

Naming Brands

September 29, 2012

Working with companies large and small

In 15 years, have seen both success and failure

fiserv.

ExxonMobil



Unilever

REVEL™



Discovered what does and doesn't work in creating brand names

Merriam's Guide to Naming published in 2009.



The key lessons:

What makes a successful name?

How do you go about finding a successful name?

How do you evaluate your options?

How does your name work with other names?

The key lessons:

What makes a successful name?



How do you go about finding a successful name?

How do you evaluate your options?

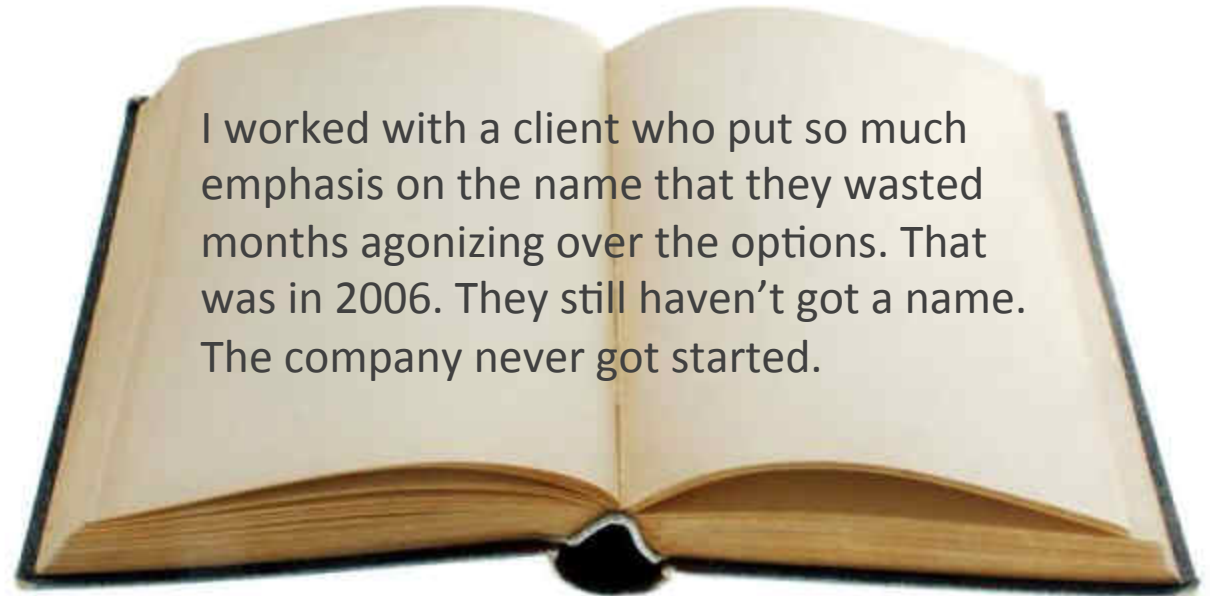
How does your name work with other names?

First—the brand name isn't THAT important

Rare is the company that failed because of its name.

Successful companies can have bad names:

- Ebay
- CA
- Putzmeister
- AFLAC
- Saucony
- Boehringer Ingelheim
- H. E. Butt



I worked with a client who put so much emphasis on the name that they wasted months agonizing over the options. That was in 2006. They still haven't got a name. The company never got started.

