

Verbal Brand Aura

The beginning of wisdom is to call things by their right names.

-Chinese Proverb

Naming a company and its product/service mix is easier said than done. Every good name you can think of is already taken, along with the corresponding domain names on the web. Unfortunately, you will have to settle for the great ones we find for you!

Your name has the potential to evoke emotions and project your concept, integrity, charisma, and capabilities. And it is the most critical step in the branding process, simply because everything else about your brand is built on it!

Based on your brand strategy, successful naming is not only about brainstorming, but also about testing alternative names against various criteria and making a systematic decision based on desired attributes of a brand. Our crash tests are comprehensive, including connotation and linguistic checks, legal research, trademark and domain name screening and registration, and even consumer testing when needed. Once everyone feels great about your newborn, we will develop your byline, tagline, and mantra, to fully identify who you are, both for your target market and the internal culture you will build.

In case you have several products and services that need to be branded, we will develop the brand architecture and nomenclature to maximize the impact of your overall brand portfolio, or as we call it BrandFolio Optimization™. Based on your brand strategy, we optimize your product/service mix and organize your brandfolio around the best possible architecture and produce your new lines of names.

Once the concept, names, taglines and other verbal cues are in place, we initiate the copywriting process. We first map your messages for each individual niche, determine the details of your overall strategy at the tactical level, and create the content you need to reach out to your prospects.

View an exceptional case study of how we helped a client transform his business before even the branding process was started.