



Co-Branding Campaign **.pt** | Registrars

2022

CHALLENGE

.PT is once again challenging its registrars to join us in a co-branding campaign, with the aim of increasing awareness of .PT and the number of registrations under .pt. A process of applications will be opened where all registrars can apply in order to be selected, and see their .pt campaign.

THEME

You can choose the creative concept, always taking into consideration the .PT identity. These campaigns should take place from September to December.

MARKETING CHANNELS AND CONTENT FORMATS

You can choose the channels and content formats you consider most relevant, however we suggest trying new approaches and new platforms to impact new audiences.

The number of users in Portugal that watch online videos and listen to podcasts has grown a lot in the last few years. Therefore, we suggest you to test campaigns in video formats or audio spots in channels such as: tiktok, youtube or spotify.

HOW TO PARTICIPATE

The interested registrars can submit their application through a form made available for this purpose, until August 22, 2022.

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

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

EVALUATION 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 August 29, 2022.

The jury's decisions are final and not subject to appeal.

The jury reserves the right not to select any of the proposals presented, if it feels they are not adequate or do not serve the stated goal.

VALUE AND CONTRIBUTION RATE

.PT will make available a total of 25.000 euros (twenty-five thousand 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.

CALENDARIZATION

Challenge launch: July 18

Clarification of doubts period: from July 18th to 25th

Application deadline: August 22

Results announcement date: August 29

Campaign date: September to December

Reporting date: one month after the end of the campaign

CONTACTS

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

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

We are connected!

