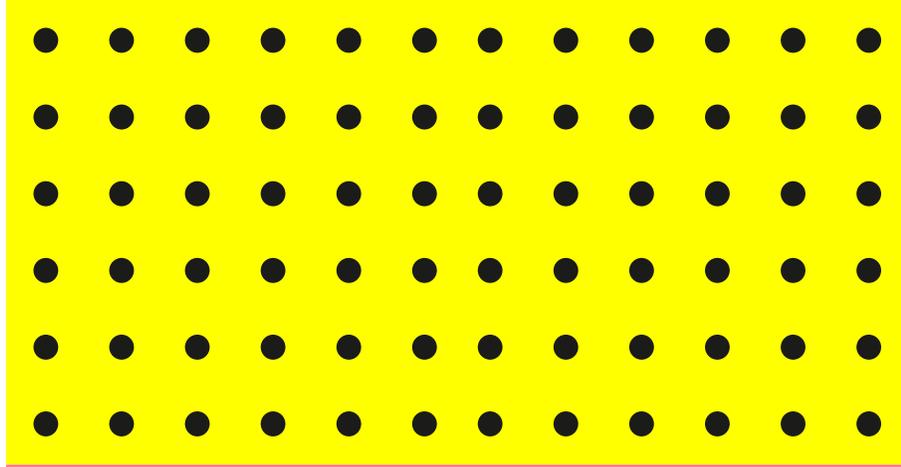


SABOTEUR

Foundations for **freedom**

The Saboteur Brand Toolkit
Brand naming



**AS
BO**

GET IN TOUCH

A strong brand name is just one of the 'foundations for freedom' that great brands put in place in order to escape their constraints and achieve their potential.

If you would like to find out more about our naming toolkit, who it's already worked for, and how we can use it to set your brand free, please get in touch.

Saboteur Team

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2. The three name types
3. Brand naming: Common conundrums
4. How to run a naming project
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6. The relationship between naming and other brand elements

01

What makes a successful brand name?



A successful brand name is

Meaningful

It captures a technical difference

Your unique product or service type, customer benefit, geography or ownership.

Or

It captures an emotional difference

Your unique philosophy, personality or service style.

Memorable

- Easy to say
- Easy to search
- Unique to you
- As short as possible

Protectable

Can provide the level of trademark protection you need.

Does not infringe on anybody else's Trademarks or any other legal protections.

**Saboteur cannot provide legal advice and recommends all clients work with their existing legal teams or a qualified third party.*



The three name types

	Literal	Metaphorical	Abstract
<i>What is it?</i>	A name that uses known words to clearly state a unique, functional benefit.	A name that uses known words to suggest a unique, emotional benefit.	A name that coins new words to create something original and exclusive.
<i>Examples:</i>			
<i>Useful when:</i>	<p>Highlighting a unique technical difference that sets you apart.</p> <p>Introducing something new and unfamiliar, which you need people to grasp quickly.</p>	<p>Using your company's unique philosophy, personality or service style to set you apart.</p> <p>Standing out from descriptively-named competitors.</p>	<p>It's very important to have a name that is completely unique to you.</p> <p>You are not sure of – or cannot commit to – a unique technical or emotional benefit.</p>
<i>Risky when:</i>	<p>You're entering a mature market and your main difference is emotional rather than technical.</p> <p>Your technical offer might change in future, making your name irrelevant.</p>	<p>Your functional point of difference is more powerful than your emotional one.</p>	<p>You have a unique functional or emotional benefit that a different type of name could capture more directly.</p> <p>You lack a means of explaining what you offer to customers who can't tell from your name.</p>

Naming techniques

Literal				Metaphorical				Abstract			
Unique product/ service type:				Animal, Vegetable, Mineral:				Word blend:			
Unique practical benefit:				Persona:				Word edit:			
Unique geography: <small>(origin, location, reach):</small>				Place:				Acronym:			
Unique owner/ founder:				Simile:				Onomatopoeia:			
				Idol:				Invented words:			
				Expression:				Initials <small>(literal made abstract):</small>			

03

Brand naming: common conundrums



Should my name include a ‘descriptor’?

A generic category term used to signal your similarity to other companies and locate you in the right consideration set.

Useful when:

- Important audiences would otherwise struggle to understand which category you belong to.
- You want to be referred to colloquially by a short name (e.g. “Fidelity”) and formally with a descriptor (e.g. Fidelity Investments).

