

Naming Worksheet™

The name will be one of the most identifiable elements for the entire life of the brand. Creating the right name is a mix of creativity, meaning, impact, use and of course, availability. WOW's naming process starts by exploring possibilities in each of the following categories. As you work

through this sheet, you may find that some names are actually a combination of more than one.

The goal of this exercise is to get as many ideas as possible and uncover which stream the greatest. For this reason we ask that you

Playful >>	
Origin >>	
Invented >>	
Descriptive >>	
Technical >>	
Conjoined >>	
Acronym >>	
Metaphoric >>	
Random >>	

Playful, Irreverent, Arbitrary, Oxymoron
Names that challenge the ordinary.
(Yahoo/Monster/Steel Magnolia's/Guess?)

Origin, Founder, Location, Cultural Bias
Names that pay tribute to a specific inspiration or contribution to the birth of the brand.
(Eddie Bauer/Ford/Hilton/Rolls Royce/Chevrolet/The North Face/IKEA)

Invented

Completely made up words.
(Kodak/Viagra)

Descriptive/Association
Deliberately clear descriptions or attribute.
(Volkswagen/Caterpillar/Bed Bath & Beyond/ Holiday Inn/Kitchen Aid/Bell)

Technical
Names that blend a mix of modern words, technical language and specific function.
(Panasonic/Xerox)

Conjoined
Names that are a combination or connection of two or more ideas.
(FedEx/Microsoft/Bisquick)
Acronym, Abbreviation
Names that stated as a group of letters that are intended to become the common name.
(BMW/IBM/BBC/UPS)

Metaphorical, Attribute, Analogy, Symbolism