

Building a Beginning Name into a Concept

Ideas, facts, products, services, names, positionings, strategies, and even visions cannot stand on their own.

Science is built up with facts as a house is with stones. But a collection of facts is no more a science than a heap of stones is a house.

-Jules Poincare,
1854–1912

Names are never used in a vacuum.

They should not be evaluated in a vacuum either. To take a name and say it is good or bad without evaluating it with its competitors and companion products has little value.

To evaluate it without graphics and tag lines is no fun.

The following exercises are designed to help build some muscle around beginning names. My hope is that you will see the personality of the names you have chosen emerge as you do this work. I have provided space for you to work on up to six names. This is not a suggested number. It is, however, a manageable number.

Don't set out to do more work than you can reasonably expect yourself to finish. Each name will take you 15 to 30 minutes to develop. Frequent breaks are encouraged.

1. Write out your first selection.

This may be the fourth or even fifth time you have written the name; repetition and restatement is one key to making the new familiar.

Note: It will also make the old boring!

But then:

He was dull in a new way, and that made many think him great.

-Samuel Johnson

Where did this name come from?

1. Do a brief analysis.

What is it you like about the beginning name?

2. Make a list of variations on the name that you have thought of or new ones that might be possibilities.

Options for: *(Example: Space -> SpaceX)*

1.

2.

3.

4.

5.

6.

7.

8.

3. Select the option you are most interested in pursuing. You may end up using one of the others but, at this point, you need a name that reflects the group.

4. Fill out a name concept sheet for this option. Not all portions of this form may be appropriate for your product or project, so you may wish to skip some pieces or to modify them slightly to meet your needs. Please, please do the exercise, however you choose to do it. You need to spend some time alone with your name before you choose it.

NAME CONCEPT SHEET

CODE NAME: _____

The name should be just as you plan to use it.

Each name is given a number which will stay with it forever and not be re-used.

NUM-BER

WHO WORKED ON THIS: _____

WHAT IS THE NAME ABOUT

Just a few key phrases about what the name is about.

Justify it briefly.

SEVERAL TAG LINES THAT FIT WITH THIS NAME:

PLUSES:

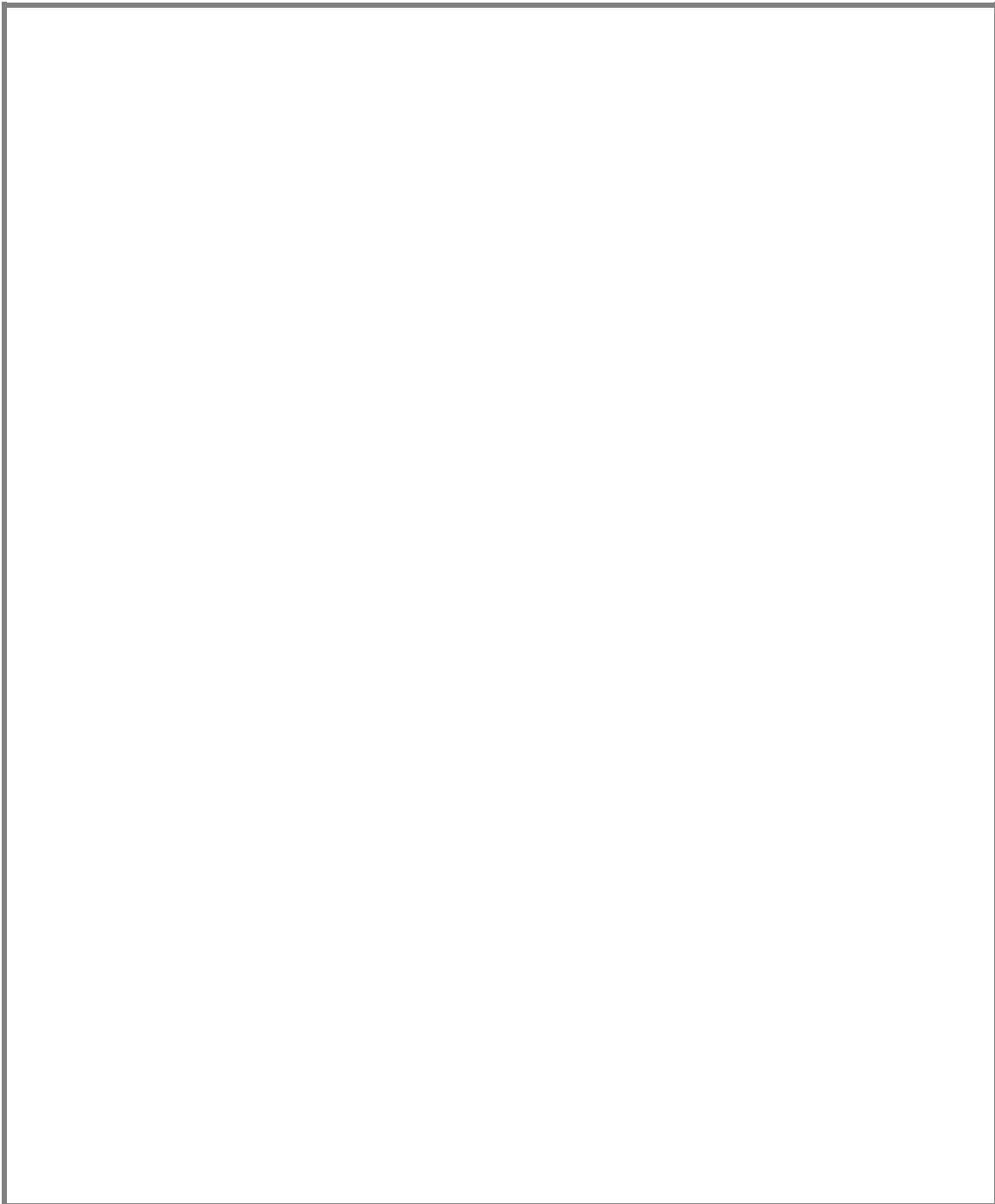
List enough of your positive reasoning for this name that you are already started on selling the ideas to others.