Risky when:

- To succeed you need to create an entirely new category, rather than to belong to an existing one.
- A descriptor locates you in one category, but you are expanding into others.
- The nature of your offer is widely known and understood, and you would have a shorter, more memorable name without a descriptor.

SEQUOIA CAPITAL
THE ENTREPRENEURS BEHIND THE ENTREPRENEURS



easyJet

Should I shorten my name?

A company with a well-established brand name can adopt a shorter version when these conditions are met:

1. Its offer is widely known and understood, so being ‘descriptive’ is less important.
2. It is already commonly referred to by the shorter name, so it can move to that name without losing familiarity.

Useful when:

- You want to gain brevity, memorability or a sense of familiarity. Or, your name has “pigeon-holed” you in a certain category, and you can escape by removing part of it.

Risky when:

- Your offer isn’t yet widely understood, so you need the descriptive power of a longer name.
- Your brand isn’t already referred to by a shorter “nickname”, so adopting one would cost familiarity.
- You have a descriptor built into your name, and it would be difficult to remove without losing familiarity (Brewdog, Deliveroo).



Apple Computer



The Museum of Modern Art →



Should I use misspelling to make my name unique?

The company's name uses a real word, adjusting the spelling just enough to make it unique, without losing the original meaning.

Useful when:

- You need a word that's unique (perhaps for Trademark or search purposes) but with a recognizable meaning
- You believe you can teach your customers to recognize and use this spelling.

Risky when:

- It's being done to claim a URL, at the cost of a stronger name (customers seldom manually type URLs any more, they search instead)
- It will require explanation, cause confusion, or fail to translate through word of mouth.



Do I need to pick a name with a .com URL?

A name followed by a .com web extension (with no other descriptors) is considered by some to be more prestigious and memorable.

Useful when:

You need the “prestige” of owning the most sought after (and scarcest) domain extension.

Risky when:

- Your motivation is to help customers find you online – they rarely type URLs into browsers anymore.
- Getting a .com extension would require settling for a less memorable or meaningful brand name.
- You would prefer “name+.com” but are able to operate under a different URL until it becomes available, or affordable.
- (In most cases, an alternate extension, or a name+categorydescriptor .com formula will be preferable.)

Leading brands who do not, or for a significant time did not, own their name+.com URL:



Signal.org

(Signal.com is owned by a digital media company)



Nissan-global.com

(Nissan.com is owned by a computer company)



Argos.co.uk

(Argos.com belongs to a software company)



Onepeloton.com

(Peloton.com belongs to a software company)



Guardian.co.uk

(Became guardian.com in 2013)



Steampowered.com

(Steam.com is owned by a domain investor)

When should I consider renaming?

When your name is not proving memorable enough

Your name should meet these criteria:

- Easy to say
- Easy to search
- Ownable
- As short as possible



When its meaning has become unhelpful

Your name should not mislead your audience as to what you do or how you do it.



When you have suffered permanent reputational damage

Your name should not carry negative connotations if they are irreversible and stronger than the positive ones.



When you have come into conflict you cannot resolve

You may decide (or be forced) to abandon your name because:

- Another company has a trademark
- Consumers associate it with another organization



Common conundrums

Should I crowd-source name ideas?

“Accenture” famously chose its name from a long list generated by its own employees, following an internal competition.

Useful when:

- It’s very important to allow every internal stakeholder to engage with the name creation process.

Risky when:

- You want to name strategically. It’s very difficult to crowd-source on strategy ideas because most employees will not be close enough to the strategy to produce relevant ideas.

- Resources are finite. Crowd-sourcing is costly, both in terms of the time taken by all employees to generate names, and the time taken to process and select from an enormous volume of names.
- You feel obligated to choose a crowd-sourced name. There’s no guarantee that employees who are not naming specialists will produce any viable names. However, they may feel let down and become disengaged if the eventual name doesn’t come from an employee.

The Accenture logo is displayed on a light gray background. It features the word "accenture" in a bold, black, lowercase sans-serif font. A purple chevron symbol (>) is positioned above the letter 't'.

Common conundrums

What if a name is already in use elsewhere?

