



The Naming Guide

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Every hour, every day, some desperate attempt is underway to find a great business name for something.

There are too many options and methods.
Here is a checklist to help you stay on course.

Over the years, the naming issue has become far more complex.

For any name today, there are dozens of key applications where a name must be fit to run the marathon, as a name, in print, trademark, social media, domain name, a possible gTLD dot brand, and many more.

The slightest mistake will end up costing you a fortune in wasted promotions, trademark battles, name modifications or an all out name change.

The smart decision is to select the right name right from the start, by following the rules and doing solid homework to avoid public embarrassment

Global Cyber Name Expansion

No matter how big or small the operation, your name identity, whether just a name or a huge digital brand on cyber space will all have to line up and salute the global domain name expansion. The future of any name identity is directly dependent on how will they skate on borderless platforms. This subject is getting more exciting and equally very intricate by the hour demanding new age skills and novel techniques. The corporate nomenclature issues are percolating towards top of the agenda all over the world

What Are Good Names?

There is no such thing as a good name

There should only be a search for right names

The name must be right. It should fit like a glove on value offerings and targeted fronts, and deliver a knockout punch on trademark tests.

What looks good for one successful company can be a disaster for others. The majority of business names is diluted. Copycats copying copycats. Maybe unintentionally.

Rules of Naming

Naming, to deliver the right message

The challenge will be for the message to match the name

Naming, for the right customers

No one has the entire world as a customer, sort out your demographics

Naming, for the right market

The world is large and complex, select your territories

Naming, for the right image

Identify the various levels, types and styles with options

What a Name Is Not

The name is not an advertising campaign

Most often, the corporate agenda becomes blind-sighted in the frenzy of a campaign and becomes swayed by names that may fit the colors or the slogan instantly but often become useless by the next season, as campaigns are changed.

Advertising, branding and re-branding changes with each campaign

Logos and slogans come and go. Names stay forever

A name is not a beauty contest

Graphic renderings cause irreparable damage by covering up the disfunctionalities which suck up profits forever, with a lingering performance in the marketplace.

A name is not a song

Slogans are good, but they are not names. They are not to be confused with naming prerequisites. Most slogans become changed leaving disjointed and isolated names behind

A name is not a logo, enough said

Graphic support, slogans and ad campaigns are very essential only after the right name has been selected, registered and launched under a long term naming agenda.

A naming agenda most of the time is very different than an advertising or branding theme or agency's agenda. The naming incorporates other legal and corporate affair issues.

Doing naming in reverse is a total disaster.

The Deadly Sins of Naming

Focus Groups, Freelancers, Contests

Avoid the ad-hoc pooling of names from uninformed and unqualified entrants. It multiplies the risk and overthrows logical and custom approach. This only result in delays and huge legal costs at early stages of trademark screening leading to complex trademark battles

Why Meet the Person?

Never get swayed by the final name suggested as the outcome of a specially assembled team effort. Be prepared to forget the thoroughbred and settle for a zebra.

Always, meet the person who has created the name and have an eyeball to eyeball discussion in your boardroom. Go over the rationale and reasoning to match the future goals of the project. It's imperative to know who has named your future empire or carved a path to expensive agony. Anything else is simply the blind leading the blind

Choosing the name will be one of the most critical decisions for the organization

Naming of a Name Identity

It makes no difference what you are naming, a name is name identity in the end and it must work like a marketing weapon on all fronts. Don't get swayed by the fancy term of 'verbal branding'. These days, names are more typed than enunciated. A name is not a trophy to stand on an altar. It's a living organism to drive your complex and global marketing future.

The notion that company naming is different from casual product or service naming will only result in post-launch embarrassment. Follow the right procedures, each and every situation, and each and every time.

The higher the profile of the image, the more responsibility is needed to find the right methodology. All naming issues are serious issues.



Free Names Are Most Costly

Creating a name through random internet research and skimming over the yellow pages, you are creating an invitation to future legal problems.

A decade ago you would get away with any kind of name and hoped it would become a darling sooner or later, but not any longer. The complex varieties of so many platforms the name has to skate on, from print to cyber from basic domain to gTLD platforms, all demanding special skills.

Be very careful when relatives and friends chip in, they mean well but have no clue about legal costs and long term future challenges of a name in your very market place. Casual naming is most dangerous.

Follow the procedures, rules and laws of corporate nomenclature, and all the related issues from trademark registrability to languages and phonetics to secondary connotations and marketing implications.

If you really like naming, why not become an expert, get some formal education and training and commit yourself like any other profession. But you wouldn't try 'do it yourself dentistry', or did you?

Creating Marketing Weapons

Naming is positioning

If you have already identified a special path to arrive and know how to design the name vehicle to get you there.

Naming is branding

If you know the acute differences between branding and advertising and can count on bold value creation decisions

Naming is marketing

If you can identify the path and handle such marketing weapons

Naming is Image

If you know the options and select the precise style with reasons for that desired image

Naming is everything

If you know what's 100% exclusive ownership of a name identity only then can you understand the infinite power of this thinking

Identify Naming Philosophy: The Most Critical Issue

There are several schools of thoughts on selecting a name.

Make sure you understand these drastically different schools, select one close to your corporate personality, marketing strategy and target goals but be fully aware of the options.

This phase will consume most of your energy, but expect good results.

The best way to ensure long-term peace of mind is to tackle the philosophical implications head on this way the outcomes of various methodologies will prepare you in advance.

Naming Expertise & Prerequisites

The role demands a solid experience of previous naming that clearly demonstrates successful national, and most importantly, global launches. First timers to naming projects must show formal education on national or global naming issues, full understanding of trademark issues, domain name registration and cyber squatting problems, understanding of key languages, translation and deep appreciation of global marketing challenges and gTLD aftermarket.

