

.SCHMIDT & .CUISINELLA

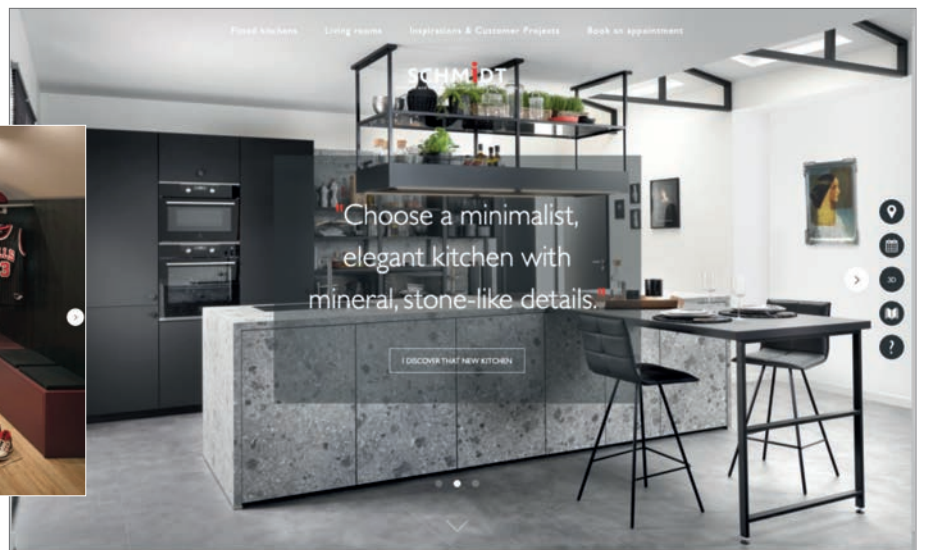
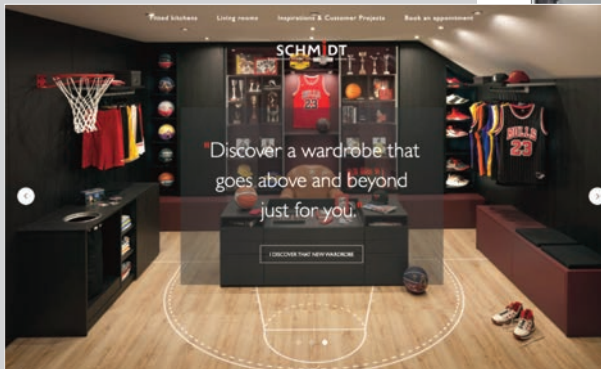
Custom by design

CASE STUDY IN BRIEF

- **Initiative**
Brand building
- **Main model of use**
Full migration
- **Key benefits**
Convey unique brand identities, innovative, multilingual, flexible, SEO

Extensions branded for success

The Schmidt Groupe (formerly SALM) is the leading French manufacturer of kitchens and the fifth largest kitchen manufacturer in Europe. Under two separate consumer-facing brands, Schmidt and Cuisinella, the Schmidt Groupe serves two different demographics. While the Schmidt branded product line focuses on high-end luxury products, the Cuisinella brand focuses on affordability. The Schmidt Groupe leveraged dot brand registrations for both .CUISINELLA and .SCHMIDT in order to establish a strong but distinct brand presence for both.



HOME-DESIGN.SCHMIDT

Brand strength: a dual approach

While many high-profile dot brands have focused on protecting their main corporate brand, the Schmidt Groupe has taken a different approach. The company used the launch of its dot brands .SCHMIDT and .CUISINELLA to anchor its brand and growth strategy for two distinct brands targeting different market segments.

For the Schmidt line of kitchen furniture, this meant rediscovering and building on the equity that had remained with the previous brand name. The Schmidt brand name had been used by the company prior to 1983 before a hiatus until 2016, but remained well known both within France and in its export market of 21 countries worldwide. The Cuisinella brand was created in 1999 to market kitchen products at more affordable prices.

