



Now Name It

A Marketer's Guide to Naming
New Products & Services



“So... what do we call it?”

You’ve been there. As a marketer or brand manager, you and your team are racing your new product to market. You’ve got big plans. Huge aspirations. And a massive problem early on, way before you take this thing to the masses.

What are you going to name it?

The single biggest decision you can make about a brand is the name. And that’s exactly why we wrote this guide, for you dear marketer who needs quick tips, tricks and best practices to secure a viable name that will help new brands thrive, and doesn’t want to get fired along the way.

So without further ado, scroll on through.



<u>Part 1</u>	What to do before you create a single name	
Chapter 1	Prepare <i>Learn what to expect</i>	7
Chapter 2	Focus <i>Know what you're naming</i>	11
Chapter 3	Decide <i>Choose how you're going to seek ideas</i>	15
Chapter 4	Understand <i>Profile your audience</i>	21
Chapter 5	Analyze <i>Understand your competition</i>	25
Chapter 6	Dissect <i>Find the core value of your offering</i>	30
Chapter 7	Strategize <i>Create a clear naming strategy</i>	33
Chapter 8	Unite <i>Bring everybody together</i>	38
<u>Part 2</u>	What to do when you actually create names	
Chapter 9	Name <i>Create quality & quantity</i>	44
Chapter 10	Assess <i>Check the viability of names</i>	49
Chapter 11	Evaluate <i>Select the best based on your strategy</i>	56
<u>Part 3</u>	How to wrap things up	
Chapter 12	Reunite <i>Bring everybody together again</i>	63
Chapter 13	Finalize <i>Pull the trigger</i>	68
<u>Part 4</u>	Epilogue	
Chapter 14	Takeaways <i>What we've learned</i>	74
Chapter 15	Templates <i>Use them!</i>	76



About Tanj

A Boutique Language & Brand Consultancy in NYC

Hi. We're Tanj. We create little bits of language – names, taglines, stories and copy – that have a big impact on our clients' brands.

We work with everyone from Fortune 500 companies to startups and agency partners. While we do a lot of things for our clients, here's what we do best:

Brand
Naming

Making the hottest, most viable names around

Brand
Stories

Revealing the true story behind your brand

Brand
Voice

Crafting a unique, consistent tone of voice

Copy
Writing

Writing sweet copy – you get the good stuff



About the Author

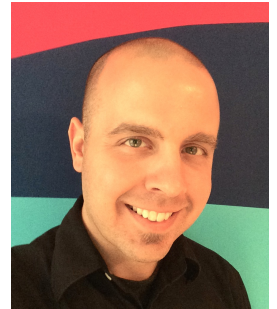
Scott Milano, Owner & Managing Director, Tanj

For more than a decade, Scott has specialized in naming and verbal identity – harnessing the power of language to deliver lasting, tangible impact on his clients’ brands.

His naming and branding experience spans hundreds of clients across most industries in North America and Asia. His credentials include personally naming the Nintendo “Wii” game console and Sony “Bravia” television.

Prior to launching Tanj, Scott honed his naming, branding and writing skills as a creative director of verbal identity at Interbrand in New York and Tokyo.

Scott has a degree in Philosophy and Economics from the University of Maryland, College Park. When he’s not naming something, he’s probably thinking about naming something, fixing up his 100 year-old house or relaxing with his wonderful wife and kids.





Part 1.

What to do before you
create a single name



1. Prepare

Learn what to expect



“You will face
constraints of epic
proportions.”



“Naming Is Easy. We’ve got this...”

You speak. You write. You communicate with clarity. You’ve named your kid and your dog. You’ve even penned a oh-so-cute nickname for the love of your life. So naming your new brand should be a snap, right?

Wrong.

Naming is deceptively difficult. You will face constraints of epic proportions — strategic, legal, linguistic, organizational, social, financial, temporal, mental — and you have to overcome all of them with one or two words.

Plus, everyone else thinks it’s easy too, so when you’re managing a naming project, you’re dealing with a less-than-informed audience. Educate yourself on ways to overcome the challenge you are about to face (don’t worry, that’s why you’re reading this guide). Then aim to share what you learn with those around you.



Oh, and how long will it take?

The simple answer is that it depends. For startups that make decisions quickly, a few weeks might be enough. For more established companies and organizations that need to run approval up the ranks, securing a name in two to three months is the standard.

Either way, you won't have your name overnight. So start early and be prepared for the long haul.



2. Focus

Know what you're naming



“The first question to ask is obvious, but the answer can elude you.”



“Wait... what are we naming?”

Product development is inherently messy. Understanding the scope and scale of a new brand — if you already have a complex portfolio of brand, or if you know you’ll be launching subsequent brands — can be a challenge.

The first question to ask is obvious, but the answer can elude you. We typically start any client briefing by asking “what, *specifically*, are we naming.” We may need to spend several hours with a client to truly understand the answer to that question, and the implications that we’ll need to take into account.