The above are the minimum requirements to justify dabbling in a significant naming task. Such capabilities require skills to interface legal and global complexities involving domain names.

Trademark expertise component demands successful trademarks and Intellectual Property practice with diverse national and global naming experiences

Acquire a deeper understanding of the real ownership of a name identity

Clarify if the naming team has any idea of typical litigation cost in a trademark conflict, and the branding and re-branding costs to support bad names, and the PR cost when names cause public embarrassments for becoming jokes.

Anyone can come up with a name. Anyone can fly, but a frequent flier is neither quailed nor trained to fly a jumbo jet.

Five Star Standard of Naming

Global naming expertise must demonstrate deeper understanding of corporate nomenclature and also the Five Star Standard of Naming

Visit the site and be ready to face the truth www.fivestarstandard.com



Name Evaluation Report

Figure why the management is so scared of a name evaluation report; what are the hidden issues that everyone is so afraid of.

Welcome to the Most Commonly Used Methodology

Under the common silo approach where focus groups, freelancers and creative teams pool together a large list of names, in another silo legal teams do the expensive screening, while far away the marketing branding teams assess the suitability, while the CEO at the top floor in the end throws it all out and process starts all over again. Sound familiar?

Symptoms of Bad Naming

All the good names are gone. Really? This is just a myth successfully created by people who are not really qualified for this mandate

Nevertheless, if the excitement of a naming exercise becomes the topic of wild chit-chat at the water-cooler, the dangerous symptoms should become obvious. The naming teams or the namers end up with a special type of name. For example:

A cute name to make the naming team feel good

A trendy name to feel safe

A catchy name to feel smart

A complex name to feel genius

A misspelled name to feel literal

A goofy name to feel hip

A borderline crazy name to feel rebellious

A dramatic name to feel sexy

A totally nonsense name to feel overly creative

Naming Is Not a Creative Exercise

It's a very serious black and white tactical maneuver of key issues of corporate nomenclature rules, trademark implications and several related skills applied with a long term sober analysis to avoid wasted legal and name justification battles

Simple analogy, it's not like a game of Scrabble, but more like drafting a 200 page leasing agreement

This is why 95% of names end up becoming more of a liability. The minute the gloss disappears and the realities of legal and marketing issues start biting the cash flow is the point where the shortcomings of the name should become obvious.

Step By Step Choosing a Name

As a dry run, explore the following constraints and qualifiers:

A name must be easy

A name must match the idea

A name must be suitable

A name must be memorable

A new name must be available

A name must be registrable

A name must be trademark-able

A name must be globally protectable

A name must have a matching dotcom

A name must be able pass gTLD application

A name must match the targeted concepts and goals

Who's laughing now? This scrutiny is not funny at all.

It's a very serious headache if the project is worthy enough to play out any significant role in the national or global market. Apply such standards to any name you see around you right now. You will realize the logic behind the argument.

Call Your Game

Identify early if the name search is a fun and hip exercise to please and accommodate as a cause for celebration. Or is it a tactical maneuver to outsmart the competition by creating a marketing weapon to achieve domination via name identity?

Big Questions of Today

Why do you already have too many or too few names?

When did you have a formal name evaluation report?

Under what nomenclature guidelines you have structured multiple names?

What is your domain name management policy?

What is the real power of your domain name?

If you missed a matching dotcom what price are you paying for not having it?

What is your long term policy to deal with ICANN gTLD dot brand issues?

What are your new options to create sub-domain brands under new gTLDs?

What expertise have you assembled to deal with your names on social media?

When will your teams be able to achieve market domination via name identity?

When will you have designated people to tackle all such issues?

What strategic planning do you need today to correct such issues?

The ICANN gTLDs

If your business is a respectable size but your teams have no commanding knowledge of the global gTLD implications, it would be like driving a car without an engine.

The global naming complexities and trademarking procedures have caught fire, the digital branding and social media has changed the game and ICANN gTLD name brand identities will write a major chapter in branding history.

What part of this is still unknown to your teams? The sooner you know the better.



Name Evaluation – Basic

Here are the obvious and basic issues

How does your brand name identity sound on the phone?

How about its sound to global customers? Ouch?

Is the name high recognizable, truly?

Is the name very distinct, honestly?

Why the name is too long, and with more than one or two words?

If you missed the dotcom, where is the power of your domain name?

Why can your name be spelled in 10 different ways?

Is this the main reason no one can find it on Google?

How naked is the name on social media without logo or slogan?

Where does this name fit for a gTLD?

But why and how will it circumnavigate all the new-age of internet issues?

Name Evaluation Report – Advance

Here are the issues when domination via name identity surfaces

What rules of corporate nomenclature apply to your name favorably?

What are the positive or destructive features in your name's alpha-structure?

What percentage of your advertising dollars is being wasted?

What hidden messages is your name emulating?

At what point in time will your name become a liability?

What are the opportunity losses and name visibility options?

Why and how will the gTLD game change the destiny of your name brand?

How why and when should you modify or change the name identity?

Who are the direct beneficiaries of your poorly structured name?



Great Success is Assured

Study the subject and craft very well and you will have great success.

Ask very bold questions and always take a long term view.

The right name can work for an organization over the next decades.

Study the philosophical side of corporate naming and nomenclature rules

Become very comfortable with the laws and rules of global name protection

Make sure you know the real reasons and justification behind your names

Name Evaluation Report will be able to show you the future of your name identity

On the other hand, if possible, aim to become a world-class business naming expert

END

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ABC Namebank consults and develops hassle free global naming solutions, domain names and gTLD expansion strategies and produces Name Evaluation Reports

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