CONCERNS:

Every idea has a problem or two. List the leading issues. Write them out as problems to be solved.

Draw a picture of the product as you see it being used, with the name in print on the product or package. A bit of package design is not a bad idea here. Do what you can graphically, particularly if you are to be restricted to a certain type of print by corporate policy or product precedence. (It has to fit... remember my story about the time we worked on naming a product that was already in production with the indentation for the name plate and the style and size of the print already fixed? We had to have a name with the six letters.)

Draw...



NAME CONCEPT SHEET

NUMBER

CODE NAME: IdeationWHO WORKED ON THIS: Me**WHAT IS THE NAME ABOUT**

Ideation is for people who want more than brainstorming. It suggests the full range of idea generation techniques.

SEVERAL TAG LINES THAT FIT WITH THIS NAME:

Ideation—For full service thinking
 Ideation—From ideas to action
 Ideation—Creative management approach

PLUSES:

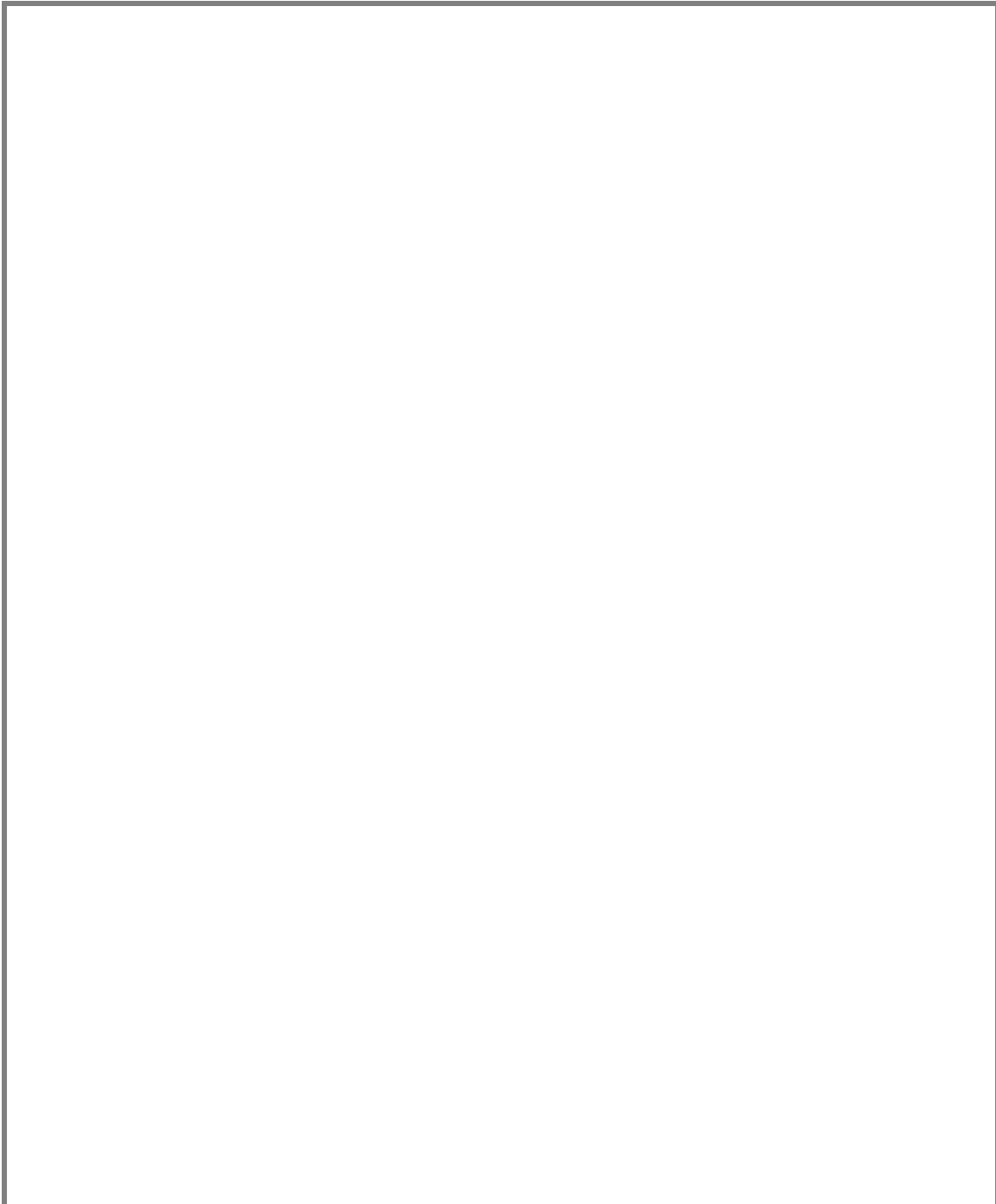
- + Simple
- + In use
- + Real world 1829
- + Single word
- + Not limiting
- + Related to brainstorming
- + Not currently used as a system name

