



About us

Click On Australia grew out of shared frustration by its founders.

From a consumer's perspective, there's a distinct lack of relevant search results. From an advertiser's perspective, most portals cater for mass communication, rather than targeted, which is not an ideal environment for advertising and branding.

The founders have diverse national and international senior executive careers in strategic marketing, branding, advertising, print and electronic media, intellectual property, information technology and online search. One founder was directly involved with a European based global brand that used a generic domain name as part of their branding strategy.

The Click On team is led by Kerry Henry and Judith Briggs. Kerry has worked with numerous global brands, domestically and internationally, particularly in strategic marketing. Judith brings a wealth of advertising experience having worked with advertising agencies, media buying and brands. To stay attuned, Judith continues to consult part-time to three leading global brands for their needs in the Australian and New Zealand markets.

About generic URLs / domain names

The primary benefits of generic domain names ('URLs') are direct marketing leverage and the ability to target and attract interested consumers. As the Click On logo states, *linking consumers with brands*.

Other benefits include simplicity, transparency, ease of user recall and priority ranking search mediums afford generic URLs.

When the alternative Australian 'au.com' domain space launched, Click On took early advantage by securing some 1,100 generic domain names and further acquired to build the tally to 1,700+. We believe it's a world first where one entity has acquired so many generic domain names. This allows significant cross-marketing opportunities, as further outlined below.

Whilst Click On secured the majority of key generic domain names, it missed some. However, Click On is approaching the other holders and inviting them to join Click On's plans, in order to provide a broader experience for consumers.

Our approach

Whilst Click On explored various options, including directory style and multiple brand display, for each of the 1,700+ generic domain names, the difficulty was that advertisers were fragmented in their approach and moving at different paces with respect to online exposure and branding.

Click On made the decision to provide one brand, in each of the various product and service categories, the opportunity to deliver their creative difference by offering the 1,700+ generic domain names for exclusive annual lease.

As mentioned above, having 1,700+ generic domain names grouped is indeed a rarity, plus it provides a significant cross-marketing opportunity.

Click On will provide a hosted website for each of the generic domain names and provide relevant advertisers 24/7 access to manage advertising content. This gives advertisers the ability to update content as often as required.

To maximise cross-marketing leverage, each hosted website will include a link that will allow consumers ease of navigation across all 1,700+ websites, which will benefit all advertisers.

Another excellent direct marketing opportunity is that many of the generic domain names are ideal for 'lifestyle' email addresses. Advertisers have the opportunity to build a database of interested consumers.

In return for receiving periodic advertising from the a relevant brand, consumers are provided a free lifestyle email address (e.g. name@wines.au.com, name@cars.au.com, name@books.au.com, name@surfing.au.com, name@golf.au.com, name@crafts.au.com, name@hobbies.au.com, name@travel.au.com, etc.).

Research indicates that word of mouth amongst various online interest and social groups will allow brands to establish a very powerful and unique direct marketing capability. The ideal world of marketing!

Click On is establishing a number of JV relationships to further promote awareness of au.com to the broader community using generic domains such as *restaurants.au.com*, *cafes.au.com*, *weather.au.com*, *news.au.com*, etc.

With the support of our advertisers and primarily using social networks, Click On will establish draw card sites such as *discounts.au.com*, *coupons.au.com*, *prizes.au.com*, *rewards.au.com*, *specials.au.com*, *vouchers.au.com*, etc., to attract a wider audience.

Plans also include the establishment of a free *classifieds.au.com* site which, we're reliably informed by social media consultants, will be very popular with various social networks.

Given the rapidly changing online space, Click On will continue to engage various online specialists, particularly in search engine optimisation, search engine marketing and social media, to ensure all 1,700+ generic domain names maximise targeted reach to interested consumers across Australia and overseas.

The end result

A win-win outcome for brands and interested consumers.

The Click On team views this unique opportunity as a collaborative effort, involving Click On, their JV partners and the 1,700+ lucky brands that secure a generic domain name.

The Click On team will primarily focus on promoting the Click On portal and the JV sites mentioned above. Brands will primarily focus on displaying compelling advertising content at their selected generic site and managing lifestyle email addresses.

Click On and interested brands will work together on sites such as *discounts.au.com*, *coupons.au.com*, *prizes.au.com*, *rewards.au.com*, *specials.au.com*, *vouchers.au.com* etc. to reward repeat traffic.
