

# Brand Naming: 2022 Review

What Happened & What  
It Means for You in 2023

If you read only one report on brand naming this year, make it this one.

Discover what happened across the wide world of naming in 2022, and what it means for how you name your new brand in 2023.

# The Big Picture

Trends in naming vary a lot based on industry and target audience. This year, however, we saw five macro trends endure or emerge. Some are from brands that gained significant traction in 2022 but launched prior. Others are from brands born in 2022.

Let's go. →

# Short w/ Punch

Naming 101 says the shorter, the better. In today's saturated markets, brevity is essential. Short, punchy names that stood out to us this year include **Brex**, **On**, **Pogo** and **Unna**.

# Simple but Significant

Another enduring trend we see is significance through simplicity. There's power in keeping a name pared down, straightforward and direct. Four recent brands gaining ground with names in this vein are **BeReal**, **Observe.AI**, **Brandless** and **Modern Fertility**.

# Uniquely Descriptive

Names that directly describe a product only work when you have a highly focused offering. In that case, you can create a strong, clear moniker that feels like it defines the category, without sounding generic. A few examples that we saw rise up in 2022 include **Athletic Brewing**, **Home Dough** and Apple's **Dynamic Island** feature.

# Flat-Out Fun

Across different sectors, we saw quirky, playful coinages like **Yitty**, **Olipop** and **Hiya**, plus fun foreign words like **Omsom** (a Vietnamese phrase meaning rowdy or rambunctious) lightening the mood.

# Borderline Outrageous

In crowded categories, brands that launch with “out-there” names can quickly differentiate. This approach may not be for everyone, but when done well, it’s something to behold. Boldly named brands that captured our attention in 2022 include **Liquid Death**, **Magic Spoon** and **Bored Ape Yacht Club**.

# Should You Rename?

Renaming signals big shifts, whether it's pulling away from unsavory associations with your current moniker or moving closer to an envisioned future. No matter how daunting it seems to pull up stakes, sometimes the time is ripe for change. Because a new name means a new view — inside and out.

Here are a few brands that made a splash with new names this year. →

## NOTABLE RENAMES



The Washington Football Team is finally known as the Washington Commanders after 87 years as the Redskins, an 18-month renaming journey and over 40,000 fan suggestions.



Microsoft trades the confines of the Office for the broader landscape of daily productivity. With a pandemic-driven shift in how and where we work, their first major brand overhaul in 32 years comes at the right time.



Formerly known as Corel (Cowpland Research Laboratory, named after its founder Michael Cowpland), the software company is now Alludo. Coined from the phrase “all you do,” the name captures their goal to reimagine the future of work.



After a public consultation process about the monkeypox name, the World Health Organization recommended renaming the virus to mpox. Though the disease was initially identified in monkeys, the virus’s name falsely suggested that the animals were the main source of the spread. It also played into racist and stigmatizing language, a distraction from the severity of the outbreak.

## OTHER RENAMES

IMDb TV



freevee

Known as Freedive and IMDb TV in its past lives, the streaming service is now Amazon Freevee — a free, ad-supported platform separate from Prime Video

Hermes



EVRi

For UK's biggest parcel delivery service, a move closer to the idea of delivering to everyone, everywhere

bill.com™



bill

Technically not a full rename, but a stripping of the .COM from the formal name. Keeping it short, friendly, conversational

Anthem.

Elevance  
Health

A softer approach (with a portmanteau of “elevate” and “advance”) as they go beyond health insurance to become a lifetime partner in the health of its members

LogMeIn®



GoTo

From a passive phrase to an active one — with a double meaning that underscores the brand's reliability

snap  
commerceSUPER!<sup>COM</sup>

Signals a move from commerce to fintech, with infinite possibilities for supercharging names under their umbrella (or cape?)

