

### Brand Name Selection.

- # A good brand name is not just something that looks cool on your business and it is not great just because you like it. It is great because it communicates something to customers.
- # The need for good brand name originates with customers, and customers will always want convenient way of identifying, remembering, discussing and comparing brands.
- # Choosing a brand name is a multistep process now.

### Steps in Brand Name Selection :-

#### ① Introduction :-

- # Describe the thing you are naming i.e. Is it a company, a product or service.
- # What makes it unique
- # What you want it to be best known for.
- # Get a clear idea of what your name needs to communicate.
- # Map your competition
- # Understand the landscape where your brand will exist

#### (2) Think what makes a Good Brand Name :-

- Should be →
- # Meaningful - cultivate a positive emotional connection, communicate your
- # Distinctive - unique and differ from competitors
- # Accessible - People can easily interpret it  
Spell it etc
- # Protectable - i.e. you can trademark it

# future proof :- It can grow with company and maintain relevance.

# Visual → you can translate / communicate it through design, including icon, logo or colour etc.

### (3) Make list :-

Divide your name (brand) by categories →

(a) Descriptive - name that describe what company does like Snapchat / Direct TV etc

(b) Suggestive - They set an remembrance mood for Brand like Apple, Red Bull, uber etc.

(c) Abstract - Brand should give new meaning and made up of words that have a strong memorable sound.

(d) Legacy - These include founder's name ie Adidas, IBM etc.

Choose any category of your choice.

### (4) find the Right Name :- ie from →

# Domains → Best a name

# Available URL → Brand Bucket

# Through Expert team etc. But name should be different from competitors.

### 1) Brainstorming →

# Gather your stakeholder, Creative people expert and management team

# Host a Structured Brainstorm

# Provide Guidelines for selection process

# Ask the team to shortlist few consented brand names.

(6) Back Ground Check :-

- # Find out whether these names are viable
- # Do a search to see if they already exist or not
- # Research the names in case they have a negative connotation in other culture or language
- # Keep editing until you have only 01 or 02 names left in selected category

(7) Test :-

- # How when you cleared legal hurdle, time is for mockups or test
- # Select few target customers and send them these selected brand names and ask them to finalize their favourite one
- # Repeat this exercise several times on different customer groups.

8) Final Selection :- finally common name (from different customer groups) is selected and is ready to put on the product so that a different identity can be created.



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