

# Building the Perfect Beast

## The Igor Naming Guide

*Everything you've always wanted to know about naming companies, products and services. Compiled from the Igor website into one handy guide.*

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<http://www.igorinternational.com/guide>

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## I. Overview

**The best product & company names require the least advertising. They are advertisements.**

Great names are a powerful force in the branding, marketing and advertising campaigns of the companies they work for. They differentiate you from competitors, make an emotional connection with your audience, and help to build a brand that ignites the passions of your customers.

At Igor, we believe that a powerful name is the result of a powerful positioning strategy. The key is to find a fresh way into the hearts and minds of your customers, redefine and own the conversation in your industry, and engage people on as many levels as possible. The best product and company names represent the ultimate process of boiling these ideas down into a word or two.

## Creating Great Product and Company Names

Successful product and company names may appear to have been created by magic, but it is possible to develop names that are dynamic, effective and fully leverage a brand's potential if you have the right process in place. A process that is clear, insightful, logical and focused will lead to a name and tagline that are powerful components of your brand strategy, and pave the way for buy-in throughout your organization.

Before you begin, it is essential to decide what you want your new product or company name to do for you. To make that decision, you need to understand the possibilities. A name can:

- Achieve separation from your competitors
- Demonstrate to the world that you are different
- Reinforce a unique positioning platform
- Create positive and lasting engagement with your audience
- Be unforgettable
- Propel itself through the world on its own, becoming a no-cost, self-sustaining PR vehicle
- Provide a deep well of marketing and advertising images
- Be the genesis of a brand that rises above the goods and services you provide
- Completely dominate a category

Every naming project is unique and our process is customized for each of them. We make sure that all aspects of a work plan are designed to complement your naming project, corporate culture, approval process and timeframe.

As with any plan, it's all about inspired execution.

While we hold fast to the belief that every one of the six steps outlined in our process, from an initial competitive analysis to final product or company names and taglines, is vital to all naming projects, we understand that your marketing people may well have worked through some of them before contacting us. Consequently, our process is flexible enough to be tailored to the specific needs of your company.

Whether we are developing product or company names, the six steps outlined below are what gives us the ability to create powerful and lasting *brands*:

**1. Competitive Analysis** – Our process begins with a thorough competitive analysis, in which we quantify the tone and strength of competitive company names or product names. Creating such a document helps your naming team decide where they need to go with the positioning, branding and naming of your company or product.

**2. Positioning** – The next step is to help you refine and define your brand positioning. The more specific and nuanced your positioning is, the more effective the name will be. All great product and company names work in concert with the positioning of the businesses they speak for.

**3. Name/Brand Development** – Product or company name development begins by applying the positioning strategy to figure out what you want your new name to do for your marketing, branding and advertising efforts.

**4. Trademark** – We prescreen names under development through our trademark attorney to determine the likelihood that your company will be able to procure the names. We do this in order to feel confident that the names your attorney submits for final trademark screening and application have been deemed by an attorney as likely to pass muster for registration. If not, valuable time is lost.

**5. Creative/Testing** – A standard part of our naming process is the production of creative support materials to flesh-out potential names, and market research testing when appropriate. These may include stories, ad treatments, or graphic layouts featuring leading name candidates.

**6. Name and Tagline** – Final names and taglines, along with a well-defined positioning strategy, are the outcome of our process.

## **II. The Six Steps of the Igor Process**

To ensure that the name you choose is as dynamic, effective and fully leveraged as possible, you need to have the right process in place. A process that is clear, insightful, logical and focused will lead to a name and tagline that are powerful components of your brand strategy, and pave the way for buy-in throughout your organization.

### **STEP 1: Competitive Analysis**

A competitive analysis is an essential first step of any naming process. How are your competitors positioning themselves? What types of names are common among them? Are their names projecting a similar attitude? Do their similarities offer you a huge opportunity to stand out from the crowd? How does your business or product differ from the competition? How can a name help you define or redefine your brand? Can you change and own the conversation in your industry? Should you?

