

Brand Naming

Generator Workbook



Introduction

- The purpose of this workbook is to generate ideas, which will lead to creating a brand name for two fragrances; (one for daytime and one for evening). There are no right or wrong answers. Let your imagination soar! This workbook contains some information on the brand. Fill in your thoughts and ideas for each section as indicated.



Imaging

- Part of an active lifestyle, the fragrance must communicate cool, contemporary values, individualism and uniqueness.
- Write a few key words or sentences about how you see the brand's image.

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Positioning

- Product will be two fragrances, one for daytime and one for the evening. It will be positioned at the moderate to upper moderate price point in a junior/contemporary niche; cooler than CANDIES but not quite as sophisticated as DKNY.
- Write a few key words or sentences about how you see the brand's positioning.

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Target Consumer

- A single woman, 16-29, who seeks out and wears trendy fashion. She is into concerts and clubs, music, dancing and wants to look right and sexy. She sets her own style which is fun and a bit edgy. She vacations in the Hamptons and The Caribbean.
- Write a few key words or sentences about how you see the brand's target consumer..

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Word Association

- Please complete the following sentences with the very first word which comes to mind... Don't hesitate.
 - “If Brand X were my friend, she would most likely be very _____.”
 - “When I think of Brand X, I am reminded of _____ and _____.”
 - “If I would replace Brand X with an animal, I would choose a(an) _____.”
 - “If Brand X was changed to a symbol, it would look like... _____.”



Synonyms & Antonyms

Label would read “a brand name” by
(Company or Designer)

Brand Name	Synonyms (same)	Antonyms (opposite)
Bizarre		
Bling		
Trash		
Party Grl		
Breakout!		
Chillin'		
Hey!		
Rebd		
Tattoo		
(add your own)		



Brand Words Assessment Matrix

Brand/ Word	Ranking (values)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Out-standing (5)
Chillin	Right Attitude					
	Right For Product					
	Easy to Remember					
	Unique/ Clever					
	Fun Message					
					Total	

Brand/ Word	Ranking (values)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Out-standing (5)
Trash	Right Attitude					
	Fits Product					
	Easy to Recall					
	Unique					
	Fun Message					
					Total	

Brand/ Word	Ranking (values)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Out-standing (5)
Tattoo	Right Attitude					
	Fits Product					
	Easy to Recall					
	Unique					
	Fun Message					
					Total	



Brand Words Assessment Matrix

Brand/ Word	Ranking (values)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Out-standing (5)
Bizarre	Right Attitude					
	Right For Product					
	Easy to Remember					
	Unique/ Clever					
	Fun Message					
					Total	

Brand/ Word	Ranking (values)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Out-standing (5)
Breakout!	Right Attitude					
	Fits Product					
	Easy to Recall					
	Unique					
	Fun Message					
					Total	

Brand/ Word	Ranking (values)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Out-standing (5)
Bling	Right Attitude					
	Fits Product					
	Easy to Recall					
	Unique					
	Fun Message					
					Total	



Brand Words Assessment Matrix

Brand/ Word	Ranking (values)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Out- standing (5)
Party Girl	Right Attitude					
	Right For Product					
	Easy to Remember					
	Unique/ Clever					
	Fun Message					
					Total	

Brand/ Word	Ranking (values)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Out- standing (5)
Rebel	Right Attitude					
	Fits Product					
	Easy to Recall					
	Unique					
	Fun Message					
					Total	

Brand/ Word	Ranking (values)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Out- standing (5)
Hey!	Right Attitude					
	Fits Product					
	Easy to Recall					
	Unique					
	Fun Message					
					Total	