Sit down with your team, and clarify the scope of the new brand. Is it a one-off product? Is the service part of a larger set of services? Is it an umbrella brand encompassing other smaller brands underneath? Is it the start of a long line of products and brands to come?



Clarify “what” before making any further moves. If you can’t find a single, solid scenario to work to — in many cases what you’re creating still may not be clear, especially if it’s early on in the product development process — you can still name based on two to three assumptions about what you think the product could become.

For example, you could assume that either you are naming a one-off product, or an umbrella brand for several similar products that you will develop over the next few years. Your strategy can focus on both paths (name to a single product, or potentially a broader vision of what the set of products will become). And both paths may yield dramatically different types of names, all while getting you to success – a final workable name.



3. Decide

Choose how you're going to seek ideas



“Are we naming this ourselves!?!?”

You have a couple options when it comes to naming. Here’s the skinny:

Option 1: DIY

You know, do it yourself?

The Good

- Cost: It could be cheaper to do it yourself. You’ll avoid paying an outside vendor.
- Speed: You are handling it internally, so you can just get it done.
- Volume: Depending on the size of your staff or company, you can create a lot of ideas quickly. Who knows? Fred in Accounting might come up with a winner.

The Bad

- Chaos: Very often DIY naming projects run afoul because they don’t have clear objectives, direction or a process. They crash and burn hard.
- Quality: Even though your employees can speak, read and write, it doesn’t mean they’re going to create killer names. More likely than not, Fred in Accounting just can’t get the job done.



- Costs: When projects drag on, costs go up. Your launch can be delayed. Your trademark screening fees skyrocket. Worst of all, you find yourself having to change the name after you launch because you are being sued for trademark infringement. Do you know how much that costs?

Option 2: Online Naming Tools

This one is similar to DIY. Only it's a slightly different strategy. There are a number of free online naming tools – wordoid.com, nameboy.com and more – that will help you generate ideas. There are also online shops that claim to offer specialized naming services for next to nothing.

With this option, you are basically looking at the same pros and cons as doing it yourself. Get ready to roll the dice because with this route, it's a real crapshoot.



Option 3: Call Your Ad Agency

Heck, your agency is creative. They came up with that great campaign last year. So naturally they can name your new widget, right?

The Good

- Price: Traditional agencies want you to buy media. That's where they make their money. Rarely will they charge you for this kind of creative.
- Creativity: Almost any agency has a copywriter who can cook up some crazy ideas for you.
- Integration: If your agency is in charge of the campaign, they'll offer perspective on integrating the name with an advertising strategy down the line.

The Bad

- Experience: Most ad agencies just don't do naming. They don't know the intricacies of how to generate smart ideas, and lots of them. Nor do they understand the more technical aspects of the field, like the legal and linguistic hurdles.
- Carelessness: They may rush you through the naming exercise to get to the "fun stuff" (i.e. developing your campaign). Along the way, they make mistakes.



- Quality: The worst naming presentation we have ever seen came out of an ad agency – one founded by an advertising giant in the 1940s. Zero strategy. Zero creativity. Zero quality. Other agency naming presentations we have seen weren't much different.

Option 4: Naming & Branding Consultants

Picture it: an army of consultants are marching through your door. Sometimes it's like that – big branding firms often bring massive teams to the table. Smaller naming companies or independent consultants usually come in ones and twos. If you go down the naming and branding consultant route, here's what to expect:

The Good

- Experience: Although we can't vouch for everyone, we'd be willing to bet that most naming and brand consultants have enough experience to steer you away from common naming pitfalls.
- Quality & Quantity: Most consultants understand that it takes more than just pulling a single name out of a hat. They know you'll need quality names, and a lot of them, to get you to the finish line.



- Price: Although they're not free, many smaller boutique firms offer tremendous value and insight for relatively reasonable fees.
- Scale: Many bigger consultancies have vast resources to help you build your brand outside of just the name. They can handle everything from research and strategy to design, implementation and management.

The Bad

- Price: Yep, you'll pay to work with the big boys. Seriously. We've seen naming projects – just the naming portion – run more than \$200,000. Is it worth it? Perhaps. Is it financially feasible? Not for most companies.
- Scale: Smaller shops that specialize in only naming often lack the resources to help you with every aspect of building your brand.
- Speed: This one's tricky. Most consultancies take anywhere from a few weeks to several months to develop a batch of viable name candidates. In your world, that's probably an eternity. But the flip side is that it takes time to get things right.



4. Understand

Profile Your Audience



“The more you understand about your audience... the more direction you have to name to.”



"What do they *really* want?"

"We see our customers as invited guests to a party. And we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

- Jeff Bezos, CEO of Amazon

A great host understands her or his audience. That's the only way to strike up interesting conversation, offer just the right things, and make a memorable experience for guests.

With naming, the more you understand about your audience — not just pure demographics, but true mindset and emotions, for example what do they think, like, dislike, prefer, expect, not expect... what moves them — the more direction you have to name to, and evaluate ideas once they've been created.



