

 Name Development Questionnaire

* Briefly describe what your company, product or service does (or will do when you launch):
* Who are your main competitors? Please list website url’s for reference if possible.
* What separates you from your competitors? What makes you unique (or what will make you unique when you launch)?
* Take us inside the mind of your target customer. Please describe them not only in demographic terms but also in terms of what motivates them, what keeps them up at night, what barriers/”pain points” they might currently be facing that could lead them to need a product or service like yours, etc.
* How is your brand making their life better? How do you address the above mentioned barriers and pain points of your target, especially in comparison to other offerings out there?
* Quick creative exercise: if your brand (or future brand) were a celebrity, who would it be and why?
* Provide five adjectives to describe your brand (or brand you’re hoping to create):  Some examples: Feminine, Masculine, Young, Mature, Luxury, Economical, Modern, Classic, Playful, Serious, Loud, Quiet, Simple, Complex, Subtle, Obvious…
* Please review the “Types Of Names” outlined in the Appendix (next page) and identify the type or types of name styles that interest you. Please do not pick more than two or three styles. If there’s a particular style you know you’d like to pursue or a brand name you’d like emulate, let us know.
* Are you looking for a name that has dotcom (or another domain extension) availability?
* Any other guidelines in terms of the name? Eg certain buzzwords to focus on or avoid, keywords to use in the domain, do’s and don’ts etc.?

**Appendix: Name Categories**

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| **Type of name** | **Description**  | **Examples** |
| 1. **Real Words**
 | Names that are based on repurposed words that can be found in the dictionary. Note: expect to pay money–possibly a lot–to secure the URL for one of these**.** | Adobe, Amazon, Apple, Dapper, Flock, Fox, Grouper, Indeed, Pandora, Pluck, Revver, Sphere, Wink |
| 1. **Misspelled Real Words**
 | Words that have been purposefully misspelled. This can help address the domain availability and (possibly) trademarks issue found with the aforementioned Real Words.  | Del.icio.us, Digg, Flickr, Goowy, Snocap, Topix, Soonr, Zoomr |
| 1. **Compounds**
 | Names that consist of two recognizable words put together to form a meaning. Note: this is different than the “Blended” category, which consists of mashing up two words intro one (see below). | MailChimp, BlueDotBubbleshare,Facebook, FeedBurner, Firefox, Newsgator, Photobucket, Salesforce,TagworldTechMeme, Wordpress |
| 1. **Blends**
 | Two part amalgamations in which at least one part is a recognizable portion of a word.  | Gisteo (gist + video)Maxthon (max + marathon)Microsoft (microcomputer + software), Technorati (technology + literati), Wikipedia (wiki + encyclopedia) |
| 1. **Phrases**
 | Words that are strung together to form a clear, understandable phrase. Often highly descriptive in nature.  | I can’t believe it’s not butter, Save the children, 5 minute oil change, Citizen of humanity |
| 1. **Made up/obscure origin**
 | Names that are either completely made up or whose origins are so obscure that they might as well be made up. | Bebo, Centuria, Meebo, Odeo, Ookles, Plaxo, Qumana, VerizonZimbra, Zumasys  |
| 1. **Puns**
 | Words or phrases that have been modified slightly to evoke an appropriate second meaning. They’re similar to blends, but they involve a similarity between part of the main word and the second evoked word. | Farecast (forecast, fore –> fare)LicketyShip (lickety split, split –> ship, the verb), Memeorandum (memorandum, mem –> meme)Meevee (teevee/TV, tee –> me(e), the pronoun), Writely (rightly, right –> write) |
| 1. **Affixed**
 | Consists of adding a suffix or prefix to a word.  | Browster, Dogster, CrowdifyShopify, Spotify, Feedster, FindoryNapster, Omnidrive, Performancing  |
| 1. **Mythical**
 | Based on Greek, Roman or other ancient gods and goddesses.  | Pandora, Hermès, Oracle, Midas Mufflers, Mercury, Nike |
| 1. **Foreign-flare**

**(real or fabricated)** | Names that either are from a foreign language or sound like they’re from a foreign language, often to imply a sense of sophistication  | Clinique Häagen Dazs,Taz,Volare, Montero, Samurai |
| 1. **Latin-based**
 | Utilizes Latin roots.  | Ex Officio, Novartis, Aquascutum, Pentium, Quattro, Avis |
| 1. **Alliteration and Rhyme**
 | Names that use repeating letters or rhymes, which can enhance memorability.  | FAT BAT, Coca Cola, Dunkin’ Donuts, Muscle Milk, Piggly Wiggly, Precise Portions |
| 1. **Initials and acronyms**
 | Made up of the first letter of each word in a much longer phrase name. Sometimes the letters are pronounced individually (initials), while other times the combination of letters is pronounced as a word (acronym).  | ABC, AOL (America Online), FIM (Fox Interactive Media), GEICO (Government Employees Insurance Company), Guba (Gigantic Usenet Binaries Archive) |
| 1. **Evocative**
 | Invoke a vivid image that alludes to a brand benefit | Amazon, Greyhound, London Fog, Mustang |
| 1. **Descriptive**
 | Names that are often straightforward and specifically describe what the company does or particular characteristics of a product.  | Airbus, VitaminWater, Whole Foods |
| 1. **Mimetics (alternative spelling)**
 | Use alternative spellings for common sounds. | Krispy Kreme, Krazy Glue, Kwik Kopy, Kleenex |