

# Naming Worksheet™

The name will be one of the most identifiable elements of the brand. Creating the right name is a mix of creativity, meaning, impact, application 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 fit in more than one category—that's OK.

The goal of this exercise is to get as many ideas as possible and uncover which ones stream the best. For this reason we ask that you contribute a minimum of four options within each category.

<b>Playful &gt;&gt;</b>	
<b>Origin &gt;&gt;</b>	
<b>Invented &gt;&gt;</b>	
<b>Descriptive &gt;&gt;</b>	
<b>Technical &gt;&gt;</b>	
<b>Conjoined &gt;&gt;</b>	
<b>Acronym &gt;&gt;</b>	
<b>Metaphoric &gt;&gt;</b>	
<b>Random &gt;&gt;</b>	

## Playful, Irreverent, Arbitrary, Oxymoron

Names that challenge the ordinary.  
(Yahoo / Monster / Casper / Twitter)

## 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 / CISCO)

## Invented

Completely made up words.  
(Kodak / Viagra / Häagen-Dazs  
Zazzle / Etsy / Accenture)

## Descriptive/Association

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

## Technical

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

## Conjoined

Names that are a combination or connection of two or more ideas.  
(YouTube / FedEx / Microsoft / Pinterest)

## Acronym, Abbreviation

Names that stated as a group of letters that are intended to become the common name.  
(BMW / IBM / BBC / UPS / IKEA / SAP)

## Metaphorical, Attribute, Analogy, Symbolism

Names that borrow from stories, cultural icons, or other emotive forces.  
(Apple / Nike / Virgin / Tesla / Starbucks)

## Random Words, Appropriation

Completely random words that will be appropriate for the new concept over time.  
(Old Navy / Section 3 / Etsy / Amazon)