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BRAND NAMING ESSENTIALS

WHAT IS IN A BRAND NAME?

Marketing is made up a thousand **INTERACTIONS** that you have with your customer over time.

A **BRAND** is created by the value the consumer attributes to those interactions. Your brand can be enriched or undermined over time by these small interactions.

A **BRAND NAME** is the number 1 touch point a company owns. It is one of those interactions your customer has with your business, and it matters as it is one of the opportunities you have to convey important ideas, attributes or characteristics that make up a brand.





UNCOVERING YOUR BRAND

- Finding the name is a creative and iterative process. It uses a combination of expertise which includes brand strategy, marketing, market research, linguistics and psychology.
- Getting people to agree on a single word that represents the essence of a company or product can be challenging, but a clear process will help this decision making with key stakeholders.

We have a clear strategic process which will help you uncover the right brand name for YOU. If you would like to work with us creating a brand name for your company, reach out and talk to us today:

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phone: +353 86 8932768

GOOD VERSUS BAD

Every brand is a sum of its integrated parts.

You can't assign value to a "good" or "bad" name in isolation.

It is important to understand the target audience, the market context, the strategic intent and the vision the company have for the brand.

It is within this context that you can then evaluate the strengths and weaknesses of the proposed brand names.



QUALITIES OF A GREAT NAME

STRATEGIC

- ✓ **Meaningful:** conveys intended message to resonate with target audience
- ✓ **Future Proof:** is able to withstand an expansion of the business beyond its current range
- ✓ **Distinctive:** It stands out versus the competitive environment

CREATIVE

- ✓ **Memorable:** It is easy to remember and creates stand out for the brand
- ✓ **Sounds Good:** It is easy to say and sounds good
- ✓ **Looks Good:** composed of letters and words that are visually appealing when written out

TECHNICAL

- ✓ **Spellable:** It is easy to spell
- ✓ **Pronounceable:** It has unambiguous pronunciation
- ✓ **Translatable:** Its meaning translates well across other cultures
- ✓ **Sounds Good:** It is easy to say and sounds good
- ✓ **Looks Good:** composed of letters and words that are visually appealing when written out

SIMPLE SENSE CHECK QUESTIONS

The name of the brand should ideally start a conversation around the business, communicate a potential experience and stand the test of time. To evaluate the brand names and choose your brand please consider the following:

- Does it reflect the business strategy?
- Does it support your brand positioning?
- Is it easy pronounce, say or spell?
- Is it easy to remember?
- What are the initial positive connotations?
- Are there any potential negative connotations?
- Does it work internationally?
- Does it convey the benefit to your audience?
- Does it indicate the end result for them or bring them on a journey?



THINGS TO AVOID

- Need to explain the name for it to make sense
- Inside joke or sacred codes
- Trendy names e.g., Bit**ly**, Insight**ly**, Jello-**o**, Brillo
- Cute spelling e.g., KuteKutz

WHEN TO RENAME

- Name is not unique
- It is no longer fit for purpose
- You have suffered reputational damage
- You have a conflict internally or externally

MAIN BRAND NAME TYPES



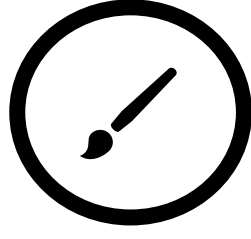
Founder Based

Based off who founded the business



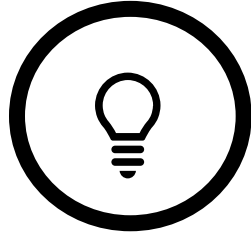
Location

A relevant or specific location



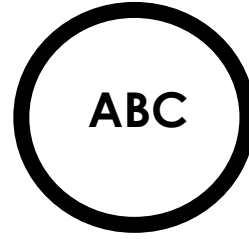
Descriptive

Describing what you do
(does what it says on the tin)



