

More Than Just Scores: How to Improve Your Naming Development

Memorable, evocative, pronounceable and globally accepted – a new name has a lot of boxes to check. Oh, and don't forget establishing the foundation of a brand's image. If done well, a name should last a lifetime.

Only 60% of new products do any research on the name. And the name is one thing you don't typically change. That's why you need a multi-dimensional understanding of what your winning name communicates to set you up for long-term success.



Mapping Your Journey

Know which questions to ask during each stage to help you pick the winner.

Name Co-Creation



What are consumer reactions?

How would they co-create new ideas?

How do you evolve with new names and positioning?

Name Screening



Which names drive greatest interest and why?

What name fits best with our brand/positioning?

What do names communicate?

Name Imagery & Evaluation



What comes to mind when consumers hear this name?

What emotions & imagery does name elicit? Why?

Which name drives greatest interest & why?

Does this name deliver positioning benefits?

#naminggoals



Memorable



Protected or protectable



Suggests product benefits



Easy to pronounce



Communicates product imagery & positioning



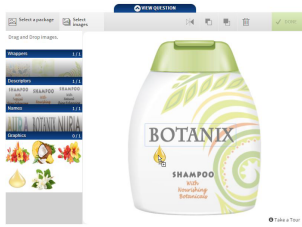
Globally acceptable



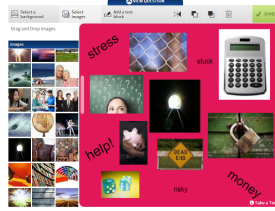
Elicits an emotional response

Customize Your Approach

The approach we develop is based on the stage of your journey.



Name co-creation



Name screen with implicit reactions



Name imagery & emotions

Improve Your Name Evaluations

In a world that is moving at warp speed, you need more than scores or gut decisions to identify a winning name. At buzzback, we scale up using our proprietary and creative techniques to deliver a multi-dimensional and holistic evaluation, quickly & efficiently.

Key Metrics

Know which is best – what scores highest? What scores lowest?

Purchase Interest

Appeal

Uniqueness

Product/Brand Fit

Memorability

Elevate

Exploring the why – understand associations and receive invaluable consumer expressions.

Key Takeaways

Diagnostics

Word Associations

Consumer Language

Give it Life

Go from 2D to 3D – understand what your name communicates on multiple dimensions.

Consumer Co-Creation

Emotions & Imagery

Brand Personality

Positioning Benefits

For more information, or to get started on your next name evaluation, email info@buzzback.com.