

# .eu brand as a personality

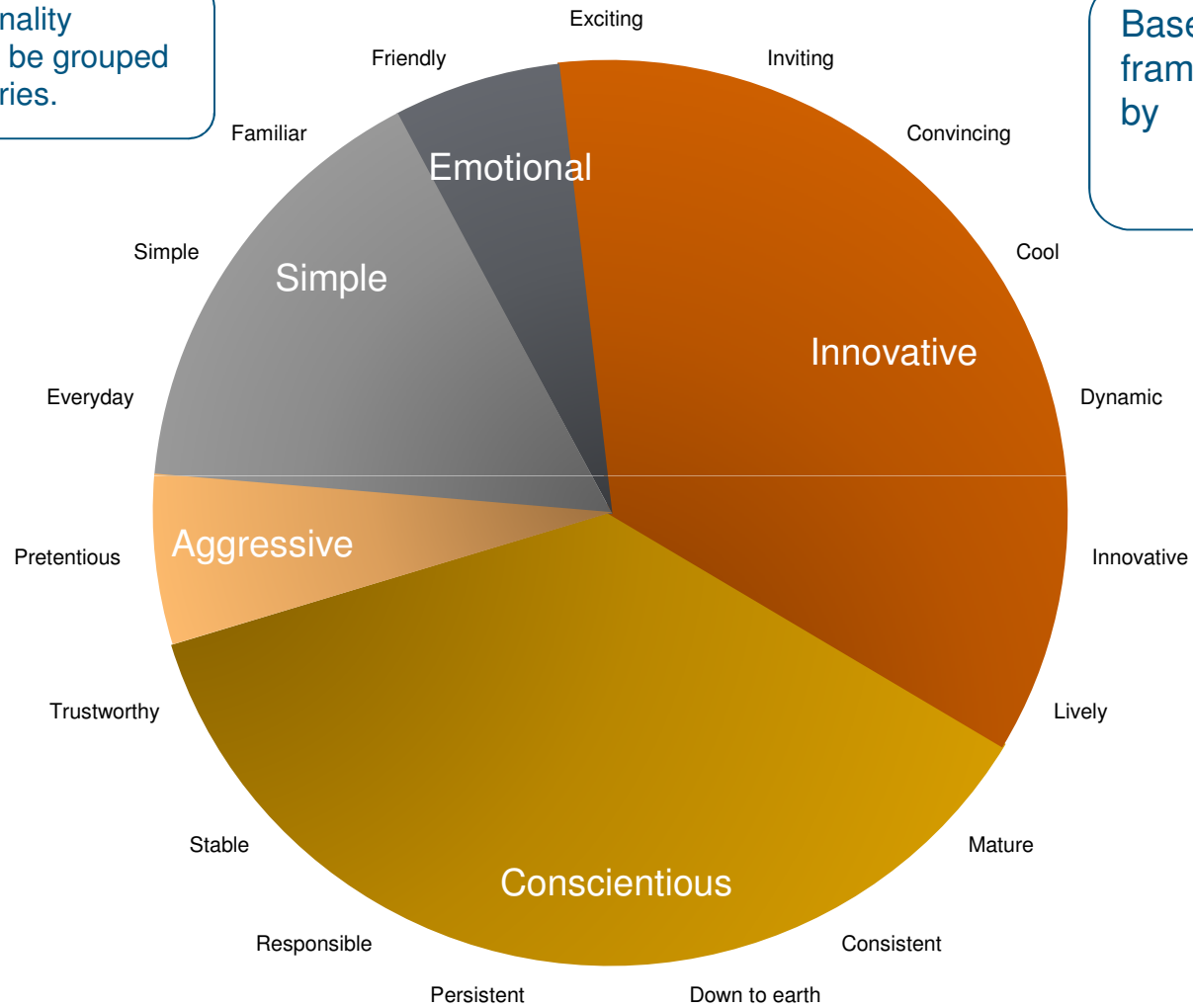
- .eu is performing quite well in its key areas.
- .com and .local have stronger personality profiles than .eu. .eu is perceived as relatively innovative and conscientious.
- .eu is not perceived as being emotional.
- The real strengths of .eu as a brand are characteristics such as: trustworthy, convincing, stable, responsible, etc.
- Threats to the .eu brand are values such as: mature, everyday, exciting, lively, etc.
- .eu is weak in terms of being perceived as being cool and dynamic, while the competition scores well in these areas.
- These results are similar to those of 2008. Strong performances in key areas have become even stronger.