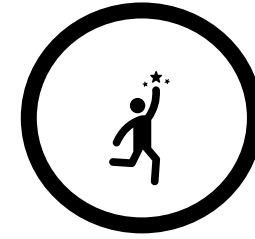
Invented

A completed new word,
Generally created from a
combination of words



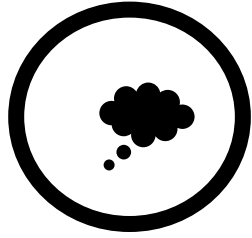
Acronym

Using letters that aim to
represent key
elements of the
brand



Inspiration

Borrows from stories, culture
Aims to inspire



Playful

Random Reason



RYANAIR



H
Holiday Inn

Google

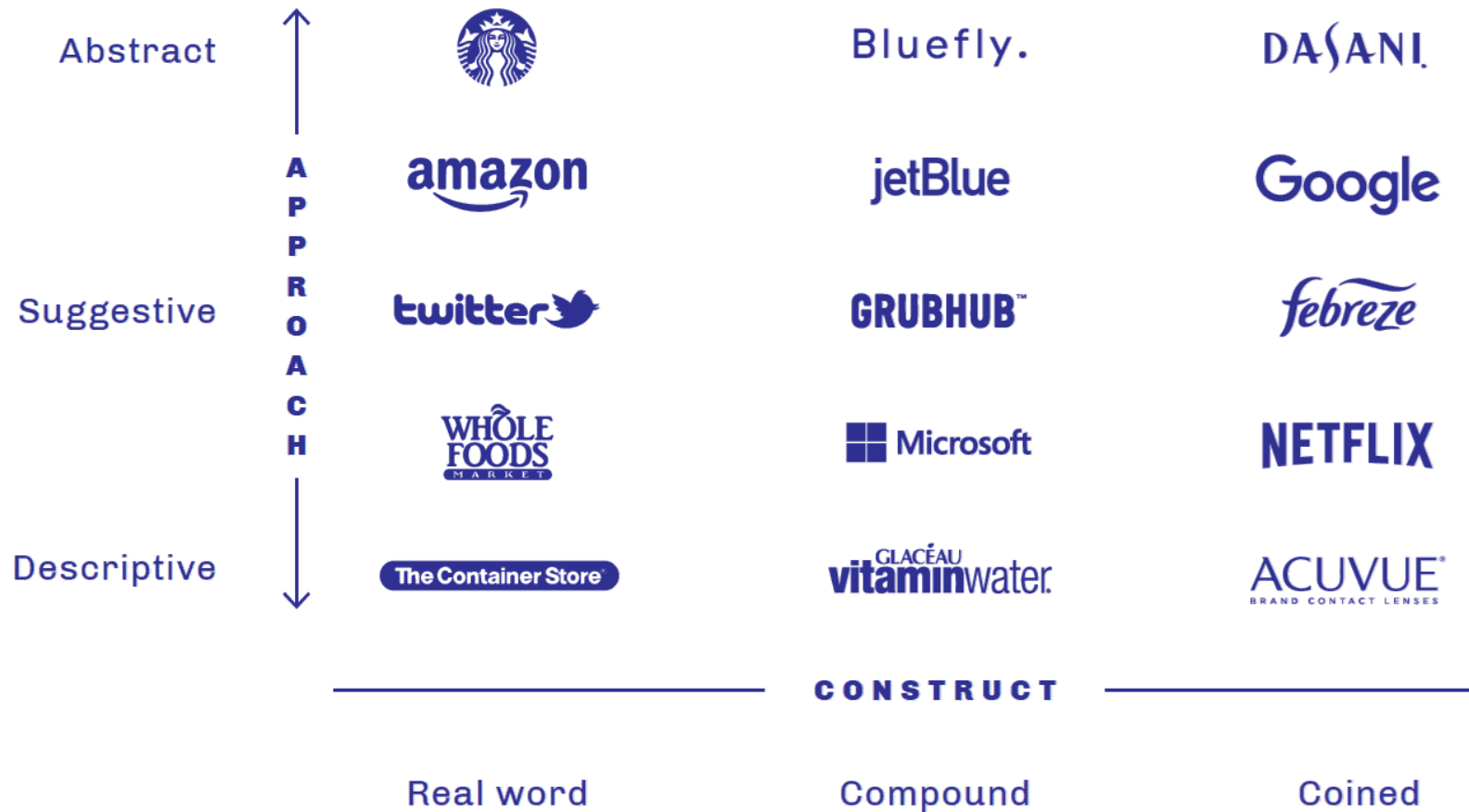
RTE



FULL LIST OF NAME TYPES

ABBREVIATION	BLENDED / MERGED	EXPERIENTIAL	GREEK/LATIN ROOTS	ONAMATOPOEIA
ABSTRACT	COINED	FABRICATED	HISTORICAL	SUGGESTIVE
ACRONYM	CONSTRUCTED	FOUNDERS NAME	INVENTED	TRUNCATED
ALPHANUMERIC	DECONSTRUCTED	FUNCTIONAL	MYTHICAL	
ASSOCIATIVE	DESCRIPTIVE	GEOGRAPHICAL	MISSPELLED	

ROB MEYERSEN NAME APPROACHES & CONSTRUCTS



NAMING PROCESS



01. NAMING BRIEF

- **Background:** Short paragraph on the organisation, product or service being renamed
- **Business Strategy:** what is the purpose, vision and mission for the organisation
- **Target Audience:** who is the intended audience for this brand
- **Ideas to convey:** what are the underlying ideas you want to communicate in the brand name
- **Naming Approach and Construct:** what are the likes/dislikes/preferences of the stakeholders in relation to naming
- **Name Tone:** what are the brand traits, tone and personality that you want to get across to your target audience
- **Competitors Names:** what are the names of brands in the nearest competitive space

Other potential information:

- **Stakeholders:** who are the key stakeholders in the decision making process
- **Previous work:** any previous names considered and rejected previously and why
- **Brand documentation:** sharing any other brand or business strategy documentation

05. PRESENTING THE NAMES



Presenting Names Instructions

Brand name in the centre of the slide in neutral font.

Bullet points on bottom or side with key rationale, strengths of the ideas, relevant definitions or illustrative marketing narrative.

Visual aid - simple mock up to show the name in realistic context

Feedback Instructions

Do not comment on any ideas as we go through the presentation. All ideas will be presented and then discussed.

We are going to go through each of the ideas and each person follows the instructions. We are going to use a version of Edward de Bonos 6 HAT thinking

1. Yellow Hat: Each person shares positive reaction to each ideas
2. Blackhat: Each person shares their worries or concerns about any names
3. Green: Instinctively short list the names. Each person gets 3 votes each

OUR MISSION

We help purpose led businesses **amplify** your message and increase your business **impact**.

We see a brighter future for your business. As a result of working with us you will gain greater

#Clarity

#Creativity

#Confidence

Talk to us today about how we can help you.



#CLARITY

#CREATIVITY

#CONFIDENCE

THANK YOU

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