

Global branding ultimatum 2012

 By [Naseem Javed](#)

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Why is Facebook on its way to become a US\$100 billion dollar enterprise? Because the corporate world is very comfortable with 'predictability-driven marketing' surrounded by 'search-based social media', expects 'click-based' returns on investments and believes in 24/7/365 multidirectional expansion while rest of the world loves the freedom to engage online.

With two billion online users, business and social lifestyle-altering tools, such as Facebook with 800 million users or YouTube with localised operations in 25 countries across 43 languages creating three billion views per day, are creating hyper-accelerated global image shifts. People around the world are bonding at a rate faster than ever in history.

30 April 2012: an historic date

On 30 April 2012, [ICANN](#), the internet authority, will announce the most expected list of 1000-2000 [gTLD](#) designer domain names that have been applied for at a cost averaging a million dollars each.

The advertising agencies of the world, from the beginning of the announcement in June 2011, launched a vicious attack against the gTLDs. Were they right? Yes.

This advancement of domain name expansion seriously hurts the existing major brands, as most of their names are not stretchable on the global canvas. Why don't they see this as a great opportunity for new business development and adjust their client's name portfolios? Partially due to the lack of understanding of global naming complexities among their cadre, and the realisation of the shift of power from highly creative camps to domain name registries, registrars and trademark administration under the umbrella of domination via name identity.

This combined action moves the cheese from logo-slogan branding centrality to corporate nomenclature accuracy and digital finesse. However, smart creative houses are slowly embracing this global image shift in stride and becoming more digitised and have started respecting the new procedures.

Beyond April 2012, they will have to prove to their clients their reformed understanding and move forward with solid workable strategies.

However, two schools of thought are emerging; first, will too much overflow of online traffic confuse the end users and alter the Internet experience? Secondly, are we about to enter a brand new age of the internet - creating new experiences, complex, yet free, secure, yet fully exposing our lives, simple and transactional, yet influencing our purchasing decisions

and finally filled with brandable opportunities at every click along the way?

Three options

1. Do nothing. The ICANN gTLD name application window is now closed and will remain shuttered for the next several years. This programme was in the making for a decade and was announced with global fanfare four years ago, while a full speed go-ahead was given six months ago. For whatever reason, if you are mistakenly left out, you may have to face some serious internal discussions.
2. Just wait. The name application process is very intricate, yet very simple. If you use this waiting period that spans few years, and prepare for the next round, you may acquire some very deep insight, not only about the advanced level 'cyber name games' but also discover some hidden brand naming problems in need of serious answers.
3. Simply watch. Observe the competition and see if they take off or crash. Either way, as spectators, you have some advantages. Enjoy the show and get ready to cheer or jeer. The fact is that the world has changed and the global domain name expansion has brought us to a new age internet that demands a new sets of skills and understanding to drive global marketing and branding.

Those who wish to become thoroughly familiar with the new battlefield must study the subject in-depth. Half knowledge is the worst kind of knowledge. Most of the basic starting information is easily available on the internet.

ABOUT NASEEM JAVED

Naseem.Javed is the founder of ABCNamebank (www.abcnamebank.com) and globally recognised authority on corporate nomenclature and related gTLD naming issues. Apart from being a lecturer (see www.azna.com for more information on the Branding Ultimate event taking place in Toronto in early May 2012), he is also a syndicated columnist, and his most recently authored work is *Domination, The GTLD Name Game* (www.metrostate.com).

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