

# .JLL

## Driving a global rebrand

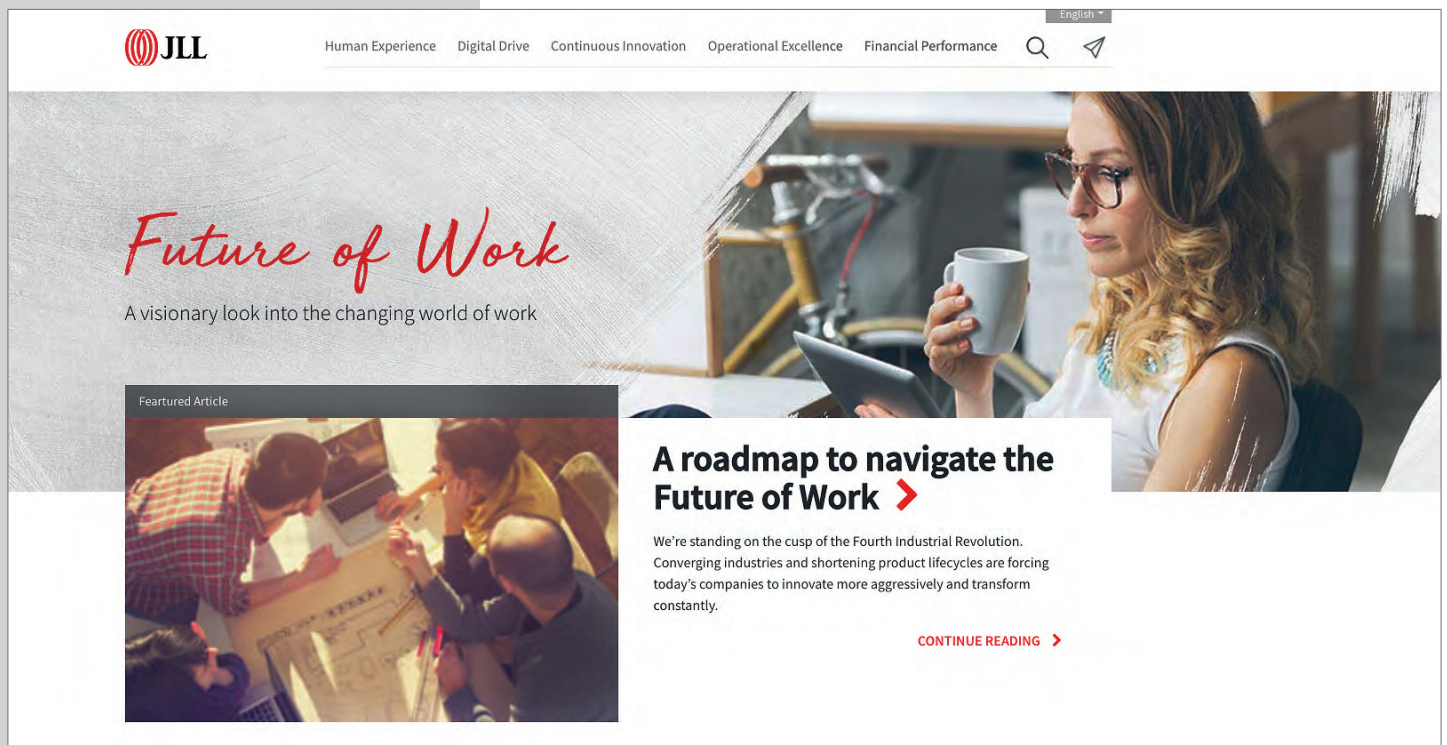
### .JLL CASE STUDY IN BRIEF

- **Initiative**  
Reinforcing a global rebrand
- **Main model of use**  
Mini sites
- **Key benefits**  
SEO, audience focused, content driven

## Building a space for innovation: Leading the conversation with .JLL

Jones Lang LaSalle (JLL) is a global real estate and investment management consultancy specializing in real estate investments and headquartered in the United States. The company has created a small, but effective portfolio of .JLL registrations to expand its online real estate and establish itself as a brand leader in a competitive and fast-moving market.

JLL is well known within its market as a global professional and management services firm. The leader in real estate is now leading the way in carving out its own piece of digital real estate.



The screenshot shows the JLL website header with the logo and navigation menu: Human Experience, Digital Drive, Continuous Innovation, Operational Excellence, Financial Performance. Below the header is a large hero image of a woman with glasses holding a coffee cup and looking at a tablet. The main headline is 'Future of Work' in a red script font, with the sub-headline 'A visionary look into the changing world of work'. Below this is a featured article titled 'A roadmap to navigate the Future of Work' with a red arrow icon. The article text reads: 'We're standing on the cusp of the Fourth Industrial Revolution. Converging industries and shortening product lifecycles are forcing today's companies to innovate more aggressively and transform constantly.' Below the text is a red 'CONTINUE READING' link with a right-pointing arrow. A small thumbnail image of people looking at a large screen is visible on the left side of the article preview.

