



**BRAND
NAMING**

Colourful Brand Naming

The importance of a brand name cannot be underestimated. A strong name grabs attention and starts to tell your story. It should support your strategy, inspire the brand identity design and be central to your proposition. The name must be right for you but also available to register as a domain name and a trademark in your category. Our collaborative process helps you to consider your options and identify the best candidates.

STEP ONE: THINKING

The starting point is your 'brand platform': what makes the brand different, and what it stands for. This will lead to names that are more interesting than category descriptors. We also need to know what you plan to sell now and in the future, and where, in order to avoid names that might be restrictive or inappropriate. 'Tone of voice' guidelines are helpful guidance too. We'll review your existing strategy and help to resolve these questions.

This step covers:

- Agreement on strategy

STEP TWO: LISTING

Our half-day naming workshop involves your team in the process. Together we tease out possible names derived from your intimate knowledge of the product and target audience. Using a number of name generation exercises we identify lots of options. After the session, we review the long list and think further about the possible approach: descriptive, evocative, symbolic, or playful. We then generate further options based on our proposed strategy to create a long list.

This step covers:

- Naming workshop
- Long list of names

STEP THREE: SCORING

At this stage we create a scorecard with you to assess the options. We look at the strength of meaning, as well as the look and sound of each name. Involving you in the scoring process, we reduce the long list to a short list of up to 25 candidates and conduct basic trademark and domain name searches on these.

This step covers:

- Scorecard evaluation
- Short list of 25 names and basic searches

STEP FOUR: SECURING

Using the results of our searches and scorecard, we aim to find three possible names for you to take to stakeholders for consultation and agreement. On selection of a preferred name, we guide you through trademark and domain name registration.

This step covers:

- Final list of three names for stakeholder consultation
- Trademark and domain name registration