# .eu brand as a personality Framework

19 brand personality statements can be grouped into five categories.

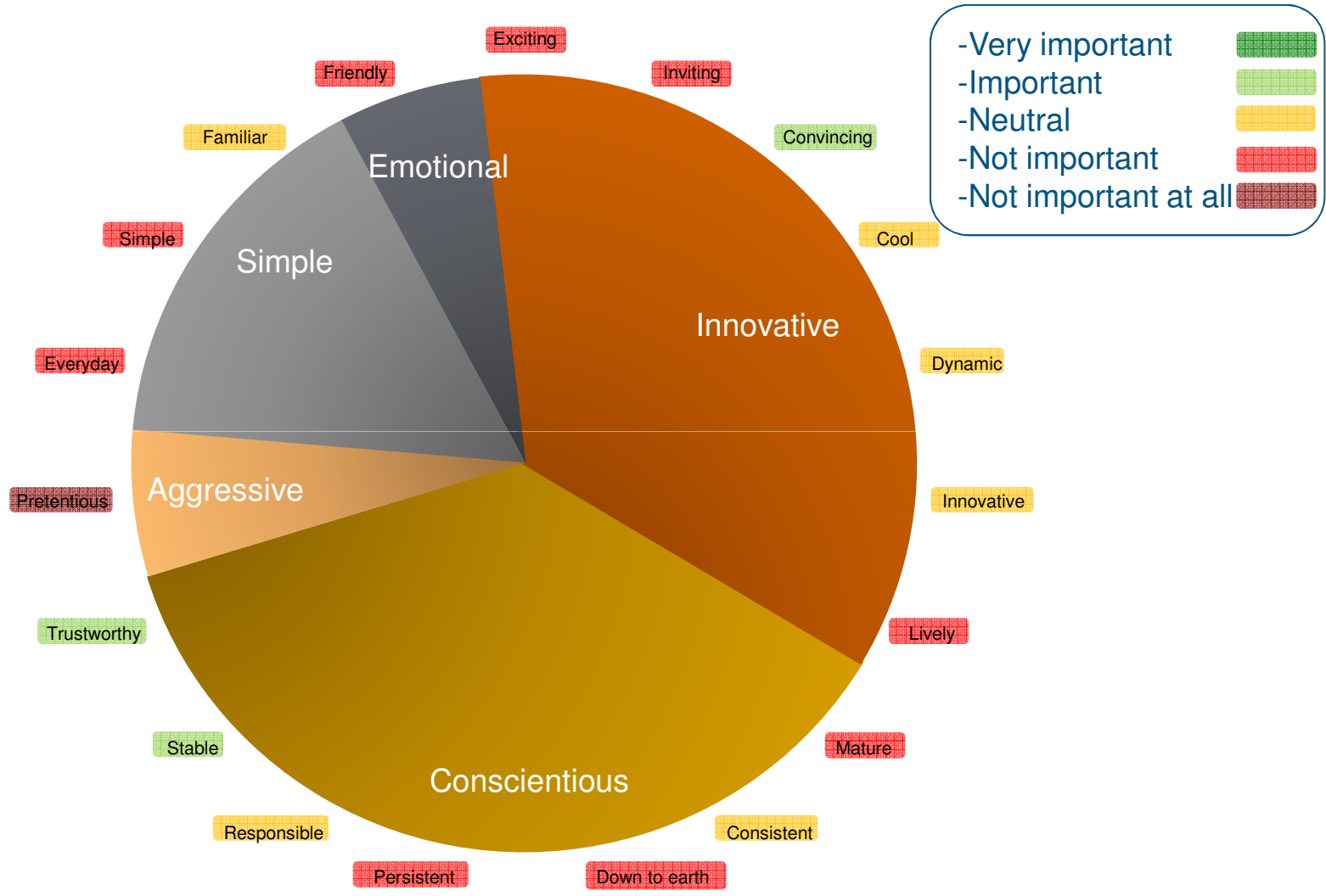
Based on a scientific framework developed by

