

Tanj

**NAMING**  
 **HOT TAKES** 

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# **INNOVATION TEAMS**

**EDITION**

By Tanj



# Finally, more than the usual

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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 Innovation Teams like yours.



# Uncommon names. Successful brands.

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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 →



# Assemble your namers!

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Don't rely on a single hero for your naming quest. Great ideas can come from anywhere! Here's your battle plan:

- **Build a Diverse Naming Squad:** Forget solo brainstorming. Tap into your team's collective word power — designers, marketers, copywriters — everyone can contribute. Go external, too — reputable naming agencies with solid portfolios can deliver exceptional value.
- **Learn from the Masters:** Study successful brand names in your industry (and beyond!). What makes them work? Adapt these winning strategies to your own naming process.

By fostering collaboration and learning from the best, you'll unlock novel, creative names.



# Name like you innovate

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You're constantly pushing boundaries, churning out fresh ideas at lightning speed. But those ideas need names — powerful names that capture attention and set the stage for success.

Here's the thing: naming isn't an afterthought, it's an extension of your innovation process.

- **Embrace the Naming Mindset:** Integrate naming into your innovation cycle. It's not just about the product, it's about the brand story you're building.
- **New Ideas, New Names:** Just like your innovations, your names should be fresh, unique, and designed to disrupt the status quo.
- **First Impression, Lasting Impact:** Your innovation's name is its introduction to the world. Make it count. A strong name creates excitement and fuels market success.

By integrating naming into your innovation culture, you'll unlock a powerful tool for differentiation and brand building.



# Name early. Innovate faster.

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Many innovation teams know that naming isn't an afterthought, but a key part of the process. Here's why early naming matters:

- **Concept & Name — A Powerful Partnership:** Don't wait for a finalized concept. Directional names can shape and refine your concept work. Exploring names earlier sparks creativity, opening conceptual and directional doors that might not be visible otherwise.
- **Unlock the Magic Spark:** The most impactful innovations often come from unexpected connections. Early naming fosters this magic by forcing you to see your concept through a new lens.
- **Refine, Don't Restrict:** Naming early doesn't mean locking yourself in. Think of it as an ongoing conversation, informing and being informed by your evolving concept.

By creating names earlier in your innovation journey, and iterating along the way, you'll likely develop a richer, more unified conceptual framework for your product and brand. That's a big win!



# Test. Learn. Refine.

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Great innovations are built on great data, and naming is no exception. Sure, creativity is the fun part, but true naming mastery involves a blend of instinct and research.

- **Understand What Works:** Utilize user testing and quantitative/qualitative research (think A/B testing, surveys, focus groups). Data will reveal insights about all aspects of your innovation along your development path. All of this influences where you go with naming.
- **Beauty & Brains:** Don't settle for "pretty" names. Test for memorability, brand fit, and how names impact purchase intent. This data will help you choose a name that performs as well as it sounds.
- **Invest in Testing, Reap the Rewards:** Testing is an investment in your success. The right data-driven name can generate demand, fuel brand loyalty and drive business results.

By embracing data-driven testing, you'll transform naming from a guessing game to a science. For more on how we think about naming research, check out this [post](#).



# It fits! And stands out!!

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Many innovative companies create unique names for each brand, tailoring them to specific markets and audiences. But what about brand consistency across your entire portfolio?

While it isn't always a priority, there's value in a cohesive portfolio of names, especially in certain sectors. A touch of brand synergy can build recognition for the company behind the innovation.

The key? Striking the right balance:

- **Distinct Names, Unified Spirit:** Craft names that reflect your overall innovation style, but also stand out within their own competitive landscape. Think of them as siblings or cousins — unique personalities with some family resemblance.
- **Build Brand Awareness, One Name at a Time:** Each launch should strengthen your company's reputation as a hotbed of innovation. A strong naming strategy ties these successes together, enhancing trust and boosting anticipation for future innovations.

By embracing this approach, you'll create a portfolio of powerful brands that stand out on their own, while simultaneously reinforcing your company's innovative identity.





# Only name what matters

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Innovation often involves an ecosystem of supporting elements: features, technologies, sub-brands. But when it comes to naming, prioritize ruthlessly!

- **ROI of Every Name:** Not everything needs a creative name. Ask yourself if a dedicated name will truly support the launch, or just create confusion. Invest your resources strategically for maximum impact.
- **Streamline for Success:** Especially in complex launches, prioritize a clear, powerful brand name. You can always add sub-names or feature names later, once your core brand identity takes hold.

By focusing your naming efforts on only the elements that matter, you'll create a launch that's clear, impactful, and primed for success.



# The End

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That's it.

Start naming.

If you get stuck...

We are **here**.

Tanj

**Change the world, one name at a time**

Tanj.co