The name is only part of the brand

Brand elements:

Name

Logo

Tagline

Personality

Colors

Typography

Sound

Support Graphics

Imagery

Verbal trademarks

"I'm lovin' it"

Visual trademarks



Melodic trademarks



In • tel in • side

Form trademarks



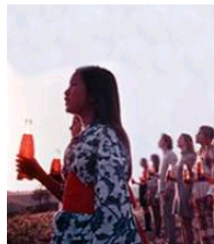
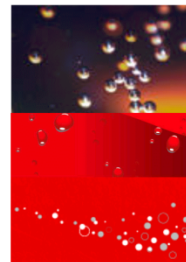
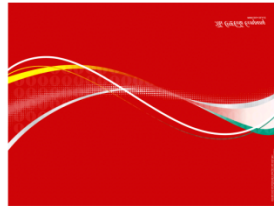
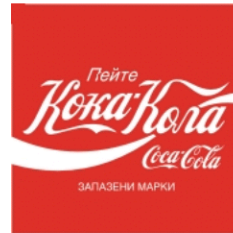
Olfactory trademarks



Flavor trademarks



Coca-Cola: The name is only the beginning



*I'd like to teach the world to sing
In perfect harmony
I'd like to buy the world a Coke
And keep it company
That's the real thing*



Name doesn't define a business or encapsulate a positioning



These brands don't define or position cookies, coffees, skincare products, routers or online auctions

One client insisted on an "upscale" name like "Pottery Barn."



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Common advice that is bad advice: Short



for all **7** mankind

Common advice that is bad advice: Easy to spell

Procter & Gamble

vs.

Proctor & Gamble



Common advice that is bad advice: Memorable



Practical advice for strong names: Unusual



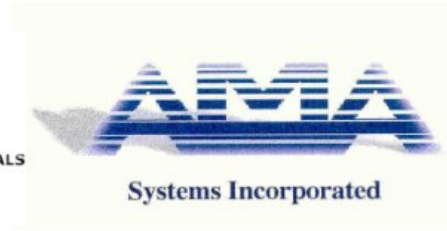
vs.



Practical advice for strong names: Distinctive



Practical advice for strong names: Search engine friendly



Practical advice for strong names: Meaningful

BAM!
BOOKS·A·MILLION

vs.

amazon.com[®]

Practical advice for strong names: Vivid and evocative

twitter



Practical advice for strong names: Ownable

 United States Patent and Trademark Office
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Trademarks > Trademark Electronic Search System (TESS)

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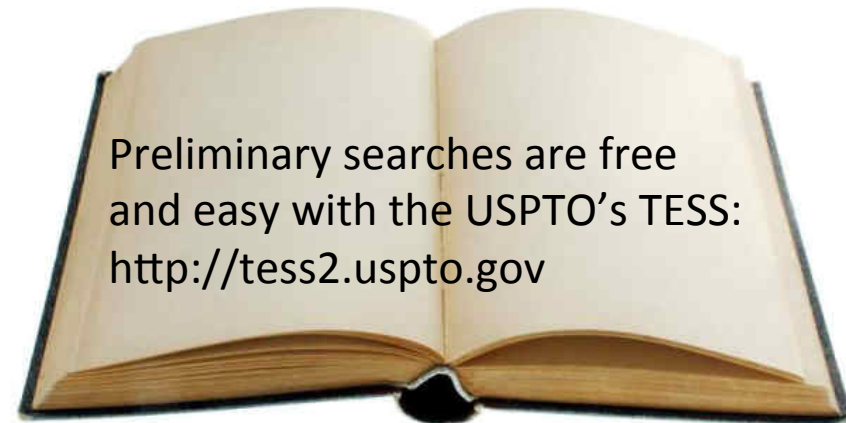
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(This page: 1 ~ 50)

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Current Search: S5: docs: 1991 occ: 4149

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	79061087	3679991	DELTA SOLUTIONS	TARR	LIVE
2	79064492	3663937	DELTASAND	TARR	LIVE
3	79070396		DELTAFLU	TARR	LIVE
4	79046386		DELTA OIL	TARR	LIVE
5	79056062	3658245	DELTASAND	TARR	LIVE
6	79054166	3651303	SUNDELTA	TARR	LIVE
7	79043009	3616144	DELTA-ROOF	TARR	
8	79066081		DELTA-MAXX PLUS	TARR	
9	79018126	3253881	DELTA SCOPE	TARR	
10	79059803		DELTA-P	TARR	
11	79042884	3537237	DELTA-FOXX	TARR	
12	79040598	3531167	DELTA-MAXX	TARR	



Preliminary searches are free and easy with the USPTO's TESS:
<http://tess2.uspto.gov>

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How do you go about finding a successful name?



