



Co-Branding Campaign •pt | Registrars

2021

CHALLENGE

.PT is once again launching the challenge to its registrars to join us in a co-branding campaign, with the ultimate goal of increasing the number of .pt registrations. A process of applications will be opened where all registrars can apply to be selected and do their .pt campaign.

THEMES

Option 1: EURO 2021

EURO 2020 was postponed to 2021 due to Covid-19 pandemic, and this year Portugal will defend the title won in the last edition. The participation of Portugal in European and world championships is always a remarkable moment and it is undoubtedly a very appealing theme. For example, .PT carried out a campaign to support the national team during EURO 2016 at Portuguese airports and it was a success.

The participation of Portugal in EURO 2021 is, then, one of the themes that we propose for the co-branding campaigns, which should take place in the months of May and June.

Option 2: Free theme

In this option registrars can choose the creative concept, always considering the .PT identity. These campaigns must take place from July to December.

HOW TO PARTICIPATE

The interested registrars can submit their application through a form made available for this purpose, until May 7, 2021.

In addition to the form, a first campaign strategy proposal should also be sent, which should include, at least, the base graphic templates.

Applications should be sent to the email rp@dns.pt.

RATING CRITERIA

The submitted proposals will be evaluated according to the following criteria:

- 1) Suitability of the message** to the target, theme and goal.
- 2) Communication:** understanding of the message (simple, clear, direct); originality; credibility.
- 3) Achievement:**
 - 3.1** - Viability - Strategy and media plan;
 - 3.2** - Budget and funding needed from .PT.

The results will be announced until May 14, 2021.

Under the EURO 2021 theme, only two campaigns will be selected.

The decisions of the jury are final and not subject to appeal.

The jury reserves the right not to select any of the proposals submitted, if it considers that they are not appropriate or do not serve the stated goal.

VALUE AND CONTRIBUTION RATE

.PT will make available a total of €30,000 (thirty thousand euros), which will be distributed as follows:

- **Option 1:** the total value of the .PT contribution for these campaigns will be €17,500 (seventeen thousand and five hundred euros)
- **Option 2:** the total value of the .PT contribution for these campaigns will be €12,500 (twelve thousand and five hundred euros)

NOTES

All selected campaigns should be subject to final approval by the .PT, prior being made public.

One month after the end of the campaign, a final report describing the physical and financial execution of the entire campaign as well as the results obtained should be submitted to .PT.

SCHEDULING

Challenge launch: April 14, 2021

Application deadline: May 7, 2021

Results announcement date: May 14, 2021

Campaign launch date:

Option 1: May and June

Option 2: from July to December

Reporting date: one month after the end of the campaign

CONTACTS

All contacts should be directed to rp@dns.pt.

**Do not miss this opportunity,
let's work together for the .pt growth!**

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