

# BRANDING AND NAMING

Professor Karl T. Ulrich



# Introducing Jutebox

Finally, High Performance Packaging Insulation That Consumers And Companies Feel Great About Using

## What is Jutebox?

Jutebox is a high performance, earth friendly insulation solution developed by TemperPack to serve the rapidly expanding e-commerce food and biopharmaceutical industries.

ORDER NOW

## Dot-Com Availability

- In most cases you should have full dot-com availability.
- Ideally, no hyphens or special characters.
- Preferably not .net, .org, or other top-level domains.
- Even country domains (e.g., name.cn or name.in) not as important as .com.



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## The Technology

### SawStop Saws Detect Contact With Skin



The blade carries a small electrical signal, which the safety system continually monitors. When skin contacts the blade, the signal changes because the human body is conductive. The change to the signal activates the safety system.

### How It Works



# Evokes the thing it names?

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## Global Issues

- Often a name based on Roman alphabet can work globally.



- For countries with different alphabets may need global variants or dual brands.



# Naming Criteria

- You may legally and practically use the name (e.g., dot-com domain available, trademark)
- Evokes the thing you are naming
- Positive associations
- Easy to say
- Unambiguous spelling
- Memorable
- Not too long
- (All in the context of target global markets.)



## 1 Generate Lists of Chunks

### Dictionary Words

saddle	soft
seat	fast
bike	next
bicycle	roll
ride	flex

### Proper Nouns and Derivatives

Bentley  
Alp D'Huez  
Swiss  
Armstrong

### Other Roots

(often from Latin or Greek)

legger  
velo  
stadio  
corsa

### Affixes (and other bound morphemes)

pro-	-city	-max-
neo-	-tech	-star-

## 2 Manipulate Chunks

Use Directly

Combine

Mutate

Affix

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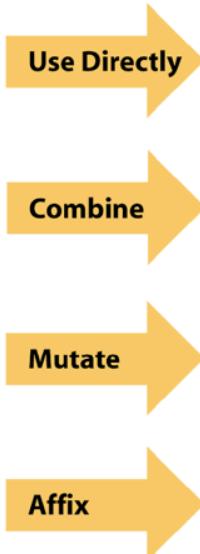
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### Natural Names

*simple* Ride  
Armstrong  
Stadio

Examples  
Amazon  
Blackberry  
Saturn  
Spaulding  
Trek

*compound* Softride  
Nextride  
Flexseat  
SwissFlex  
Velosoft  
Proseat  
Flexmax

Apple Computer  
Betty Crocker  
BearingPoint  
Boston Dynamics  
Microsoft  
ScoopFree  
SiliconGraphics  
Terrapass

### Synthetic Names

*simple* Zeat  
Flast  
Rollo

Bing  
Google  
Kodak  
Viox  
Xootr

*compound* Nexride  
Sofrol  
Neoflex  
Swistar  
Saddio

eBay  
FedEx  
XPULT

# Name Analysis

	Length (N)	Length (1-3)	Associations	Spelling	Tone of Brand	Ease of Saying	Score
nexride	7	3	3	2.5	3	2	90%
sofrol	6	3	3	2	3	2	87%
sofroll	7	3	3	2	3	2	87%
zetaflex	8	2	2	3	3	2.5	83%
crosela	7	3	2	2	3	2	80%
sofsella	8	2	3	2	3	2	80%
tushturn	8	2	3	3	1	3	80%
softurn	7	3	2	2.5	2	2	77%
sofmont	7	3	2	2	3	1.5	77%
flexsella	9	1	3	2	3	2.5	77%
nexmont	7	3	2	2	2	2	73%
flexella	8	2	2	2	3	2	73%
crosella	8	2	2	2	3	2	73%
flexglide	9	1	2	3	3	2	73%
swivelride	10	0	3	3	2	2	67%
flexmont	8	2	2	2.5	2	1	63%
crossglide	10	0	2	3	2.5	2	63%
nexmount	8	2	2	2	1.5	1	57%

**Note:** all names were fully dot-com available.

Help us pick a name for our new bicycle saddle company.

Our company's first product is a novel bike seat that increases comfort through the use of a flexible, pivoting seating surface.

Please tell us what you think about these options.

(This should take you about 5 minutes in total.)

>>

	Your Rating					Any comments? (optional)
	hate it	not so good	meh	pretty good	love it	
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Nexride	<input type="radio"/>					
Zetaflex	<input type="radio"/>					
Flexella	<input type="radio"/>					
Flexglide	<input type="radio"/>					

Randomize  
order in  
survey...

Without going back to look, please list any of the names you remember.

>>

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**Nexride®**

  
**NEXRIDE**

**NEXRIDE**

  
**ne|ride**



**nexride**

