

THE STRENGTH OF
A BRAND NAME

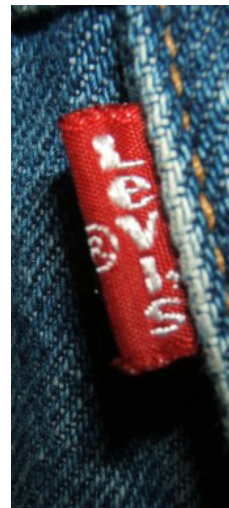
James 

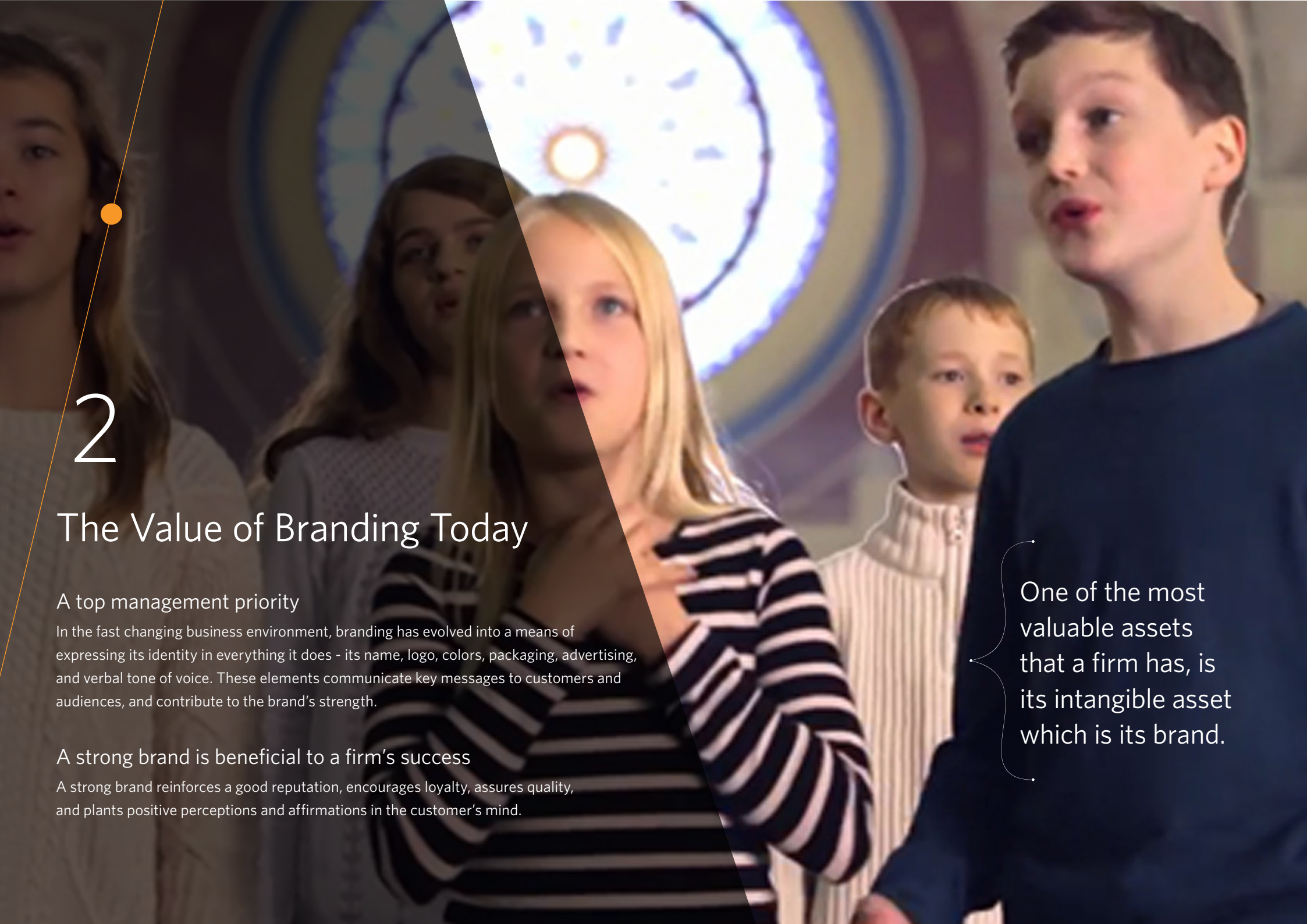
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Introduction

We FedEx our packages, Google our questions, drink our Nescafé's, wear our Levi's, aspire to buy our Rolex watches and are inspired by the Bill & Melinda Gates Foundation. We are surrounded by brands - in our homes, at supermarkets, on the streets. They are a part of our future goals and our present lives. Some brands have integrated themselves so deeply into our cultures, we even use them as verbs in our conversation and languages.

The practice of branding started from the late eighteenth and early nineteenth century so that companies could increase their production and widen distribution to increase sales. Among the first of these were some of France's greatest wineries, which were brand names even before the revolution, and even breweries such as Guinness and Bass, both of whom remain international pioneers in the FMCG industry and in brand marketing. Even though their brands names and brand identities originated two centuries ago, they remain proof that successful brands and brand names that are original and strategic are the ones that survive.