CONCERNS:

- How to be less than three syllables
- I wish I could protect it

Draw a picture of the product as you see it being used with the name in print on the product or package. A bit of package design is not a bad idea here. Do what you can graphically, particularly if you will be restricted to a certain type of print by corporate policy or product precedence.

Draw...



NAME CONCEPT SHEET

NUMBER

CODE NAME: _____

WHO WORKED ON THIS: _____

WHAT IS THE NAME ABOUT

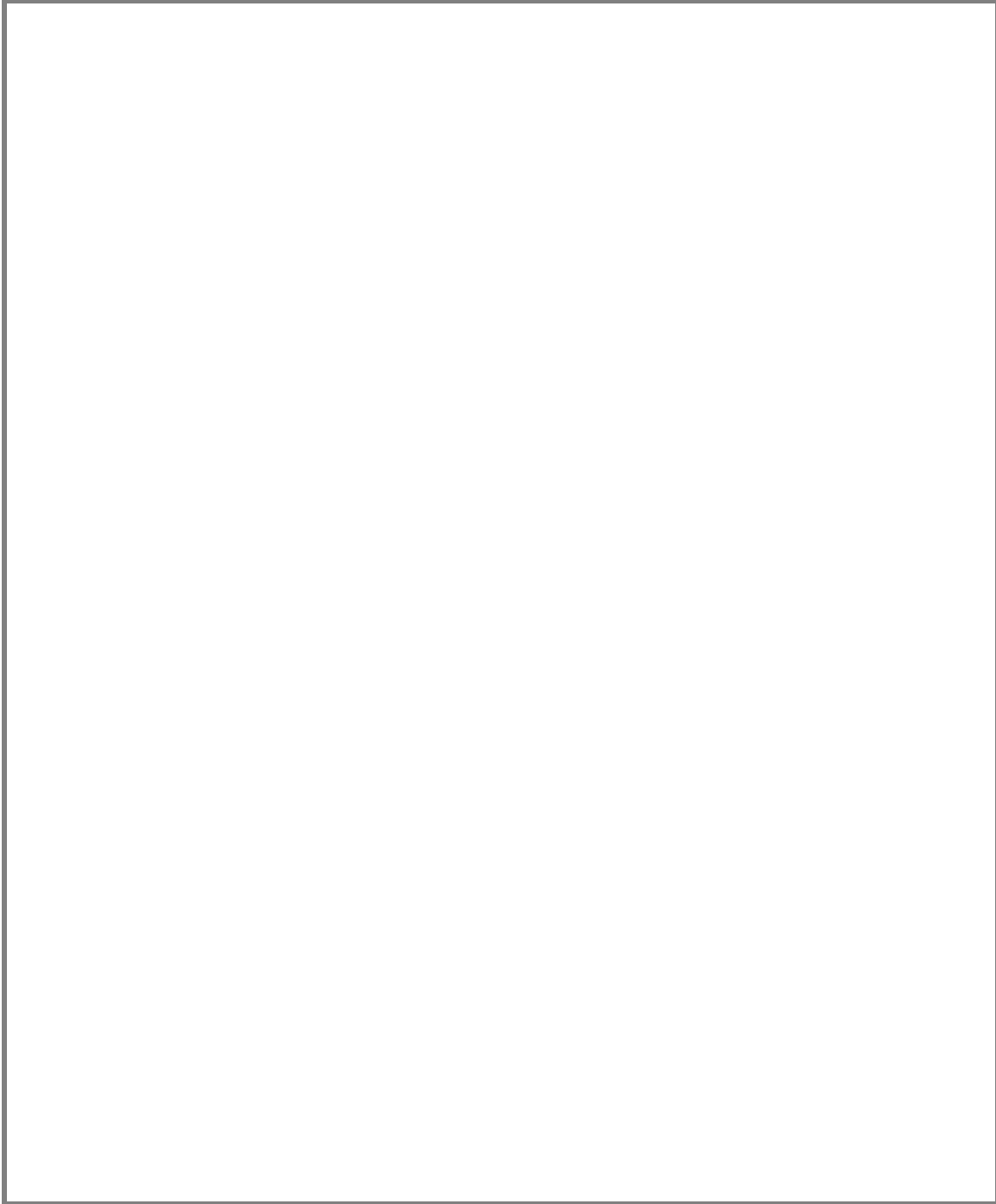
SEVERAL TAG LINES THAT FIT WITH THIS NAME:
--

PLUSES:

CONCERNS:

Draw a picture of the product as you see it being used with the name in print on the product or package.

