



restena
réseau · sécurité · .lu

Restena's Marcomms Update

2019 – 2022

1.

A recent team with one member

Integration of a Marketing &
Communications position:

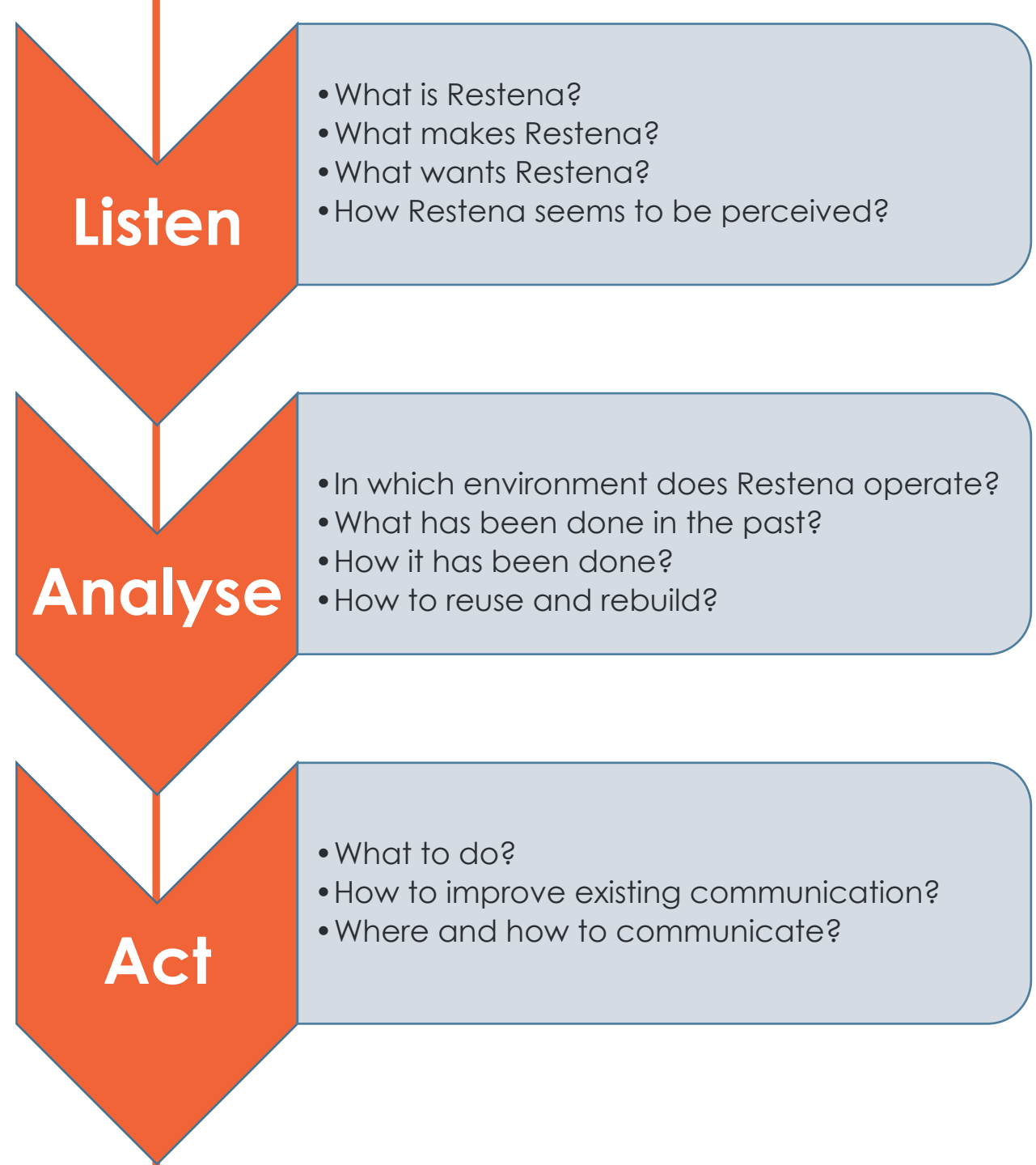
April 2019



2.

Marketing & Communications assessment

A summary document updated annually



3.

