

One Year of .ME: 2009

“ME” branded names for marketers



.Me is about YOU!

Executive summary

- This brochure will provide the reader with interesting facts on “me”-tagged brands and advertising jingles every marketer ought to know.
- Since the launch of “.me” domains in 2008, more and more of these brands appear in the online world as well.
- Table of content
 - Background information
 - Examples
 - Deployment techniques

Popularity of “ME”

- "Me" is a one of the most-used meaningful English words.
- It appears on more than 25% of all Internet pages.
- According to Google, "me" is used as often as “my”, “you”, “we” and “best”.
- On the web, “me” scores well above “he”, “she”, “people”, “now”, “love”, “good”, “perfect”, and all the rest.
- People simply do not ignore “me” as usually it is or might well be about themselves.
- To draw attention of their consumers, an untold number of advertising campaigns embed “me”-tagged phrases either into their teasers or into their leading slogans.

What makes a good [online] brand

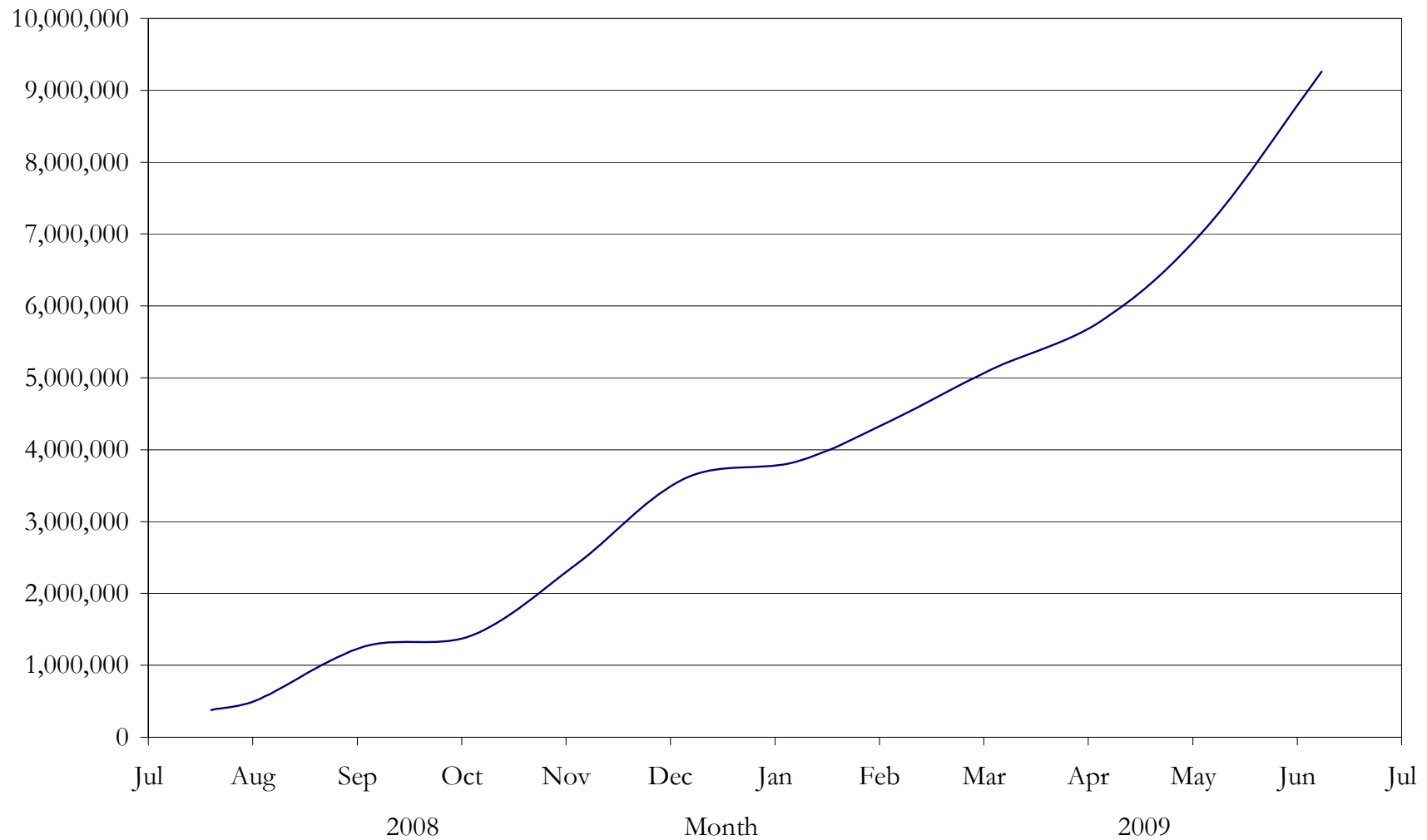
- A short, memorable and jingling word or a phrase. Not more, not less.
- Average length of top 1000 brands is less than SEVEN characters.
- Average length of top 1000 sites* is less than 12 characters.
- Add “.com” and you have used four characters already.
- Never mind, all good and jingly .com’s are gone already, quite a while ago.
- You can try your luck and register **isitmeorisiteveryoneelsestupid.com** – bonne chance promoting it. Surely, no one will type it in.
- Microsoft has recently spent more than hundred million dollars trying to promote Bing.com with unimpressive results. Although it is a good jingling name, having nothing to do with web-search, has positioned it very wrongly. They would be more successful with Ask.Me.
- Great brands are short and easy to remember, and certainly not confusing.