Quantifying the tone and strength of competitive company names or product names is an empowering foundation for any naming project. Creating such a document helps your naming team decide where they need to go with the positioning, branding and naming of your company or product. It also keeps the naming process focused on creating a name that is a powerful marketing asset, one that works overtime for your brand and against your competitors.

We display the results of a given sector of names in the form of taxonomy charts (see below).

### **STEP 2: Positioning**

Our next step is to help you refine and define your brand positioning. The more specific and nuanced your positioning is, the more effective the name will be. All great names work in concert with the positioning of the business or product they speak for. The best positioning finds a way to reinvigorate or change the conversation that an industry has been having with its consumers.

Our positioning process is predicated on understanding everything about your brand, where it's been and where it's headed. The resulting naming process is based on a forward-looking positioning strategy that takes into account your brand, your competition, and your entire sector.

While it's important to understand what competitors are doing in order to act in a distinctive and powerful way, it's also useful to learn from their mistakes and successes.

For instance, the company that became Apple needed to distance itself from the cold, unapproachable, complicated imagery created by the other computer companies at the time that had names like IBM, NEC, DEC, ADPAC, Cincom, Dylakor, Input, Integral Systems, Sperry Rand, SAP, PSDI, Syncsort, and Tesseract.

The new company needed to reverse the entrenched view of computers in order to get people to use them at home. They were looking for a name that was unlike the names of traditional computer companies, a name that also supported a brand positioning strategy that was to be perceived as *simple, warm, human, approachable* and *different*.

Of course, once they had a clear positioning platform in place, there were still hundreds of potential names for the new company to consider. The process for finding that one perfect name is detailed in the next section.

## STEP 3: Name / Brand Development

The first step in name development is deciding what you want your new name to do for your marketing, branding and advertising efforts. Making this decision allows you to narrow your name search to a certain category of name.

The relative strengths and weakness of the four major categories of names are discussed in this section:

### 1. Functional / Descriptive Product & Company Names

**When descriptive names work:** When a company names products and their brand strategy is to direct the bulk of brand equity to the company name. Examples of companies that follow this name strategy are BMW, Martha Stewart and Subway.

**When descriptive names don't work:** When they are company names. Company names that are descriptive are asked to perform only one task: explaining to the world the business that you are in. This is an unnecessary and counterproductive choice.

The downside here is many-fold. This naming strategy creates a situation that needlessly taxes a marketing and advertising budget because descriptive company names are drawn from a small pool of relevant keywords, causing them to blend together and fade into the background, indistinguishable from the bulk of their competitors - the antithesis of marketing.

As an example of the "brand fade out" caused by choosing descriptive company names, consider the names of the following branding and naming companies:

Brand/Branding Companies	Name/Naming Companies
Brand-DNA (.com)	ABC Name Bank
Brand-DNA (.net)	Brighter Naming
Brand A	Moore Names
Brand 2.0	Name Development
Brand Design	Name Evolution
Brand Doctors	Name Generator
Brand Evolve	Name-It
Brand Evolution	Name Lab
Brand Forward	Name One
Brand Juice	Name Pharm
Brand Ladder	Name Quest
Brand Link	Name Razor
Brand Maverick	Name Sale
Brand Mechanics	Name Sharks
Brand Meta	Name-Shop
Brand People	Name Stormers
Brand Positioning	Name Tag
Brand Salt	Name Trade
Brand Scope	Name Works
Brand Sequence	Name Works
Brand Slinger	Namebase
Brand Solutions	Naming
Brand Vista	Naming Systems
Independent Branding	Naming Workshop
Not Just Any Branding	Namington
The Better Branding Company	Strategic Name Development
The Brand Company	The Naming Company
The Brand Consultancy	Wise Name

These kinds of company names are easily avoided if a thorough **competitive analysis** is performed and if the people doing the naming understand the following basic concept:

The notion of describing a business in the name assumes that company names will exist at some point without contextual support, which is impossible. Company names will appear on websites, store fronts, in news articles or press releases, on business cards, in advertisements, or, at their most naked, in conversations.

There are simply no imaginable circumstances in which company names can exist without contextual, explanatory support, which means they are free to perform more productive tasks.

