

HOW TO CREATE A GREAT BRAND NAME



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By Eugene Okpeki

There is an estimated 300million brands in the world. Some brands as big as apple and coca cola, others as small as a one-person business. With so many brands in the world is getting harder to create and find a unique brand name. here three steps to creating a unique brand name.

STEP ONE:

Select what type of name you want.

They are seven categories of names and almost every brand name in the world falls within one of these categories:

1. **Eponymous Names:**
Works by embodying the visions and believes of their founders. Examples Adidas, Disney.
2. **Descriptive Names:**
Works by telling exactly what the company does. They are much harder to earn and protect. Example American Airlines.
3. **Acronymic Names:**
Works by showing hand version of descriptive names. Examples GTB, KFC.
4. **Suggestive Names:**
Works by suggesting attributes or benefits from real words.
 - **Real word:**
Can be gotten from the dictionary. Real words might seem like a great idea, but in a world of over 300 million businesses is getting harder to find a name. Example Uber, Zenith.
 - **Composite word:**
Created by gluing two words together. These names can be

really memorable. Examples Facebook, Rayban.

- **Invented word:**
Works by changing, adding or removing letters for impact. Inventing names can be unique. Because, its so hard to find real words. Example Pinterest.

5. Associative Names:

Works by reflecting imagery meaning back to the brand. Example Redbull associates to drink with bull like qualities such as power and confidence.

6. Non-English Names:

Derived from non-English languages. Example Samsung which means three stars in Korean.

7. Abstract Names:

These names rely on the power of phonetics and have no intrinsic meaning. Examples Rolex, Kodak.

STEP TWO:

Decide what you want the name to say:

1. **Descriptive + functional**
Talks about who created the brand example Dell, what you do example Microsoft, where you operate Southgate.
2. **Idea + Emotion**
They stand for a big idea Once who translate to emotional appeal. Example Apple is about simplicity and usability.

STEP THREE:

Check that the name is available and if it means anything negative in any language.

BRAND NAMING

By Emmanuel O.E.



Brand name is a serious idea that necessitates a thorough comprehension of the company and the intended market. I wouldn't suggest branding your brand without first consulting a professional in the field. Understanding the business environment in which you operate is essential for brand branding. Since a company's name frequently serves as potential clients' initial impression of the brand, taking the time and making the effort to properly name your business can pay off in the long term.

So what exactly is a brand name?

The process of giving your business a descriptive name is known as brand naming. Even while most brands choose different naming conventions, certain names, like "emeka and son," don't actually identify the business; instead, they just list the owners. Here are some guidelines to follow in order to guarantee correct brand naming:

1. **Relevance:** Ensure the name reflects your brand's essence, values, and offerings. It should resonate with your target audience and communicate the right message about your brand.
2. **Distinctiveness:** Aim for a name that stands out from competitors and is memorable. Avoid generic or overly

3. **Simplicity:** Keep the name easy to spell, pronounce, and remember. Complex or hard-to-pronounce names can create barriers for potential customers.

4. **Versatility:** Consider how the name will translate across different platforms, languages, and cultures. A name that works globally can help facilitate expansion efforts in the future.

5. **Availability:** Conduct thorough research to ensure the name is not already trademarked or in use by another company in your industry. Check domain availability for your website and social media handles.

6. **Longevity:** Choose a name that can grow with your brand and remain relevant over time. Avoid trends or fads that may quickly become outdated.

7. **Legal Considerations:** Consult with a legal professional to ensure the chosen name is legally viable and doesn't infringe on existing trademarks.

8. **Feedback:** Gather feedback from stakeholders, employees, and target customers to gauge their perceptions of the name and make any necessary adjustments.