

## Case Study – Dot TK

Dutch based Dot TK had recently opened an office in the UK. It needed to launch itself to the UK mainstream media, and to promote its new product offering. The product solved the problem of long complicated web addresses by renaming them into short meaningful “.TK” extensions, thus making sites easier to find and ensuring links work when distributed in small screen devices such as blackberries or phones.

But there was a quirky and interesting story to be found. Dot TK is a company owned in part by the country of Tokelau, the world’s smallest economy. Located in the South Pacific Ocean, Tokelau has few physical links with the wider world. There is no airport, no port, no roads, and it takes more than two days and two nights to travel to its neighbour, Samoa.

For every domain registration; Dot TK provides revenue to Tokelau, which owns the .TK extension. The royalty fees already represent more than 10% of the country’s income, and is radically changing the lives of the islanders.

Rather than just send a press release, invite the media were invited to meet Dot TK and key people from Tokelau who had travelled to the UK, including a village chief and the minister of telecommunications.

The invite brought the press to a central London venue where traditional Tokelau music and a video presentation started the event. Later, one to one meetings were conducted and journalists had the opportunity to try Tokelau cuisine.

Coverage was extensive:

BBC Technology team produced three pieces of coverage including two videos

Interview with BBC World Service

The Register

Guardian / Guardian Weekly

The Daily Telegraph

At the last count, there were over 40 million opportunities to view and an estimated Advertising Value Equivalency (AVE) of over £250,000.