“Trademark’s guiding principle is not to confuse the consumer. If the businesses are in different industries or geographic locations, it’s unlikely a consumer would confuse the two businesses. In this instance, it’s typically not an issue if two businesses share a name. If the businesses are in the same industry and geographic location, however, business owners need to determine who had the name first. Trademark rights are established on a first-come, first-served basis; if you can prove you had the business name first, you’re in good shape to retain the rights to the name.”

Source: <https://www.atlanta-criminal-law.com/blog/2019/april/2-businesses-same-name-is-this-trademark-infring/>

Same industry and locations Conflict	Different industry or locations Co-existence
 <p>Apple Corp</p>	 <p>facebook</p> <p>TEACHBOOK A Professional Community for Teachers</p>
 <p>Budweiser</p>  <p>Budweiser Outdoor</p>	 <p>Instagram</p>  <p>littergram</p>
 <p>POLO RALPH LAUREN</p>  <p>POLO</p>  <p>POLO</p>	 <p>hp</p>  <p>HP SAUCE</p>  <p>META BEAUTY</p>  <p>META BEAUTY</p>
 <p>DELTA</p>  <p>DELTA LOUDSPEAKERS</p>  <p>DELTA</p>  <p>DELTA</p>	 <p>DELTA DENTAL</p>  <p>Delta CHILDREN'S PRODUCTS</p>  <p>DELTA</p>  <p>DELTA HOTELS</p>  <p>DELTA</p>  <p>DELTA</p>

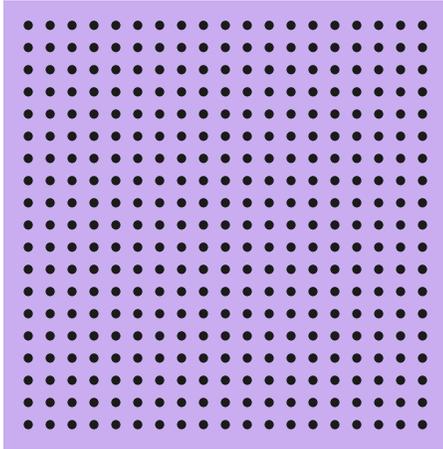
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04

How to run a naming project



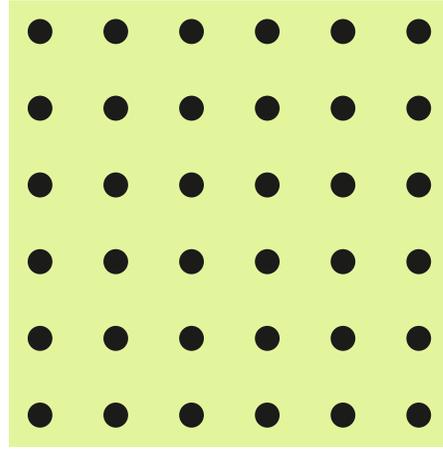
The Journey



1. Test names

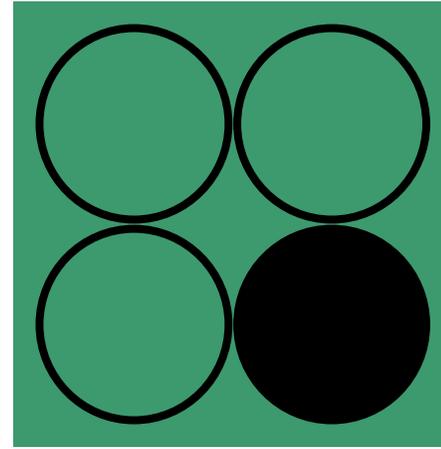
A deliberately broad range of example names.

At this stage the intention isn't to "find our name" but to determine the best name type and style for the business and its products.



2. Longlist

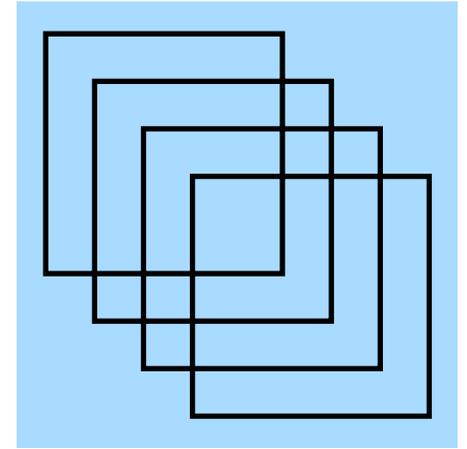
A set of naming ideas for the business and products that fit the types and styles we selected in the previous stage.