* – E.g., the length of “google.com” is 10 characters, while it is six characters for “Google”.

A bit of “.me” history

- .ME, as a top-level domain, went live on 17th of July 2008; that day some 100,000 domain names were registered.
- In the first year of its existence nearly 300,000 domain names were bought via various registrars worldwide, most of them in the English speaking world.
- To read why .ME was assigned to Montenegro and why it has little to do with the country please see the following articles:
 - <http://Dot-Me.Of-Cour.se/2009/03/24/why-me-is-montenegrin/>
 - <http://Dot-Me.Of-Cour.se/2009/04/26/why-me-will-always-be-international/>
- Brits used to have an alternative “me.uk” but it is in steady decline since the official launch of “.me”.

.ME web pages indexed by Google

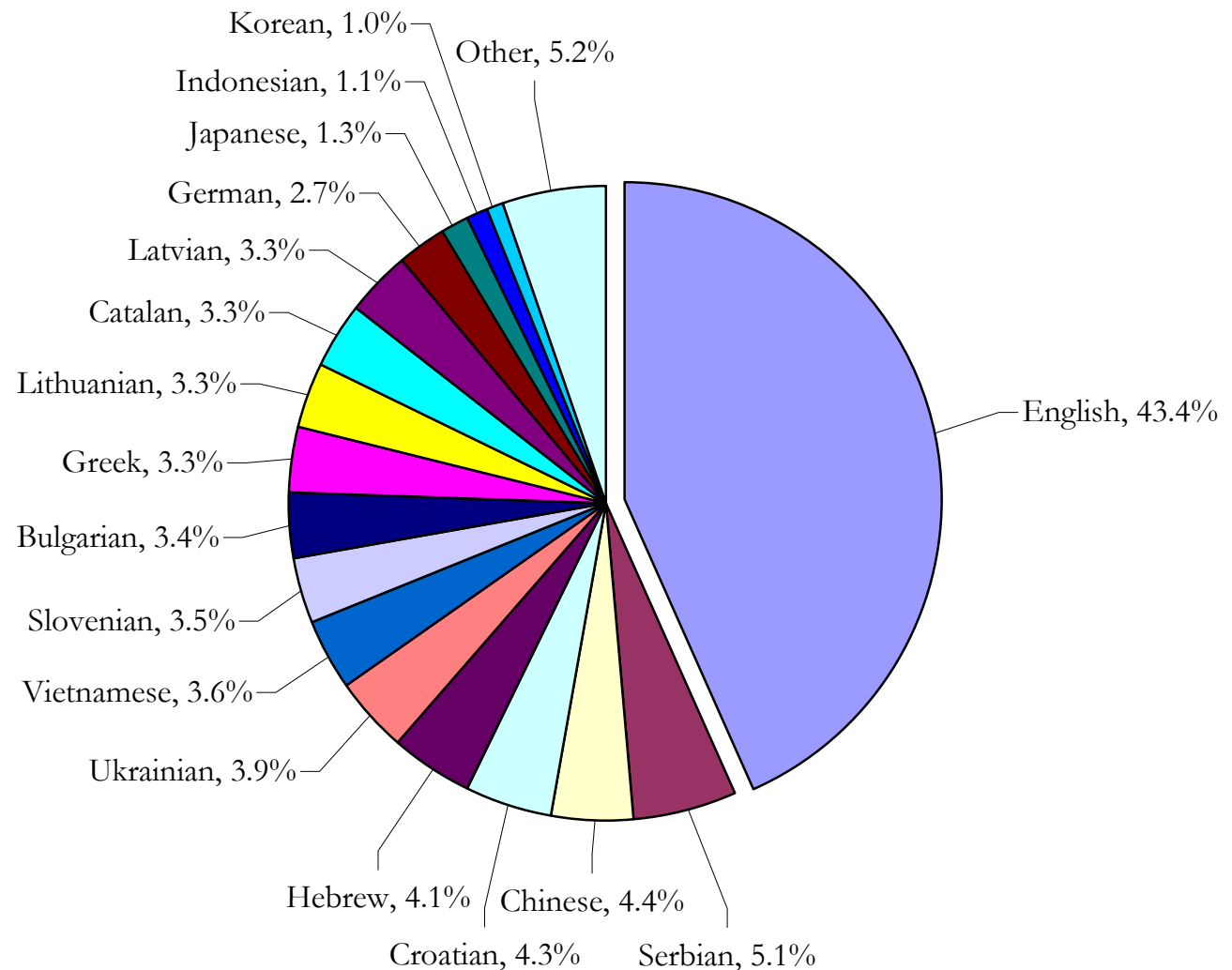


.ME achievements and prospects

- In less than a year .me became more popular than .aero, .asia, .coop, .jobs, .int, .mil, .museum, .name, .pro, .tel, .travel and other 200 country code top-level domains.
- Among top-level domains it leads as the fastest growing one and is still rising.
- At the moment, an average .me site has ≈ 40 pages, compared to ≈ 400 pages per site for an average .com, this leaves plenty of room to grow.
