## .CR FOR THE LOCAL ("TICO" MARKET)



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## BACKGROUND

Creation of a communications department.





The challenge of making people aware of .cr and promoting its sales using a small part of the total budget.

Budget allocation to develop a communications campaign.





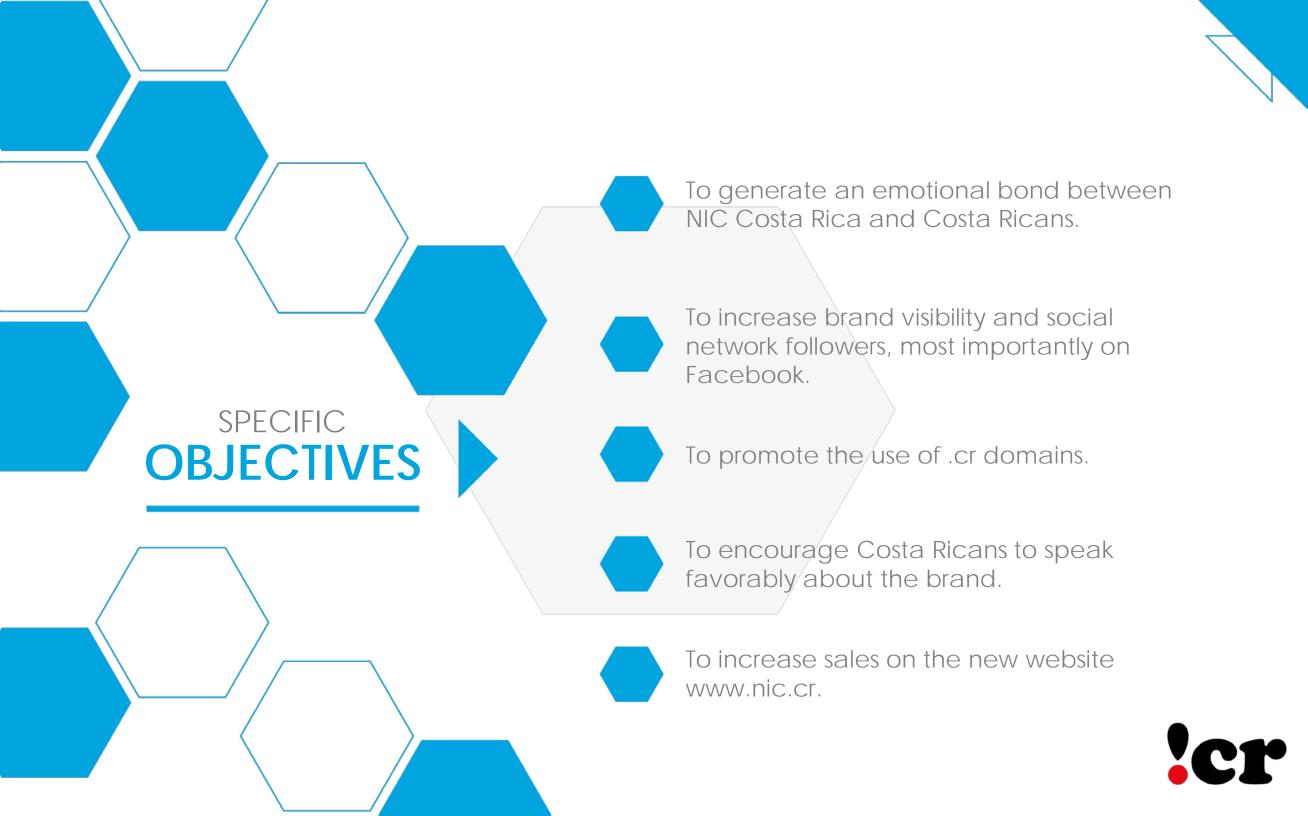
Establishing social networks as the main communications channel to meet campaign objectives.



## 2015 COMUNICATIONS CAMPAIGN'S OBJETIVE

To associate NIC Costa Rica with the "Ticos" sense of belonging and pride and as a young and agile organization, by means of an innovative use of social networks and non-traditional media.







#### **Current clients:**

35 to 55 years of age, tech savy.

#### **Potential clients:**

entrepreneurs aged 17 to 34 years, domain-buying geeks and the general public.







# VIDEO





# 2016 COMUNICATIONS CAMPAIGN'S OBJETIVES



To inform about the projects and initiatives where NIC Costa Rica is actively participating.



To increase sales.



### STRATEGIES