3. Shortlist

An ordered shortlist of the options that we believe best suit the business, its products, and their objectives.

To be socialised and subjected to linguistic and availability checks.



4. Selection & registration

The chosen names for the business and products, with any further checks and any registrations carried out by the client.

05

How to write a naming brief



How to write a **naming brief**

In our experience, the surest way to ensure you reach the best name possible – while avoiding some of the pitfalls of the naming process – is to start your journey with a strong naming brief.

This brief should answer 8 key questions, introduced over the following slides.

Read on, and discover the information you'll need to gather in order to avoid disruption, and arrive at the strongest ideas.

In order of priority,
what are your unique
functional benefits?

e.g. product/service type, practical benefit, geography

and **emotional**
benefits?

e.g. company philosophy, personality or service style

1.

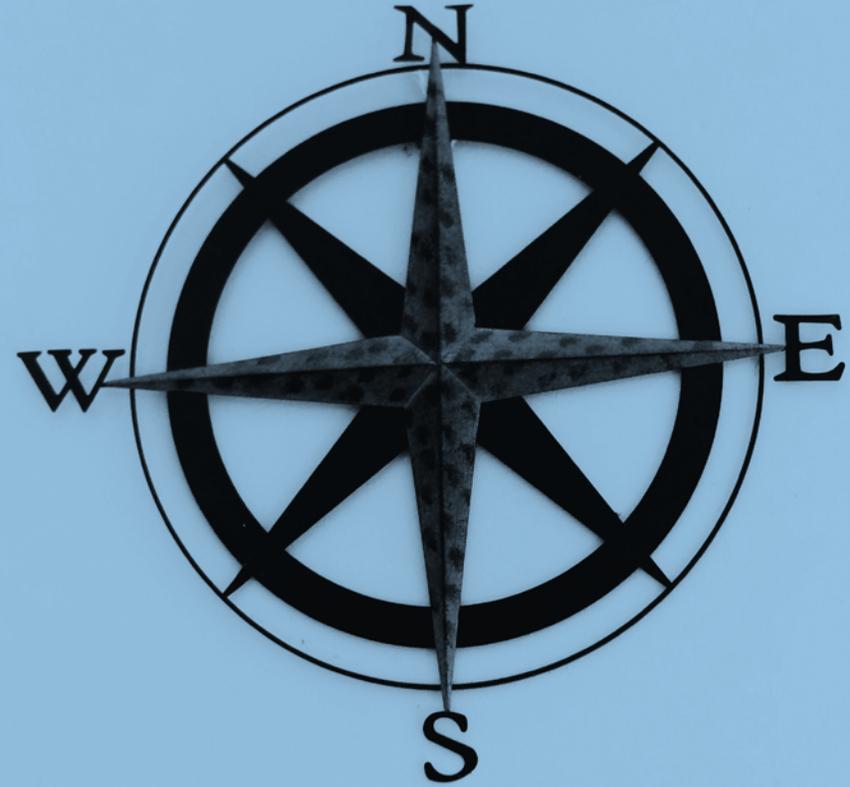


In order of priority,
which naming types
would you like to
consider?

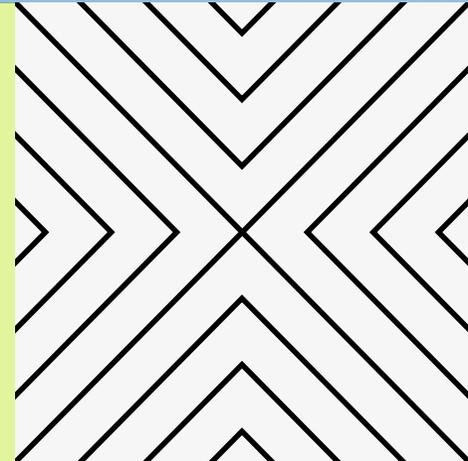
Descriptive (e.g. British Airways)

Metaphorical (e.g. Apple)

Abstract (e.g. Accenture)



2.



3.