If you have bona fide research that profiles your audience, you're ahead of the game. If you don't, you can ask a few simple questions of your team, and existing or potential customers, to pry open what really makes them tick:

- Who are your primary target audiences?
- Are there secondary audiences to consider?
- How do they use and think about the sector you are launching in?
- What drives them to purchase?
- What special, unique needs or wants might they have in a name?



5. Analyze

Understand your competition



“What makes this brand unique?”

When planning any big business decision, you always want to understand the environment around you. What’s the landscape look like? What are my competitors today doing? What could happen tomorrow?

Naming is no different. So try analyzing your competitors from several different aspects:

- Core story or positioning — what, at the core, do each of their brands stand for?
- Surrounding messaging — what messages do they tout on their website, within brochures and in videos?
- What the name says — what message does the name alone deliver? If indecipherable, what generally do you think it’s about?

- What type of naming construct are used?

Real word

Is it plucked from the dictionary? (e.g. Microsoft's "Surface" tablet)

Composite

Is it two real words put together? (e.g. Sony's "PlayStation" gaming console)

Simplex

Is it a single word created via blending or shaving root words? (e.g. Nintendo's "Wii" gaming console)

Phrase

Is it a real phrase, or made up phrase, from everyday language? (e.g. EA's "Need for Speed" video game)

Acronym /
Alphanumeric

Is it some kind of acronym, or alphanumeric (e.g. BMW's "Z4" roadster)

- What type of expression are they using?

Descriptive

Does it directly describes the what the product or service does? (e.g. Microsoft's "Internet Explorer" browser)

Suggestive

Does it indirectly suggest key benefits or functionality of the product or service? (e.g. Apple's "Safari" browser)

Abstract

Does it create an image of functions and benefits of the brand, but has no actual connection to the product or service (e.g. Google's "Chrome" browser)



- What's the overall tone of competitors' brands and names (e.g. traditional/conservative vs. fun/edgy, like "Constant Contact" vs. "MailChimp" email services)

Map out competitor's names and brands to see where they land. Ask yourself a few simple questions? Where's the white space? What areas for naming construct, expression and tone feel right for us? Do we want to lead? Do we want to conform to naming conventions in the space while still standing out?

While there's no right answer, you can make some smart decisions about possible directions for creative name development. This exercise also helps you evaluate names you develop throughout the process.



6. Dissect

Find the core value of your offering



“Um... wait. What do we stand for?”

So you’ve done a lot of probing into your audiences and your competitors, but what about your brand – the very thing you are trying to name?

What does your product brand stand for, what is your offering really all about, how does that tie to your company at the corporate level, and how does it work with other product brands in your portfolio?

You need to get to the heart of your offering, and clearly articulate it.

Put pen to paper.

While there’s no right formula for finding the core value of your offering, it typically starts by developing a value proposition, and listing up a few key, differentiated and compelling benefits.

What's a value proposition?

There are about as many ways to write a value proposition as there are to make a sandwich. If you don't already have one, search around online for a formula that's right for you and your company. Keep it very simple, but specific. These are three basic questions your value proposition should answer in very clear, pointed terms:

Who

Who is our customer?

What

What problem does our product help them solve?

Why

Why should they care?

Key questions to answer to create a value proposition



7. Strategize

Create a clear naming strategy



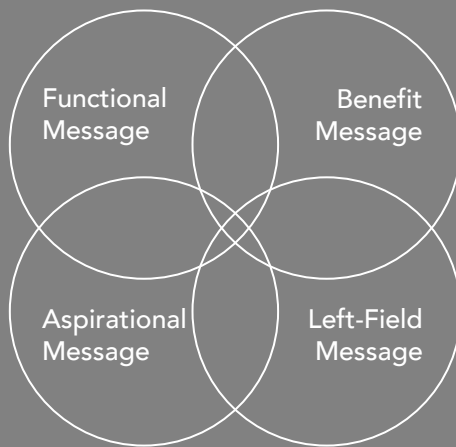
“How do we make sense of it all?”

Once you have your audience profile, competitor analysis and value proposition, you are finally ready to pull everything together into your naming strategy. Mind you, not a single name has been created yet.

A naming strategy is very simple. It's essentially a game plan that lets you know two things:

- What you say: What is the message, or set of messages, you're going to send in the name
- How you say it: What is the naming style, or styles, you're going to create (remember naming expression, construct and tone from Chapter 4)?

For getting the message right, place your competitor analysis and your value proposition side-by-side and ask yourself a few simple questions, then pour the answers into a fancy diagram like this:



A simple, effective way to map out message in your naming strategy

- Functional: “What’s my product or service all about?” Your response, which serves as one theme to name to, should be relevant to your audience, differentiated from your competitors, and credible to your brand.