VIACOMCBS



  
Paramount

Shorter, less corporate, more evocative while leveraging Paramount's history in media


  
AngelList  
Talent


wellfound:

A clear move to branch out from the AngelList umbrella and focus on helping the startup workforce find what's next


  
Turkey


  
Türkiye

To strengthen national identity, the country wants to distance itself from colloquial connotations and avian associations

# What's up with naming in...

While macro naming trends certainly exist, we believe you learn the most by diving deep into specific industries.

Discover trends and opportunities in seven hot areas. →

# ... *Kardashianland*? Booze? EVs? Cookware?

## **Kardashian Family Brands: Keep Up with Them!**

The Kardashians have become prolific brand builders — but how good are they at naming? We survey their evolving portfolio of brands across cosmetics, personal care, shapewear and more.

▶ **READ MORE**

## **EVs: EVerything You Wanted to Know**

Tesla is no longer the only electric vehicle game in town. With nearly every automaker doubling down on EVs, we've spotted seven trends that will influence how the category is named for the next decade.

▶ **READ MORE**

## **Celebrity Spirits: Big Shots In Booze**

With a kiss of Hollywood fame, every kind of alcohol has the potential to turn into liquid gold. Take a look at who is capitalizing on their celebrity, and how they're naming their spirits brands.

▶ **READ MORE**

## **D2C Cookware: Cook Up Some Inspiration**

Quarantine cooking played a significant role in fueling the rise of direct-to-consumer cookware. These brands bring a fresh flavor to the products we use daily, and they each have an interesting story to tell.

▶ **READ MORE**

# ... All Types of Tech?

## **Fintech: It's a Jungle Out There**

With the number of fintech startups at an all-time high, there's a wealth of many naming styles and approaches within the industry. (Pun intended.) Learn more about what's happening with naming in this dynamic, ever-changing space.

▶ [READ MORE](#)

## **Supply Chain Tech: It Demands Creativity**

You might think that the supply chain is an unsexy area of the economy with uninteresting names. You'd be wrong – it demands real creativity.

▶ [READ MORE](#)

## **Femtech: A World of Opportunity in Women's Health**

Femtech is a category of tech-enabled products and services focused on providing solutions for women's health. It's a new and fascinating space, and a category that's bucking tradition, within naming and otherwise.

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# Time to Name-drop

We don't mean to brag, but we've done a lot of work we're proud of this year. 2022 has been a whirlwind for our team and our clients.

We saw an uptick in renaming professional services firms, a steady flow of new brands in fintech and gaming, an influx of real estate brands as the market peaked, and a wide range of other projects across a mix of industries.

Take a look at our new work. 

## **Orium**

Renaming a formidable player in composable commerce to reflect the future of the brand. This name channels a futuristic, cerebral vibe we've embraced in naming recently.

<https://orium.com>

## **SWOOPS**

Naming an amazing new NFT-based basketball strategy game backed by Gary Vee and Alpaca VC. This moniker has a fun, energetic vibe that felt right for a number of new brand names coming out of 2022.

<https://www.playswoops.com>

## **Transpond**

Renaming a marketing automation platform to tell a richer story and better connect with consumers. It has a more technical yet accessible feel that we're seeing an appetite for in certain categories.

<https://transpond.io>

## **chestnut**

Developing a go-to-market name for a VC-backed startup making waves in the financial and insurance advisors space. There's a quirky warmth to this name that we think makes it stick.

<https://www.chestnutfi.com>

**RQD\***



Naming a clearing technology business and brand that spun out of Volant Trading

**T R E E W A L K**



Renaming an up-and-coming accounting consultancy to tell a fresh new story to clients and talent alike – it's all about growth and finding one's way



Renaming a medical device from a technical, not-so-consumer-friendly brand name to a softer, gentler one



Renaming an iBuyer in competitive markets to show how they're putting agents back at the heart of real estate transactions



Naming a holding company to tell a better story around a collection of education-specific brands



Naming a fintech startup that is reinventing how software companies get paid and grow



Naming a new non-profit focused on revamping how companies and investors help employees reap the rewards of shared ownership



Naming a new children's savings account and financial educational app for a regional credit union

# Hello, 2023.

What can we expect for naming in 2023?  
We've identified ten possible trends and  
what they mean for how you name your  
new brand.

