Amazing Beverages Inc.

Interoffice Memo

**DATE:** July 5, 2023

**TO:** Estrella Hortada, Vice President of Marketing

**FROM:** Neron Parmar, General Manager - Soft Drinks Division

**SUBJECT:** Recommendation for Brand Name of New Cola-Based Soft Drink

I am pleased to present our recommendation for the brand name of our new cola-based soft drink, based on the survey results, legal advice, and our own evaluation. After careful consideration, we recommend adopting the brand name "Fizz/Bang" for the following reasons:

**Survey Results:**

According to the survey conducted by Market Research Inc. in September among our target consumers (men and women aged 15-34), "Fizz/Bang" received the highest overall preference, with 45% of men and 25% of women selecting it as their top choice. This indicates a strong appeal among our target demographic and suggests that the name resonates with their preferences. "Fizz/Bang" stands out from the other candidates, "OK Cola" and "Keen!" in terms of uniqueness and imagination. It captures the essence of our new soft drink, which consumers described as having a sharper, stronger taste and more fizz than other cola beverages. The name "Fizz/Bang" effectively communicates these key attributes, which can help create a memorable brand image.

**Legal Opinion:**

Our legal advisors, Diefenbaker Holmes & Partners, have provided a preliminary opinion that none of the proposed names infringe on existing trademarks. However, they emphasize the need for an extensive trademark search before officially registering and using any of the names. We will proceed with the necessary due diligence to ensure legal compliance and protect our brand identity.

Considering the strong preference expressed by our target consumers, the distinctive and imaginative nature of the name, and the preliminary legal opinion, we believe that "Fizz/Bang" is the strongest choice for our new cola-based soft drink. This brand name has the potential to capture the attention and loyalty of young consumers, while accurately representing the unique character of the beverage.

We recommend moving forward with the necessary steps to complete the trademark search and register the name "Fizz/Bang" for our new product. This will allow us to establish a strong brand presence and capitalize on the positive consumer response we have received so far.

Thank you for considering our recommendation. Please let us know if you require any further information or assistance in this matter.

Sincerely,

Neron Parmar

General Manager - Soft Drinks Division