## **2. Invented Product & Corporation Names**

There are basically two types of invented names for products or corporations:

**1) Names built upon Greek and Latin roots.** Examples: Acquent, Agilent, Alliant, Aquent.

### **The upside:**

- These names breeze through the trademark process because they are unique, eliminating the potential for trademark conflict.
- For companies looking for a hassle-free way to secure a domain name without a modifier, this is a fairly painless route to go.
- They are free of negative connotations.
- Because these names are built upon Greek and Latin morphemes, they are felt to be serious sounding.
- For the above reasons, these are the easiest names to push through the approval process at gigantic global corporations.

### **The downside:**

- Because these types of names are built on Greek and Latin morphemes, you need the advertising budget of a gigantic global corporation to imbue them with meaning and get people to remember them.
- While they don't carry any direct negative messages, such names do cast a cold, sanitized persona.
- These are names with no potential marketing energy -- they are image-free and emotionally void.

**2) Poetically constructed names that are based on rhythm and the experience of saying them.** Examples: Snapple, Oreo, Google, Kleenex.

### **The upside:**

- They breeze through the trademark process.
- Easy domain name acquisition.
- By design, the target audience likes saying these names, which helps propel and saturate them throughout the target audience.
- Highly memorable.
- Emotionally engaging.
- They are rich with potential marketing energy.



**The downside:**

- Tougher for a marketing department to get corporate approval for. When making a case for a name based on things like "fun to say, memorable, viral, and emotionally engaging," you need to present a solid, quantifiable case. Igor can show you how.

### **3. Experiential Product & Corporate Names**

Experiential names offer a direct connection to something real, to a part of direct human experience. They rise above descriptive names because their message is more about the experience than the task.

For instance, in the web portal space, descriptive product names include Infoseek, GoTo, FindWhat, AllTheWeb, etc. Experiential names of web portals include such product names as Explorer, Magellan, Navigator, and Safari.

**The upside:**

- These names make sense to the consumer.
- They map to the consumer's experience with the company or product.
- Because they require little explanation, experiential names are easily approved in a corporate process.
- They work best for products within a brand strategy designed to accumulate brand equity for both the company and the product.
- Experiential company and product names are most effective for the early entrants in a business sector, becoming less effective for later adopters.

**The downside:**

- Because they are so intuitive, experiential names are embraced across many industries with high frequency, making them harder to trademark.
- These are names that tend to be historically common in the branding world.
- Their over-usage makes them less effective in the long run. For instance, while Explorer, Navigator and Safari are web portal names, they are also the names of SUVs.
- The similarity in tone of these names across an industry is indicative of similarities in positioning. As web portal names, Explorer, Navigator, Safari and Magellan are all saying exactly the same things in exactly the same ways to exactly the same people. Consequently, they aren't pulling any weight when it comes to differentiating a brand.

## **4. Evocative Product & Company Names**

One important way that evocative names differ from others is that they evoke the positioning of a company or product, rather than describing a function or a direct experience.

Continuing with more examples of web portal company names:

InfoSeek, LookSmart = functional  
Explorer, Navigator = experiential  
Yahoo = positioning (Evocative)

Another example, from the airline sector:

Trans World Airlines = functional  
United = experiential  
Virgin = positioning (Evocative)

and finally, from the computer industry:

Digital Equipment = functional  
Gateway = experiential  
Apple = positioning (Evocative)

### **The upside:**

- A rare type of name, making it a powerful differentiator.
- Nonlinear and multidimensional, making it deeply engaging.
- Helps create a brand image that is bigger than the goods and services a company offers.
- Trademark process is better than average.
- When created in sync with positioning, it is a branding force that can dominate an industry.

### **The downside:**

- When created out of sync with brand positioning, it's an ugly mess.
- Because evocative product and company names are created to compliment positioning rather than goods and services, they are the toughest type of names to get corporate approval for, being a bit of an abstraction for those outside the marketing department.

For advice on how to create and secure buy-in for evocative product and company names, see the Naming Process Filters- Evocative Names, in the Naming Tools section below.