Custom design: How dot brands help build market share

The Schmidt Groupe recognised in the dot brand system the value and potential of focusing “exclusively on promoting a single brand”. Indeed, Schmidt explained in its TLD applications that it envisioned its new web presence as “an authoritative TLD” that would “create an Internet ‘lighthouse’ that clearly displays to consumers and Internet users without doubt that .SCHMIDT [and .CUISINELLA] websites are authoritative and approved by the Schmidt Groupe.”

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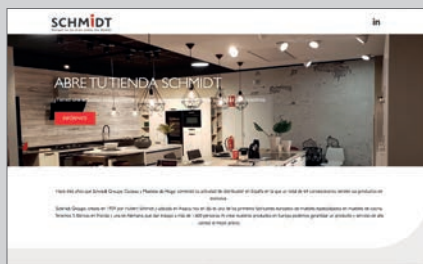
The company custom-designed its digital brands accordingly, with its HOME-DESIGN.SCHMIDT and MA.CUISINELLA registrations functioning as the new home pages for each product line. Those two home pages have been central to the brand's marketing strategies, including in a memorable Cuisinella TV ad, which plays on the personal appeal of the brand.



MA.CUISINELLA

Aside from its main customer-facing homepages, Schmidt has also used its dot brands to support various other types of site. For example, in addition to its geo- and language-specific home pages, .SCHMIDT has dedicated sites for products and promotions, and URLs highlighting its commitment to leadership and innovation.

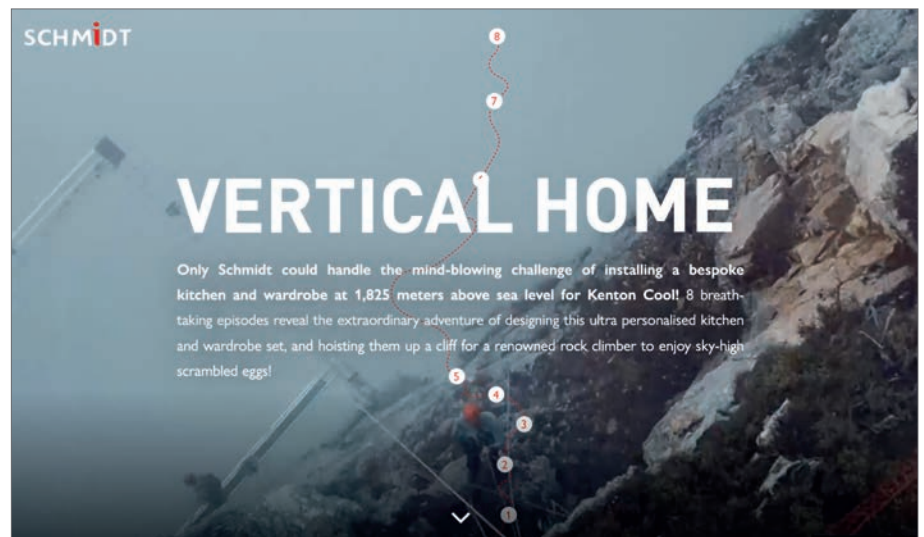
These include short and memorable registrations, such as EXPANSION.SCHMIDT (for its Spanish market) and GROUPE.SCHMIDT (the Schmidt Groupe home page), as well as different types of promotional sites, such as VERTICALHOME.SCHMIDT. This last site brings to life a recent dramatic and high-profile project to design and install a bespoke kitchen and wardrobe on a sheer rock face at 1,825 metres above sea level.



EXPANSION.SCHMIDT



GROUPE.SCHMIDT



VERTICALHOME.SCHMIDT

In contrast, .CUISINELLA places its strategic focus on building customer relationships. Sites are branded as 'ma' (my) and centralised to the main brand landing page.

While the approach may differ, however, the end goal is the same. The dot brands represent a robust vehicle for the Schmidt Groupe to grow its market share by establishing a strong online brand presence.

To see if a branded Top Level Domain is right for your company, request a free assessment: experts@comlaude.com.

To read more dot brand use cases, visit: observatory.domains.