



# .ABBOTT

## Uniting Products Under One Trusted Brand

US-based pharmaceutical giant Abbott Laboratories has embraced its dot brand as a key tool to support its corporate brand strategy. Abbott is using its .ABBOTT branded domain to help unite its complex portfolio - that includes research and development, and sales and marketing, as well as regulatory compliance and investor information - under its master brand.

### .ABBOTT case study in brief

- **Initiatives**  
Enhancing value and recognition of the corporate brand.
- **Main model of use**  
Branding, Mini sites.
- **Key benefits**  
Global and local, clear association with master brand, consumer trust.

### Emphasizing the corporate brand

Global healthcare company Abbott Laboratories manufactures and markets a wide portfolio of leading branded and generic pharmaceuticals, nutritional products, diagnostics and medical devices. Its research and development and manufacturing facilities employ more than 90,000 people across 150 countries. In 2013 Miles White, Abbott CEO, explained that the company needed to work towards having a “more powerful and meaningful corporate brand.”<sup>1</sup>

This began a strategy aimed at ensuring the vast range of Abbott’s products retained their individual brand value but also established an “overarching connection with [Abbott’s] corporate identity.”<sup>2</sup> As Abbott’s Head of Global Affairs, Melissa Brotz elaborated, “it became more important that people have trust in the corporate brand when coming into contact with product brands. That was the start of our journey in terms of building a corporate identity.”<sup>3</sup> The .ABBOTT TLD is the perfect vehicle for strengthening the corporate brand by enabling the creation of an entire Abbott-branded ecosystem online

<sup>1</sup> <https://www.prweek.com/article/1448724/front-seat-comms-evolution-abbotts-melissa-brotz>

<sup>2</sup> *Ibid.*

<sup>3</sup> *Ibid.*

to house products, services, and local sites under the master brand. For such a large organization with diverse complexity of products and jurisdictions, such a shift must be gradual. However, Abbott's registration and use of approximately 200 .ABBOTT domains demonstrates impressive and focused progress on this strategy.

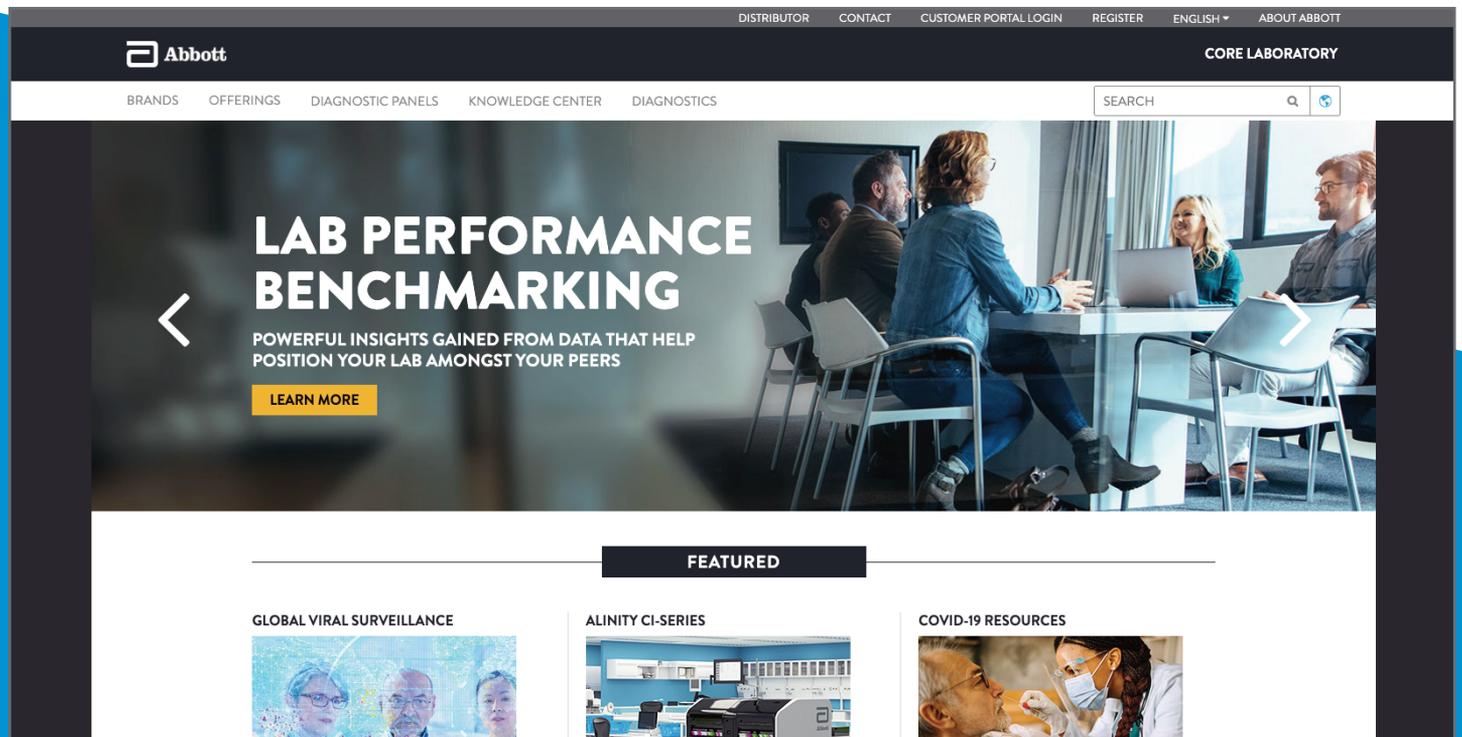
## Mini sites for products and services

Evidence of Abbott's brand strategy can be seen in one of the trends in the company's use of .ABBOTT to date. It has created a suite of domains directing to mini sites for various products and services the company offers. Some examples include MOLECULAR.ABBOTT, DIAGNOSTICS.ABBOTT, ENSURE.ABBOTT, GLUCERNA.ABBOTT, and CORELABORATORY.ABBOTT. This approach supports and underlines the overarching company strategy of emphasizing and

growing trust in the corporate brand in relation to the company's products; a clear demonstration of how their dot brand is a key aspect of their overall brand strategy.