## **STEP 4: Trademark Prescreening of Names**

During a naming project, we prescreen all names we present to clients against the USPTO trademark database, to make sure no time is wasted considering names for a project that do not have a good chance of being available for registration.

We also engage the services of several fine trademark attorneys, who can screen names with greater precision and offer their professional feedback as well.

We do this in order to feel confident that the names your attorney submits for final trademark screening and application have been deemed by an attorney as likely to pass muster for registration. If not, valuable time is lost.

Other options include international trademark screening performed by one of our trademark attorneys, a global linguistic check of leading names in fifteen languages, and detailed [NameProtect](#) trademark and common law searches.

## **STEP 5: Creative / Testing**

These are tasks that are constantly performed throughout our process. However, near the end of every project it comes time to decide which of the leading name candidates will best serve our clients.

At this point, the job is to exhaustively and specifically flesh out the relative strengths of each name. We present names with a range of taglines and contextual positioning support in the form of print ads or commercial treatments. This presentation is key to helping everyone involved understand how a given product or company name could work in your marketing and advertising campaigns. It lifts the naming process out of the realm of theory and breathes life into the names, a vital step in the decision-making process.

These same materials are designed to work seamlessly for any focus group testing or market research that you feel is necessary. We can advise you and/or run the testing phase for you if you wish. And we have extensive experience presenting positioning, brand strategies, names and taglines to boards of directors.

Here is a sampling of some of the many contextual support images created during the course of Igor's [Tickle project](#) (images blurred to respect photo rights):



## STEP 6: Names and Taglines

Once a name is chosen, we more fully develop a range of taglines, images and language that help you pinpoint the most effective, perfectly nuanced personality with which to present your name.

A key point at this stage is exploring how different taglines and collateral can shift and enhance the efficacy of your name and brand. For example, here are a few ad lines and taglines that the name Igor brings to the table:

- Igor. Get over the hump.
- Igor. A few spare parts and a good storm. (The ingredients of all innovation.)
- Igor. Throw the switch.
- Igor. Bringing your vision to life.
- Igor. A Moveable Beast.
- Igor. Own your shadow.
- Igor. Talk of the town.
- Igor. No job too horrifying.
- Igor. The other white meat.
- Igor. Never say die.
- Igor. A good brain is hard to find.
- Igor. Alive.
- Igor. Better living through science.
- Igor. Building the perfect beast.

And on and on and on. When deciding between names for your own project, go ahead and make a list of taglines for each potential name. It will make the decision-making process crystal clear, because if you can't get inspired by a particular name, your customers aren't likely to.

One of the most important things that the best brands accomplish is being thought of as greater than the goods and services offered. Nike's "Just Do It" helps them rise above selling sneakers. Apple's "Think Different" is bigger than computers. Fannie Mae's

"We're in the American Dream Business" elevates them from mere mortgage brokers.

Like names, taglines come in four flavors. Sometimes it makes sense for an evocative name to be launched with a functional tagline, migrating to an evocative tagline over time. The specifics of your business, where it is going, and the state of your industry will define which of the many different combinations of types of name and types of tagline will be most effective.

### **III. NAMING TOOLS**

- A. Naming Process Filters – Evocative Names
- B. Name Evaluation  
Blank Name Evaluation Chart
- C. Naming Taxonomy Charts

#### **A. Naming Process Filters – Evocative Names**

One of the keys to successful company and product naming is understanding exactly how your audience will interact with a new name. Creating a filter that evaluates names in the same way that your target market will is essential to both creating the best name possible and to getting that name approved and implemented by your company. Since an evocative name is one of the toughest to develop and obtain buy-in for, we've detailed one of the necessary filters here.

The biggest challenge that evocative names (see page 7 above) face in surviving a naming exercise is the fact that they portray the positioning of a company or product rather than the goods and services or the experience of those goods and services. Unless everyone understands the positioning and the correlation between it and an evocative name, this is the type of feedback that evocative names will generate:

##### **Virgin Airlines**

- Says "we're new at this"
- Public wants airlines to be experienced, safe and professional
- Investors won't take us seriously
- Religious people will be offended

##### **Caterpillar**

- Tiny, creepy-crawly bug
- Not macho enough – easy to squash
- Why not "bull" or "workhorse"?