Draw...



Beginning Name Concept 2

1. Write out your second selection.

Where did this name come from?

2. Do a brief analysis.

What is it you like about the beginning name?

3. Make a list of variations on the name that you have thought of or new ones that might be possibilities.

Options for:

1.

2.

3.

4.

5.

6.

7.

8.

4. Select the option you are most interested in pursuing. You may end up using one of the others but, at this point, you need a name that reflects the group.
5. Fill out a name concept sheet for this option. Not all portions of this form may be appropriate for your product or project, so you may wish to skip some pieces or to modify them slightly to meet your needs. Please, please do the exercise, however you choose to do it. You need to spend some time alone with your name before you choose it.

NAME CONCEPT SHEET

NUMBER

CODE NAME: _____

WHO WORKED ON THIS: _____

WHAT IS THE NAME ABOUT

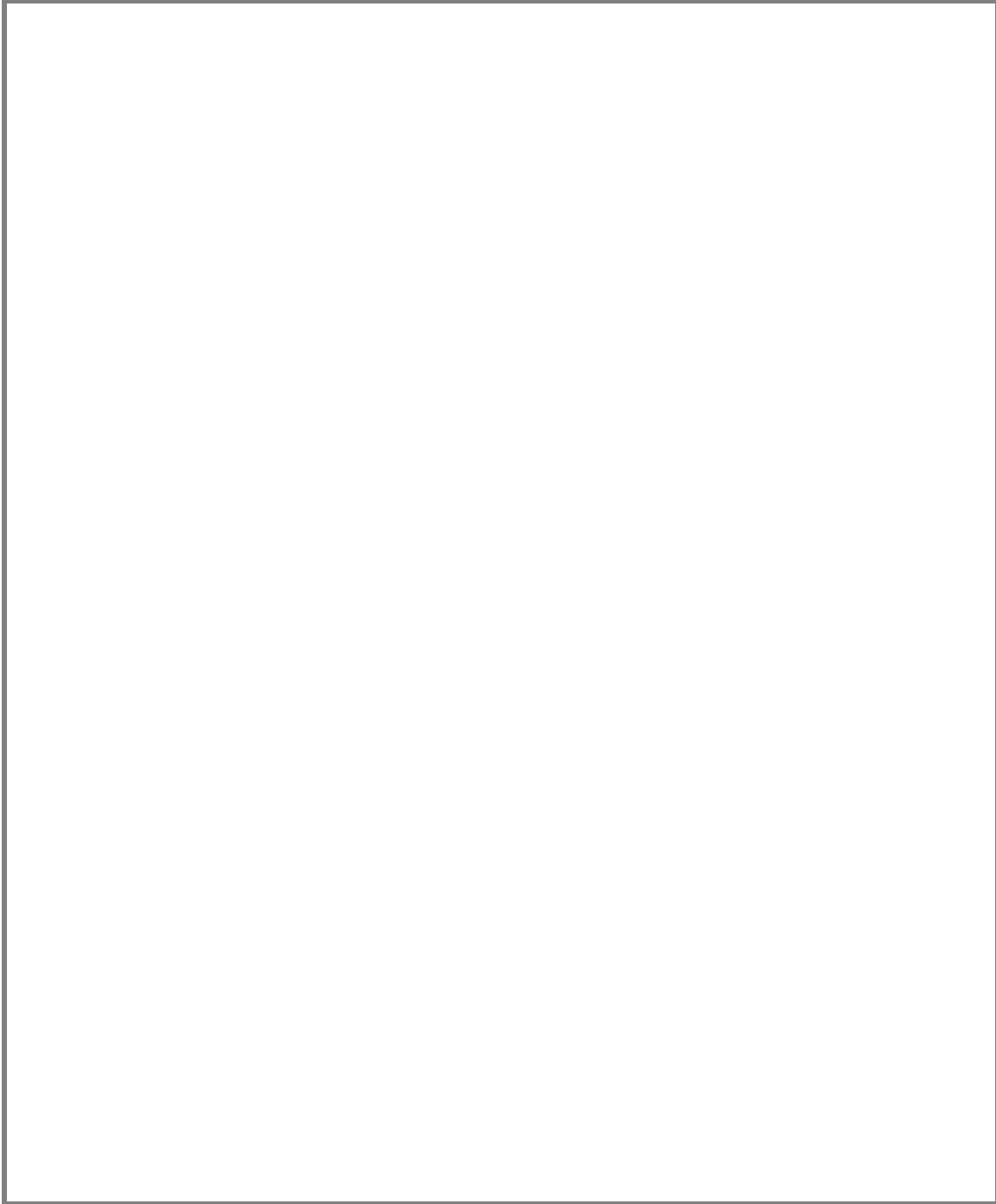
SEVERAL TAG LINES THAT FIT WITH THIS NAME:

PLUSES:

CONCERNS:

Draw a picture of the product as you see it being used with the name in print on the product or package.

