

ICANN Global Outreach Program: a roughly organized outline on preliminary information for the Agency about the client, campaign, target and budget.

A committee of ICANN at Large is exploring the possible benefits of engaging an International Advertising Agency to manage an outreach program for the International Corporation of Names and Numbers (ICANN).

Information about ICANN online: <http://www.icann.org>
Information about ICANN atLarge: <http://www.atlarge.icann.org/>
Rough Collaborative Working Document: <https://docs.google.com/Doc?docid=0AZYZ9mMLiF1xZGd0NWM4c18xODIkZjc2OTImNw&hl=en>

Introduction

To reach another person on the Internet you have to type an address into your computer - a name or a number. That address has to be unique so computers know where to find each other. The Internet Corporation for Assigned Names and Numbers, ICANN, coordinates these unique identifiers across the world. Without that coordination we wouldn't have one global Internet.

ICANN was formed in 1998. It is a not-for-profit partnership of people from all over the world dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the Internet's unique identifiers.

ICANN doesn't control content on the Internet. It cannot stop spam and it doesn't deal with access to the Internet. But through its coordination role of the Internet's naming system, it does have an important impact on the expansion and evolution of the Internet.

General information about ICANN

<http://en.wikipedia.org/wiki/ICANN>
<http://icann.org>

The Problem related to its visibility

Outside of ICANN's circles, most people have never heard of ICANN. The average Internet user does not know about ICANN. Some of the ICANN volunteers experienced strange reactions from strangers when the name "ICANN" was mentioned. This is sometimes true also of many Internet governance and civil society folks (who are supposed to be knowledgeable about the role and significance of ICANN).

Those who hear about ICANN find ICANN's web site, or the available brochures confusing. There is a widespread perception that ICANN is little more than a trade association for registrars and registries, which determines the policy. This needs to be changed to improve ICANN's image.

So there is need for ICANN to plan and implement an outreach program. ICANN is not well known, it needs to make itself known worldwide among Internet users. ICANN has a responsibility to become known due to its huge role in the management of critical internet resources.

But it wouldn't be a simple exercise of distributing outreach pamphlets, rather a strategically planned comprehensive exercise. This task needs to be professionally handled. ICANN needs to work on reaching out to users. On a global level ICANN requires massive outreach efforts that necessarily include Advertising strategies.

The Need for services of a Professional Agency

Visibility of ICANN as the Agency managing Critical Internet Resources

- 1) Every computer (node) connected to the Internet is assigned the IP address by the Internet Assigned Numbers Authority (IANA) which is operated by the ICANN, yet ICANN is not known by most Internet users
- 2) There is an estimated 192 million domain names registered as on data for which the authority is ICANN. So every Internet user is linked to ICANN, but ICANN is relatively unknown.

Reasons why ICANN needs to be known

- a) for users to know that ICANN is the names and numbers Authority in case they require a dispute resolved.
- b) for icann to expand its base of volunteer participants in its meetings and programs.

ICANN's Revenues and the intended suggestion of budget

ICANN has \$ 60 million by way of annual income, which is likely to increase significantly. The budgetary allocation for the outreach program could be to the tune of 5 to 7% of ICANN's annual income for the first two or three years of the outreach campaign. (budgets in the order of \$3 to \$5 million per year for the first two or three years after which the budgetary allocation could stabilize at about 3% of annual income every year)

Possible Target

In a sense, the target would be the whole world of Internet Users. For the initial period, domain OWNERS, website owners and bloggers. Plus Journalists, consumer groups. Internet Users with an initial focus on those with domain names + large Internet User organizations (organizations whose business operations considerably depend on their Internet presence such as a bank or a BPO + Consumer and Civil Society Organizations or User groups.)

Possible media to be explored

Conventional Print and TV advertising, Social networking strategies, various other online strategies (blogs, podcasts), direct mail to domain name registrants, International Trade Fairs, specialized events for public + anything that the Agency may think of.

Possible types of Campaign

Probono links + Various forms of Online advertising + Creative Strategies such as a YouTube Channel or a facebook group+ Google Adwords + conventional advertising of some kind.

Google Adwords could also be considered as an option. Some info is here along with case histories, including the following case history pertaining Public Broadcasting Service (PBS) which has a website with 127,000 static pages.

Client

The client for this purpose would be ICANN, but a part or all of this campaign may be fronted by ICANN at-Large (user's) organization as an exercise for at-Large outreach, which by extension would amount to ICANN outreach. <http://www.atlarge.icann.org/>

This task of ICANN outreach could be effectively facilitated by At-Large as the at Large structures have an awareness of regional issues and concern that may not be apparent to the ICANN Executive and Staff. Reaching out through at-Large would not only make ICANN known but also at-Large. As more people come to know about at-Large there would be greater diversity of participation which would bring in more participants for the ICANN process while this exercise makes ICANN better known.

This wouldn't essentially amount to an at-Large outreach program, but an ICANN outreach program channelized through at-Large. There could be considerable participation from at-Large structures, volunteers need to work together to coordinate local programs. In the process the at-Large Organization would gain greater exposure, becomes better known as the ICANN's Internet user community and attract better participation of Internet users in atLarge and ICANN.

Required Advise from the Prospective Outreach Agency

The committee requires advise us on 1) whether ICANN requires the services of a Professional Agency 2) whether non-profit corporations have undertaken such campaigns on comparable pursuits 3) the possible benefits for ICANN 4) a very rough presentation about the media and about the kind of campaign that could be used and 5) why you should be considered a suitable Agency for this exercise, if the agency is interested in eventually making a bid to handle this program.

We need a non-committal, very broad general presentation from the Agency.

Important Dates

The committee will make a formal proposal to ICANN at the ICANN Nairobi meeting on March 7. The committee wishes to be prepared by March 3.

ICANN as a Client

ICANN is an organization central organization with a very important role in the management of Internet names and numbers. It performs important functions in Intellectual property resolution by Uniform Dispute Resolution Policy, has within different constituencies such as generic Top Level Domain and country code Top Level Support Organizations, at Large (Users') Constituency, business constituencies of Registrars and Internet Service Providers and also has members of the Public as direct participants. ICANN's role is very significant and central to the Internet and the world.

References

http://www.ogilvy.com/#/News/Articles/Hopenhagen_YouTube_Messages-of-Hope.aspx/

http://www.ogilvy.com/#/The-Work/Galleries/best_of_ogilvy_2009_film_gallery_one.aspx/more_button/

<http://www.google.com/enterprise/gsa/pbs.html>



Challenge PBS had a legacy freeware search tool that did not work well. When support for the PBS configuration ceased, just as PBS.org's public site hit new traffic highs, it was time for a new approach.

Solution: PBS deployed the Google Search Appliance to enable quality search results throughout PBS.org, the most-visited dot-org in the world.

Product

Google Search Appliance (GB-1001)

Benefit

"XML/XSL has made this very configurable for us. The way Google Search Appliance is set up is really brilliant. It has absolutely been worth it.

*Chris Atienza, Associate Director of Technology, Dave Johnston, Senior Director of Technology ,
PBS*

More cases of Success Stories of Google Adwords:

<http://www.google.com/press/success.html>