

.CANON

Delivering innovation and trust

.CANON CASE STUDY IN BRIEF

- **Initiative**
Verifying site authenticity and boosting consumer confidence
- **Models of use**
Migration of corporate site, mini sites and mail
- **Key benefits**
Brand value, anti-counterfeiting, control, consumer trust

Focused on growing brand value

Canon's move to its dot brand in 2016 has been backed up by an effective strategy of marketing mini sites, targeting key innovations, product lines and geographies. The Japanese imaging company has also migrated its email addresses to MAIL.CANON, further enhancing and reinforcing its brand. By consolidating its online presence, it is able to minimise consumer confusion and improve user experience.

Online counterfeiting is a major issue for brand owners, with consumers often duped into buying fake products believing them to be the real deal. Commonly counterfeited products in the imaging sector include toner and ink cartridges, batteries and chargers, and camera accessories, as Canon reports¹. As part of its anti-counterfeiting strategy, the company has identified that "internet users often have difficulty differentiating bona fide websites from fraudulent ones". Positioning .CANON as the official domain for the company plays a key role, therefore, in "unifying the company's web presence", and providing "easy access and interaction, which the company believes would reduce confusion and improve user experience".



.CANON: A TIMELINE

- **February 2015**
Canon acquires .CANON TLD
- **May 2016**
Canon changes its global website URL from CANON.COM to GLOBAL.CANON
- **January 2018**
Along with its company name change, the Canon Medical Systems Group begins using MEDICAL.CANON
- **August 2018**
CANON.CO.JP email addresses change to MAIL.CANON.

GLOBAL.CANON

The company re-launched its main global website under the GLOBAL.CANON domain in May 2016, moving away from the old CANON.COM. "Because .CANON can only be used by Canon Group companies and services, visitors to sites that use the new TLD can easily confirm their authenticity and be assured that the information they contain is reliable," explained the company in a press release. "Additionally, by leveraging the simplicity of the TLD, which is easy to remember and easy to understand, Canon aims to enhance the Company's global brand value."

Simplifying domain naming strategy with .CANON

The company has since focused on simplifying its domain naming strategy, migrating its regional and specific product sites over to the .CANON domain, and launching a series of mini sites to support its digital brand strategy.

¹ https://www.canon.co.uk/about_us/anti-counterfeit-awareness/



MACHINERY.CANON

Per their ICANN application², “Registrants of .CANON domain names will be pioneers in benefitting from the value of a company/brand TLD. Also, all information sent or published from .CANON will be official and that means the information is dependable. .CANON directly expresses the name of the company/brand, making it easy to remember and associate with products and services of Canon Inc. and its brand names.”

Examples include regional and country corporate sites, such as ASIA.CANON, HK.CANON (Hong Kong), MY.CANON (Malaysia) and TWC.CANON (Taiwan). The company has also set up mini sites for related product lines, such as KASEI.CANON (chemicals), MEDICAL.CANON (Canon Medical Systems Group) and MACHINERY.CANON, and marketing sites for one-off events, such as RWC2019.CANON to promote its sponsorship of the 2019 Rugby World Cup in Japan.



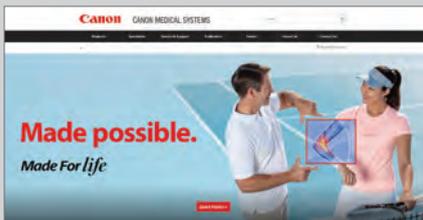
RWC2019.CANON

It has chosen to keep its URLs notably short, either abbreviations limited to a few characters (such as TWC.CANON) or to a product or location name, such as NAGASAKI.CANON, a site dedicated to its manufacturing base in Japan. This consistent approach to naming also plays a key role in familiarising target internet users with the new .CANON domain name space, further supporting the company’s goal to consolidate its presence online, strengthen its brand and protect its consumers.

On-brand email addresses

Canon is one of the first dot brand owners to migrate its email address system over to its own TLD. Corporate emails moved to @MAIL.CANON from @CANON.CO.JP in August 2018. As the company explained in its announcement:

“Canon is taking this chance to adopt a uniform domain, improving communication and increasing operation efficiency.”³



MEDICAL.CANON

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.

² <https://gtldresult.icann.org/applicationstatus/applicationdetails/downloadapplication/1743?t:ac=1743>

³ <https://global.canon/en/news/2018/20180808.html>