- Benefit: “What does my audience get from my product or service? Whether it’s something tangible, like “faster performance” or something emotional, like “a joyous feeling,” is up to you. You could even choose both and make two separate themes that speak to benefits. But again, be relevant, differentiated and credible with the themes you create.
- Aspirations: “What is the brand’s higher-level, more emotional vision for the future, and why should that matter to our customers?” Think big, stretch the boundaries, be bold. But remember, be relevant, differentiated and credible.
- Left Field: “How can we push the boundaries of what our brand can be? What can we say that’s evocative, truly cutting edge, and quite frankly a little out there?” Go crazy.



Create themes for each of the categories above. Some may resonate with you more, but at least consider them for the time being. For each theme, list up a handful of keywords that help support the theme. These keywords will be useful thought starters with it comes time to name.



8. Unite

Bring everybody together



“All key members
should have some
skin in the game.”



“Hey, do you have a minute?”

Believe it or not, you still shouldn't have created a single name, or given any real attention to options that have been. Be patient. We'll get there.

Once you have your strategy, it's important to align all key stakeholders who will have a say in the final name.

You do not need to cast the net too wide and have everyone in the organization buy into your naming game plan. But core members of your team who will have influence on the final decision should have a chance to review where you are going with your strategy, and offer input at, or before, this stage.

That way, all key members should understand the direction, and have some skin in the game. Once you've got buy-in, you're less likely to have these folks raise their hands at the end of the process and try to derail all the work that you've gone through to date.



Once you have everyone's input, do your best to massage the most relevant feedback into your strategy.



Part 1: Checklist

What to do before you create a single name

Did you and your teammates clarify what you are actually naming?

Have you decided how you are actually going to generate names? From inside your team, or through an external partner?

Do you know your audience? What are their brand preferences and expectations? What's their mindset all about?

Do you have a clear understanding of your competitors? What is their messaging? What styles of names are they using? Where's the white space?

Have you written down your new brand's value proposition? Do you know what you want the brand to stand for?

Have you pulled all of the above into a clear, coherent naming strategy? Is everyone on board with it?





Part 2.

What to do while you
actually create names



9. Name

Create quality & quantity



“To get quality *and* quantity, you have to commit blocks of time to naming.”



“Let’s roll up our sleeves.”

Finally, the day has arrived.

You’ve got your naming strategy, your computer, your dictionary. And you’re ready to name.

So get to it.

This book isn’t about creative techniques for naming. It’s more about the best practices you as a marketer should go through to ensure naming success.

And ultimately within the actual name generation phase of a naming project, the only piece of advice you need to remember is this:

It’s about *quantity* as much as it’s about *quality*.



A lot of people think that if you create five to ten names, you're good to go. But you'll soon see that based on your strategy, and ultimately based on the screening we recommend you carry out after you develop a batch of names (see Chapter 10), you will need to ramp up the number of ideas you explore well beyond a simple dozen or two.

This may require exploring anywhere from 200 names to 1,000 names at the early stages of the development process. We've even gone up to 4,000 names for projects.

Yes, 4,000...

So to get quality, you need to be focused. Use a thesaurus, books, articles, ads, blogs, out-of-category name examples, brainstorming and more to inspire your thinking.

Again, continue to jump off the naming strategy and explore it from all sides.



To get quality and quantity, you have to commit to blocks of time to naming. Dedicate pockets of time. Carve out an hour here, and hour there, over the course of a week or two and make sure you are focused.

Set goals on volume (e.g. "I am going to create 50 names right now"), burry your head in the strategy and get inspired. Once you reach your goal, go do something else, and come back to naming later.

So why do we need 100, 1,000 or even 4,000 ideas just to get to one final name out of this process?

Read on.



10. Assess

Check the viability of names



“Names are trademarks. Trademarks are property. Don’t mess with other people’s property.”



“You mean my name’s unavailable?”

Names are trademarks. Trademarks are intellectual property. Property is, well... property. And as most of us learned in grade school, you don’t mess with other people’s property.

That’s why you screen the names you’ve developed during your exploratory. We suggest you walk the ones you think have potential through at least two types of screening.

For US based brands, the first is TESS — The US Patent & Trademark Office’s database of registered trademarks. Just search “TESS” and you’ll find it. While it’s not the most intuitive system, you’ll figure it out.

There are more sophisticated, targeted searches you can do to save time in the process, but the easy way is to type it into the database, click search, and review the listings.



This book is not a comprehensive guide on how to search. But a quick tip is that if you are reviewing the listing of a registered mark that is the same name as what you have created, and in the same field (for example if you make software, and there is already a software product registered under the same name), kill the name.

Unless you have deep pockets (like Apple did to settle the use of the name "iPhone" with Cisco) or are interested in acquiring the company (like Google did with "Android"), it's probably best to move on to another option.

For brands launching outside of the US, it gets more complicated. Most countries have searchable trademark databases. And there are sophisticated (and expensive) trademark search solutions that check multiple databases at once to offer a comprehensive assessment of names globally. We won't get into that here.



The second check we recommend is a simple Google check. Just type the name that you developed into Google and see what the results yield for the first few pages. Is it a completely diluted, generic term — for example “milk,” which could be a cool name for your next big thing but obviously has billions of existing hits all focused on dairy? Evaluate the first 20-30 results.