- Destroys trees, crops, responsible for famine

### **Banana Republic**

- Derogatory cultural slur
- You'll be picketed by people from small, hot countries

### **Yahoo!**

- Yahoo!! It's Mountain Dew!
- Yoohoo! It's a chocolate drink in a can!
- Nobody will take stock quotes and world news seriously from a bunch of "Yahoos"

### **Oracle**

- Unscientific
- Unreliable
- Only foretold death and destruction
- Only fools put their faith in an Oracle
- Sounds like "orifice" – people will make fun of us

### **The Gap**

- Means something is missing
- The Generation Gap is a bad thing – we want to sell clothes to all generations
- In need of repair
- Incomplete
- Negative

### **Stingray**

- A slow, ugly, and dangerous fish – slow, ugly and dangerous are the last qualities we want to associate with our fast, powerful, sexy sports car
- The "bottom feeding fish" part isn't helping either

### **Fannie Mae / Freddie Mac**

- I don't want hillbilly residents of Dogpatch handling my finances.
- They don't sound serious, and this is about a very serious matter.

Clearly, the public doesn't think about names in this fashion, but internal naming committees almost always do. Getting a committee to acknowledge this difference and to interact as the public does is step one.

Having the naming committee evaluate evocative names *based on their positioning* is the next step:

## Virgin

- A *Positioning*: different, confident, exciting, alive, human, provocative, fun. The innovative name forces people to create a separate box in their head to put it in.
- B *Qualities*: Self-propelling, Connects Emotionally, Personality, Deep Well.

## Oracle

- *Positioning*: different, confident, superhuman, evocative, powerful, forward thinking.
- *Qualities*: Self-propelling, Connects Emotionally, Personality, Deep Well.

## B. Name Evaluation

When considering potential names for your company, product or service, it is vital that the process be kept as objective as possible, and that subjective personal responses to names, such as "I like it" or "I don't like it" or "I don't like it because it reminds me of an old girlfriend/boyfriend" are exactly that – subjective and personal, and have no bearing on whether or not a potential name will actually work in the marketplace as a powerful brand that supports all your positioning goals.

All well and good, but clients often ask us to be more specific, to explain objectively just what makes a name work. With that in mind, we created a straightforward way to dissect potential names into the following nine categories to make it easier to understand why name work or don't work, and to more easily weigh the pros and cons of one name versus another:

**Appearance** – Simply how the name looks as a visual signifier, in a logo, an ad, on a billboard, etc. The name will always be seen in context, but it will be seen, so looks are important.

**Distinctive** – How differentiated is a given name from its competition. Being distinctive is only one element that goes into making a name memorable, but it is a required element, since if a name is not distinct from a sea of similar names it will not be memorable. It's important, when judging distinctiveness, to always consider the name in the context of the product it will serve, and among the competition it will spar with for the consumer's attention.

**Depth** – Layer upon layer of meaning and association. Names with great depth never reveal all they have to offer all at once, but keep surprising you with new ideas.

**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.

**Humanity** – A measure of a name's warmth, its "humanness," as opposed to names that are cold, clinical, unemotional. Another – though not foolproof – way to think about this category is to imagine each of the names as a nickname for one of your children.

**Positioning** – How relevant the name is to the positioning of the product or company being named, the service offered, or to the industry served. Further, how many relevant messages does the name map to?

**Sound** – Again, while always existing in a context of some sort or another, the name WILL be heard, in radio or television commercials, being presented at a trade show, or simply being discussed in a cocktail party conversation. Sound is twofold – not only how a name sounds, but how easily it is spoken by those who matter most: the potential customer. Word of mouth is a big part of the marketing of a company, product or service with a great name, but if people aren't comfortable saying the name, the word won't get out.

**"33"** – The force of brand magic, and the word-of-mouth buzz that a name is likely to generate. Refers to the mysterious "33" printed on the back of Rolling Rock beer bottles from decades that everybody talks about because nobody is really sure what it means. "33" is that certain something that makes people lean forward and want to learn more about a brand, and to want to share the brand with others. The "33" angle is different for each name.

