

Tanj

NAMING
HOT TAKES



CMO

EDITION

By Tanj



Finally, more than the usual

Too many books, posts and videos on brand naming give you the basics.

Keep it clear, memorable, legally available.

Right, right — you already know this 🤔

What you might not know, we've amassed here.

Namely unique insights for launching great names.

For CMOs like you.



Uncommon names, uncommon brands

At Tanj, we take an uncommon approach to naming.

We have since 2009.

Check out our **work**.

And make the most of these unconventional tips and takeaways.

Let's go →



What's Up?

Your brand's name is its first impression.

Don't settle for a dull greeting.

Choose a name that sparks conversation and resonates with your audience.

It's a long-term investment, continuously shaping how consumers experience your brand.

Make it count.



Ditch bland, choose bold

Standing out starts with a name that grabs attention.

Don't settle for generic — seek to surprise.

An bold or exciting name doesn't have to be wacky. Subtle twists can pique curiosity and spark smiles.

As CMO, you can champion names with personality. People expect it of you.

A name with kick goes a long way.



Exude your brand

Imagine a name so strong it embodies your entire brand DNA.

Regardless of whatever campaign you run, service you expand to, or audience you reach, the name is your brand's north star..

If the soul of your brand lives within your name forever, that's a huge win.

Aim for that level of depth, meaning and longevity.



Signal brand experience

Your brand name sets the stage for the entire customer journey.

It's not just a label. It's a feeling.

Think beyond functionality and consider the emotions your name evokes.
Does it hint at the experience you're creating?

A strong name invites consumers deeper into your brand story, and the
experience you invest in creating.

Choose wisely — it's the first impression that keeps on giving.



Test. Learn. Build.

Data on naming is your friend, but don't let it be your only guide.

When testing names, look for high-performers that click with your brand values and evoke your desired emotions.

But beware of the Unfamiliarity Complex — when a name is so out there, people can't wrap their minds around it, so they automatically discount it in favor of safer options.

Think 'Netscape' over Google. We all know how that played out.

Never ignore your instincts when choosing a name.



Spend now. Thrive now.

Imagine a rapidly growing brand hesitant to invest in a strong name because of a low 5-figure, one-time cost.

Compared to other marketing expenses, a good name delivers exceptional ROI over the life of the brand. It sets the stage for success — attracting customers, inspiring employees and shaping your brand's overall perception for years to come.

A powerful name is a long-term investment. If done well, it keeps paying off, decade after decade.

Don't let a short-term saving become a long-term roadblock.



Ditch lists. Tell stories.

When naming a new brand, don't overwhelm stakeholders with endless options. Present a shortlist of strong names, each with a clear, concise story.

Your story should connect the name to your brand vision and spark emotional connection.

Help stakeholders understand your rationale and get everyone invested in where you're going.

Stories are powerful tools for buy-in and alignment.



The End

That's it.

Start naming.

If you get stuck...

We are **here**.

Tanj

Change the world, one name at a time

Tanj.co