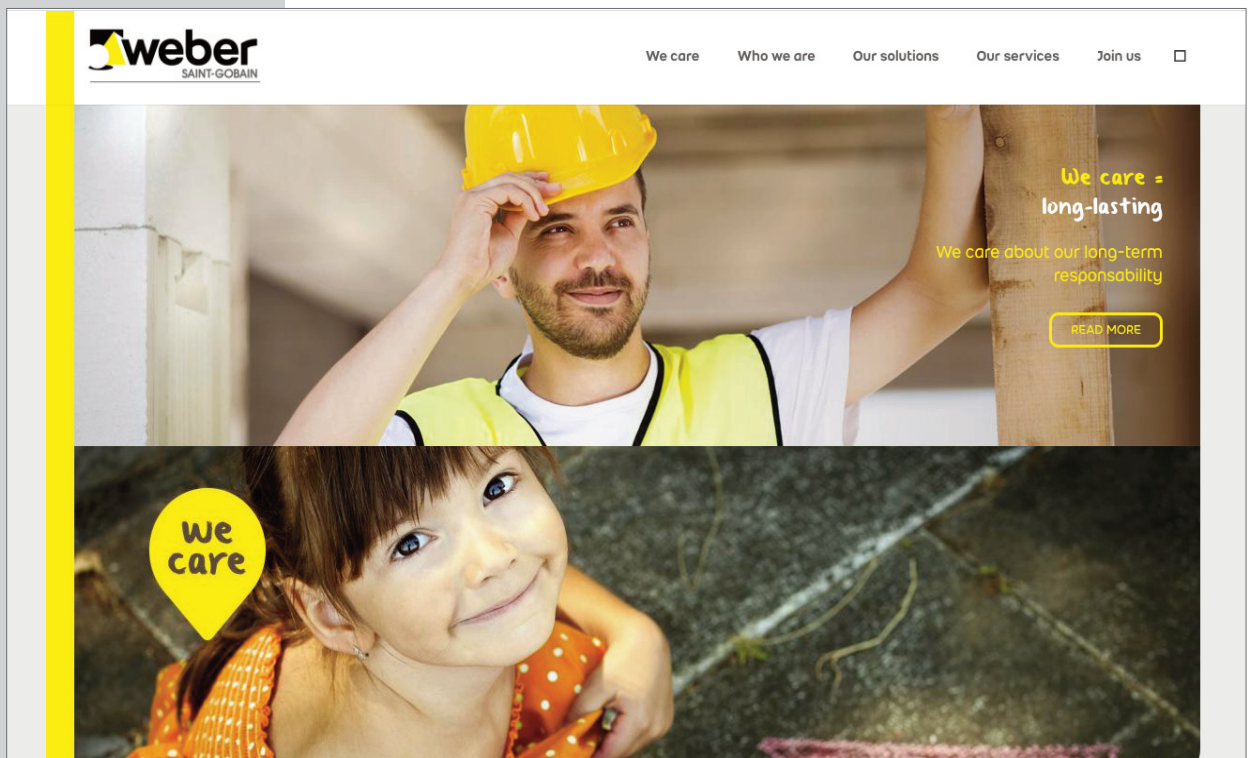
- **Key benefits**

Brand differentiation, consumer trust,
anti-counterfeiting

Brand differentiation with .WEBER

Industrial mortar and building materials manufacturer Weber has used its .WEBER domain to differentiate its brand name, localise its regional market presence, and step up its fight against online trademark infringement and counterfeit activity. The company has also seized on the new gTLD as an opportunity to launch a consistent digital platform, which emphasises its 'we care' approach to customer service.

Weber is a formulator and manufacturer of materials and mortars for building facades, construction, flooring, and tiling systems. Formed in France in 1900, the company now operates in 64 countries worldwide. It also boasts a superior reputation within the building and construction sector.



WECARE.WEBER

Beaten to the WEBER.COM domain name by the BBQ manufacturer, the company recognised an opportunity in the new gTLD programme to relaunch its digital presence under a unique and more flexible space - .WEBER.

