**To:** Estrella Hortada, Vice-President of Marketing, Amazing Beverages Inc.  
**From:** Md Asif Karim, General Manager, Amazing Beverages Inc. Soft Drinks Division.  
**Date:** 12-03-2025  
**Subject:** Recommendation for Brand Name of New Cola-Based Soft Drink

Following your request and a thorough investigation undertaken by our marketing team, backed up by external research, this letter makes a proposal for the brand name of our new cola-based soft drink. This recommendation considers consumer preferences, legal advice, and the unique character of our product.

**Consumer Preferences**  
According to a recent survey conducted by Market Research Inc. in September, involving 1,000 men and women aged 15 to 34, the responses were as follows:

* **OK Cola:** 15% preference among both men and women
* **Keen!:** 40% preference among men and 60% among women
* **Fizz/Bang:** 45% preference among men and 25% among women

The data clearly shows a strong preference for **Keen!** among our target demographic, particularly notable among female consumers.

**Findings and Analysis**

**Survey Results**

The consumer survey of 1,000 people aged 15-34, of which we believe Keen! is the most popular, is separated into two sections: women's preferences and results for both genders. According to the study, women were the most likely to have favorable opinions of Keen!, with up to 60% liking it, while males, surprise, made up 40% of the most inclusive name. Fizz/Bang received 45% of votes from men, but just 25% from women. OK Cola is the least popular product, with 15% interest from both male and female demographics.

**Brand Appeal**

Keen! offers the impression of being active, passionate, and current, all of which appeal to a younger audience. Punchy and memorable (includes an exclamation mark! Essential for a new product to stand out in the soft drink market. OK Cola, on the other hand, is unremarkable, which is hardly a good depiction of its adventurous and refreshing flavor. While Fizz/Bang is light and relevant to their product (all that fizz), it may come across as immature or too casual.

**Legal Considerations**  
According to Diefenbaker Holmes & Partners, our legal counsel, the suggested names do not violate any already-existing trademarks. But before deciding on a brand name, they suggest doing a thorough trademark search. It is essential to guarantee the brand's safety and distinctiveness in the marketplace.

**Recommendation**  
Based on the survey results and legal advice, I recommend adopting the brand name **Keen!** for the following reasons:

**1.Market Appeal: Keen!** has a strong appeal, especially among women, who are a significant consumer base for this product.

**2.Distinctiveness:** The exclamation mark in Keen! makes it feel exciting and unique. This matches its bold taste and strong fizz, helping it to grab attention in the market.

**3.Legal Safety: Keen!** is likely the safest choice for avoiding trademark issues, if our lawyers do a detailed check and agree it's okay.

**Conclusion**  
In conclusion, choosing Keen! as the brand name for our new cola-based beverage ensures legal compliance while providing the optimum fit with customer tastes and market dynamics. This brand shows off the drink's special flavor well and is ready to grow and get more known.

Best regards,

Md Asif Karim

Soft Drinks Division, Amazing Beverages Inc.