Once you’ve checked the name alone, check the name with some keywords that describe what your new product or service is. For example “NAME + software,” for a new software, or “NAME + insurance” for a new insurance offering.

If you see results that show brands operating under the same name, in the same or similar field, in the region or country you want to operate in, this might be a conflict. While it’s never black and white, you might want to consider moving on to other options.



Compared to companies, URLs for products and services are less of an issue because pages profiling the new brand are already under your company's main URL. For more information on URLs, check out our blog post entitled "How to Create a Pure, Available .COM Domain Name."

The last type of screening you'll want to carry out is a check in foreign languages. This will help you avoid negative meanings and associations with your names, especially if you are considering a highly coined name.

Contact a translation company to see if they can have native speakers of key languages evaluate the names you are considering. This check is important for global brands, but also domestic brands. Thanks to the internet, people all over the world can have access and exposure to your product.



Use a spreadsheet to track the results of your screening. It's the easiest way to keep tabs on results for more than a handful of names.

Once you have your results, weed out names with obvious conflicts, and highlight names that seem clear.



11. Evaluate

Select the best based on your strategy



“Names should map back to your strategy.”



"Yes, these are good to go."

So you've removed your creative thinking cap and your eyes are glazed over from all the screening results, but you have a list of options that have passed the preliminary trademark screening and now you're ready to shortlist.

Pick the very best names only. In this case, "best" can mean anything. But it should primarily mean the following:

- Names that adhere to all of the basic criteria of good naming:
 - Easy to pronounce
 - Easy to write
 - Easy to remember
- Names should map back to your strategy:
 - Do they communicate key messages that you targeted with the "what you say" portion of your strategy? Which themes, and ultimately names, really are the strongest?



- Do they adhere to the expression, construct and tone direction you established in your strategy? Are they different from the competition?
- Are they relevant to your audience? Is it a name that you think will resonate with them? Compel them to act? Or simply and quickly understand your offering?
- Names that veer away from the strategy – essentially they're outliers – but they are magnetic, unexpected and completely fresh amidst all other candidates. You don't always have to include these kind of candidates, but we find they often are useful in the mix.

Names that deliver on the above are what you should deem the "best of the best." That's your shortlist. And keep it to about 10-15 names to share with the rest of your core team. More could confuse people, less might not be enough.



Also, surveys can gauge consumer feedback.

Typically we believe that it's important to conduct some type of survey to gauge reactions to names. Depending on your timing, budget and more, that exercise could be a sophisticated qualitative or quantitative survey, or it could be as informal as asking employees what their thoughts are.

Note that this feedback, although very useful, shouldn't necessarily dictate the final decision. Naming isn't always a beauty contest. The leap from a name in a survey to a fully blown out brand is significant, and consumers don't necessarily see that. But you and your team should.

In short, these surveys should primarily be used to understand how your audiences actually reacts to a name, and to help you make a more informed decision about which name to pursue.



Part 2: Checklist

What to do when you actually create names

Have you dedicated enough time to generate a large volume of ideas? More than 100?

Have you carried out a preliminary search in the USPTO trademark database (TESS)? How about a Google search, or foreign language check?

Are you shortlisting candidates – not just picking the ones you “like” but the ones that map back to your naming strategy?

Have you added a few outliers just for good measure?

Did you conduct any surveys, and let those results influence some of the choices you’ve made with your shortlist?





Part 3.

How to wrap things up



12. Reunite

Bring everybody together again



“You will be surprised how your opinion of a name changes with time.”



“Ladies & gentlemen, drumroll...”

So you’ve got your shortlist, and you’ve got your core team. And together, you’re going to need to whittle the list down to only a handful, or dare we say one final candidate.

Regardless of how you do this, you should try to build consensus, but be firm in pushing the team toward making decisions, even if they are incremental.

Some key points to keep in mind when evaluating names are the following::

- **Names are only one part of the mix**
Although the brand name is a central element, it is also supported by many other elements, including the visual identity, the messaging, the product, the customer experience, PR and much, much more.
- **Names will mean different things to different people**
Be aware of, and open to, multiple interpretations.



- **There is no such thing as the perfect name**
All names have pros and cons, so be prepared to weigh them.
- **Names grow on you over time**
Although initial impressions are important, you will be surprised how your opinion of a name changes with time.
- **Be objective**
Map your thoughts, comments and decisions back to the strategy. Please don't rely solely on subjective opinions.
- **The object of this step is to begin shortlisting for full legal screening**
You should not making a final decision at this point. You should just hope to arrive at a shortlist of names so you can begin with next steps.



Lastly, this is an incremental process of elimination. Names that don't adhere to key criteria — like your trademark attorney carried out a full legal vetting on the names and discovered that a candidate actually has a conflict that your preliminary screening in Chapter 9 didn't uncover — should be eliminated, especially before it come time to moving onto our final step.



13. Finalize

Pull the trigger



“Confidence is
everything.”



