

MotorBrains

Ignition #9

In a continuing collection of idea starters, here's your November '03 Game! It's a "name game" and we call it Name Yoga.

You can do this for any product or service - or even internal initiative - you need a fresh, arresting name for. Try Name Yoga by yourself, or (even better) with colleagues to create a "plentiful" (timely Thanksgiving reference) number of names.

Step One

Name Yoga uses a word list as stimulus. Here's a "starter" word list for you to use...but try to add more if you can.

Name Yoga Starting Word List

| | | |
|-------------|-------------|------------|
| Machinery | Structural | Weapons |
| Electricity | Parachute | Revolve |
| Cashmere | Souped Up | Judicial |
| Domestic | Arcane | Envelope |
| Highway | Shelving | Reflection |
| Stop Gap | Lightswitch | Sincere |
| Pacific | Expression | Robotic |
| Brigadier | Radio Wave | Delightful |
| Evaporate | Giggly | Entrance |
| Tunnel | Suitcase | Invitation |

Step Two

Think about a product you want to name. Look over the list of words above, and shorten or otherwise modify an existing word or

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term (how did "flu" get created? Influenza!) Here are other examples/associations: "Chinery" for machinery, Chinery Arts; Tural Designs (for Structural, etc.)

Or Try This...

A big trend today? Word Collisions -- juxtaposing 2 unrelated words to create a surprising, thought provoking combo. (Think about Spielberg's "Dreamworks" -- work with a dream?. Also: George Lucas' Industrial Light & Magic.) Look through the list and create your own unexpected pairings -- use words from off the list, too. Simultaneously engage the left and right lobes of your consumers -- make them catchy and memorable:

| | |
|-------------------|---------------|
| Electric Cashmere | RoboGig |
| Hair Marbling | Structur-Wave |

Go for intentional contrasts - practice "verbally hallucinating"!