Draw...



Beginning Name Concept 3

1. Write out your third selection.

Where did this name come from?

2. Do a brief analysis.

What is it you like about the beginning name?

3. Make a list of variations on the name that you have thought of or new ones that might be possibilities.

Options for:

1.

2.

3.

4.

5.

6.

7.

8.

4. Select the option you are most interested in pursuing. You may end up using one of the others but, at this point, you need a name that reflects the group.
5. Fill out a name concept sheet for this option. Not all portions of this form may be appropriate for your product or project, so you may wish to skip some pieces or to modify them slightly to meet your needs. Please, please do the exercise, however you choose to do it. You need to spend some time alone with your name before you choose it.

NAME CONCEPT SHEET

NUMBER

CODE NAME: _____

WHO WORKED ON THIS: _____

WHAT IS THE NAME ABOUT

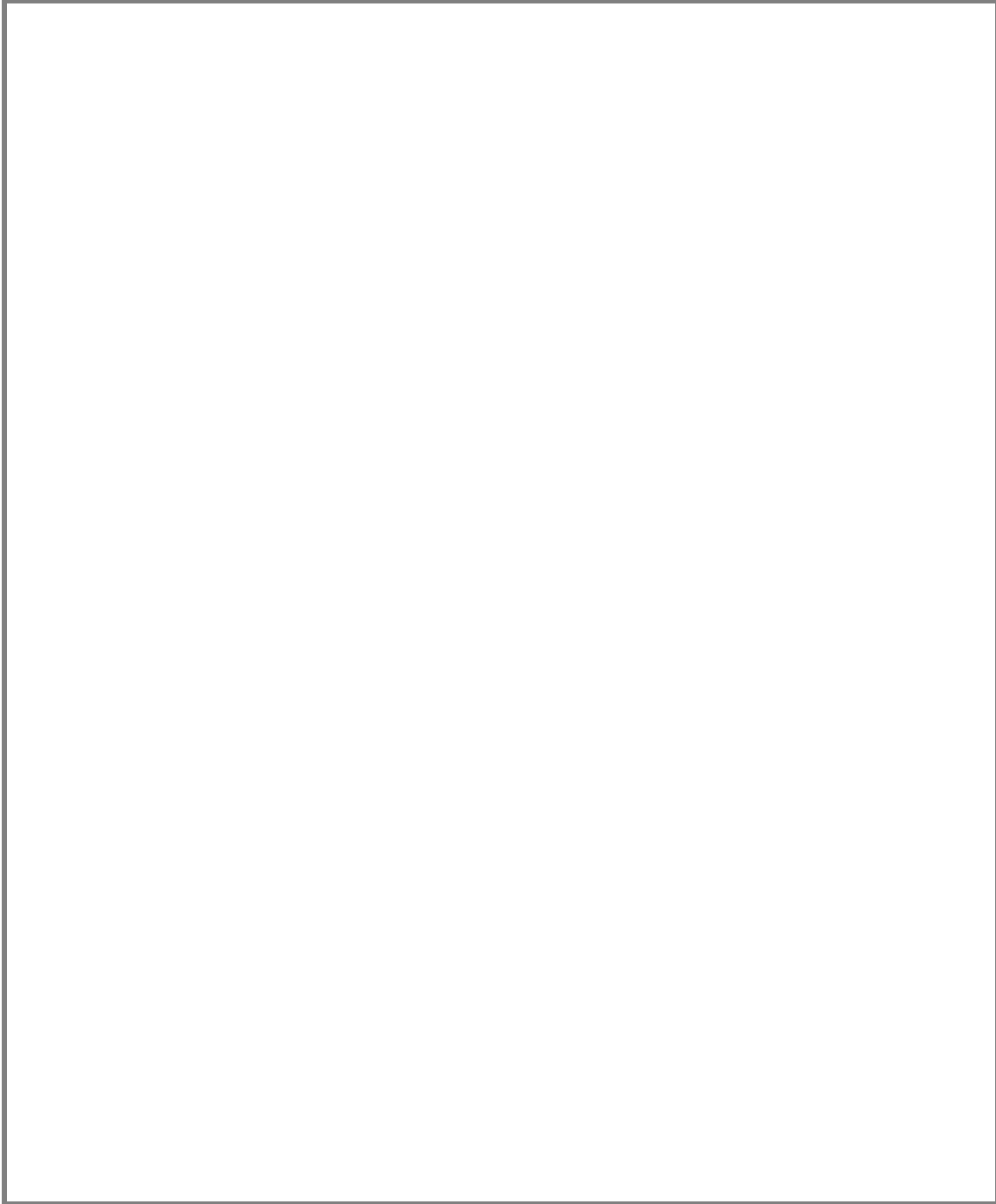
SEVERAL TAG LINES THAT FIT WITH THIS NAME:
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PLUSES:

CONCERNS:

Draw a picture of the product as you see it being used with the name in print on the product or package.