**Trademark** – As in the ugly, meat hook reality of trademark availability. Scoring is easy here, as there are only three options, and nothing is subjective: 10 = likely available for trademark; 5 = may be available for trademark; and 0 = not likely available for trademark. All of the names on this list have been prescreened by a trademarked attorney and have been deemed "likely" for trademark registration.

These are the categories we scrupulously consider every name we present to clients, and we've done it so much that it has become second nature to us. But for those just stepping into these confusing brand waters, it often helps to rate names in each of these categories and compare the rankings. In the table below, we have attempted to quantify our impressions of several brand names in the music / media downloading sector by assigning up to 10 points in each of the nine categories; the more points, the better (90 maximum total points):



NAME	APPEARANCE	DISTINCTIVE	DEPTH	ENERGY	HUMANITY	POSITIONING <sup>1</sup>	SOUND	"33"	TRADEMARK <sup>2</sup>	TOTAL
Virgin (Digital)	10	10	10	9	9	10	9	10	10	<b>87</b>
Yahoo (Launch)	10	10	7	10	8	10	10	8	10	<b>83</b>
Rhapsody	6	7	6	7	7	7	7	6	10	<b>63</b>
BeSonic	5	4	5	5	5	5	5	5	10	<b>49</b>
iMusic	3	1	4	3	3	3	3	0	10	<b>30</b>

1. We can't know the actual positioning of established brands, so we're treating these names as if they hadn't been used yet and are under consideration for a product which has the primary positioning goals of being a very unique, energetic name that has the potential to become a powerful brand that is lodged in the heads of millions of consumers.
2. Since these are all established brands that all own their respective trademarks, they each get an automatic score of "10". For names under consideration during an actual naming project, for simplicity you may choose one of three options: "10" = likely available for trademark; "5" = may be available for trademark; and "0" = not likely available for trademark (at which point the name should be removed from consideration).

The point of this exercise is to break the names down into relevant components to better understand what makes some names better than others and why, and it should give you an understanding of how we arrive at the rankings you see in our name taxonomies, such as the one for [music and media downloading services](#). Rarely will a name score the highest across every category, but the best names score consistently well. Ultimately, it's about defining "like" and "don't like" not in personal, subjective terms, but in terms of how names support the brand positioning.

Now you should have a clear idea about why certain names work better than others. But this exercise is also about feeling confident that you chose the best name for your company or product by understanding why certain names work best when all factors of name, positioning, and competitive context are taken into consideration.

*next page: a blank name evaluation chart...*



## **C. Name Taxonomy Charts**

We developed the name taxonomy format to bring an elegant simplicity to a complex set of intertwined naming elements. The taxonomy chart keeps the process focused on the competitive aspect, forces you to quantify both the negative and positive attributes of each name under consideration, sets a high standard for you to meet, and gives everyone involved a clean and easy framework in which to disparage, insult, and belittle each other.

On the pages below are name taxonomy charts for the following sectors:

- Accounting / Business Services Names Airline Names
- Airline Names
- Biotech / Pharmaceutical Names
- Computer Port Technology Names
- Juice Names
- Margarine Names
- Music and Media Download Services Names
- Search Engine, Browser and Web Portal Names
- Social Network Names
- Sport Utility Vehicle (SUV) Names
- Sweet Snack Food Names
- Toothpaste Names
- and a Blank Taxonomy for your own use

*next page: Accounting / Business Services Names Airline Names...*

## Taxonomy of Accounting and Business Services Names

As usual, and as you might expect, most of the accounting firms, tax accountants, CPAs, accounting software products, payroll and business services companies on this list have lower-level functional names.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5					5
4			Quicken		4
3	Quickbooks			Peachtree	3
2	Paychex		Fidelity Intuit		2
1			Invisible Accountant Real Tax	By the Book	1
0	ADP (Automatic Data Processing) AmeriPay H&R Block Intax KPMG Mellon TedTax		Advantage Payroll Services Intaact Interacct SurePayroll		0
-1	Arthur Anderson BDO Seidman Bhatia & Co. Deloitte Touche Tohmatsu Ernst & Young GMN International Grant Thornton Harrod CPA Group Hewitt Associates LOR Management Services Mazars Group Moss Adams Pricewaterhouse Coopers Simmons & Assoc.	Accounta Advanco Ceridian Perquest	Co-Advantage Resources Exult PayMaxx Precise Accounting Smart Pros Accounting		-1