### FUTUREOFWORK.JLL

In 2014, Jones Lang LaSalle rebranded to the shorter JLL, explaining that it chose<sup>1</sup> the new name in order to “adapt to different local and linguistic communication styles”, including digital. It has used its dot brand .JLL effectively to reinforce that rebrand globally.

While shorter or acronym brand names can pose challenges when it comes to protecting, enforcing and expanding online, the .JLL top level domain shows how the platform can be used to reinforce such brand names, as well as to communicate effectively with audiences online, including clients, investors, employees and local

<sup>1</sup> [https://www.underconsideration.com/brandnew/archives/new\\_name\\_and\\_logo\\_for\\_jll.php](https://www.underconsideration.com/brandnew/archives/new_name_and_logo_for_jll.php)

communities. In particular, JLL has used its dot brand platform to establish itself as an innovative and visionary thought leader in the highly competitive real estate sector. Per their ICANN application<sup>2</sup> JLL states:

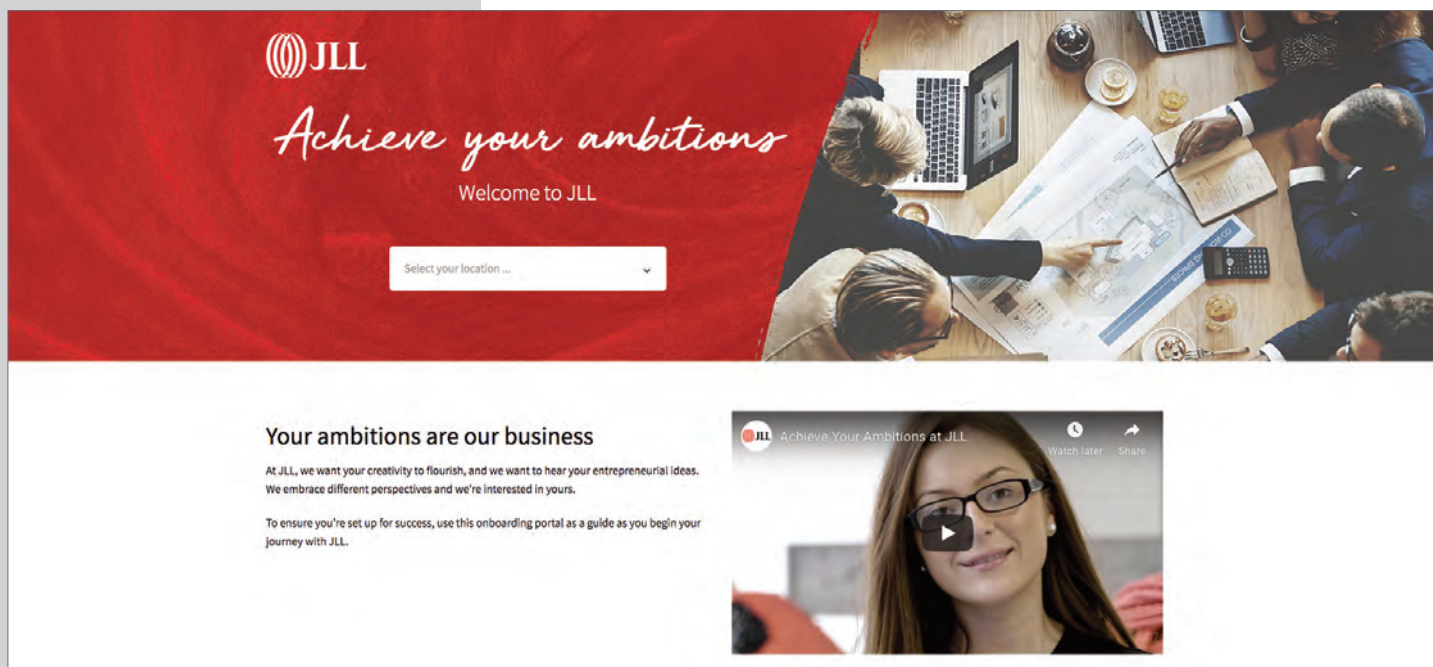
*“In an industry that relies heavily on data and up-to-date information, it is critical that Jones Lang LaSalle continues to invest in the latest technology to serve our clients and maintain a competitive edge. The [dot brand] gTLD is a key initiative that supports this strategy.”*

#### Targeted and emotive registrations

To date, this Fortune 500 firm has created a small set of targeted .JLL domain names. These include mini sites tailored by audience, such as its new employee portal (WELCOME.JLL), aspirational sites (such as FUTUREOFWORK.JLL), and thought leadership sites (such as THEINVESTOR.JLL for its industry magazine and blog ‘The Investor’). It has also created certain web forwarding URLs to target key business areas and real estate trends (such as FLEXSPACE.JLL).



THEINVESTOR.JLL



WELCOME.JLL

Such content-driven websites support the company’s wider strategy to lead the debate in its market sector through in-depth articles, research into current and future industry trends, and timely guidance on new and emerging market innovations.



FLEXSPACE.JLL

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

To read more dot brand use cases, visit: [observatory.domains](http://observatory.domains).