Restena’s Marcomms Update

2019 – 2022
A recent team with one member

Integration of a Marketing & Communications position: April 2019
2. 

Marketing & Communications assessment

A summary document updated annually

Listen
- What is Restena?
- What makes Restena?
- What wants Restena?
- How Restena seems to be perceived?

Analyse
- In which environment does Restena operate?
- What has been done in the past?
- How it has been done?
- How to reuse and rebuild?

Act
- What to do?
- How to improve existing communication?
- Where and how to communicate?
Marketing & Communications objective

Visibility and notoriety

Restena main specificities

- The Luxembourg NREN
- The manager of the domain name registration infrastructure of the national top-level domain .lu

Challenges

- Two targets
- Two identities
- Different & similar communication channels
Corporate identity and website

Revamp of corporate identity
Fondation RESTENA ➔ Fondation Restena
RESTENA ➔ Restena

Revamp of corporate website
restena.lu

Welcome to Restena
Customised network and security services for Luxembourg’s actors in the research and education, health, culture and national administration sectors for the management of the .lu domain name registration infrastructure.

CONTINUE READING
Revamp of .lu identity
DNS-LU → .lu service

Revamp of .lu website in two websites
dns.lu → dns.lu + my.lu

.lu registry
Accredited registrar for .lu

.operated by Restena
Daily communication

- **New** - Regular presence on social media
- **New** - Cross-referencing of information
- **Enhancement** - Direct emailing
- **Update** - Corporate digital newsletter
- **New** - Tip-sheet series of publication

*re-edition of ‘old’ content produced for former newsletters*
‘Special’ communication

At Restena’s initiatives

- **2020** - 20 years of Restena
- **2022** - 30 years of Internet in Luxembourg

Based on external initiatives

If they can be explicitly linked to one or more Restena’s activities/messages.

- Relying on messages from partners
- Using ‘key dates’ during the year
4. Raising awareness service

- Two major national events on cybersecurity and data protection (2022 – 5th edition)
- Additionnal tips sheets
- On-demand phishing campaigns
- Teaching in higher education courses
Thank you.