	Tax-Ease Wertz & Co. Wright, Ford, Young & Co.				
-2	Accounting Group Cyber Financial Solutions On Line Accountant Payroll 1 Payroll Online Small Business Solutions US Tax Help				-2
	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	

**Levels of Engagement:** These eight levels (y-axis levels from minus 2 to plus 5) represent the amount of material (meaning, stories, associations, imagery, multiple layers) in a name the audience has to play with and personalize – and how "engaged" they are by a name. Names in the minus 2 level are the least engaging, and likely to be quickly forgotten; the higher the number the better, with level 5 being the best.

**Functional Names:** The lowest common denominator of names, usually either named after a person, purely descriptive of what the company or product does, or a pre- or suffixed reference to functionality. (Infoseek, LookSmart)

**Invented Names:** "Invented" as in a made-up name (Acquient, Agilent, Alliant, Google) or a non-English name that is not widely known.

**Experiential Names:** A direct connection to something real, a part of direct human experience. Usually literal in nature, but presented with a touch of imagination. (Netscape, Palm Pilot)

**Evocative Names:** These names are designed to evoke the positioning of a company or product rather than the goods and services or the experience of those goods and services. Removed from direct experience, but relevant – evoking memories, stories, and many levels of association. (Virgin, Apple, Cracker Jack)

## Taxonomy of Airline Names

Before Virgin came along, all the airlines had the same kind of name: either Functional names that were descriptive of the region they fly over (Northwest, Southwest, American, etc.), or Experiential names that tried to speak to a higher aspiration (United, Vanguard). Along came Virgin into an industry without any strong, *evocative* brands, setting the bar higher than probably any other name in any industry. Now new airline names have begun to enter the fray in the space created between Virgin and the rest of the pack.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5				Virgin	5
4	JetBlue			Ted Jazz	4
3				Hooters Aloha Olympic	3
2		Qantas*	Go Zip	Song Frontier	2
1	Alitalia		Vanguard	Tower Air	1
0	Midway Trans World Pan American Delta Continental American Alaska AeroMexico Air France British Airways		United		0
-1	Northwest Southwest U.S. Airways Eastern America West World Airways				-1
-2	Express Jet ValueJet AirJet EasyJet				-2
	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	

\* Qantas is actually an acronym for "Queensland And Northern Territory Air Service." However, we're classifying the name as Invented rather than Functional because most people do not know what Qantas stands for, it is not written all in upper case as most acronyms are, it is longer than most acronyms, and indeed, it has been successfully branded as an entity in itself, not for what it may stand for, which in fact is never even mentioned.

## Taxonomy of Biotech and Pharmaceutical Names

The Biotech / Pharmaceutical industries are ripe for a great, high-level evocative name to surge to the head of the pack. As you can see by the taxonomy below, most companies in this space are clustered together with either functional (Amgen, Biogen, Curagen) or Experiential (Incyte, Xcyte, Paradigm, Aradigm) names that offer very little in the way of audience engagement.

The names that rise to the top of this chart do so because they are different, but most importantly because they are different for a good reason. These companies are using their names to distance themselves from the negative baggage that exists in their industry in the same way that Merck and ADM are spending hundreds of millions of dollars to assure the public that they are not cold and uncaring, that they and other big pharma companies are working *with* nature rather than against it.

In our view, the standout so far in this sector is Radius, an Experiential name created by Igor to replace the company's original and all-too-forgettable name, Nuvios.

For more, see our article [Better Naming Through Chemistry](#).