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

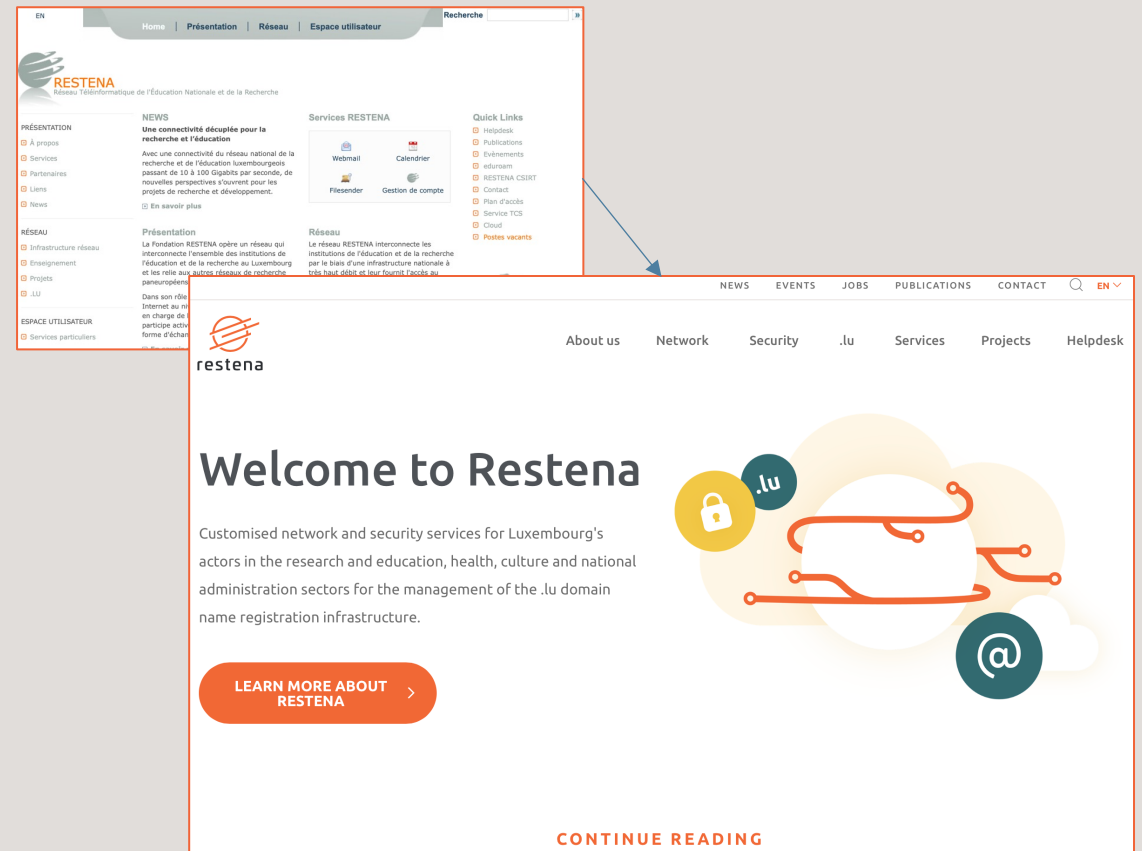
Revamp of corporate identity

Fondation RESTENA → Fondation Restena
RESTENA → Restena



Revamp of corporate website

restena.lu



CONTINUE READING

.lu service identity and website

Revamp of .lu identity

DNS-LU → .lu service

Revamp of .lu website in two websites

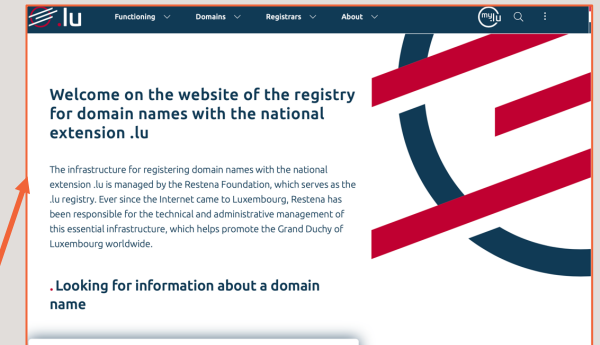
dns.lu → dns.lu + my.lu



.lu registry



Accredited registrar for .lu



.lu registry

Accredited registrar for .lu





From 0 to
+220 followers

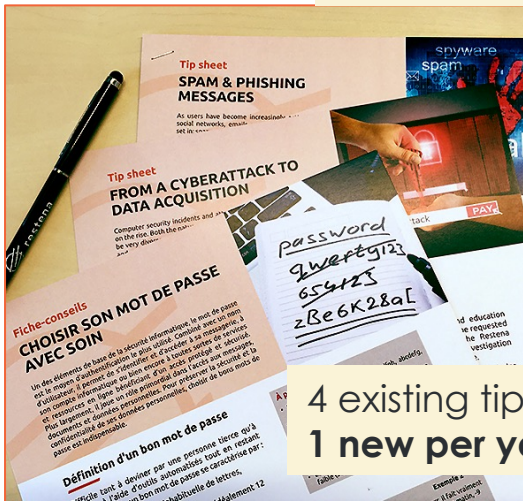


From 60 to
+435 followers

Daily communication



Digital, bi-annual
newsletter
+720 subscribers



4 existing tip sheets
1 new per year

- **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

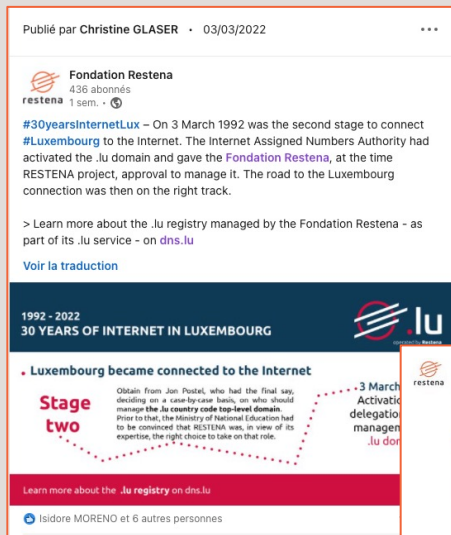
At Restena's initiatives

- **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



CyberDay.lu 2021
130 participants



Data Protection Day 2022
185 participants

Thank you.

www.restena.lu