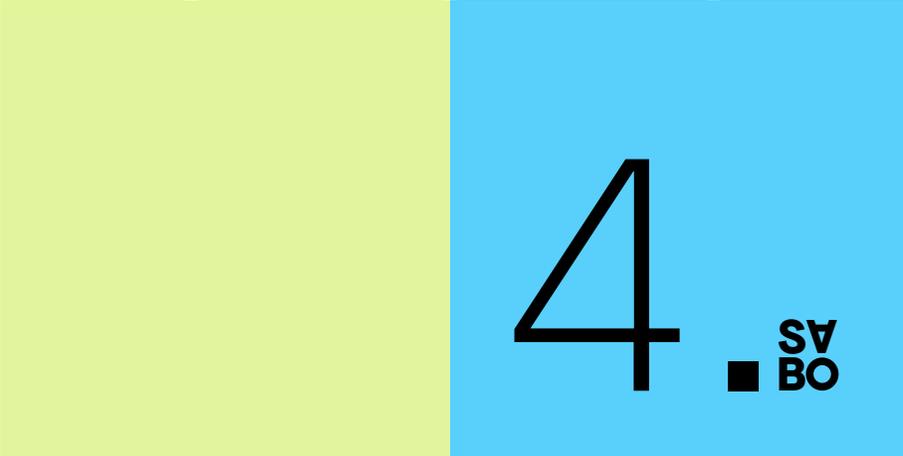
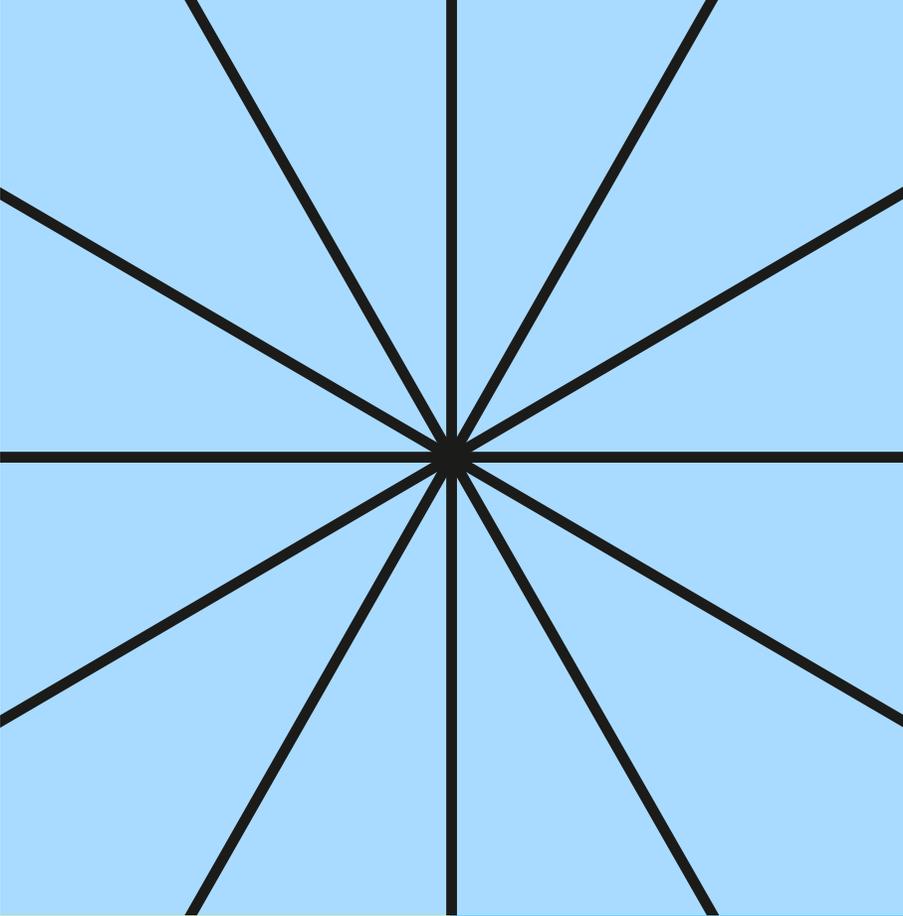
Once this brand is launched, how do you anticipate your audience will **become aware of it?**

e.g. word of mouth, national advertising campaign, Google ranking



What, if any, are your **Trademarking** **requirements?**

e.g. levels, class, territories



In which **countries**
and languages will this
name be seen and
used?

e.g. territories, languages, key dialects

5.



