GETTYS › PML PROGRAM
Brand Development Process › Naming

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Naming Guidelines

Business doesn't just need a name. It needs a name that reflects the personality, vision, inspiration and leadership of its management team. A name that rises to the top of the competitive marketplace and shines like a beacon to announce a brand promise. A name that is relevant, memorable and protectable. One that roles off the tongue but lodges in the brain.

Naming is not just a creative exercise. The best names are built on strong, clear, simple objectives. All good names must meet criteria in three key areas: Strategic, Linguistic and Legal.

Strategic Criteria
› Instantly deliver brand idea, brand promise or business essence
› Reinforce brand positioning platform
› Achieve separation from competitors
› Create memorable, meaningful and inspiring brand associations

Linguistic Criteria
› Easily pronounceable / Spellable / Translatable
› Short, preferably three or fewer syllables
› Well-balanced: vowels and consonants alternate evenly throughout
› Well-resonated: often achieved by such methods as alliteration (Coca Cola), haplology (Toys R Us), poetics (USA Today), metonymy (Starbucks).

Legal Criteria
› Ownable / Trademarkable
› Protectable in all relevant market segments and geographies.
› Domain Availability

Naming Guidelines Naming Development Process Overview

Naming process is not always linear and has some flexibility depending on a type of organization and scope of a branding program, but typically involves five key phases: Positioning, Naming Planing, Ideation, Evaluation and Testing.

Positioning
› Project Overview / Objective / Parameters for Success
› Goals / Requirements / Target Market / Competition
› Brand Architecture / Product Architecture

Naming Planing
› Brand Idea / Brand Attributes
› Naming Criteria
› Name Evaluation Criteria
› Naming Taxonomy
› Taxonomy of Competitors Names

Ideation
› Mind Maps / Concept Maps
› Group and Individual Brainstorming
› Attribute / Associations Maps
› Idea Wall / Visual Project Room

Evaluation
› Evaluation of Ideation Process
› Initial Screening of Generated Names
› Creation of Categories and Themes
› Legal Screening
› Group Vote / Short List

Testing
› Language / Cultural Connotations
› Contextual Testing: Verbal, Electronic and Printed Scenarios
› Linguistic Analysis
› Final Legal Screening
› Domain / Trademark Registration

Key Factors
› Develop simple, crystal-clear brand idea
› Capture the essence of the brand idea through brand attributes
› Develop naming solutions reflecting brand attributes / brand idea
› Examine name in context
› Foster consensus among decision makers

Naming Guidelines Naming Development Frameworks

Positioning

Project Overview

› Background
› Situation
› Objective

Target

› Target Market
› Competition
› Customer Profile

Architecture

› Business Architecture
› Brand Architecture
› Product Architecture

Brand

› Brand Vision
› Brand Values
› Brand Promise

Brand Essence

› Brand Idea
› Brand Driver
› Brand Attributes

Naming Process

Naming Requirements

› Positioning Criteria
› Performance Criteria
› Evaluation Criteria

General Naming Criteria

› Strategic
› Linguistic
› Legal

Naming Taxonomy

› Name Construct
› Name Content
› Name Types

Naming Taxonomy

› Competitors
  Name Taxonomy

Name Generation

› Concept Map
› Mind Map
› Attribute Map
› Associations Map

Name Generation

› Idea Wall

Name Evaluation

› Initial Screening

Name Evaluation

› Name Grouping:
  Categories/Themes
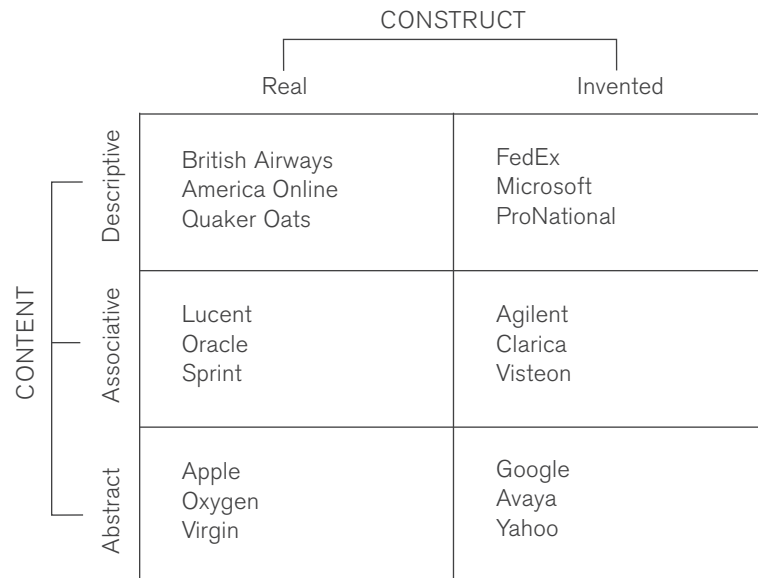
Name Evaluation

› Name Shortlist
› Recommendations

Contextual Testing

› Verbal
› Electronic
› Printed

Naming Guidelines Taxonomy

Name Taxonomy

Names are composed of two key elements: construct and content.
Construct of the word refers whether it is real or coined. A real name is
a dictionary word. A coined name is a made-up word.

