

.WEIR

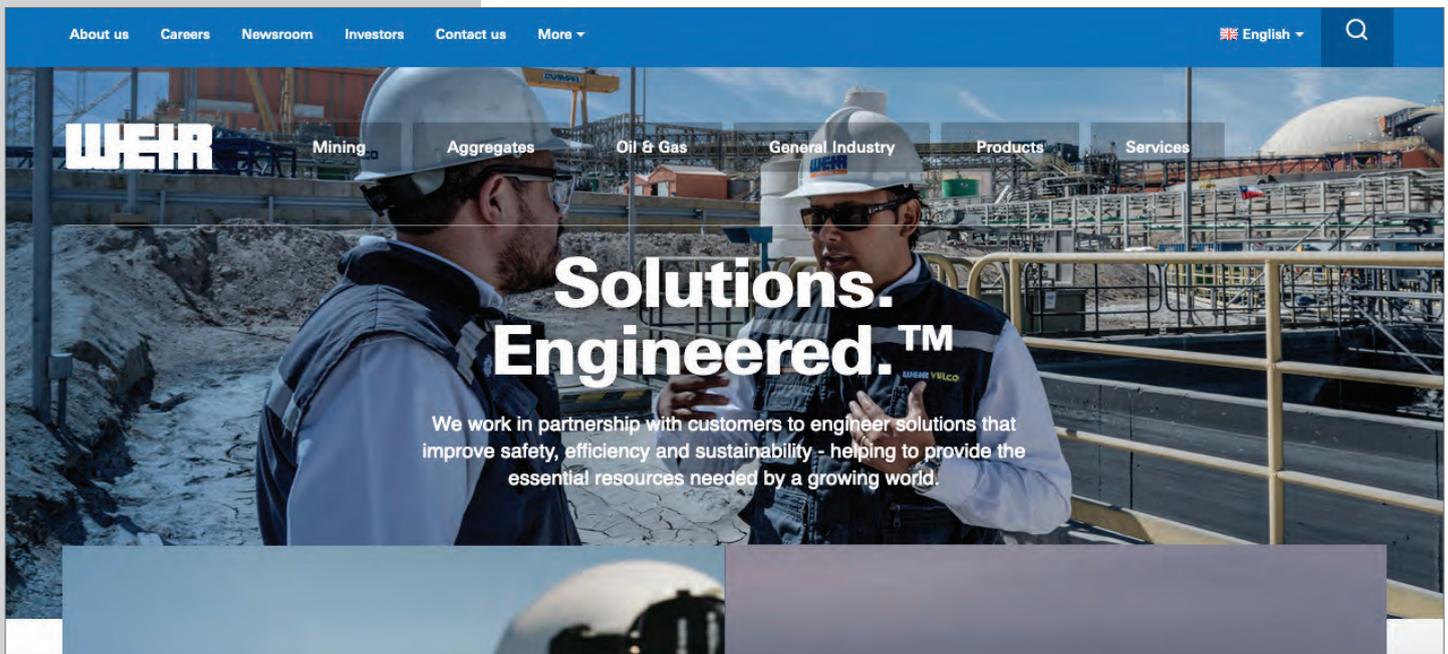
Digital migration to reinforce a corporate strategy

.WEIR CASE STUDY IN BRIEF

- **Initiative**
Launch of new corporate website and digital strategy under the dot brand
- **Model of use**
Full migration
- **Key benefits**
Brand consolidation, innovation, consumer trust

Replacing the dot com: Unity, simplicity and brand coherence with .WEIR

If the dot com registration for a company name has already been taken, the options for businesses looking to launch a cohesive brand online are limited. Alternative Top Level Domains (TLDs), such as .net or .biz, or ccTLDs can rarely provide the global coverage or stamp of authenticity that businesses need to succeed online. The introduction of branded TLDs offers an excellent solution. As WEIR's digital migration to GLOBAL.WEIR shows, the dot brand provides a much-needed alternative to the dot com for businesses looking to strengthen their brand online.



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Keith Bryan,
Digital Communications Manager, Weir

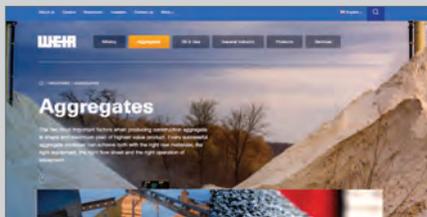
GLOBAL.WEIR

Established in 1871, global construction and engineering business Weir supports mining, infrastructure and oil and gas customers in more than 50 countries with a diverse portfolio of consultancy services and bespoke software. Weir delivers products and services to its global consumers in three key business sectors - minerals (MINERALS.WEIR), oil & gas (OILANDGAS.WEIR) and aggregates (AGGREGATES.WEIR).