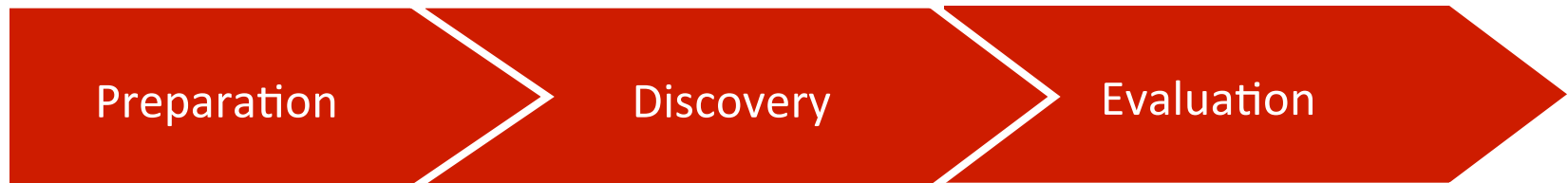
How do you evaluate your options?

How does your name work with other names?

What doesn't work



Process overview



Preparation

Review naming imperatives (strategic and stylistic)
Review competitive issues, practices, naming conventions
Positioning, service details, benefits
Understand usage environment (how and where name will be used)
Description of customers and other key audiences

Discovery

Develop 200 name candidates
Recommend 15 best options
Clear top 15 through TESS and Network solutions for availability

Evaluation

Not applicable for this project
Logo design available upon request
Package design available upon request

Preparation: Creative brief

What makes your product/company truly different?

Describe your product—boil it down to one sentence, then three words

What one thing will your brand stand for?

What do you think about when you think about your brand? Personality?

Where will name be used?

Will name be used with other names?

Describe the customer

Describe competitors .



We are working on the brand strategy after we figure out our brand name. We can tell you are going to stand for integrity, quality, value, service and outstanding performance.

Name generation process

What it's called

How many

What it represents

Master list

100-250

The “potentials”

Screening list

25

The best options
ready for screening

Short list

10-15

The “possibles” to go into
marketing and top level
availability screening

Candidate list

2-3

The “probables” for full
infringement search

Final name

Naming is not about *creating*, but *finding*



Not this



THIS

Consider a mood board



Dogleg Orchards

Ghost Tree Farm

Berry Basket

Finding technique: Trying different types of names

Acronym



Alliteration/Rhyme



Amalgam



Appropriation



Descriptive



Evocative



Finding technique: Trying different types of names

Neologism



Nickname



Foreign Word



Initials



Founder



Ingredient



Finding technique: Trying different types of names

Geography **FUJIFILM**

Humor/Slang **boring**
business systems

Merged *PRICEWATERHOUSECOOPERS* 

Mimetics **UNI
QLO**

Personification



Onomatopoeia



Clever Statement

WHAT GOES AROUND
COMES AROUND


Other places to look

- www.Thesaurus.com
- www.RhymeZone.com
- www.MoreWords.com
- www.Babylon.com
- www.OnlineSlangDictionary.com
- www.aphorisms.com
- www.ThinkExist.com