CONSTRUCT

	Real	Invented
Descriptive	British Airways America Online Quaker Oats	FedEx Microsoft ProNational
Associative	Lucent Oracle Sprint	Agilent Clarica Visteon
Abstract	Apple Oxygen Virgin	Google Avaya Yahoo

CONTENT

Name Construct

Real Names
A real name is a dictionary word. Two real words can be joined together
in a creative combination to describe what the product does.
(Quaker Oats, British Airways, SurePayroll, MicroSystems)

Invented Names
Invented names are composed of unusual strings of letters or word parts.
There are several ways to create invented names:
› To built upon Greek and Latin roots (Acquient, Agilent, Alliant, Aquent)
› To construct using rhythm and the experience of saying these words
  (Snapple, Oreo, Google, Kleenex)

Name Content

Descriptive (Functional) Names
These names provide immediate identification by describing the function, quality or
characteristics of the product or service. Descriptive names are overt in nature but
generally not distinctive. (Quaker Oats, IBM, SurePayroll, MicroSystems)

Associative (Suggestive) Names
Associative names Imply key ideas or concepts but don't tell directly what the
products or services do. They rise above descriptive names because they evoke
the positioning of the product, rather than describing its function.
(Oracle, Sprint, Agilent)

Abstract (Arbitrary) Names
Abstract names have no meaning or have a common meaning not associated with
the company's products or services. These names are nonlinear and multidimen-
sional, making them deeply engaging. This also helps to create a brand image that
is bigger than the products or services the company offers. (Yahoo, Apple, Virgin)

Naming Guidelines Evaluation Criteria

Meaning
How relevant the name is to the positioning of the product or company being named, the service offered, or to the industry served. Does it communicate the essence of the brand?

Visual Quality
How the name looks as a visual signifier. How well does it support the desired image of the company or product.

Sound
Not only how a name sounds, but how easily it is spoken by potential customer. Word of mouth is a big part of the marketing of a company, product or service with a great name.

Distinctiveness
s it unique, as well as easy to remember, pronounce and spell?
How well is it differentiated from the competition?

Depth
Layers of meanings and associations. Names with great depth don't reveal all they have to offer all at once, but keep surprising you with new ideas.

Flexibility / Modularity
Is it sustainable with a company future growth? Does is enable a company to build brand extensions with ease?

Energy
How vital and full of life is the name? Does it have buzz? Can it carry an ad campaign on its shoulders? Is it a force to be reckoned with? These are all aspects of a name's energy level.

GETTYS › PML PROGRAM
Brand Name Development

SITUATION OVERVIEW

- Good Hilton brand/franchisee relationship
- Hilton wants all Hampton Inn locations to be 'on board' by end of 2012, and update to the new 'per fect mix' lobby by end of 2013.
- Properties who have not updated to the new lobby by 12-2013 will loose their franchise.
- Hilton requires approval of all proposed design before any hotel can execute changes to a property.
- If the appropriate 'Perfect Mix Lobby' is proposed by Gettys, Hilton indicated this design option could be a 'pre-approved' concept for any Hampton Inn property which means a faster process for the hotel.
- 50% of Hampton Inns have a similar footprint / other 50% unique.
- Project (Lobby Design) Objective: to enhance guest experience by understanding how guests can potentially use the space.
- The appropriate design/manufacturing solution appears to be 'Controlled customization.'
- There are approximately 1200-1300 Hampton Inn lobbies that still need renovation by the target date.

Strategic Criteria Brand Values / Target Audience

BRAND VALUES

Clear Vision

Focused Approach

Optimized Process

Unified Resources

Expert Knowledge

Efficient Performance

Guaranteed Results

TARGET AUDIENCE

Sort-Term:
Endorsed by the Hampton Brand Team.