Draw...



Beginning Name Concept 4

1. Write out your fourth selection.

Where did this name come from?

2. Do a brief analysis.

What is it you like about the beginning name?

3. Make a list of variations on the name that you have thought of or new ones that might be possibilities.

Options for:

1.

2.

3.

4.

5.

6.

7.

8.

4. Select the option you are most interested in pursuing. You may end up using one of the others but, at this point, you need a name that reflects the group.
5. Fill out a name concept sheet for this option. Not all portions of this form may be appropriate for your product or project, so you may wish to skip some pieces or to modify them slightly to meet your needs. Please, please do the exercise, however you choose to do it. You need to spend some time alone with your name before you choose it.

NAME CONCEPT SHEET

NUMBER

CODE NAME: _____

WHO WORKED ON THIS: _____

WHAT IS THE NAME ABOUT

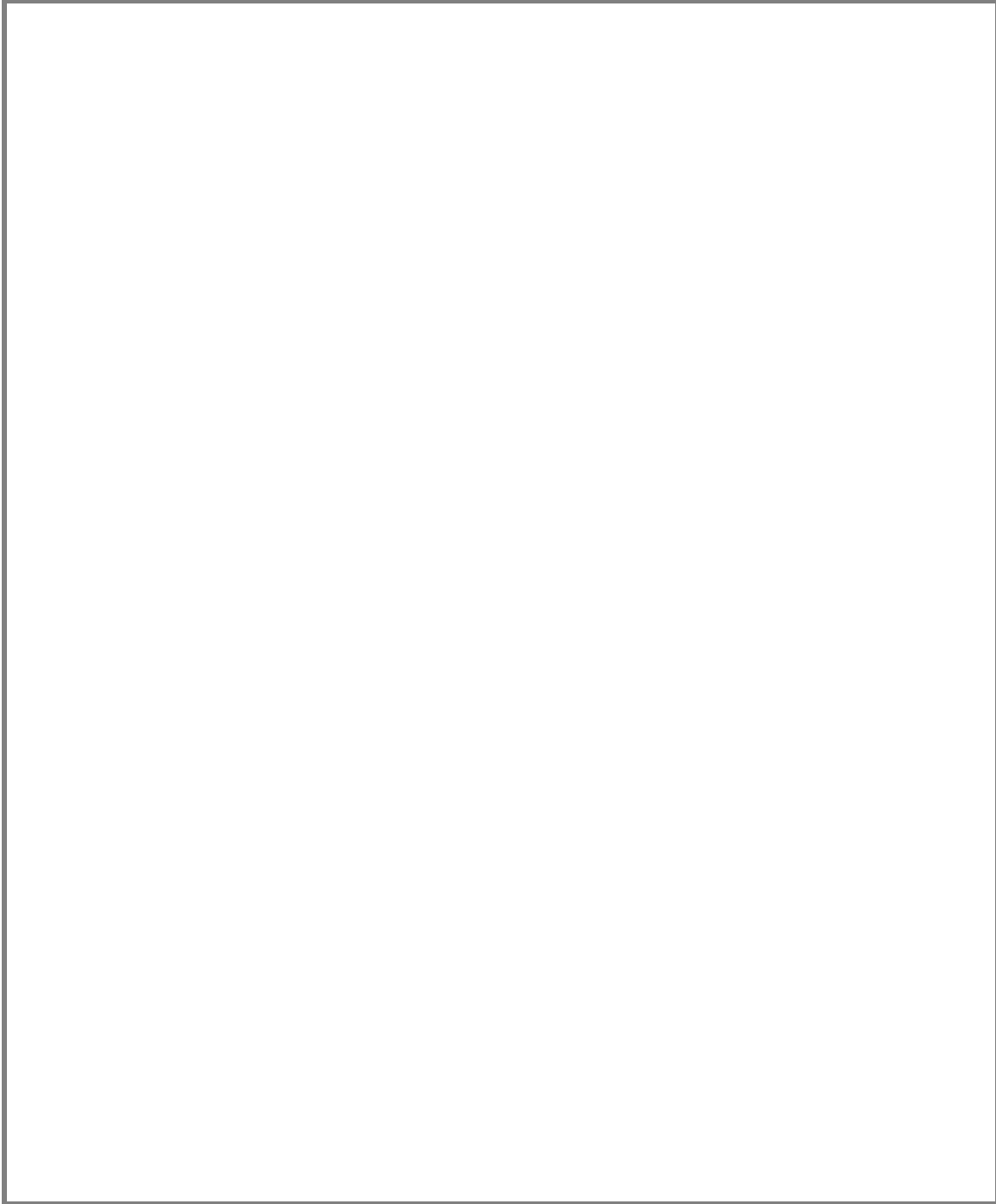
SEVERAL TAG LINES THAT FIT WITH THIS NAME:

PLUSES:

CONCERNS:

Draw a picture of the product as you see it being used with the name in print on the product or package.