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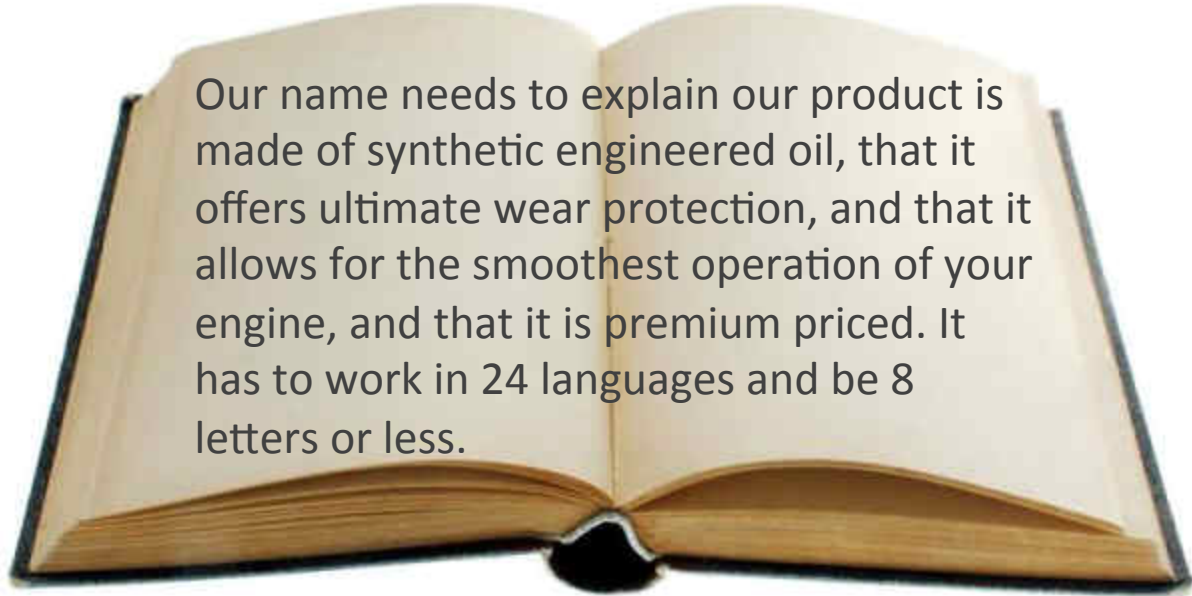
Evaluating: Ways to fail

“I’m not sure I like these ideas.”

“I’ll know it when I see it.”

“Let’s vote on our favorites.”

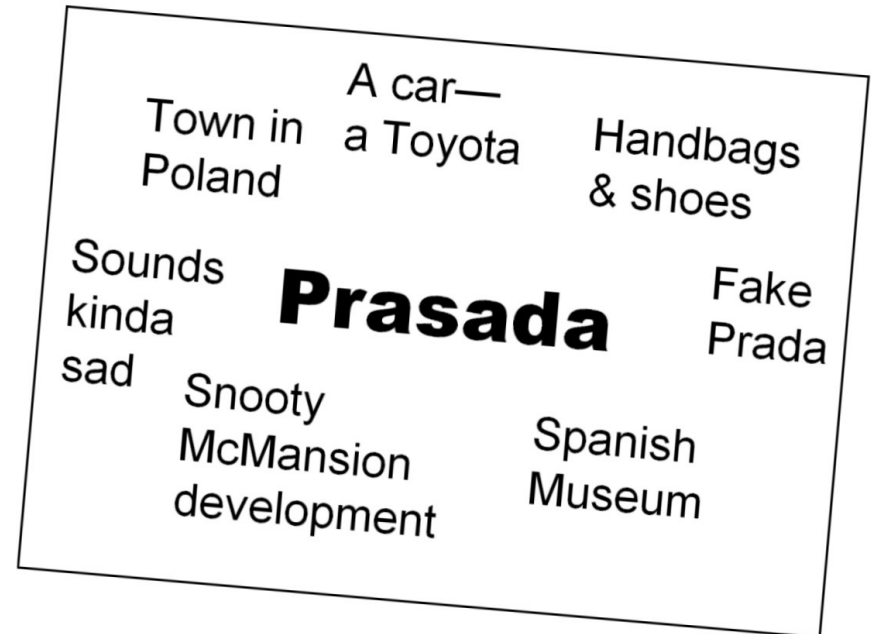
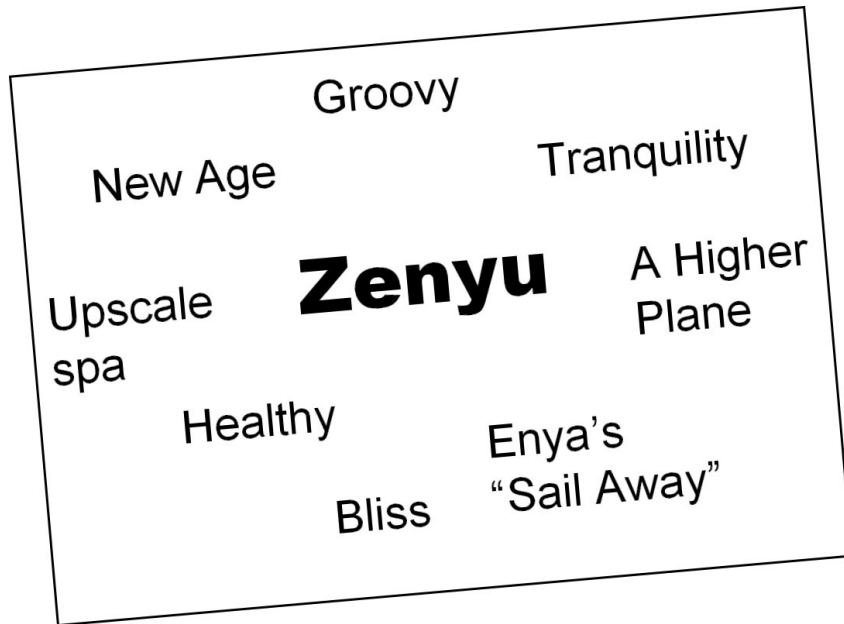
“I want a name that
conveys my positioning.”

