



GREAT NAMES WANT OUT

GREAT NAMES

The unceasing demand for a memorable Name that'll work on Main Street, on Social Media, as well as everywhere else on the Internet, means that potential Brand Names have been literally 'Hoovered' out of the dictionary.

All the usual suspects: business nouns and verbs, consumer catchwords, slang-words, texting acronyms have long gone. Finding a catchy Name everyone finds memorable is infinitely more difficult than ever it was. So you've got to be prepared for the long haul.

There's no foolproof 'Naming' process. No hard and fast rules to finding the 'right' Name. There's only diligence, hard work...and not a little luck.

It's true, a Brand Name should always reflect the core values of an organization or product. Be relevant and appropriate. Be honest and authentic, never cosmetic. (It's never wise to paint lips on a pig.)

I've helped name a national juice chain; Hi-Tech companies; a Bio-Tech company; performance-enhancement devices for an international Sportswear Brand; various pharmaceutical products; baby-foods; confectionaries; even a publishing company.

Care to have me run some new Names by you when next you're looking...
To Name Names?

TONY BROADBENT

INSIGHT | STRATEGY | IDEATION

tony@tonybroadbent.com | www.tonybroadbent.com