Long-Term:
Decision-makers in charge of their hotel's design/
manufacture/install needs:

Owner's Group / Franchisees

Hotel/Motel Management Company

General Manager

Brand Values Brand Attributes Explorations

BRAND ATTRIBUTES

FOCUSED
EXPERT
INTEGRATED
INFORMED
STREAMLINED
PROVEN
TURNKEY
TARGETED
TWO FOLD APPROACH
VISIONARY
SINGLE SOURCE
SINGLE POINT OF CONTACT
COOPERATIVE
SIMPLE
MOMENTUM
EASY
SINGULAR
TAILORED
CONCISE
ACCELERATED
DISTILLED
RAPID

BRAND THEMES

MOVEMENT

ONE/SIMPLICITY

GUARANTEED

MOVEMENT

STREAMLINED, EFFICIENT, EFFECTIVE, SCALABLE, ALWAYS ON-TIME SOLUTION

Focus Areas:

- Intuitive / Effective /Flexible / Scalable
- Integrated Approach / On Time Delivery
- Unified Resources / Simplified process
- Efficient Timing / Compressed Schedule

Brand Themes Brand Themes Explorations

BRAND THEME › MOVEMENT

INTERFACE	ACCELERATED	FLUID(ITY)	CYCLE
BEACON	TWIST	MANUEVER	INVIGORATE
DASH	SONIC	INERTIA	PROGRESSION
VERGE	BALANCE	EXCEL	MACH 1
GLOW	GRAVITY	DIRECT	ASCEND
FLASH	SPRINT	FORWARD	LAUNCH
VIBE	WAVE	PUSH	LUMINOUS
LUSCENT	DRIVE	FLIP	LAUNCH PAD
FLASH POINT	SPIRAL	FLOAT	
INERPOLATE	CRESENDO	SWIVEL	
RADIATE	CONNECT	DRILL	
ZIP	BLAZE	AFFIX	
DRIP	FLUX	PROPEL	
RADIANT	STREAM	FLIGHT	
GO!	LOFT	BRIDGE	
FIRST	STITCH	LIFT	
TIDE	FLOW	IGNIGHT	
FIRE	KITE	CONNECT	
SWING	FLOW	SCALE	
ELEVATE	JOURNEY	SPARK	
FLAME	GLIDE	LIFT OFF	
PULSE	RISING (ARISE)	COMBUSTION	
BOOST	ROAM	BIKE	
SPEED	MOMENTUM	MOXY	

ONE/SIMPLICITY

STREAMLINED, **UNIFIED**, EFFECTIVE, TURNKEY, SOLUTION

Focus Areas:

- Focused / Integrated Approach
- ONE point of contact
- Unified Resources / Simplified process
- Efficient Timing / Compressed Schedule
- Quality and consistency across every location

Brand Themes Brand Themes Explorations

BRAND THEME › ONE/SIMPLICITY

FOCUS	ALPHA
REFINE	OMNI
ARCH	NUCLEUS
UNO	SQUARE ONE
DISSTILL(ERY)	COLLECT
UNIFY	KERNEL
SINGLULAR	SQUARED
AXIS	FIRST
UNITE	G.E.T.
CONCISE	FUNNEL
ALLIED	CORE
LINE	GET IT
POINT (ON POINT/PIN POINT)	SOLID
COMPASS	CENTER
INFINITY	MODULE
CONVERGE	EASE
ESSENCE	DOT
FINALLY	COMPONENT
CONNECT	SPIRIT
I	CATALYST
PRIORI	UNI CYCLE
ONE	CLEAR
(IN ONE/1TO1/ONE 2 ONE/OMNI ONE)	VITAL
I.am	EASE

GUARANTEED

GUARANTEED, TURNKEY, COST EFFECTIVE SOLUTION.

Focus Areas:
- Trusted Partner / Guaranteed Performance
- Simplified process through one point of contact
- Effective Timing / Compressed Project Schedule
- Guaranteed Hilton Design Compliance
- Quality and consistency across every location

Brand Themes Brand Themes Explorations

BRAND THEME › GUARANTEED

FIRST	TRUST
GUARANTY	COMPLETE
ROCK	POWERED
PROOF	G.E.T
PACT	DONE
BOLD	DELIVERED
SMITH	PROMISE
AFFIRM	MODE
EXPERT	SECURITY
WOLF PACK	WORD
BESPOKE	
VOW	
CRAFT	
VERIFIED	
PROVEN	
SOLID	
STREAMLINE	
COMMIT	
100%	
CLEAR	
SEALED	
STAMP	
SECURED	
EMBOSS	

Brand Themes Brand Themes Explorations

MOVEMENT

PLAID
CYCLE
GRAVITY
LOFT
PULSE
CONNECT
KINETIC
SCALE
FIRST

ONE/SIMPLICITY

FIRST
CENTER
SQUARED
CLEAR
POINT
CET
AXIS
VITAL
COMPASS

GUARANTEED

CLEAR
SMITH
PACT
FIRST
BOLD

Thank You