“Let’s go for it!”

So you’ve made it through the process. Based on your strategy, all your creative thinking, all of the screening, and all of the consensus building, you have 2-4 final candidates to choose from, and now it’s time to decide.

Every company is different. Some companies can make decisions right away. Others need to run things up the ladder, perhaps even to the CEO if she or he is hands on. You’ll need to figure out the best course of action for your business, but know this:

Confidence is everything. As much as you try to make brand name development an objective process, understand that deciding on the final name is still a subjective decision for most business and brand owners.



When push comes to shove, you have to pick a name to be in business. If you do the due diligence up front, you should feel confident when pulling the trigger on a final name at the end of the process.

Walk your team through a brief overview of the process, and make a strong, definitive case for your recommendation.

Then go for it.



Part 3: Checklist

How to wrap things up

- Are you building consensus internally? Are you whittling down your shortlist and focusing on only a handful of options?
- Have you carried out “full legal” trademark screening?
- Do you feel somewhat-to-totally confident in your final choice?

If you checked off all of the above, it's go time. Launch your new product name.





Part 4.

Epilogue



14. Takeaways

What we've learned



“What have we learned?”

Naming is hard. And it becomes even harder when you have to do it for yourself or your company. Success depends on a lot, but we believe it can be boiled down to these key takeaways.

Do Your Homework

Know that you'll need the right people and process in place to make your project a success.

Be Strategic & Creative

Don't just assume the right ideas will flow. You have to set up a smart strategy beforehand.

Bring People Together

Naming a brand is a big decision, and also a subjective one. To avoid surprises and derailments, involve people early.

Be Confident

Feel confident that you have done your homework, and launch your latest creation with pride.



15. Templates

Use them!



“Try using these...”

In the following pages, you will find examples and templates for key content revealed in this book. Let the examples guide you. Use the templates as is, or adapt them to your project. Specific components include:

- **What You Say – Naming Themes**
A naming theme example and template for you to write your own story and keywords.
- **How You Say It – Expression & Construct**
The Tanj framework with examples for evaluating the types of expressions and constructs in a naming landscape. Plot your names and your competitor’s names to see trends and areas of differentiation.
- **How You Say It – Brand Tone Mapping**
A simple framework for mapping the overall tone of brands and names. We’ve included some examples for reference. Customize each axis to the types of tones that are relevant to your field.
- **How To Track Your Names**
A basic Excel sheet template for tracking name development, screening and shortlisting. This format makes it easy to manage all ideas and information generated throughout the entire project, all in one space.

What You Say

Naming Theme Example *(referenced on pages 35-36)*

Surprise & Delight

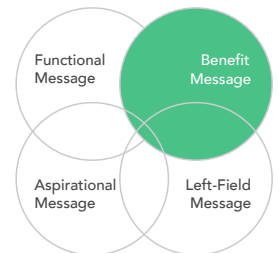
Story:

In a world of stale agency ideas and cookie cutter processes, we're breaking the mold with a fresh new take on creative. For us, creativity is about making connections that most people wouldn't normally make. For you, it's about building your brand with creative that surprises and delights.



Keywords:

- Creative
- Quirky
- Fun
- Inventive
- Innovative
- Challenging
- Unique
- Unexpected



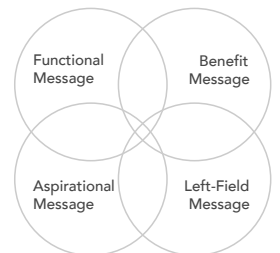
What You Say

Naming Theme Template



Templates

Theme Title _____
Story or Explanation _____ _____ _____ _____ _____
Keywords _____ _____













Competitor Analysis

Naming Construct & Expression Examples (referenced on pages 27-28)

Templates

Expression

<p>Abstract</p> <p><i>(Creates an image of functions and benefits but has no direct connection)</i></p>		<p>Firefox™</p>	<p>xerox </p>	<p>X23andMe</p>	 <p><i>"Atlantic & Pacific"</i></p>
<p>Suggestive</p> <p><i>(Indirectly suggests key benefits or functionality)</i></p>		<p>Old Spice</p>		 <p>mongolianbbq</p>	 <p><i>"Anima Sana In Corpore Sano," Latin for "Healthy soul in a healthy body"</i></p>
<p>Descriptive</p> <p><i>(Directly describes key functionality or benefit)</i></p>			<p>JELL-O</p>	<p>howstuffworks</p>	 <p><i>"International Business Machines"</i></p>
	<p>Real Word</p>	<p>Composite</p>	<p>Simplex</p>	<p>Phrase</p>	<p>Acronym / Alphanumeric</p>
<p>Construct</p>					



