

# HOW TO WRITE A NAMING BRIEF — A GUIDE

## **1—OBJECTIVE—WHAT NEEDS A NAME? WHAT KIND OF NAME IS NEEDED?**

*Describe the company or organization and its need for the current naming process. Specify what is needed: a company name, a website (domain) name, a brand name, a sub-brand name, a naming scheme for a family of products or a title for an event, book, or movie. Will this work consist of naming, renaming, or modifying a name?*

## **2—TARGET—WHO IS THE AUDIENCE?**

*The people or organizations the name is to attract, interest, or persuade. Potential clients, endorsers, and partners—and everyone who might recommend the brand to a potential target. Where are these people? What relevant brands do they use? What languages do they speak? What languages and tone of voice do they associate with expertise and authenticity in our category?*

## **3—MESSAGE—WHAT CAN WE COMMUNICATE?**

*List the brand values, features, and competitive advantages that can act as the building blocks for the name—and then find some exciting synonyms. Watch for any pairings that seem contradictory—they reveal the inspiring „tensions” distinctive to the brand or the category. Remember that the best names convey a few of the most important features or benefits of a brand without negating other aspects of the brand story.*

## **4—LANGUAGE—WHAT ARE THE LINGUISTIC CRITERIA?**

*Is there a preference for real words or invented ones? Are there length requirements? Are any sounds, letters or words either mandatory or not permitted? Which languages are allowed? Uppercase or lowercase? Any legibility considerations? What about diacritics?*

## **5—AVAILABILITY—WHAT PRELIMINARY SCREENINGS ARE NECESSARY?**

*DOMAIN—With what extensions? Assuming what kind of flexibility in domain naming?  
SEO—What other search terms need including to get info on category-relevant searches?  
TRADEMARK—For which product/service classes? Where? Based on which databases?  
LANGUAGE—In what languages does the name need to work well? Additionally in what languages does it have to be at least non-misleading and inoffensive?*

## **6—CONTEXT—WHAT WILL BE THE REFERENCE POINTS FOR OURS?**

*The universe of existing names relevant to our brand. These include not just the competition and sister brands in the portfolio, but also names that might appear alongside the new name in various everyday settings.*

## **7—PROJECT HISTORY—WHAT NAMES HAVE ALREADY BEEN CONSIDERED?**

*Former and rejected names contribute valuable information and help direct subsequent stages of the naming process, especially when reasons for dismissal are known.*