

Media Release

National campaign launch: What will .au change for you?

7 February 2022

A new national integrated marketing campaign launched by auDA today will introduce Australians to .au direct, Australia's newest domain namespace.

Created in collaboration with BWM isobar, the campaign highlights how two simple letters – .au – can open up a new world of possibilities through the delivery of shorter, simpler and uniquely Australian online addresses.

With the addition of “.au”, the campaign takes:

- Station – from a run-of-the-mill morning train ride to the expansive red plains of an outback Australian cattle station
- Pavlova – from a Russian ballerina to Australia's most beloved dessert
- Gummy – from a packet of gummy lollies to a small, grey shark found around Australia's coastline
- Stoked – from building a roaring campfire to a feeling of excitement to be at an iconic Australian beach
- Stubby – from a squat sausage dog to a hard-earned Australian lager.

By asking the question, “What will .au change for you?” the campaign encourages Australians to consider the opportunities and benefits delivered by the new namespace.

auDA CEO Rosemary Sinclair AM said, “We are thrilled to launch our .au direct campaign and raise awareness of Australia's newest namespace.

“Whether you are looking to register a new domain name or are simply sending or receiving emails or using the web, we want everyone to know that .au direct is Australia's newest digital address.

“.au direct will provide greater choice of shorter, simpler and uniquely Australian domain names and email addresses for Australian individuals, businesses and organisations as they build their digital presence.”

Belinda Murray, Managing Director BWM isobar said, “We are excited to partner with auDA on the arrival of .au direct. Seizing a moment, to be part of a more inclusive, progressive online space every Australian can confidently call home. In order to build a simple compelling case for Australians to do so, our creative approach needed to be just that, a simple solution, that's also the best solution. With the addition of two simple letters, each



word tells a story celebrating what makes Australia unique. Those two letters are the reason each little story turns out the way it does.”

.au direct will allow Internet users to register domain names directly before the .au (e.g. getyour.au) for the first time from 24 March 2022. The campaign aims to raise broad awareness of its introduction through television, radio, outdoor and digital advertisements and will run from February to November 2022.

ENDS

Notes:

The .au direct namespace will complement the existing suite of Australian namespaces such as com.au, edu.au, gov.au and org.au, and does not replace them.

Registrants of domain names existing before the launch of .au direct on 24 March 2022 have the first opportunity to apply for priority to register the exact match of their existing domain name in the new .au direct namespace via the [Priority Allocation Process](#).

For more information about .au direct, visit the [auDA website](#) and the [.au blog](#).

Campaign microsites

- www.getyour.au
- www.gummy.au
- www.pavlova.au
- www.stoked.au

Example executions

- Gummy.au
- Pavlova.au
- Stoked.au





Campaign credits

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About auDA:

.au Domain Administration Limited (auDA) is a not-for-profit organisation that works with a range of stakeholders including industry, government and the Australian and International community to develop the rules for and administer the .au country code Top Level Domain (ccTLD). The .au ccTLD is a key to part of Australia's digital infrastructure, and auDA is endorsed by the Australian Government, and has an agreement with the Internet Corporation for Assigned Names and Numbers (ICANN), to ensure that the .au domain namespace is a secure, reliable and trusted Australian public asset for all Internet users.