- If .me keeps the momentum, with very likely one million domains over three years it will have some 200-300 million indexed pages that will place it on the awareness level of generics like .eu, .info and .tv and well above .biz.

Language spread

- Illustrated is the spread of languages within .me content according to Google
- English pages account for nearly a half of it
- Serbian and Croatian together – for less than 10%
- Asian content contributes more than 10%



Known “ME” brands

- Mobile Me, mobile platform for all Apple products, like, iPhones, etc

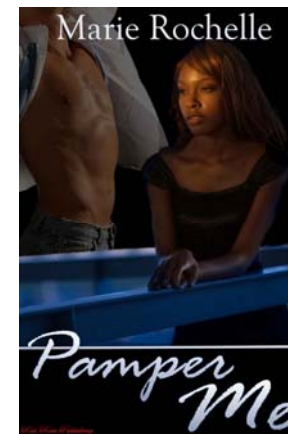


- Firm 23andMe co-founded by Anne Wojcicki (wife of Sergey Brin, a co-founder of Google) analyses and compares people’s genomes (made up of 23 pairs of chromosomes, hence the name)



Known “ME” brands [continued, 2]

- British retail beauty brands
 - Cleanse.Me
 - Model.Me
 - Pamper.Me
 - Soothe.Me
 - Revive.Me



Known “ME” brands [continued, 3]

- Fiji Me – the official Fiji tourist agency



- WooMe – a successful online community



Known “ME” brands [continued, 4]

- Online Metro Casino – that of popular British daily



- Inspire.Me – a well-being project by Gail Lynne Goodwin



- Test Me – former freetest.me.uk



- Move Me – a relocation company



Known “ME” brands [continued, 5]

- Little Me®, a division of Mamiye Brothers, creates unique clothing for newborns and young toddlers