An open book with a dark cover and light-colored pages. The right page contains text. The book is positioned in the lower right quadrant of the slide.

Our name needs to explain our product is made of synthetic engineered oil, that it offers ultimate wear protection, and that it allows for the smoothest operation of your engine, and that it is premium priced. It has to work in 24 languages and be 8 letters or less.

Evaluating: The better way

1. Get outside opinions
2. Find the instant associations



Evaluating: Can you own it?

Can you buy the URL?

Can you use it on social media?

Can you get a trademark?

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Brand names working with other brand names: Brand architecture

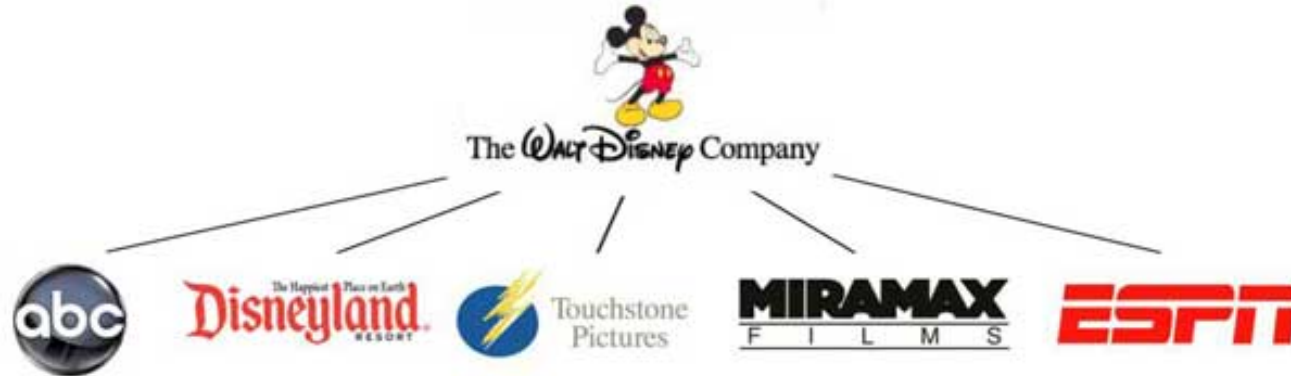
Brand architecture: The organizing structure that specifies the type, number, relationship and purpose of brands within your brand portfolio