Using its dot brand to make a statement

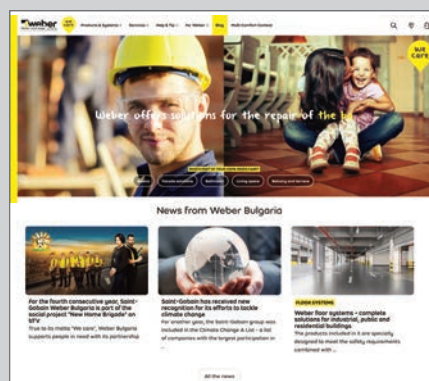
Maintaining brand reputation, protecting your business and customers from infringement, and building a robust portfolio of domain names are key goals for all businesses online. But it is not easy for every company to achieve. The dot brand system provides the opportunity to take a different approach, as .WEBER shows.

Weber has fully migrated its web presence over to its dot brand. A major part of this was the relaunch of its main website under the domain name WECARE.WEBER,

...the dot brand has allowed Weber to emphasise one of their core corporate values in their primary domain name.

“...Weber ‘we care’ signature: a true focus on customer needs and optimising the experiences people can enjoy every time they interact with the Weber brand.”

Weber customer statement



BG.WEBER

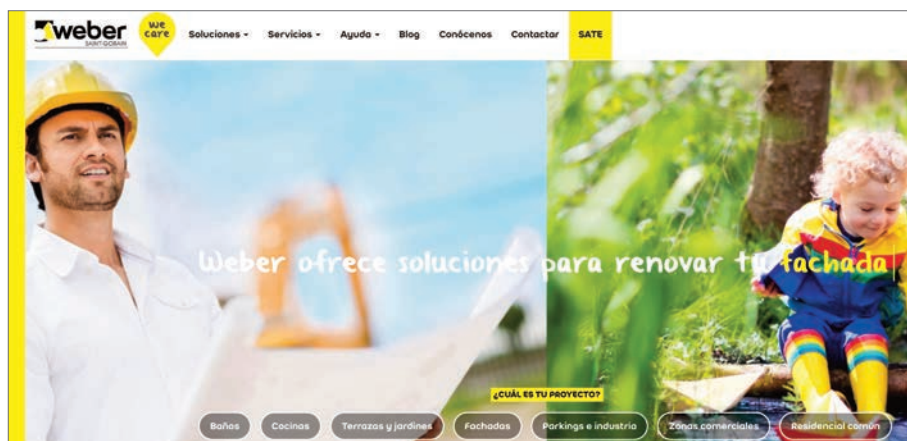
transitioning from E-WEBER.COM. As the company explained in its customer statement¹ at the time:

“This move to a simple, easily remembered, and trustworthy top level domain name is a living example of the Weber ‘we care’ signature: a true focus on customer needs and optimising the experiences people can enjoy every time they interact with the Weber brand.”

This novel approach to naming is interesting because it sees Weber leveraging the fact that their brand is to the right of the dot, allowing them to implement relevant keywords that support their brand to the left of the dot. Traditionally businesses have simply used their brand, or an abbreviation of their brand to signpost their location on the web (i.e. companyname.com). However, the dot brand has allowed Weber to emphasise one of their core corporate values in their primary domain name. It's an innovative way of communicating with their customers.

Consistent, but localised country and language sites

While WECARE.WEBER is the company's main global site, Weber also maintains a suite of local sites for the different jurisdictions it does business in. It has chosen to standardise the naming structure of these regional sites by using two character country codes, such as ES.WEBER (for Spain), FR.WEBER (for France), and BG.WEBER (for Bulgaria). Through these short and memorable domain names, Weber is able to provide customised, local language content to its customers, while also maintaining its overall strategy of having all of its web content under .WEBER. This is a strategy we have seen used by other dot brands such as .ABBOTT.



ES.WEBER

Improved customer experience with a dot brand

Enter 'Weber' alone into a search engine and the construction and mortar company is unlikely to be the first result on the list (you're more likely to see ads for the Weber BBQ first). However, the company's gTLD gives it a distinct advantage when it comes to differentiating its presence and shoring up its brand reputation online. Thanks to its dot brand, internet users will be able to easily recognise (if not quickly navigate to) its official domains.

As the company makes clear on its official homepage:

“We are the sole owner of .WEBER, which means that we can guarantee that the content they see on a .WEBER site really does come from us.”

Or, to put it another way: From now on, every visitor to any Weber site can trust what they see:

it's only weber...

...if it ends .weber

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.