**Vlerick Leuven Gent  
Management School**



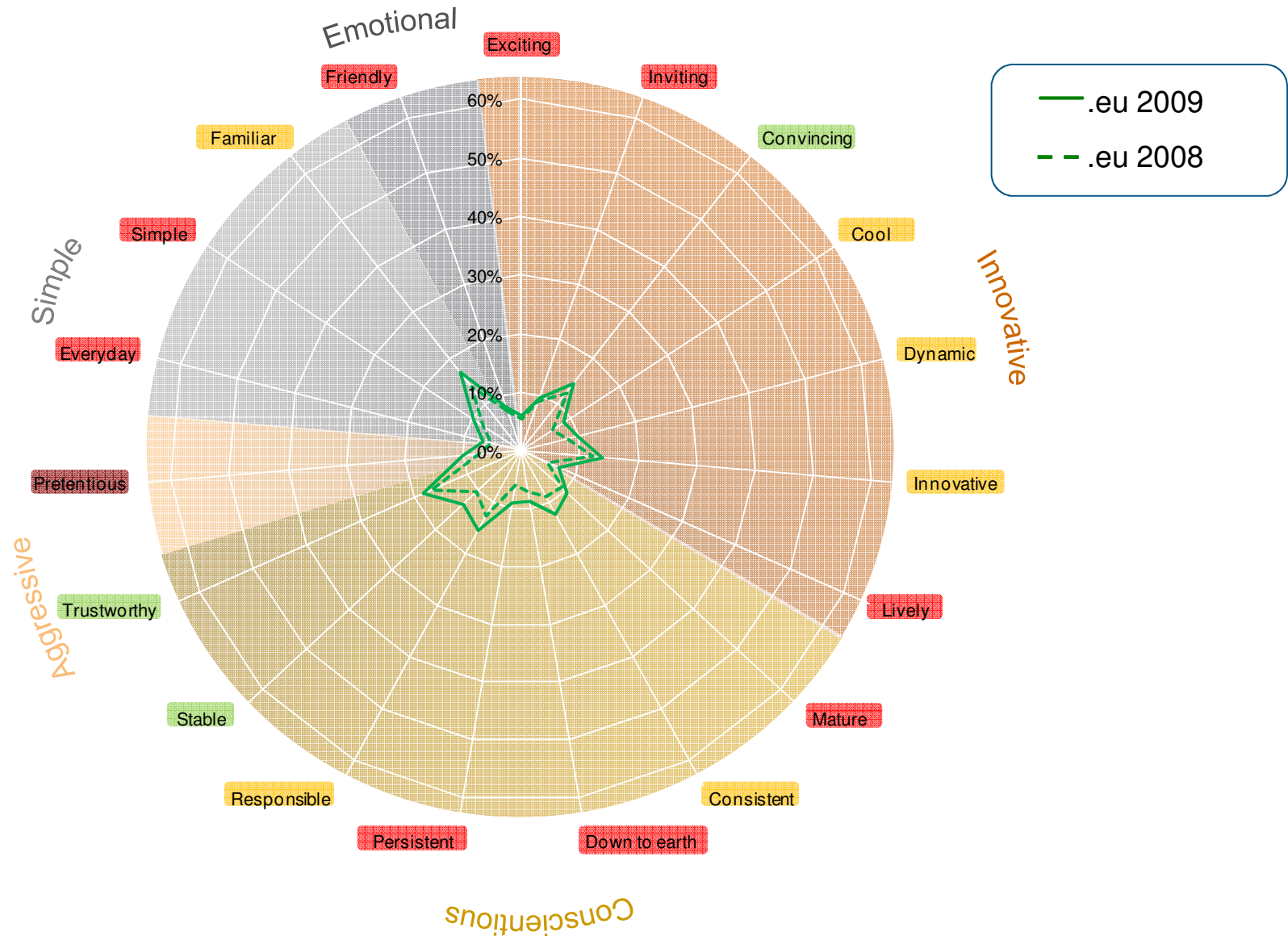
# .eu brand as a personality

## How important are these TLD characteristics for Internet users?



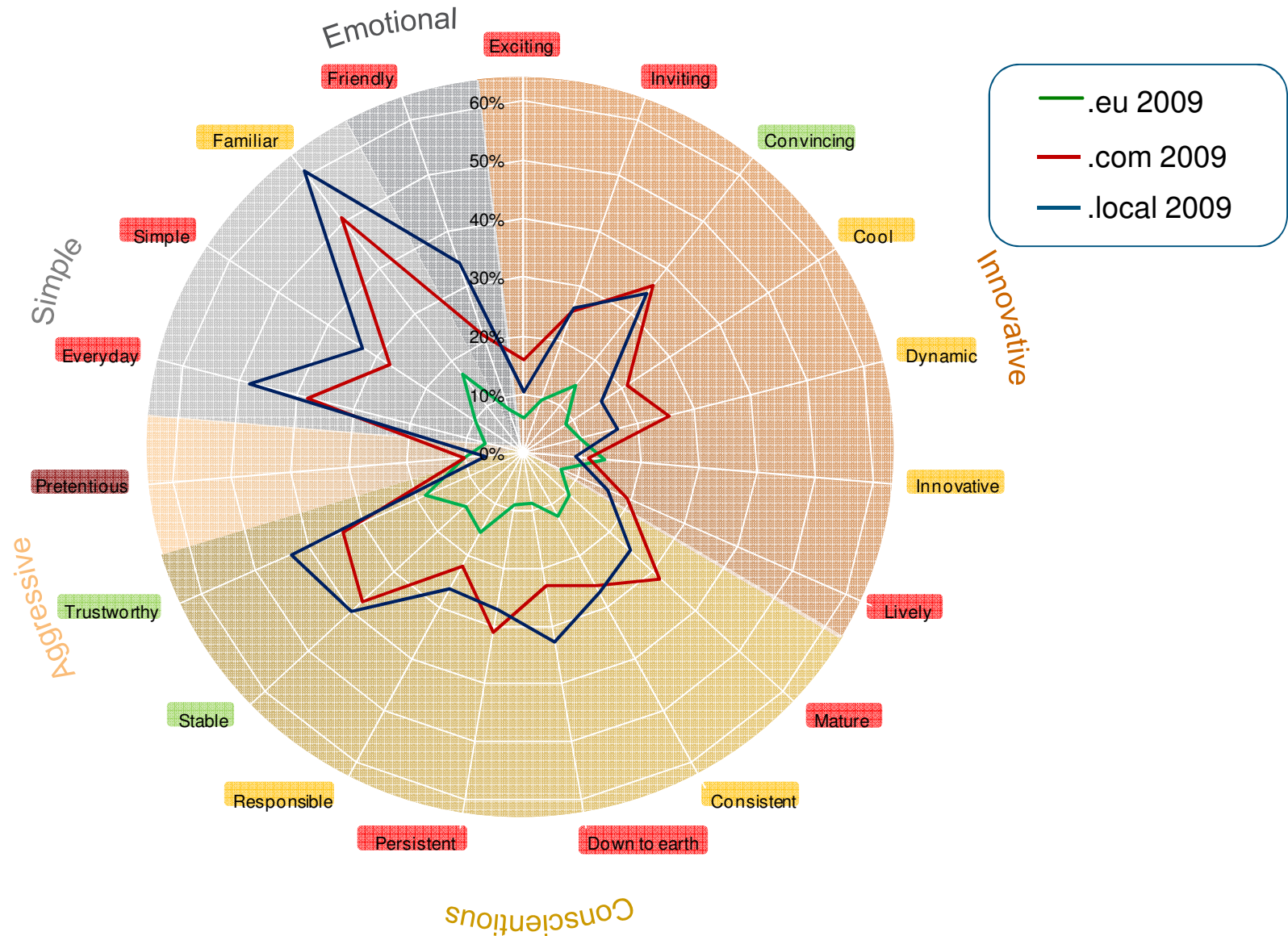
# .eu brand as a personality

## .eu performance | Evolution



# .eu brand as a personality

## Competitive performance

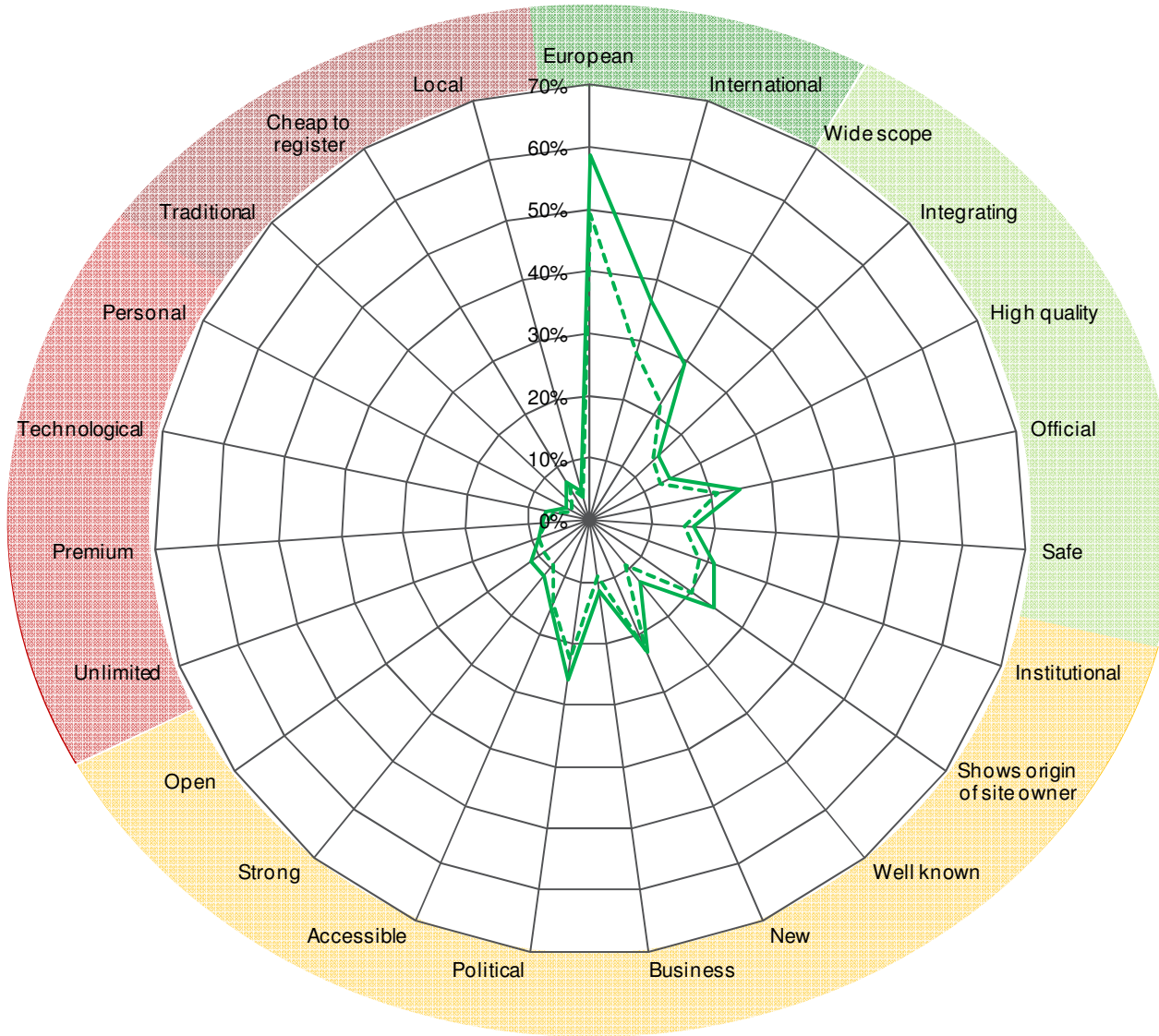




# .eu as a functional brand

- There are **large differences** between TLDs in terms of brand strength.
- There are also **large differences** in functional profile. These differences are larger than those evident in brand personality.
- As a brand, .eu's real **strengths** are characteristics such as: European, international, wide geographical scope, etc.
- **Threats** to the .eu brand are values such as: cheap, traditional, personal, etc.
- **Weaknesses** of .eu are: quality, safety and being well-known.
- .eu has a predominantly **European** and **governmental** profile.
- These **results are similar** to those of last year. **Strong performances** in key areas have become **even stronger**.

