

Naming Creative Brief

1. Goal of the assignment

What do you want to accomplish with this new naming project?

2. In a nutshell

Sum up your company in a sentence.

3. Brand Positioning

How do you want your brand to be positioned in the marketplace?

4. Consumer insights associated with your market

What are the tastes or quirks of the persona you serve?

5. Target Audience

Describe the customers you want to reach?

6. Competition

List the competitors so we know who you are up against and to help us steer clear of similar names, which could pose trademark conflicts.

7. Desired brand experiences

The best brands evoke a positive brand experience that makes a strong emotional connection like “this tastes delicious” or “I will feel better”. How do you want people to feel when they see or hear the name?

8. Brand Personality

List 5-10 adjectives that best describe the tone and personality of your brand.
(This is easiest to do if you think of your brand as a person.)

9. Words to Explore

List some words you may want to have in your new name.

10. Words to Avoid

List some words you would not want to have in your new name.

11. Themes/Ideas to Explore

List any areas or ideas you may want to explore

12. Themes/Ideas to Avoid

List any areas or ideas you don't even want to think of going.

13. Name Style Likes

List 5 brand names in your industry you collectively like the style of (and why).

14. Name Style Dislikes

List 5 brand names in your industry you collectively dislike the style of (and why).

15. The Acid Test for Using the New Name

Write how the new name will be used in a sentence.

16. Anything else worth noting?