1. How does my company brand relate to my product brands? How do they relate to one another? What is the best role for the company brand?
2. Are sub-brands and brand extensions the way to go? What are the options?
3. Do I have true brands that are delivering value to my company or do I have a collection of names? How can I tell which is which?
4. How many brands does my company need? What brands are strategically valuable and worthy of continued investment?
5. What drives consumer preferences? How do my customers buy?
6. What are the pros and cons of my current brand portfolio structure? How will future decisions impact it?
7. Would a change in my architecture give me an opportunity to dominate a market segment?

Brand architecture options: Unitary structure



Brand architecture options: Multiple unrelated brands



Brand architecture options: Hybrid structure



The best brand architecture structure?

Depends on strategic considerations

Audience Diversity	What are the target segments for your brand? Is the brand focused on just one audience or must it appeal to many?
Brand Elasticity	How far can each of the brands stretch to cover different products and markets? Harley Davidson made a classic blunder applying their brand to wine coolers.
Product/Service Offerings	How are other brands in the portfolio positioned and targeted? Are some of your brands complementary, competitive or incongruent?
Competitive Context	What are competitive branding practices? How do customers view the marketplace? Do your brands help you stand out and grab market share?
Brand Equities	Do you have brands with a particular following or a unique heritage or equity must be carried forward?
Geographic Needs	How consistent are needs/preferences across cultures and markets? Strong local brands might not work in other countries. Not every brand can “travel”.
Organizational Structures	Who is accountable for branding practices and standards? What are the political realities behind brands in your portfolio?
Ownership	Does the organization have legal control over its brand? You’ll have less leeway with licensed brands.

The best brand architecture structure?

Depends on strategic considerations

Sources of Growth	What businesses and brands are expected to drive future growth for your company? Are they helping you pursue your strategy?
Purchase Criteria	How do people buy your products? Do they ask for products by brand name or do they ask for a generic name or your company brand name? Do your brands make buying easier? How much do people want or need your brands?
Brand Performance	How do brands perform against desired attributes? Is their positioning clear and effective?
Brand Role	What is role of brand in fulfilling the business model? How important is the brand in driving awareness or creating loyalty?
Channels	What channels and distribution methods are available and how are they used across the brand portfolio?
Company Specific Issues	What considerations are specific to your company or industry? What might be technically correct might not be feasible in the reality of your company. Sometimes theory has to bow to practicality.

Many companies have a formal process for deciding what things get a name brand: Example 3M

New Innovation? New Price/Quality relationship? New Category? From Acquisition?	Usable Primary Brand?	Justifies New primary Brand?	Justifies New secondary Brand?		
NO	NO			3M Brand+ Generic Product name	
	YES			Existing primary brand+ Generic product name+ 3M logo	
YES	NO	NO		3M Brand+ Generic Product name	
		YES		New primary brand+ Generic product name+ 3M logo	
	YES			NO	Existing primary brand+ Generic product name+ 3M logo
				YES	Existing primary brand+ New Secondary brand+ Generic product name+ 3M logo

Further reading

“The Name Game,” *Salon*, <http://www.salon.com/1999/11/30/naming/>

“The Science of Naming Brands,” *The Atlantic*,
<http://www.theatlantic.com/business/archive/2011/05/the-science-of-naming-brands-from-ipad-to-ice-cream/238820/>

“Brand Naming,” *Fast Company*,
<http://www.fastcompany.com/resources/marketing/post/060605.html>

“The Problem with Bad Product Names,” *Engadget.com*
<http://www.engadget.com/2011/11/11/editorial-the-problem-with-bad-product-names-and-what-we-can-le/>

“8 Principles of Product Naming,” *Fast Company*,
<http://www.fastcompany.com/1819418/the-8-principles-of-product-naming>

Thank you!