SV
BO



6.

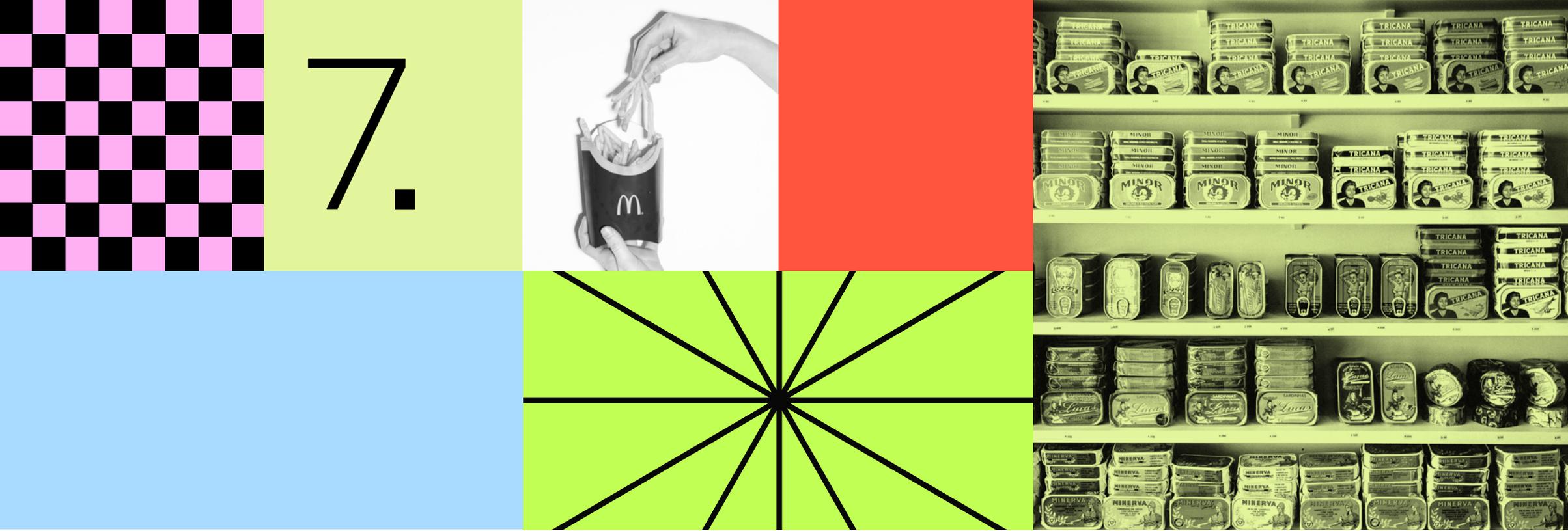
What are your **URL requirements?**

name + descriptor + extension

name + any extension

name + .com only

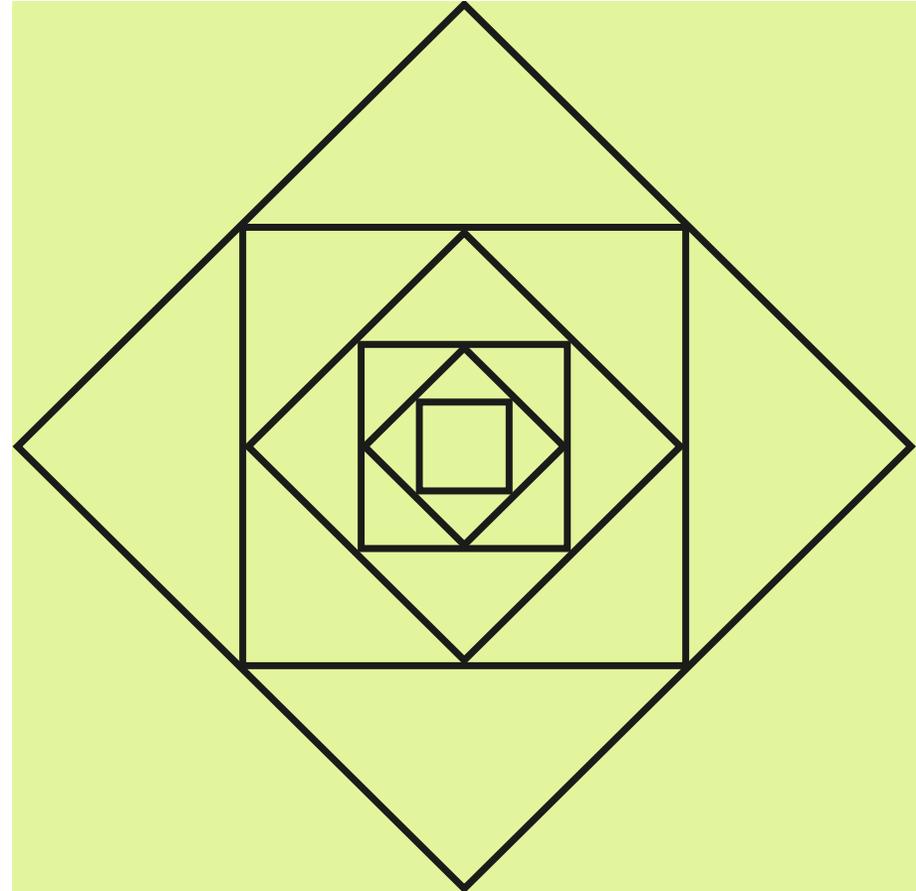




What are the names of this brand's most important **competitors**?



Who will be responsible for legal and linguistic checks, and for domain registration?



8.

SV
BO



The relationship between naming and other brand elements



BUSINESS STRATEGY ARTICULATION

Making the business's strategic objectives clear and compelling to all relevant stakeholders, especially those inside the organisation

Organisational purpose statement, vision statement, mission statement, corporate values

BRAND PORTFOLIO AND ARCHITECTURE STRATEGY

Deciding the number and types of brand needed to reach an organisation's objectives

BRAND POSITIONING

Defining how the brand must be perceived for the business to reach its objectives
(*key behaviour changes: purchase, invest, advocate, create*)

Positioning statement, brand essence (a.k.a. 'strategic platform' or 'positioning idea'), brand narrative, brand personality, brand messaging

EMPLOYER VALUE PROPOSITION (EVP)

Defining what you stand for, offer, and require as an employer
(*key behaviour changes: apply, don't apply, align, stay*)

EVP statement, essence, narrative, messaging

BRAND NAMING

Claiming or reinforcing the brand's position through its choice of name

VISUAL IDENTITY

Claiming or reinforcing the brand's position through its look and feel

VERBAL IDENTITY

Claiming or reinforcing the brand's position through its use of language

BRAND CAMPAIGN

Claiming or reinforcing the brand's position through a series of ads or activations

CUSTOMER EXPERIENCE

Claiming or reinforcing the brand's position through customer interaction

TALENT CAMPAIGN

