

Video

- 1) Choose a category for your brand name and avoid eponymous names unless you have a big ego. This involves selecting one of the seven different categories of names and avoiding eponymous names unless it aligns with your brand strategy.
- 2) Create an associative name that reflects imagery and meaning, as associative names are particularly effective for creating memorable brand names. This can involve using real words, composite names, or invented names that evoke imagery and meaning.
- 3) Choose a brand name that represents a big idea, not just what you do. A powerful brand name should stand for a big idea that goes beyond describing who you are or what you do, capturing the essence and vision of your brand.

The video mentions three types of brand names:

Categories: These are names that fall under one of the seven different categories, such as descriptive names, founders' names, or acronyms.

Associative names: These are names that reflect imagery and meaning, and can be real words, composite names, or invented names.

Non-English origins: These are brand names that are derived from non-English languages, such as Amazon, Samsung, and Alphabet, which have origins in different languages or cultures.

Category: Coca-Cola, which is a descriptive name that conveys the product category of carbonated beverages.

Associative name: Nike, which is an invented name that reflects the Greek goddess of victory and conveys a sense of athleticism and success.

Non-English origin: Toyota, which is a brand name derived from the Japanese language and represents the company's roots in Japan and its commitment to quality and innovation.