

dingdong.com

Once considered the first high tech appliance of the electrical age, the doorbell preceded the invention of the electric lamp by nearly a half century. What TLC has done is taken an almost 200 year old invention and repurposed it for the digital age. Dingdong.com, is an internet age creation that, given the right marketing, could become an iconic global brand.



Unlike word domains, **dingdong.com** is all about sound. That's where your great voice enters the scene. Your job is to record taglines that will help us sell it. The proceeds, perhaps as high as seven figures, will be used to build and staff hundreds of free hands-on science labs for kids. We'll share more about the charity and its mission momentarily.



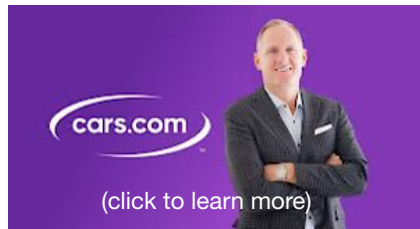
dingdong.com

Easy to spell—Impossible to forget

Among the over 150 million registered .coms, few are as memorable as **dingdong.com**. This rare two-syllable domain is not only easy to spell and say—it's universally understood. It's a sound that rings the same in Chicago as it does in Shanghai. That's what makes it so unique.

In a world where the average human attention span is less than 10 seconds, there is only one domain that combines the power of global commerce with the genius and simplicity of sonic branding. The jingle followed by your taglines will suggest how the domain could be used to create an iconic global brand.

From delivery to dating apps, messaging tools to real estate platforms and more, the doorbell that became a domain *just works*.



Are domain names valuable? They can be. The most expensive domain ever sold was cars•com. It went for a whopping \$872 million. Voice•com sold for \$30 million. Vacationrentals•com sold for \$35 million. David and Stephanie Ciccarelli paid \$30,000 for their voices•com domain.

How much is dingdong•com worth? It could be worth quite a bit. A lot depends on how well it's marketed. Prices can increase significantly when multiple parties vie for them. The sale could result in funding anywhere from 50-500 hands-on science labs. Possibly more. Here is a little bit about the charity, its mission and founder.



Technology
LEARNING CENTER, INC.

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Involve me and I will understand

This project is led by Jim Phillips, also known as Professor Know-How—an inventor, educator, author, and former radio personality with a lifelong passion for sound, science, and storytelling. Early in his career, Jim was part of the engineering team that developed the world's first whole-body CT scanner, a breakthrough in medical imaging. He later founded the Technology Learning Center, a nonprofit that brings free hands-on science labs to underserved middle school students across the U.S.



At 71, Jim is reminded by the passing of friends and family that his time is limited. This is why the sale of the domain is so important and why he donated it to the charity.

Here's what you'll be doing by voicing the tags. Essentially, you'll be planting seeds in the minds of entrepreneurs for new businesses ideas. For established companies with established brands, you'll be suggesting ways to expand market share with parallel marketing.

Meta exemplifies this approach through its stewardship of both Facebook and Instagram. While Facebook offers a comprehensive platform for community building and detailed content sharing, Instagram focuses on visual storytelling, appealing to a younger demographic. This strategic differentiation allows Meta to broaden its reach, engaging various user segments without compromising the unique identity of each platform.

Many of the tags you'll be recording will be directed towards famous and well established brands like Amazon and FaceBook. Often referred to as a defensive domain purchase, companies will sometimes buy a domain to thwart future competition or archive it for future use. Companies like JD.com and alibaba.com could use the domain to enter the US market to compete directly with Amazon using the catchy dingdong brand.

Here are a few of the taglines we'd like you to consider recording. A complete script is included in this folder. They will then be used with the jingle to create several short YouTube videos that will be added to the dingdong channel. The short videos, will be shared by sector with the creative teams of businesses both in the US and abroad.

Remember, your tags will always follow the jingle. To save time and effort, you can simply provide your produced tags in one file and we'll do all the editing. It is not necessary for you to include the jingle or audio punctuations.

"In the realm of digital platforms, companies often employ parallel marketing strategies by managing multiple brands that cater to diverse audiences. Meta exemplifies this approach through its stewardship of both Facebook and Instagram. While Facebook offers a comprehensive platform for community building and detailed content sharing, Instagram focuses on visual storytelling, appealing to a younger demographic. This strategic differentiation allows Meta to broaden its reach, engaging various user segments without compromising the unique identity of each platform."

"Easy to spell — Impossible to forget"

"The online way to buy or sell a home"

"When it comes to making online shopping fun, dingdong dot com delivers"

"It's like Google on steroids" [ding]

"The fun alternative to Facebook"

"The post office that comes to your door"

"While opportunities knock... the best ones always ring the bell. [ding]"

"Everyday freshness delivered to your door"

"An entirely different way to date"

[male] *"Honey com see...look what the cat's dragged in"* [female] *"Yuck!"*

We'd like you to consider donating your talent. Besides helping a very noble cause, you're likely receive a lot of goodwill from a lot of potential voice clients. We'll make a point in including your gift in our "Big Hearted Businesses" tab on our website. We'll also include a direct link to you in the YouTube videos.



For those who may not be in a position to donate, would you accept a deferred payment of \$50 per tag? We'll be selecting one or more from the each of the 14 sectors. There are 55 tags in total.

Deferred payment agreements are common in creative industries, especially for projects with limited upfront funding. In such agreements, compensation is promised at a later date, contingent upon specific events, like the sale of a domain or the project's profitability. We're likely to sell the domain soon so you

are't taking any real risk. We've already had offers in the mid to upper six figures. Once we begin the new campaign we expect a sale within 90 days.

We understand that deferred payments require trust and clear communication. Rest assured, all agreements will be documented to ensure transparency and mutual understanding. We are an organization of the highest integrity.

Thank you,

Jim Phillips
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