

Project Development Phase

Utilization of algorithms dynamic programming optimal memory
utilization

Date	3 November 2023
NM ID	NM2023TMID02686
Team Leader	4D21A5C50AF556B843740F0BC6A08256
Team member 1	6DE924429DF412F995C4F1EE65575B7E
Team member 2	EFB8ED0F739692E8D7E44F7D8E5E9DB3
Team member 3	ED4AABD1B82CD2E8B464A8282C13431D
Title	To Create Brand Name, Brand Mail and Brand Logo in Canva.

Brand Name

Algorithms can be used to generate and evaluate brand names in a number of ways.

1. Generate a list of potential brand names based on keywords, industry, or target audience.

Make A List of Brand Name Ideas:

- Royal Clockface
- Tick Tock Time
- The Vigilant
- Watch World
- Always On Time
- Royal Timezz
- Global Watches
- Swiss Time
- Ionic Watches
- Watch Link

2. The algorithm would then evaluate the memorability, uniqueness, and relevance of each potential brand name. For example, the algorithm might eliminate names that are too difficult to pronounce or spell, or names that are already in use by other companies

Eliminating names that are difficult to pronounce or used by others

- ❑ Swiss Time
- ❑ Royal Timezz
- ❑ Ionic Watches
- ❑ Royal ClockFace
- ❑ Watch World
- ❑ Always On Time

3. The algorithm would then check the availability of each remaining brand name as a trademark. If a name is available as a trademark, the algorithm would add it to a list of recommended brand names. Then from the list most suitable one is selected.

Brand name: Royal Timezz

Brand Email

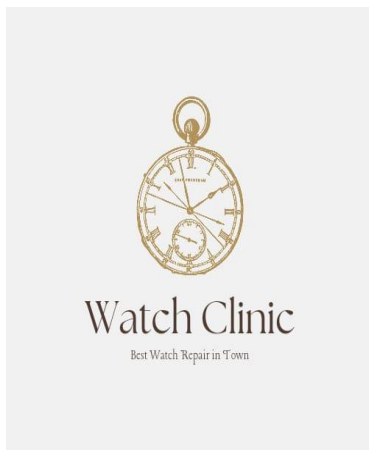
Algorithms can also be used to create personalized and effective email marketing campaigns.

1. The algorithm would start by segmenting subscribers based on their interests and demographics. For example, the algorithm might segment subscribers by gender, age, location, and purchase history.
2. The algorithm would then create targeted email content for each segment. For example, the algorithm might send an email to female subscribers with new arrivals in the women's clothing section, or send an email to male subscribers with a sale on men's shoes.
3. The algorithm would then optimize the timing and frequency of email sends. For example, the algorithm might send emails to subscribers on their birthdays or on the anniversaries of their first purchase.

Brand Email: royaltimezz6@gmail.com

Brand Logo

1. Algorithms can also be used to generate and evaluate logo designs. Generate a variety of logo designs based on keywords, industry, or target audience.



2.The algorithm would then evaluate the aesthetic appeal, relevance, and uniqueness of each potential logo design. For example, the algorithm might eliminate logos that are too complex or difficult to reproduce, or logos that are similar to the logos of other companies.



3. The algorithm would then present the remaining logo designs to the client for feedback. The client can then choose the logo design that they like best.