Claiming or reinforcing the EVP through a series of ads or activations

EMPLOYEE EXPERIENCE

Helping to realise the business strategy & EVP through employee interaction

Visual identity platform or 'creative idea'

Inspires and unifies all design applications

Expressed as a sentence or one liner

Verbal identity platform

Inspires and unifies all written and spoken applications

Expressed as techniques and a one liner

Campaign platform or 'campaign idea'

Inspires and unifies a campaign's elements and executions

Expressed as a short phrase

Customer experience platform

Inspires and unifies all signature experiences

Expressed as customer experience pillars and/or a short phrase

Campaign platform or 'campaign idea'

Inspires and unifies a campaign's elements and executions

Expressed as a short phrase

Employee experience pillars

Inspires and unifies a set of internal strategic initiatives

Expressed as a shared belief, behaviour, or 'mantra'

Design applications, graphic device, logo, colour palette, motion principles, photography, illustration, brand tagline

Headline examples, internal comms examples, speeches, press release examples, etc.

Campaign applications including design, copywriting, campaign tagline, etc. (Can be customer, talent, or employee facing)

Signature brand experiences, customer service flourishes, hero products and services, key features in physical environments, etc.

Campaign applications including design, copywriting, campaign tagline, etc. (Can be customer, talent, or employee facing)

Employee engagement initiatives, events, rituals, internal initiatives, policy, codes of conduct, etc.

BRAND NAMING

SERVICE

STRATEGIC DELIVERABLE

COMMUNICATIONS PLATFORM

COMMUNICATIONS APPLICATIONS

EXPERIENCE PLATFORM

EXPERIENCE APPLICATIONS

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