

ABRAND NEW *name*

STEP 01 - LISTING

List down names of brands in the competitive category and in the cross-category, both domestic and international.

NAMES IN CATEGORY



NAMES IN CROSS-CATEGORY



STEP 02 - DECODING

Analyze and decode each name and extrapolate attributes associated with it.

DECODING EACH NAME



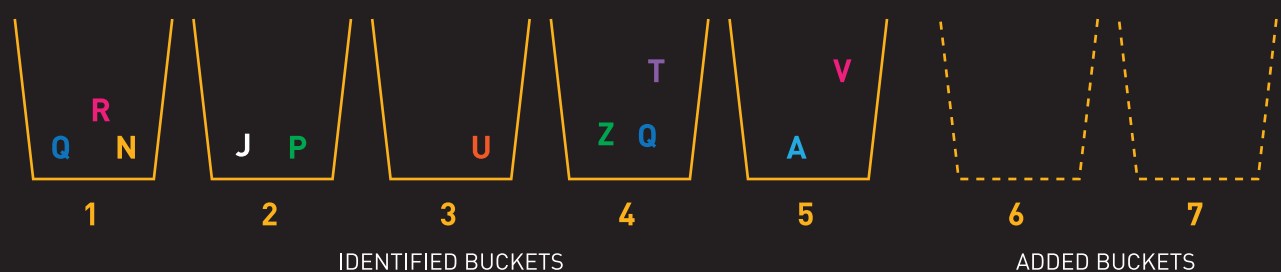
DECODING EACH NAME



● ● ● ● ATTRIBUTES

STEP 03 - BUCKETING

Bucket names according to extrapolated attributes based on commonalities, differences and strategic significance. Articulate non-existent buckets in the category where your brand can potentially emerge as differentiated.



STEP 04 - ALIGNING POSITION & STORY

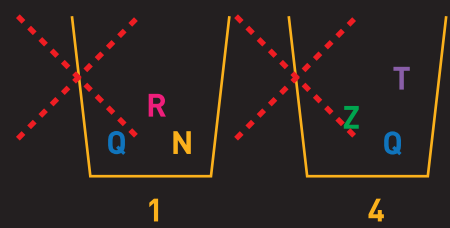
Analyze the brand position/essence (defined earlier either by us or the client) and eliminate the irrelevant buckets. Understand and analyze stories associated with brands in the remaining buckets. Identify stronger stories or different ones associated with your brand and further eliminate irrelevant buckets.



POSITION/ESSENCE



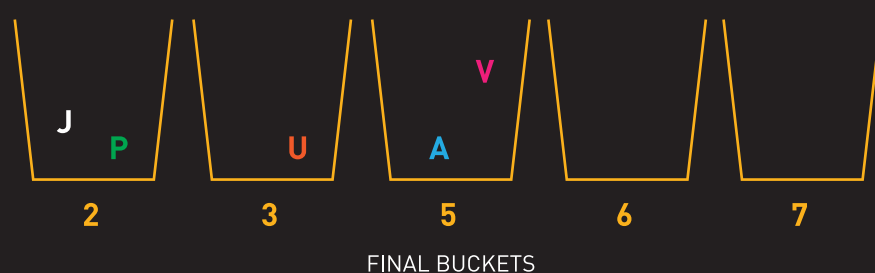
STORIES



ELIMINATED BUCKETS

STEP 05 - TOWARDS THE SOLUTION

The remaining buckets serve as a starting point for name building. With a very focused approach aligning the brand values, we move towards choices emerging as sure-shot winners.



THE MAKING OF THE NAME

A Participatory is to be undertaken, involving both the client and the agency. Spread over 6 hours, it would ideally involve decision making stake-holders from the client's side. The agency side will include senior planners, strategists, graphic designers and content developers among others. We suggest some external participants be involved also eg. consumers, brand influencers, etc. The entire session will be led by our Resident Naming Expert.

The venue could be the client premises or an offsite as agreed upon.