.FUN Marketing Kit

.fun

You Have To Have It

A short and meaningful new domain extension, perfect for individuals and organizations focusing on entertainment or leisure sectors by creating a brand image that is young, vibrant and relatable. Ideal for companies that want to bring out the fun side of their brand.

Dear Registrar Partner,

We are pleased to present our newest extension, .fun - short, vibrant, energetic this domain extension is ideal for individuals & companies focusing on a wide array of entertainment & leisure sectors.

Online entertainment captures over 70% of all internet consumption globally & its consumers continue to grow. A majority of internet users in the US (130 mil) & UK (33 mil) have spent more time on the internet for entertainment purposes, than they did a year ago.

To help you market .FUN better to this growing segment, we have created a dedicated marketing kit. This kit comprises of:

- The .FUN logo
- .FUN banners
- .FUN mailers
- Taglines

We hope this material gives a jumpstart to your marketing efforts. Feel free to send in your feedback, suggestions or some love to marketing@radix.email

Cheers!
The Radix Radicals

Download Source Files

Who is .FUN for?

Events: Parties, Clubs, Festivals

Tourism: City Guides, Tours, Activities

Gaming: Online gaming, Video games, Board games

Entertainment Industry, Celebrities, Television Humor

Comedy: Artists, Social Media, Gags, Viral Videos

Kids: Play Schools, Social Engagement, Toys

Individuals: For any type of 'fun' personal sites & blogs

Companies: To showcase their lighter side

Use Cases

Events

| www.coachella.com | → | www.coachella.**fun** |

Tourism

| www.worldtravels.com | → | www.worldtravels.**fun** |

Entertainment Industry

| www.9gag.com | → | www. 9gag.**fun** |

Comedy

| www.eastindiacomedy.com | → | www.eastindiacomedy.**fun** |

Individuals

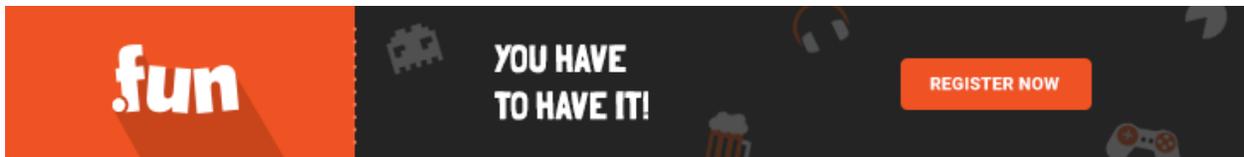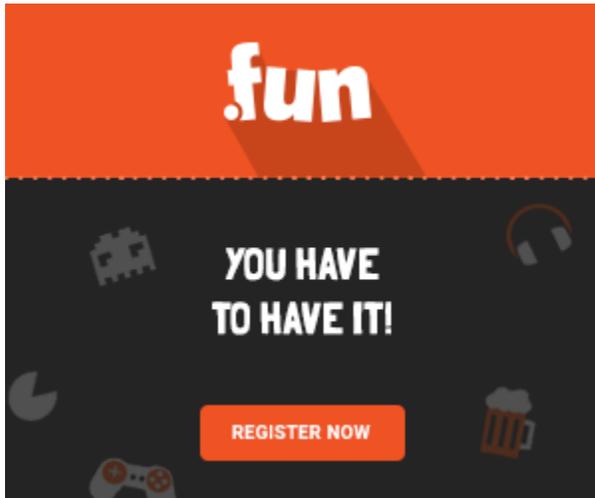| www.bitoffun.com | → | www.bitof.**fun** |

**(examples of actual use cases in the real world)*

Banners

We have created some readymade banners that can be used on your website, landing pages, emails and social media. You can also download the source file of these banners to add your pricing, logos etc.

Download Banner Source Files

Announcing the .FUN Launch to Customers

Subject: Ready for some .FUN? / .fun is now LIVE!

Are you someone that loves sharing cat memes or a company that wants to show its lighter side or in the entertainment business? Showcasing your FUN side on the internet amongst millions of memes, hash tags and blogs can be a daunting task.

How do you bring out the energy & enthusiasm of your brand & stand out from the crowd?

Presenting .FUN - You have to have it!

Who is .FUN for?

- Events
- Tourism
- Gaming
- Entertainment Industry
- Comedy
- Individuals

Now, leave it to your domain name to bring out your FUN side on!

Register Now @ $XX

Announcing the .FUN Launch to Customers

Download Mailer Banners & Images Here

Announcing the .FUN Launch to Resellers

Subject: Ready for some .FUN? / Join in the .FUN!

Bringing you the newest extension that has so much energy, color, vibrancy and just 3 characters **- .FUN**

.FUN is a rare 3 character and meaningful new domain extension, perfect for individuals and organisations focusing on entertainment or leisure sectors by creating a brand image that is well, Fun! Also ideal for all companies out there that want to bring out the fun side of their brand

Why should you sell .FUN?

- .FUN is globally understood & has a high recall value
- 3 character extensions are rare and popular amongst customers
- Every brand wants to showcase their fun side making .FUN a generic sell
- 92.3% out of 5.6M websites on the web met the criteria for a potential .FUN target*

Who is .FUN for?

- Events
- Tourism
- Gaming Industry
- Entertainment Industry Television
- Comedy
- Individuals
- Companies

Let your domain name show your FUN side. .FUN - You have to have it!

<div style="text-align:center">

Register Now @ $XX

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Taglines

- .FUN - You have to have it!
- .FUN - The lighter side of the Internet
- For the FUN side of every brand!