- Kari Me – baby carriers

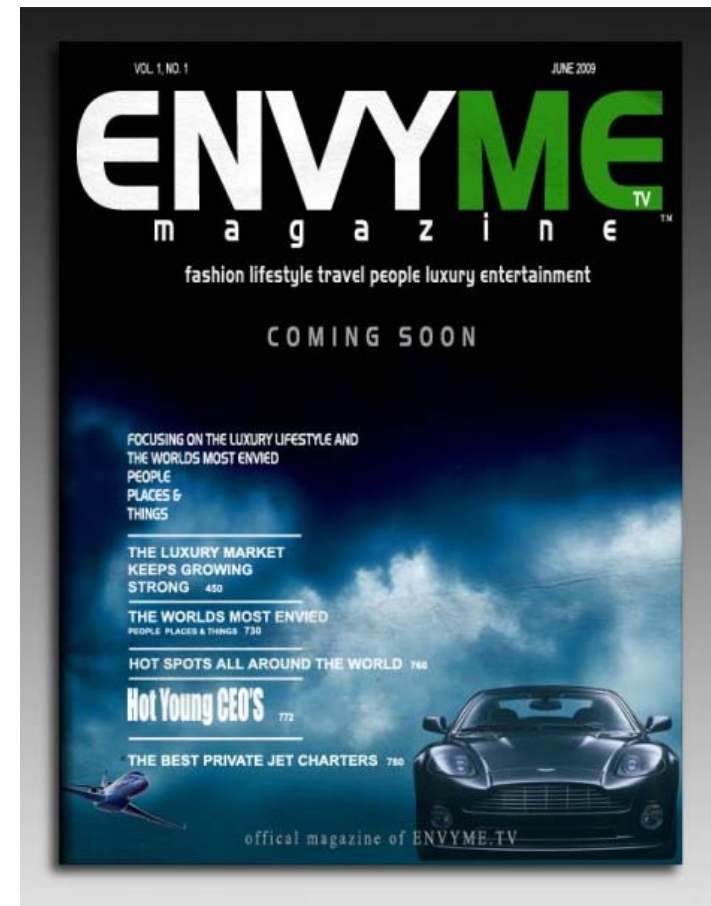


- Photo-Me – instant photo machines company



Known “ME” brands [continued, 6]

- Envy.Me – a brand by Kevin Payne



Known “ME” brands [continued, 7]

- LinkMe – a career building site



- Drive Me – a TNT carrier campaign



- Patients like me – a medical community



Known “ME” brands [continued, 8]

- Despicable.Me
 - In 2008, Illumination Entertainment together with Universal Animation Studios reserved Despicable.Me domain name for their upcoming "Despicable Me" animation movie
 - The actual site was launched in summer 2009
 - This turned to be an unorthodox, yet very catchy marketing step in pre-release promotion, as the studio preferred .me domain name to .com (both DespicableMe.com and DespicableMeMovie.com were reserved but not used for the promotion)



Known “ME” teasers and jingles

- Microsoft:
“I’m a PC and it’s all about me”



Known “ME” teasers and jingles [continued, 2]

- MyEducation.Me has being heavily promoted in Canada: daily tv ads, MSN Messenger, etc

<http://www.youtube.com/watch?v=rNv6DJMvy90>

- MyEducation.Me:
It's all about M.E.

IT'S NOT ABOUT
M.E.

My son has goals. College has great options. I'm ready to listen.

It's their future. For higher education options that will help them reach their goals, check

myeducation.me

ADVERTISEMENT - EDUCATION - HEALTH CARE - INFORMATION TECHNOLOGY - AVIATION - FINANCE AND ADMINISTRATION - COLLEGE AND UNIVERSITY - CONSTRUCTION TECHNOLOGY - BUSINESS - ENVIRONMENTAL AND NATURAL RESOURCES AND MUCH MORE TO COME FROM MY EDUCATION.ME

IT'S NOT ABOUT
M.E.

My daughter has goals. College has great options. I'm ready to listen.

It's their future. For higher education options that will help them reach their goals, check

myeducation.me

ADVERTISEMENT - EDUCATION - HEALTH CARE - INFORMATION TECHNOLOGY - AVIATION - FINANCE AND ADMINISTRATION - COLLEGE AND UNIVERSITY - CONSTRUCTION TECHNOLOGY - BUSINESS - ENVIRONMENTAL AND NATURAL RESOURCES AND MUCH MORE TO COME FROM MY EDUCATION.ME

IT'S ALL ABOUT
M.E.

I've got goals. Let's talk about College.

