

# CREATING NAMING OPTIONS

1.

## IMMERSION

- Understanding the proposition
- Your marketplace and competition
- Approach to naming in your sector



2.

## IDENTIFY THEMES

- Which areas are fertile ground for exploration?
- Creating workshop exercises to examine them



3.

## CREATIVE BRAINSTORM

- Workshop to explore themes
- Your team can be involved – or you can leave it to us



4.

## RATIONALISE

- Reduce the workshop outputs into a report with rationales
- Top line research for availability – including other brands using names



5.

## PRESENT AND REFINE

- We talk through the naming options with you and take your feedback
- We can hone in on a particular theme for further development



## WHAT WE NEED YOU TO DO

- Start early – this can be a lengthy process
- Don't settle on one name straight away – it can make life difficult if you later find it's not available in one of your markets
- Get your lawyers involved – they'll need to oversee global searches and start the trade marking process

