

MotorBrains®

Ignition #17 When You Can't Call it "Junior"

When you're creating names for an entirely new product, or for a brand extension, you typically have criteria that have to be observed: if it's a lower-calorie flanker you want to indicate that; if the product offers a more premium experience, something in the name must signal that. To get your mind sparking, it helps to first visit other categories, other realms, to guide your naming.

Let's use an example: Your star brand needs a sibling, one whose name communicates "to prospective consumers. Step away from your product and category for a minute - and ask "How is 'smaller/compact" communicated in the world of..." Then jot down some ideas.

Look at these examples, and add some ideas of your own:

- Foreign words/expressions (bambino, petite, poco)
- Entertainment ("take five," one-act, short feature, anthology)
- Mythology (elf, Pan, gnome)
- Technology (MPEG, Zip file, portable DVD player)
- Clothing (midi, micro-mini, string bikini)
- Taunts (shorty, shrimp, pee-wee)

Now, play around with your product. If these worlds don't inspire you, look around your room/office for other worlds/categories.

This can be done with all sorts of objectives, such as product names that need to communicate: Premium, two-in-one, lighter (or "lite"), and concentrated.