## Clear signposts to authentic local sites

In addition to its range of mini sites for products and services, the other important trend of note is Abbott's use of its dot brand to target locally through country websites. A few examples include IE.ABBOTT (Ireland), MY.ABBOTT (Malaysia), ES.ABBOTT (Spain), GR.ABBOTT (Greece), UK.ABBOTT (United Kingdom), FR.ABBOTT (France), PT.ABBOTT (Portugal), VN.ABBOTT (Vietnam), and TW.ABBOTT (Taiwan). This also reinforces the strategy of strengthening the corporate brand. The local country sites under the .ABBOTT domain convey authenticity to each site, inspiring trust and confidence in customers about the information on the site.



CORELABORATORY.ABBOTT



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*Melissa Brotz,  
Head of Global Affairs, Abbott*

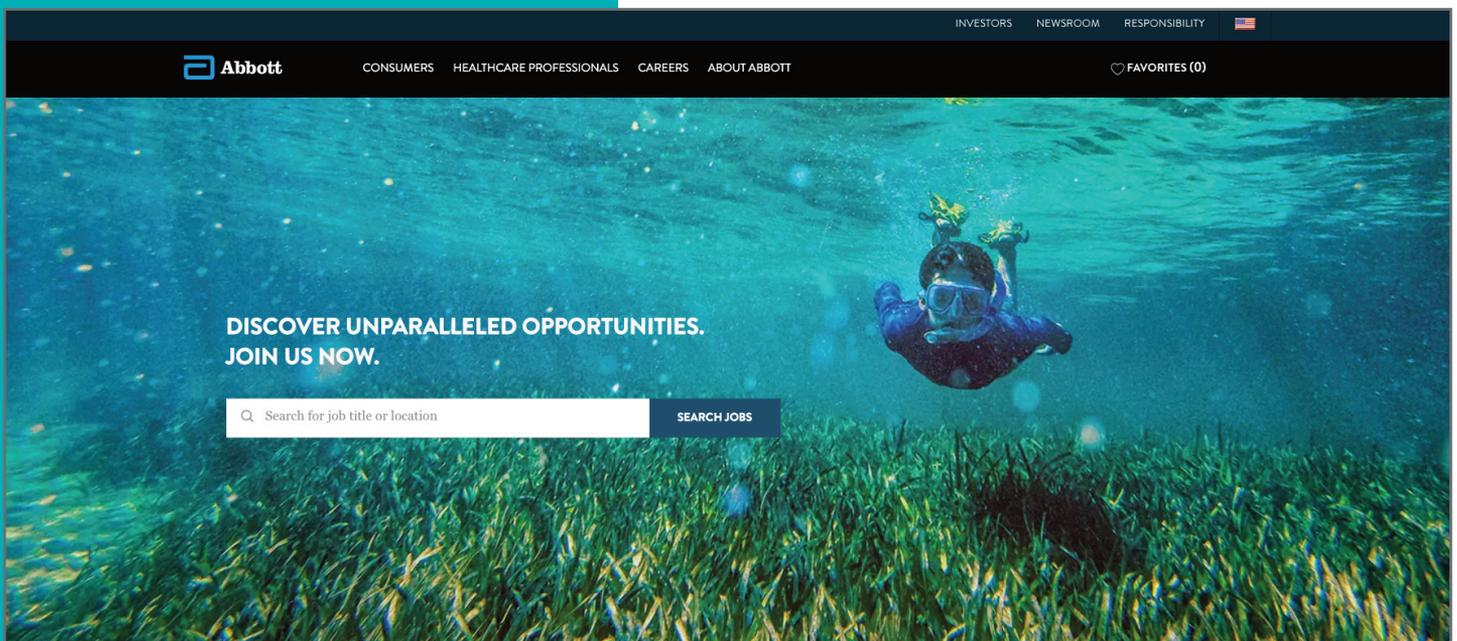
Security and authenticity are of primary concern for the pharmaceutical industry as the consequences of fake sites, mis-information and counterfeit products could be life threatening. Product success is heavily reliant on trusted information and communications between a broad spectrum of investors, medical providers, insurers and business partners as referenced by Abbott in its application<sup>4</sup> for .ABBOTT.

## Flexibility to create domains to match new trademarks

A particularly relevant and valuable benefit of dot brand ownership to the pharmaceutical sector, is the flexibility to create domain names that match and safeguard intellectual property. A company ensures that it will always be able to secure the matching domain for any of its new trademarks within its dot brand, which can help to reduce the risk of difficulties around the branding and marketing launch of new products.

With almost 200 domains registered thus far, Abbott has established a platform upon which it can continue to strengthen the Abbott brand.

<sup>4</sup> <https://gtldresult.icann.org/applicationstatus/applicationdetails/383>



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