

Tanj

**Briefing a
NAMING
AGENCY**

By Tanj

HEY THERE

So, you need a name. You've chosen a naming agency to help you get it right. And you have the kickoff coming up. How can you make the most of your meeting?

Let's talk about how to successfully brief your agency.

Your naming agency can & should walk you through this — the kickoff meeting is a great time to hash out the details. But if you're a hit-the-ground-running kind of person, there's plenty you can do to get the project off to a strong start.

GATHER MATERIALS

What documents do you have that could help your agency get up to speed on your project? For example:

- Company/product overview
- What's unique about your offering
- Any brand strategy work to date
- Any relevant research
- Goals for the brand experience/vibe

KNOW YOUR AUDIENCE

You may have extensive audience profiles prepared, or you may have a more general outline in mind that hasn't yet been formalized. Whatever your approach, it will be helpful to share your audience info with your naming partners.

- Who is your primary audience?
- Why would they choose you?
- Are there other audiences to keep in mind?

LIST UP COMPETITORS

Whether you have a detailed audit of competitors or just a casual list of players in your general space, you'll want to share it with your naming agency so they can analyze relevant names in your industry.

- Direct competitors
- Indirect competitors
- Anything we should know about the broader industry

THINK ABOUT NAMING

Well, yeah. You expect to talk about naming at your naming kickoff meeting, but you may not know exactly what will come up. Here are some questions your agency partners may ask:

- Have you tried to name this internally? How did that go?
- What message(s) should the name convey?
- Are there certain types of names you like/dislike?
- Any words we should explore or avoid?
- Any other guardrails we should know about?
- Are there any existing names you find inspiring or interesting — either in your category or anywhere else in the world?
- What are your URL expectations?

PREP FOR LEGAL

Your naming agency should be doing legal prescreening as part of their process, while you & your attorney will be responsible for a final deep-dive search and trademark registration. A couple things that will come up:

- Do you know which TM classes you'll need to register in?
- In what countries will you need to secure a trademark?
- Do you have an attorney who will perform the deep-dive search on your final name candidate(s)?

THAT'S IT!

Want to brief Tanj? We'd love to hear all about your latest venture & help you name it.

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TALK SOON!