Draw...



Beginning Name Concept 5

1. Write out your fifth selection.

Where did this name come from?

2. Do a brief analysis.

What is it you like about the beginning name?

3. Make a list of variations on the name that you have thought of or new ones that might be possibilities.

Options for:

1.

2.

3.

4.

5.

6.

7.

8.

4. Select the option you are most interested in pursuing. You may end up using one of the others but, at this point, you need a name that reflects the group.
5. Fill out a name concept sheet for this option. Not all portions of this form may be appropriate for your product or project, so you may wish to skip some pieces or to modify them slightly to meet your needs. Please, please do the exercise, however you choose to do it. You need to spend some time alone with your name before you choose it.

NAME CONCEPT SHEET

NUMBER

CODE NAME: _____

WHO WORKED ON THIS: _____

WHAT IS THE NAME ABOUT

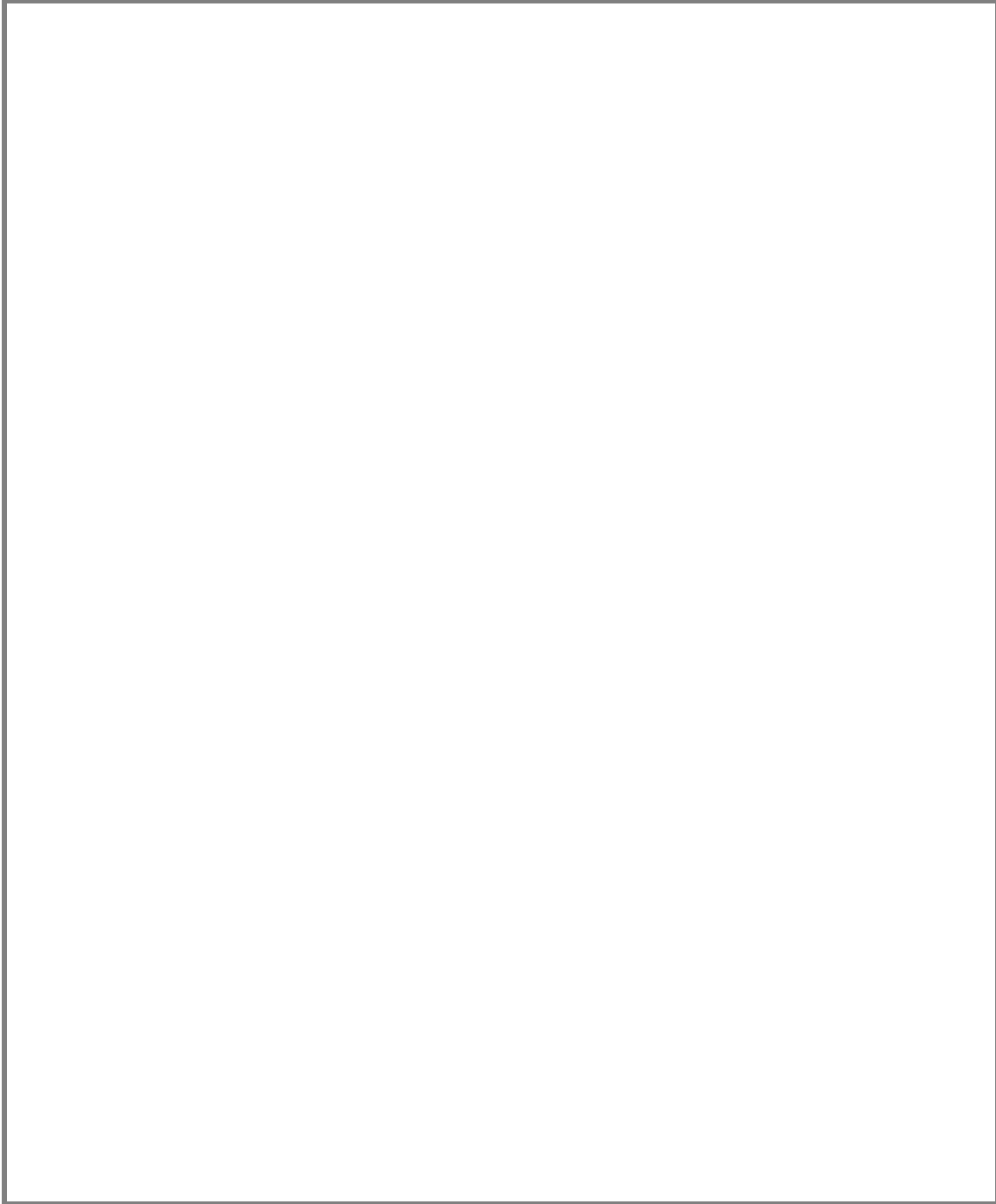
SEVERAL TAG LINES THAT FIT WITH THIS NAME:

PLUSES:

CONCERNS:

Draw a picture of the product as you see it being used with the name in print on the product or package.

