

What's in the Name?

- William Shakespeare!

a presentation on the vitality of
NAMING from identity, branding
and communication perspective

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What is a Name?



For a Dictionary:

a word or set of words by which a person or thing is known, addressed, or referred to



For a Human:

a sense of identity, a reasoning of self, the most fundamental tool of identification and differentiation



For a Company:

a license to exist, a motivation to compete, a sense of belonging, value to possess and enhance, the first recall

Why take it seriously?

- first ever communication
- the first impression
- linking tendency
- recall factor
- visual relevance
- stays forever
- embodiment of brand equity

How to name?

Logic:

not a mandate, but if present, adds a lot more value



voice + data
+ telephone

Specificity:

should reflect what company stands for and caters to



computing
intelligence

Identity:

unique enough to stand apart and recall



unique

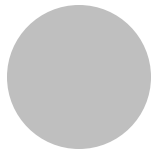
Sustainability:

should stand the test of time



positive feel
for anytime

Sound-feel connect



Soft:

Baby care, health, hospitality, feminine products, etc.

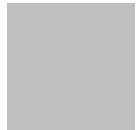
po, bo, so, do, lo, oo...



Sharp:

Hi-tech, creative, whacky, classy, niche, new, young, energetic products, etc.

sk, zy, ki, sp, il, fi, sy, vi, ti, xo...



Strong:

Masculine, grand, royal, old, trusted, powerful, industrial, heavy products, etc.

dh, bh, sh, ol, eh, um...

Had to abbreviate

Some very popular brands where in the coined names got too complicated, confusing, restricting or lost their relevance for mass usage and hence had to be abbreviated in order to make better names

MRF

Madras rubber factory

ITC

Imperial Tobacco
Company

KFC

Kentucky fried chicken

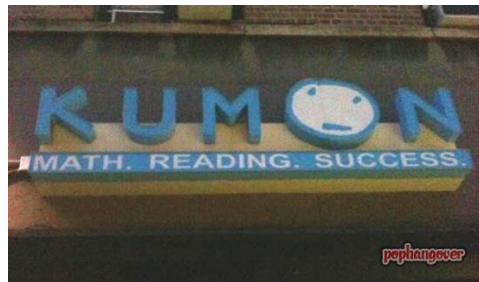
3M

Minnesota Mining &
Manufacturing Company

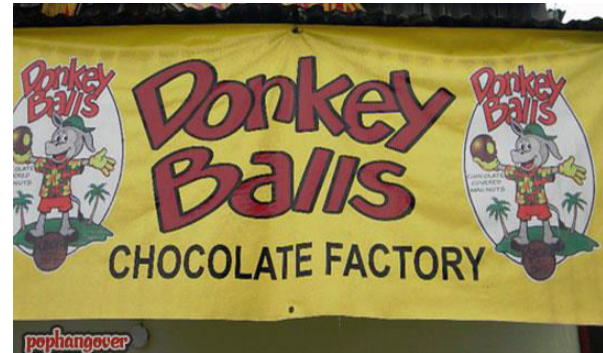
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Poor names



Names gone wrong



That's all for today...

Happy naming!