# Functional brand analysis .eu performance | Evolution



— .eu 2009  
- - .eu 2008

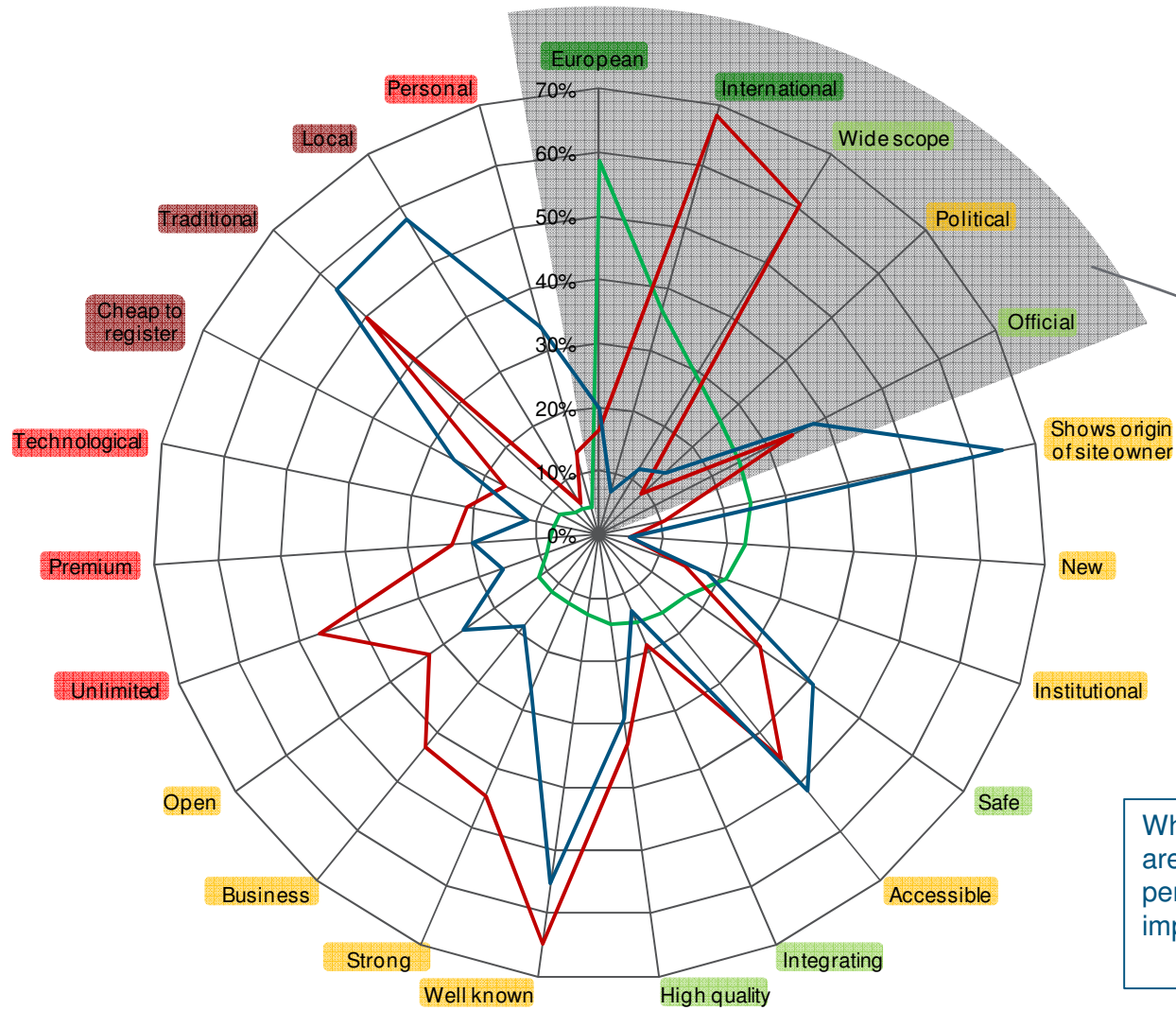
Ranking: importance of functional characteristics related to preference for .eu domain name.

23 functional characteristics can be grouped into five categories:

- Very important
- Important
- Neutral
- Not important
- Not important at all

# Functional brand analysis

## Competitive performance



— .eu 2009  
— .com 2009  
— .local 2009

Ranking: .eu performance on functional characteristics.

When looking at the top five performance areas of the .eu TLD, we see that .eu performs well in areas that are in return, of importance to drive .eu preference.