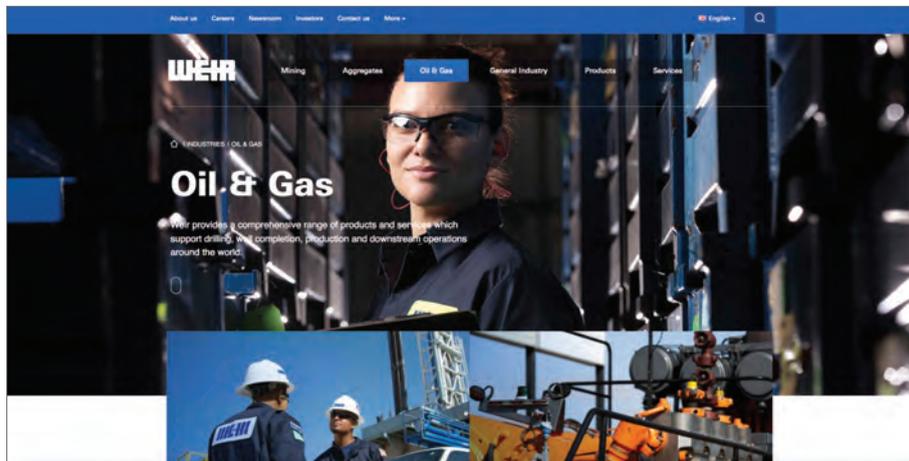
In 2016 Weir unveiled the results of a completely new digital strategy: a relaunch of their entire web presence under the .WEIR TLD. The lynchpin of this innovative and fresh approach was their new corporate website, GLOBAL.WEIR. It represents a consolidation of their existing web portfolio into a clear, simplified site, which provides customers with the information they want in an easy manner. The approach included migrating the corporate email to MAIL.WEIR, further unifying their digital presence under their core brand.

As Keith Bryan, Weir's Digital Communications Manager explained when launching the new site: "[GLOBAL.WEIR] brings together information that was previously held across more than 15 separate websites. Consolidating the content from these sites into a single platform ensures that users can now get information on all our products and services in one place and helps convey the scale and scope of the Group's capabilities across the world."¹

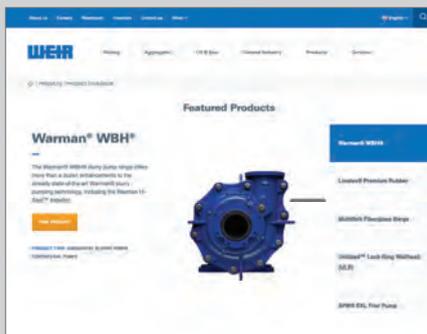
The company also recognised the added brand and reputational value of being an early dot brand adopter. "Engineering can often be seen as quite a traditional industry, however, innovation and adapting to the changing world around us has always been at the heart of how the Weir Group operates," said Bryan. "We purchased the .WEIR TLD to help us reinforce our brand and provide more flexibility over how we promote and market our products and services digitally."¹



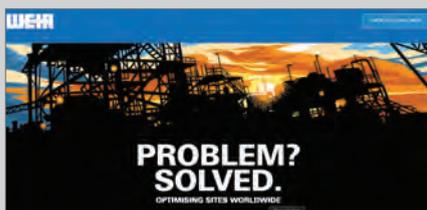
AGGREGATES.WEIR



OILANDGAS.WEIR



PRODUCTS.WEIR



PROBLEMSOLVED.WEIR

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.

Shortly after launch, the business was already reporting "an increase in the number of enquiries we're getting through GLOBAL.WEIR".² This has included launching Chinese, Portuguese, Spanish and French translations, and also a number of audience, product and industry-specific domain names.

Controlling the message with .WEIR

Through its .WEIR TLD, the company has created a controlled and authoritative domain space that promotes the global reach of its brand (GLOBAL.WEIR), markets its products (PRODUCTS.WEIR, SOLUTIONS.WEIR), and provides a dedicated space and entry point for industry, stakeholder and consumer information.

Sites are tailored for a specific audience, including investors (INVESTORS.WEIR, ANNUALREPORT.WEIR), job seekers (CAREERS.WEIR, GRADUATES.WEIR), journalists (NEWSROOM.WEIR) and suppliers (SUPPLIERS.WEIR). Dedicated portals have also been set up to address key industry topics and concerns; for example, GENDERPAY.WEIR, SUSTAINABILITY.WEIR, CODEOFCONDUCT.WEIR, CONTINUOUSDUTY.WEIR and CORPORATEGOVERNANCE.WEIR.

Other domains are used to promote presence at industry events (e.g. OTC2019.WEIR) or marketing initiatives (e.g. PROBLEMSOLVED.WEIR).

The dot brand system provides businesses that expand through acquisition and/or portfolio diversification with an efficient and effective way to consolidate under a strong, unified brand. It also helps companies to differentiate themselves as digital innovators, while building a trusted online presence for customers.

Weir continues to demonstrate the power of a dot brand to consolidate and unify how a global business markets its often diverse range of products and specialities.

¹ <https://www.global.weir/newsroom/news-articles/2016/04/20/welcome-to-global.weir/>

² <https://www.global.weir/newsroom/news-articles/2016/08/17/recognition-for-global.weir/>