Competitor Analysis

Naming Construct & Expression Template

Templates

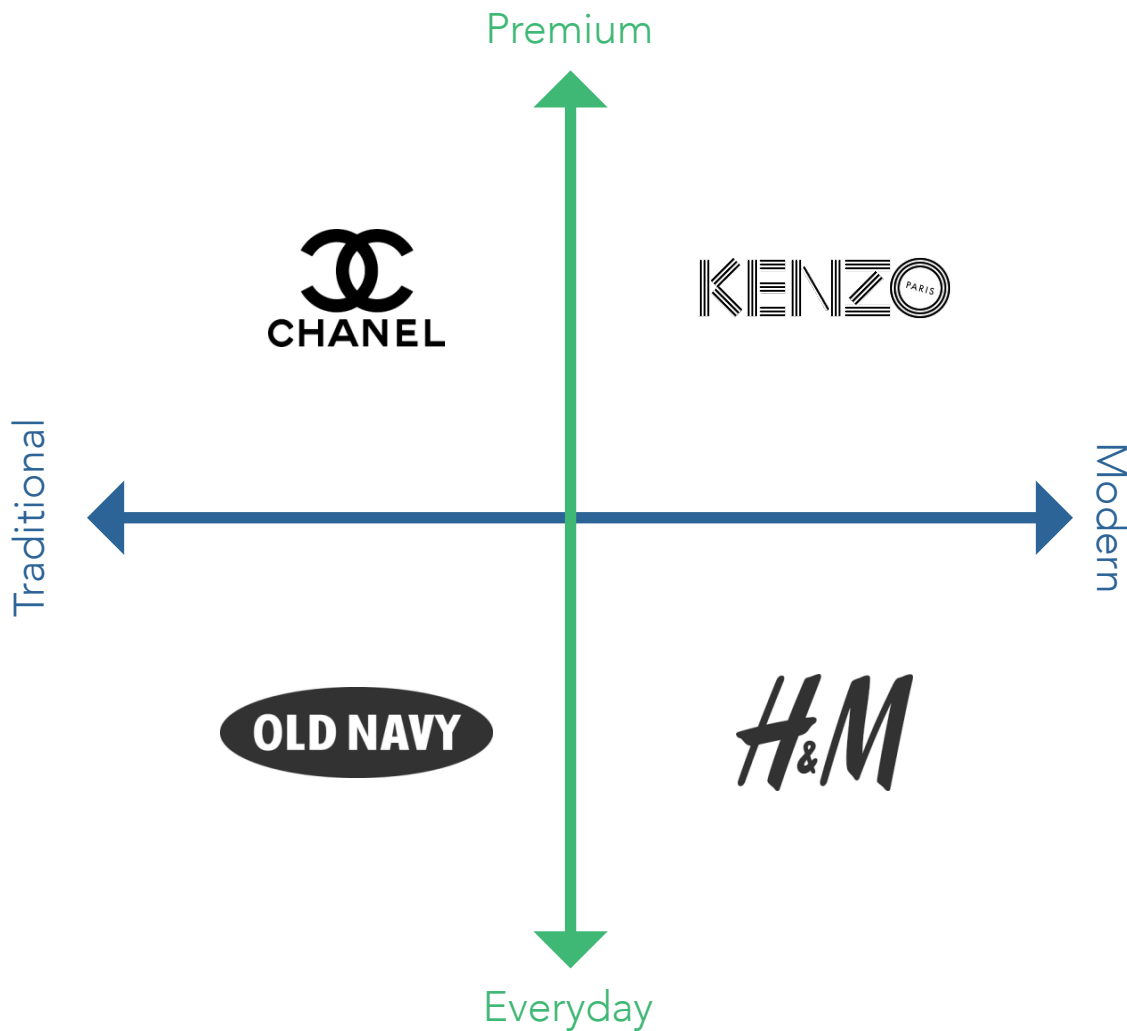
Expression	Abstract <i>(Creates an image of functions and benefits but has no direct connection)</i>					
	Suggestive <i>(Indirectly suggests key benefits or functionality)</i>					
	Descriptive <i>(Directly describes key functionality or benefit)</i>					
		Real Word	Composite	Simplex	Phrase	Acronym / Alphanumeric
		Construct				

Competitor Analysis

Brand Tone Mapping Example (referenced on page 29)