Are you ready? →

# Optimism in the Face of Uncertainty

The past few years have put us through the wringer: a global pandemic, war, social unrest, political upheaval, economic downturn. A sense of uncertainty still looms for many, but we see rays of optimism piercing the fog. There's an opportunity to meaningfully capture this in names that paint a brighter picture.

# Walk Your Talk

It's not business as usual, and consumers are paying attention. Diversity, Equity and Inclusion (DEI) and Environmental, Social and Governance (ESG) are more than just buzzwords. Brands need to go beyond lip service, step up and do their part in creating a better world — not just for some, but for *all*. In the world of naming, we see an even greater push to ensure names are screened with more depth, awareness and cultural sensitivity.

# Brand & Trademark Footprints Grow

Every brand is now a digital brand, even if you're a brick-and-mortar retailer or a restaurant. Your presence extends across more touchpoints and platforms than ever. With this new dimension to brand-building and the ability to create unique experiences (think Web3, the metaverse and beyond), the scope of a name as a trademark might ultimately expand beyond its initial focus. Ensure broader legal viability with names — it will be more and more relevant.

# Move Over, Millennials

Marketers have focused on millennials for more than a decade. But Gen Z is extending its influence when it comes to mindshare, and depending on the sector, share of wallet. Brands have a unique opportunity to lead with names that speak Gen Z's language.

# Going Global

Emerging markets in Asia and across the world are gaining importance as their economies grow. Naming for the U.S. market is challenging enough, but when you factor in how names travel globally, you quickly face new challenges: strategic, creative, cultural, linguistic, legal. Now, more than ever, implementing global best practices in naming will be key.

# The New New

Job cuts during a possible recession always lead to new startups, and thus new startup names. In the hyper-competitive world of trademarks and URLs, we'll likely see creative approaches to sidestep conflicts.

# Retro Revival

From Stranger Things to Hyundai's IONIQ 5, the '80s are back in a big way. With '90s and Y2K fashion finding another audience in a younger crowd, everything old is new again. What's the impact on naming? Brands could be down for retro or wacky names like Pogs and Snapple, or we may see a comeback of misspellings like Phat Farm or Orbitz.

# Strip It Down

Over the past few years, we've seen the likes of Weight Watchers and Lumber Liquidators evolve their businesses and shorten their names to acronyms that have room to grow (WW, LL). While this is a slow-burning trend, it's one that makes sense for big companies that need to make a change yet aren't ready to completely abandon the equity in their name. We expect to see more of this in 2023 as businesses shift to meet the modern world.

# Personification Reigns, or Wanes?

Casper, Oscar, Marcus — brands that leverage given names have been hot for a while. It's an easy way to give a brand character, making it feel approachable, familiar and fun. But it's so visible in so many sectors, especially in D2C brands. Are its days numbered?

We think it'll slow down in 2023, but this trend might not be quite ready to disappear.

# Keep It Simple (& Short)

Short-form video, experiences and interactions will continue to grow. Your time to connect and frame the right message will not. You need to pack a lot into a little, and the name is the natural spot. 4 to 6 letters. Boom.

# Tanj Who?

Tanj is an NYC-based brand naming and language studio. We believe that words empower people and propel brands to achieve great things. So we help clients change the world — one word at a time — by doing only what we do best.



- ▶ **Brand Naming**  
Capturing the essence of your brand, right in the name. For products, companies and more.
- ▶ **Brand Language**  
Revealing your brand's purpose. Crafting strategies, stories and copy that people believe in.
- ▶ **Data & Research**  
Testing names, concepts and messages with your audience to figure out what sticks, and why.

# Say Hey

Need help naming or renaming?

You know what to do.

- ▶ <http://tanj.co>
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- ▶ [hello@tanj.co](mailto:hello@tanj.co)