For a higher education that's right for me, I'm checking all my options at

myeducation.me

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Known “ME” teasers and jingles [continued, 3]

- BAA shops in London Stansted Airport:
“Set your watch to ‘me’ time”



Known “ME” teasers and jingles [continued, 4]

- London based Chaumet, Bond Street and Harrods:
“Catch me ... if you love me”



Known “ME” teasers and jingles [continued, 5]

- SIXT, a car rental company:
“Follow me to competitive rates”



Known “ME” teasers and jingles [continued, 6]

- British Film Office:
“I love you. I will wait for you. Come back, come back to me...”



Known “ME” teasers and jingles [continued, 7]

- London Police community support officers:
ME + careers



Known “ME” teasers and jingles [continued, 8]

- BAY trading company:
PICK ME



Known “ME” teasers and jingles [continued, 9]

- MotherCare:
Please look after me



In your newspaper

- KAL caricature in the recent The Economist weekly:
Excuse Me!



In your local shop or garden

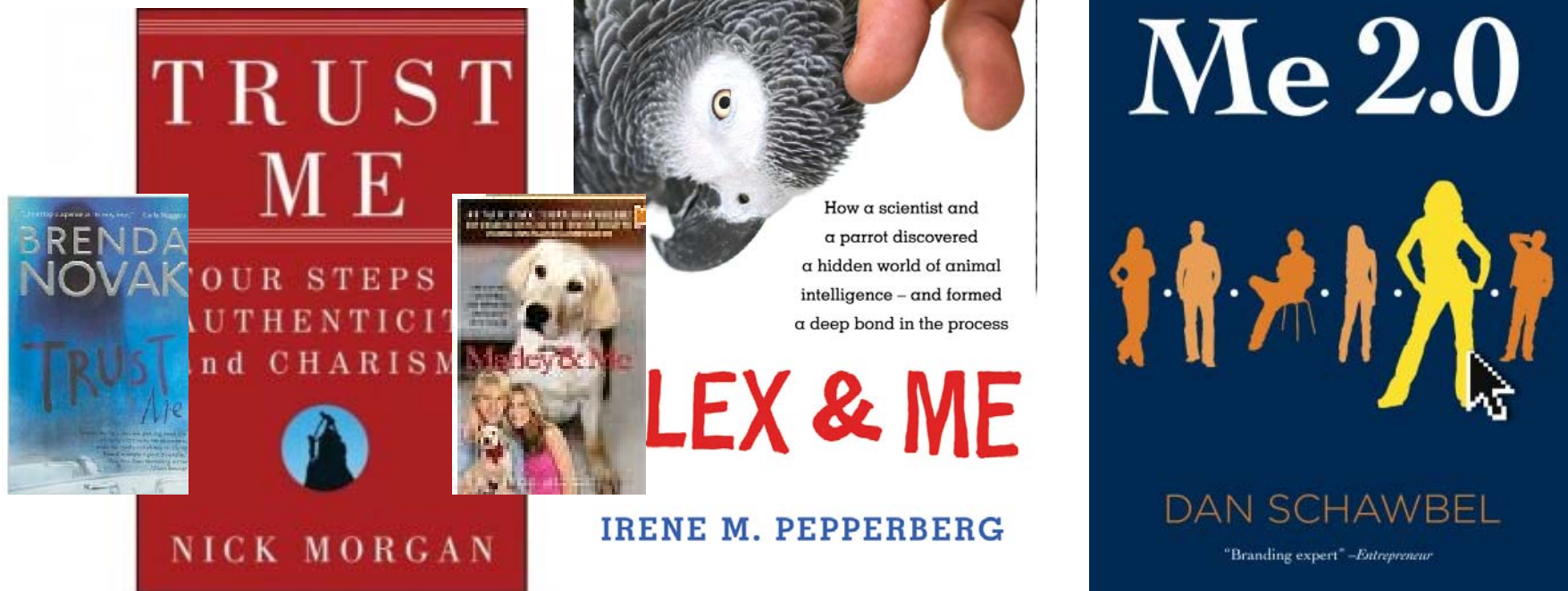


Try Me: every where you go



Books

- [Me 2.0: Build a Powerful Brand to Achieve Career Success](#)
- [Alex & Me](#)
- And many more ...



