

WHAT IS IN A NAME?

According to some studies, around 77% of customers still make purchases based on their perception of a brand name. Use the activity below to help you come up with your name.

GATHERING IDEAS

Write down the adjectives that describe your brand, products and services

Describe what you want your customers to feel when they think about your business

TYPES OF BRAND NAMES

DESCRIPTIVE

Names that tell your audience what you do or what you make. E.g. General Motors

MADE-UP NAMES

These are entirely new brand names. E.g. Google or Kodak

METAPHOR

Some names take inspiration from other parts of the word and uses them as metaphors. E.g. Nike is named after a Greek goddess.

ACRONYMS

Some of the best brand names involve keeping it short. You can try using an acronym. E.g. Donna Karen New York is better known as DKNY

COMBINED WORDS

A name could include a combination of two words. E.g. Facebook