Draw...



Beginning Name Concept 6

1. Write out your sixth selection.

Where did this name come from?

2. Do a brief analysis.

What is it you like about the beginning name?

3. Make a list of variations on the name that you have thought of or new ones that might be possibilities.

Options for:

1.

2.

3.

4.

5.

6.

7.

8.

4. Select the option you are most interested in pursuing. You may end up using one of the others but, at this point, you need a name that reflects the group.
5. Fill out a name concept sheet for this option. Not all portions of this form may be appropriate for your product or project, so you may wish to skip some pieces or to modify them slightly to meet your needs. Please, please do the exercise, however you choose to do it. You need to spend some time alone with your name before you choose it.

NAME CONCEPT SHEET

NUMBER

CODE NAME: _____

WHO WORKED ON THIS: _____

WHAT IS THE NAME ABOUT

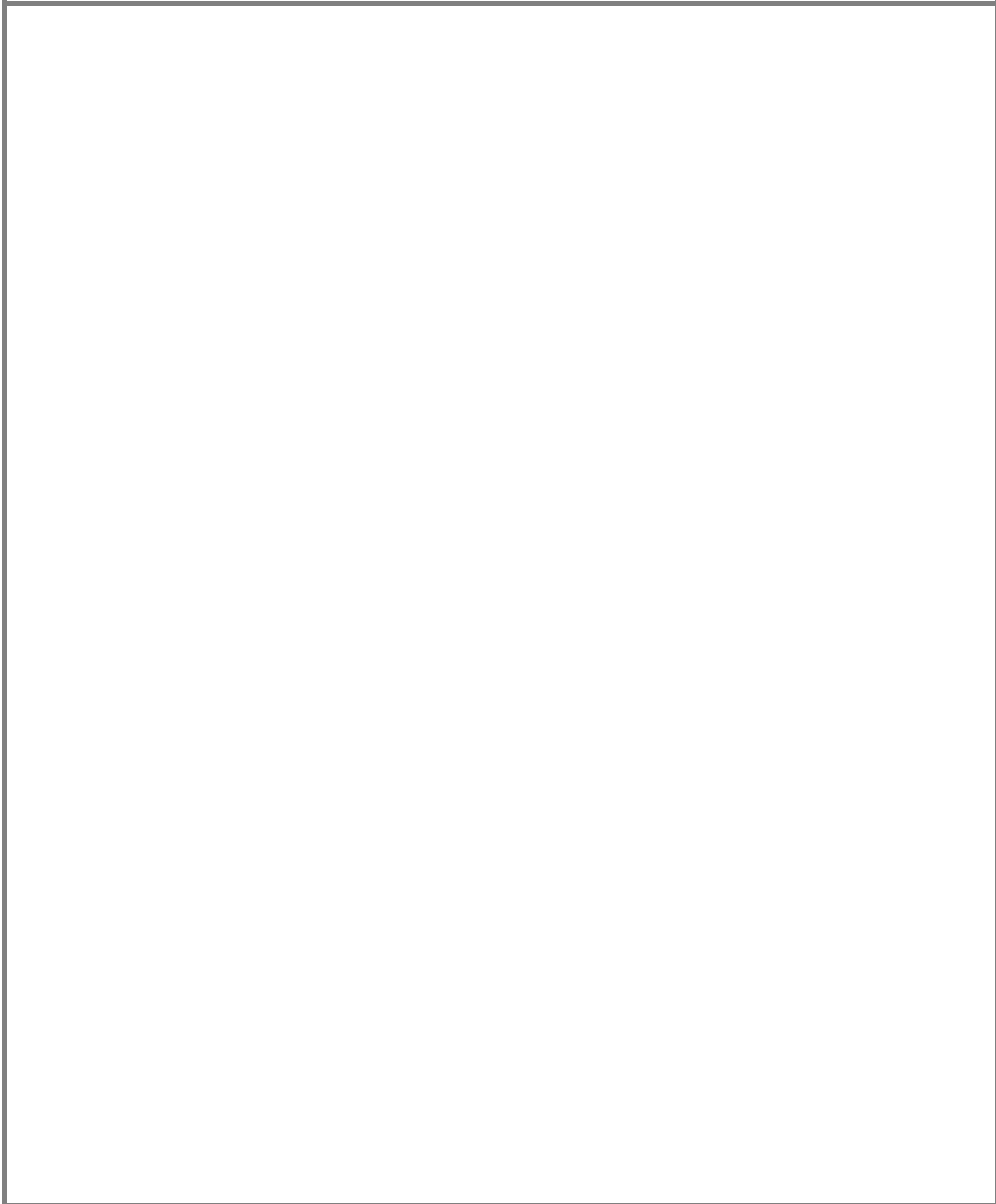
SEVERAL TAG LINES THAT FIT WITH THIS NAME:
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PLUSES:

CONCERNS:

Draw a picture of the product as you see it being used with the name in print on the product or package.

Draw...

A large, empty rectangular box with a thin black border, intended for drawing a product being used with a name printed on it.