Amazon.Me

- Try to look for every Verb.Me on Amazon and you will find thousands of “me” branded products:
 - a search on Trust.Me provides 50+ hits
 - then on Love.Me again 50+ hits.
 - the same story on Help.Me - and so on...
- Mercy Me: All That Is Within Me (CD)
- The Fray: You Found Me (MP3)
- Marlo Thomas: Free to Be You and Me (CD)
- Helen Hunt et al: Then She Found Me (movie)
- Atari Inc: My Horse and Me (Wii game)
- Redan, Inc: Disney & Me (magazine subscription)
- Philosophy: help me (retinol treatment)

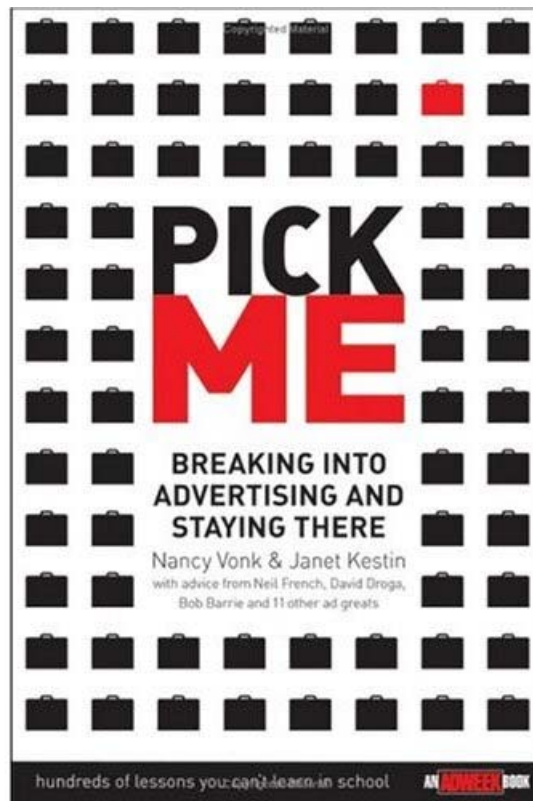


Amazon.Me [continued]

- Keyshia Cole: A Different Me (Audio CD)
- Skateboarding: Pray For Me (DVD)
- Paris Hilton: Just Me (perfumes)
- Chelsea Handler: Are You There, Vodka? It's Me, Chelsea (book)
- Marlo Thomas et al: Free to Be You and Me (DVD)
- Dean Koontz: Your Heart Belongs to Me (book)
- Smashbox: Try Me (promotion set)
- Toby Keith: She Never Cried In Front Of Me (MP3)
- Denis Leary: Rescue Me (DVD)
- Samsung Cell Phone: You and Me (design protective skin cover)
- ...

And untold number of other “me” products

- Marketeers just love “me”
- Known Facebook applications



- Draw Me
- Global Me
- Hug Me
- Kiss Me
- Love Me
- Match with Me
- Social Me
- Share Me
- ...



Examples of highly rank .me sites

- success.me (GPR7) – promoting WriteExpress
- iBall.me (GPR 6) – TV series
- notify.me (GPR5) – real-time updates
- trace.me (GPR5) – tracking devices
- pic.me (GPR5) – photo sharing
- hunt.me (GPR5) – Hunt Brothers of Louisiana, LLC
- picfor.me (GPR4) – photo sharing site
- youand.me (GPR4) – top dating site
- booking.me & bookings.me (GPR3) – Montenegro tourist service
- dressup.me (GPR3) – games for girls
- digi.me (GPR3) – organising the web
- go2.me (GPR3) – links shortening and discussion
- shortn.me (GPR3) – mobile ready URL shortening
- accommodate.me (GPR2) – accommodation deals



* GPR – Google Page Rank

Personal sites

- Bob Parsons, the maverick pioneer in the domain industry and the founder of GoDaddy, moved his personal blog from BobParsons.com to BobParsons.Me



- Wendell.Me - a blog by Wendell Wittler, a legend of the blogging, moved all his blogs from WendellWittler.com