A group of children, including a girl in a striped shirt and a boy in a blue shirt, are looking towards a large, glowing circular light fixture in the background. The scene is dimly lit, with the light fixture providing the main source of illumination. A diagonal line with an orange dot is visible on the left side of the image.

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The Value of Branding Today

A top management priority

In the fast changing business environment, branding has evolved into a means of expressing its identity in everything it does - its name, logo, colors, packaging, advertising, and verbal tone of voice. These elements communicate key messages to customers and audiences, and contribute to the brand's strength.

A strong brand is beneficial to a firm's success

A strong brand reinforces a good reputation, encourages loyalty, assures quality, and plants positive perceptions and affirmations in the customer's mind.

One of the most valuable assets that a firm has, is its intangible asset which is its brand.

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A Brand's Strength & Success

Brand associations and relationships are crucial to a brand's success


Brand Associations

Brand associations are the associations consumers have with a brand, especially when a consumer is considering a purchase decision.

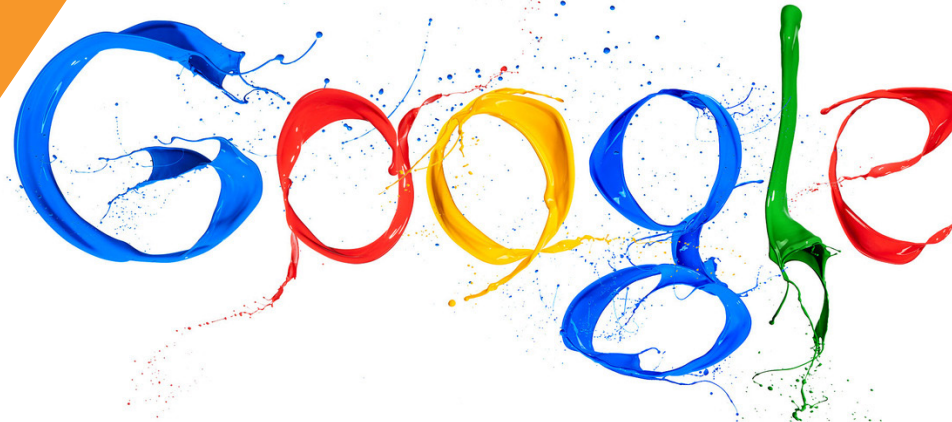
A brand's name, logo, colors, packaging, advertising, verbal tone of voice, and interaction with its audiences and customers contribute to the brand's strength and success.

Customer Relationships

The relationship between a consumer and a brand is what ultimately drives customer perception and loyalty.



A brand name is one of the first associations and relationships to the brand.



The first step towards developing a name is to decide what the name has to do for your business.

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Names fusing strategic, marketing, creative, and linguistic methods

Every time a new product or company is created, it needs a name and identity that conveys what the service offers, what the brand promises, and the essence of its personality.

The first step towards developing a name is to decide what the name has to do for your business. A brand name is required to be legally available, and should work across multiple markets and in multiple languages in the case of a global brand.

The naming process starts with research, ensuring that the name is aligned to the brand's strategy and positioning. After developing the name, it is tested within the target market, usually through focus groups, and then finally legally registered.

A whole industry of branding and naming experts have emerged to help entrepreneurs and corporations name their businesses and products, further illustrating its importance.



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What Makes a Good Brand Name?

A good brand name should be memorable, distinctive, easy to pronounce, communicates the brand's promise or service, and connects emotionally. It may seem that all the good names are taken, but it is possible to create names that are truly unique in their product category, making them more effective and easier to distinguish.

A Distinctive Name

A name that is distinctive provides differentiation from competitors. Google and Haagen Daz are fun, rhythmic sounds that don't have a specific meaning, whereas the name Blackberry was created simply by being inspired by the visual cue of the product. These are examples of unique invented names, which were like a blank canvas to be infused with the desired brand promise and associations.











What Makes a Name Memorable?

Names with certain characteristics are more likely to stay in the consumer's mind, such as names that rhyme, are simple to pronounce, or have strong sound associations.

A. Alliteration & Rhymes:

Alliteration is the repetition of initial consonant sounds in neighbouring words. Rhymes are the similarity of sounds in the neighbouring words. Pay Pal, Kinko's, Lincoln Logs, and Dunkin' Donuts are examples of alliteration, while Nutter Butter and Smart Start are examples of names that rhyme.

B. Onomatopoeia

A word that imitates the vocal representation or sound associated with it is an onomatopoeia, such as "buzz" and "hiss". Examples of brands using onomatopoeia include Ziploc, Pop-tarts, and Roomba.

C. Morphemes

The smallest meaningful unit in the grammar of a Language, these names are created by taking parts of words and combining them together forming word combinations that previously did not exist. Brands such as FedEx, Acura, and Unisys are great examples.



Conclusion

A strong brand will be instrumental in reinforcing a good reputation, encouraging loyalty, assuring quality, and reiterating positive perceptions. Brand associations and relationships are crucial for a brand's success, and your name is one of the first introductions to your brand. Making it memorable and distinctive would help your brand stand out in the crowd and connect emotionally. Investing in your brand's name would be the first crucial step towards building positive associations and sustaining your brand's success.

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