



.CANON

A picture of efficiency

While building consumer confidence was at the forefront of the Canon Group's application for .CANON, the company has since used its dot brand to launch a series of cloud-based platforms to boost engagement and loyalty among customers.

.CANON case study in brief

- **Initiatives**
Migration of main company website and mail server, suite of regional and product-specific websites, photo-sharing cloud platform and design tools.
- **Main model of use**
Full migration, HR, marketing, products and services.
- **Key benefits**
Consumer trust, user engagement, brand control, anti-counterfeiting.

Initially driven by concerns over the rise of fake products and misleading information online, the Canon Group has since expanded the use of its dot brand domain to build trust, reinforce brand reputation and engage its customers in exciting new ways.

The global imaging giant was one of the first dot brand owners to migrate its corporate website back in 2016, stating in a [press release](#) at the time that .CANON domains would enable visitors to "easily confirm authenticity and be assured that the information they contain is reliable".

This was followed in early 2018 with the launch of the new MEDICAL.CANON microsite for the recently rebranded Canon Medical Systems Group. Later that year, the company began migrating its email addresses to MAIL.CANON, [explaining](#) that it had recognised in the dot brand the "chance to adopt a uniform domain, improving communication and increasing operation efficiency".

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Since then the company has launched additional microsities for its diverse business operations, geographies, customers and employees. Notable additions include the site IMAGE.CANON, a cloud-based photo and video storage service launched in 2020 that links directly to the user's camera, so files are automatically stored and made available from any connected device.

Phase 1: Building brand reputation with .CANON

Canon focused first on consolidating its online presence using .CANON. It started by migrating its corporate site to GLOBAL.CANON in 2016, setting up a URL divert from CANON.COM.

Next, it set about simplifying its domain naming strategy, migrating country-specific sites in Asia over to the .CANON domain and setting up the ASIA.CANON regional landing page. In line with its goals to minimise consumer confusion and improve user experience, Canon established a short and consistent two-character naming strategy for each country, as with HK.CANON (Hong

Kong), IN.CANON (India), KR.CANON (Korea), SG.CANON (Singapore) TH.CANON (Thailand), and VN.CANON (Vietnam).

Using a similar short naming structure, the group also launched a series of mini-sites for related product lines, subsidiaries and technologies, such as COT.CANON (Canon Ophthalmic Technologies), CPP.CANON (Canon Production Printing), ETD.CANON (Canon Electron Tubes & Devices) and FTN.CANON (Canon Finetech Nisca). Although the majority of these product and company-specific sites are based in Asia, this is not exclusively the case, as can be seen with MCU.CANON (Canon Medical Components USA).

In certain cases, the naming structure is longer to include more or all of the business name, as with COMPO.CANON (Canon Components), OPTO.CANON (Canon Opto Company, Malaysia), MACHINERY.CANON (Canon Machinery Inc), OPTRON.CANON (Canon Optron), PREC.CANON (Canon Precision Inc) and TOKKI.CANON (Canon Tokki Corporation), for example. This may be to avoid possible confusion between similar-sounding places or business names, as with MTRL.CANON (the Canon Materials website



for Oita, where Canon has a factory) and FUKUI.CANON (the home of Canon Materials in Fukui) for instance.

Dedicated sites for Canon's manufacturing bases in Japan also feature the location name in full, such as NAGASAKI.CANON and NAGAHAMA.CANON. Other corporate sites feature acronyms, as with CIGS.CANON for the Canon Institute for Global Studies and PSIRT.CANON for Canon's Product Security Incident Response Team, the organisation responsible for logging and responding to vulnerabilities associated with Canon products and services.

Phase 2: Establishing customer loyalty with .CANON

More recently, Canon has been using its dot brand to drive a series of customer engagement initiatives, from marketing sites for one-off events (e.g. EXPO.CANON) to



cloud-based image-sharing sites and even hobby sites, which customers can access for free once they have created a customer ID on MYID.CANON.

This log-in offers access to a series of online tools, such as CREATIVEPARK.CANON and POSTERARTIST.CANON. The first of these provides paper craft materials to users of Canon PIXMA printers, attracting an estimated 10 million visitors around the world every year, including traffic from a free mobile app launched in November 2019.

The second enables customers to create professional-looking posters, flyers and banners using sample templates in a few easy steps, in a similar way to well-known graphic design programs, such as Canva and Visme.

Next came the launch of IMAGE.CANON in 2020, a replacement for Canon's previous cloud-based photo storage solution Irista. Unlike the previous tool, which required a brand name for users to find it on the web (IRISTA.COM), Canon has used its dot brand to get straight to the point of the image-storage site. Not only does IMAGE.CANON automatically upload photos and videos to the cloud, but it also enables users to sync files instantly across connected devices and even post selected images to social network accounts.

In Japan, the company also has its own social media platform, FOTOMOTI.CANON, where customers can share images with the community of like-minded Canon users.

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To see if a dot brand is right for your company, contact us at experts@comlaude.com

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