Deployment of .Me jingling domains

- English
 - Verb.Me, e.g., Balance.Me, Simplify.Me, Unlock.me
 - Adjective.Me*, e.g., Ideal.Me, Modern.Me, Urban.Me
 - Noun4.Me, e.g., Fun4.Me, Phones4.Me, Pizza4.Me
 - NounFor.Me, e.g., DomainFor.Me, PicFor.Me, SpotFor.Me
 - MyNoun.Me, e.g., MyCar.Me, MyDallas.Me, MyLips.Me
- Dutch
 - Verb.Me, e.g., Kleed.Me (Dress.me), Ontdek.Me (Discover.me)
- Serbian
 - Verb.Me, e.g., Dodaj.Me (Add.Me), Kupi.Me (Buy.Me)
- Slovak
 - Verb.Me, e.g., Pozeraj.Me (Watch.Me)

* – Verbed.Me and Verbing.Me occasionally match Verb.Me if they act as adjectives and provide some intrinsic value, e.g., Bored.Me and Austria.Skiing.Me

Abbreviations

- State of Maine
 - MaineLandForSale.ME - Find Maine Land for Sale
 - MaineLobster.ME - The World's Finest Lobster Comes from Maine
 - OnlineGuide.ME - Maine Online Guide
 - PlanetMaine.ME - Planet Maine Web Design and Hosting
 - UpperKennebecValleyChamber.ME - Upper Kennebec Valley Chamber of Commerce
 - YourVote.ME - Your Maine Election Guide
- Middle East
 - BusinessBuyAndSell.ME - Business Buy and Sell Middle East
 - ConnectingWorlds.ME - Connecting Words - Bringing Innovation to the Middle East
 - Meca.ME - Middle East Citizens Assembly
 - PsyTrance.ME - Psychedelic Trance in the Middle East
 - Shop.MapShop.ME - Middle East Map Shop
 - StarKid.ME - StarKid Middle East

xxx.its.me

- “its.me” is an official country code second-level domain, like that of co.uk, me.uk, co.au... It is managed by .ME registry. So far, it is not too popular and many good names are still available, Italy.its.me, Shanghai.its.me, Cannes.its.me to name few.
- At the moment Montenegrin people get their own personal “its.me” sites, e.g.: photographer.its.me, perper.its.me, tiho.its.me, italo.its.me, or babycolossus.its.me.
- English application are endless
 - Geography: Berlin.its.me
 - Products: my.car.its.me
 - Teasers: art.its.me, green.its.me, try.its.me, ...

Possible applications

- Financial products
 - Insure.Me
 - Remortgage.Me
 - Rent.Me
- Education
 - Learn.Me
 - MBA.Me
 - Teach.Me
- Politics
 - Democrat.Me
 - Democratic.Me
 - Republican.Me
- ...
- Vogue
 - Catwalk.Me
 - Ideal.Me
 - Urban.Me
- Media
 - Internet.its.me
 - Radio4.me
 - TV4.me
- Various teasers
 - Art.its.me
 - Fancy.Me
 - Indian.Me
- ...

Current market prices

- Average auction prices per domain name
 - Land rush (August 2008): 2100+ names @ \$1,000+
 - Top verbs (September 2008): 11 names @ \$19,000+
 - Premium verbs (January 2009): 5 names @ \$8,000+
 - Premium verbs (April 2009): 29 names @ \$6,000+
 - Land rush leftovers (April 2009): 100+ names @ \$500+
 - Land rush leftovers (May 2009): 350+ names @ \$250+
 - Premium names (June 2009): 15 names @ \$6,000+
- Top sales
 - Date.Me: \$70,000
 - Insure.Me: \$68,000+
 - Sync.Me: \$41,000+
 - Love.Me: \$32,500
 - Ask.Me, Hug.Me, Kiss.Me, and Teach.Me: \$20,000+ each
 - Match.Me: \$17,700+
 - Rank.Me: \$17,500+
 - Buy.Me: \$17,500
 - Verify.Me: \$16,000+
 - Parts.Me: \$15,500+
 - LasVegas.Me, ChatWith.Me, Korea.Me, and Loan.Me: \$15,000+ each

Further reading

- More examples and information on “.ME of course” blog
<http://Dot-Me.Of-Cour.se/>
- Brands-and-Jingles is an advertisement initiative with representatives in the United Kingdom, the Netherlands, Montenegro and Ukraine. The agency creates and develops jingles that intensify brands online as well as in the real world. Brands-and-Jingles is sponsored by MAKTIG Venture Capital.

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