Templates

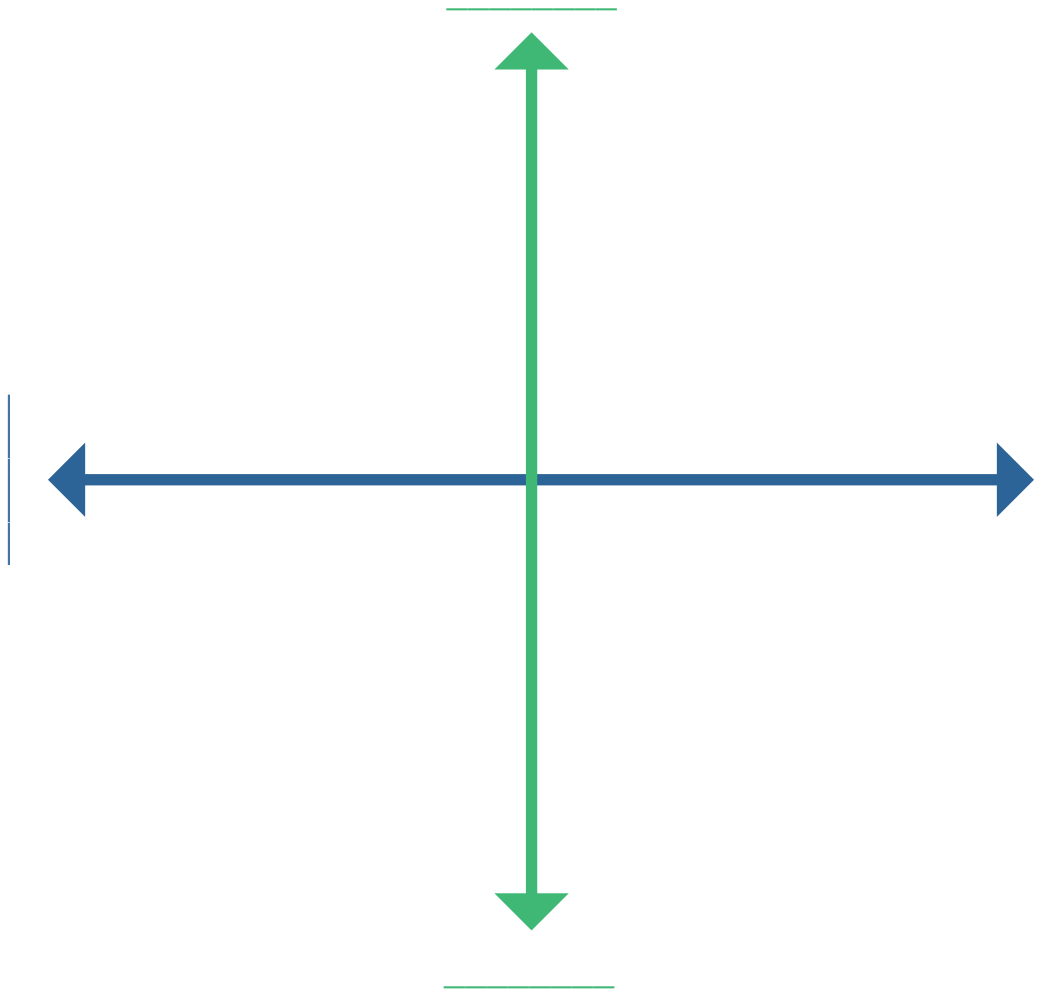


Competitor Analysis

Brand Tone Mapping Template



Templates





How to Track Your Names

Spreadsheet Example *(referenced on page 55)*

Templates

Name	Meaning	Theme	TM Screening	Google Screening	Shortlist
2s & 3s	2s company, 3s a crowd	1. Mate	Good	Fair	Yes
Better Half		1. Mate	Good	Poor	
Clique		1. Mate	Good	Good	Yes
Clubhouse		1. Mate	Fair	Poor	
Confetti		1. Mate	Poor	Fair	
Duets		1. Mate	Good	Poor	
GoRound	Mobility	1. Mate	Poor	Good	
Matchmade		1. Mate	Fair	Good	Yes
Q & U	The letter Q is always paired with U	1. Mate	Poor	Good	
Roundabout	An outing	1. Mate	Good	Good	Yes
Taproot	The source	1. Mate	Good	Fair	Yes
Yellowship	Fellowship + Yellow Tail	1. Mate	Good	Poor	
¿Question?		2. Ace	Good	Good	Yes
Argyl		2. Ace	Fair	Poor	
Celestial		2. Ace	Poor	Fair	
Coil		2. Ace	Good	Poor	
Context		2. Ace	Poor	Fair	
Countdown		2. Ace	Fair	Poor	
Decoy		2. Ace	Poor	Good	
Dreamr		2. Ace	Good	Poor	
Embrace		2. Ace	Good	Fair	Yes
Index		2. Ace	Good	Poor	
Inkblot		2. Ace	Fair	Good	Yes
Mirro	Coined from Mirror	2. Ace	Poor	Good	
Query		2. Ace	Good	Good	Yes
R.	R for "Rum"	2. Ace	Poor	Good	
Reverb	Suggests rockstar	2. Ace	Fair	Fair	Yes
Revolv		2. Ace	Poor	Poor	
Short Fuse		2. Ace	Good	Good	Yes
Snare		2. Ace	Tier 1	Poor	
Stylo	Coined from Style	2. Ace	Tier 1	Fair	
Sugarmaker	part of the word sugar, used to refer to classy in a fun way; refers to the sugarcane	2. Ace	Tier 1	Poor	
Wild Shadow		2. Ace	Tier 1	http://forums.wildshadow.com/node/690	



Good luck with naming your new brand. If you have questions along the way, feel free to drop us a line.

Contact:

Scott Milano
Founder, Managing Director
Tanj

+1-917-885-9509
scott@tanj.co
<http://tanj.co>
@tanj_nyc

Thank You

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