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5					5
4			Radius		4
3					3
2			Life Technologies	Blue Heron Cypress Guava Nektar Orchid Torrent	2
1	The Great American Gene Company	Daji Biosciences	Cubist Discovery Labs. Evolutionary Genomics Icon Lexicon Pilot Quantum Biotechnologies	Argonaut Copernicus Isis Lynx Onyx Titan Trinity	1

<b>0</b>	Bayer Berlex Bristol-Myers Squibb GlaxoSmithKline Lilly Merck Pfizer	Chiron Idexx Irazu	Affinity BioReagents Arena Caliper Cor LifeSpan BioSciences Memory Pain Panacea	Keystone Laboratories	<b>0</b>
<b>-1</b>	Applied Molecular Evolution Bio Science Contract Production Human Genome Sciences Large Scale Biology Molecular Devices Pharmacia Protein Design Labs Protein Pathways Protein Sciences	Abgenix Adolor Affymetrix AGY Alios Arcaris Arqule AstraZeneca Aventis CHIMERx Corixa Cygnus Cytrx Dyax Elitra Exiqon Embrex Enzon Hyseq Icos Idun Nabi Nobex Novex Novartis Oxis PanVera Promega Telik Tanox Tripos Tularik Valentis Vistra Vysis Xoma	3-D Pharma. Albany Molecular Research Aradigm Array Avant Boston Life Sciences British Biotech Collateral Connectics Diversa Elitra Ergo Science Essential Hawaii Biotech. Illumina Incyte Inspire Integrated Biomolecule Integrated DNA Technologies Kinetix La Jolla Pharma. Matrix Millenium Myriad Genetics New Century Northwest Bio. Paradigm Genetics Prototek Texas Biotechnology Triangle Visible Genetics Xcyte		<b>-1</b>
<b>-2</b>	Alpha Diagnostic Alpha DNA Amgen Avigen Bio Tech. General Biocryst Biogen				<b>-2</b>



Biogenex				
Biomarin				
BioMedicines				
Biomira				
BioNumerik				
Biopure				
Bioreliance				
BioStratum				
Bio-Synthesis				
Biotime				
Biotransplant				
Biotrin				
Celera Genomics				
Celgene				
Cell Genesys				
Cell Pathways				
Cell Therapeutics				
Celligy				
Cholestech				
Ciphergen				
Clontech				
Collagenex				
Curagen				
Cyanotech				
Cytogen				
Deltagen				
Depomed				
Digene				
Ecogen				
Entremed				
Envirogen				
Exegenics				
Galagen				
Genaera				
Gene Logic				
Gene Tools				
Genecor				
Genelabs				
Genentech				
Genetics Institute				
GeneTrol				
Genetronics				
Genome				
Genomic Solutions				
Genosys				
Genox				
Genset				
Genteric				
GenVec				
Genzyme				
Geron				
Igen				
Imclone Systems				
Immtech				
Immucell				
Immucor				
Immunex				
Immunogen				
Immunomedics				
Immune Response				
Insmed				
Intracel				
Introgen				
Invitrogen				

	Lifecell LigoChem Maxygen Medarex Medimmune Meiogen Metabasis Metabolex MetaMorphix Microbia Millipore MitoKor Myogen Nanogen Neopharm NeuralStem Neurocrine Neurogen Neuron Nexell Nitromed Novagen Orapharma Origen Otogene Oxigene Pepceuticals LTD Pharmacopeia Pharmacyclics Pharmadyne Pharmasset Pharmos ProdiGene Progenics Repligen Research Genetics Supergen Synthegen Transgene Transgenomic Transkaryotic TransMolecular TransTech UroGenesys Vaxgen Virologic Viropharma VistaGen Zonagen				
	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	

## Taxonomy of the Company Names of Naming Companies

Behold the companies in our very own industry, naming company names in the company of the names of other naming company names.

Are we biased in our opinion? Absolutely. We believe strongly that the name a naming company names itself is a clue to the kinds of company names they believe in. And if a naming company cannot manage to give itself a distinctive, memorable name that sets itself apart from the slew of competitors you see below, a company name that can evolve into a strong brand within the industry and come to represent more than just the goods and services being offered, how can they possibly convince others that what they fail to do in their own company name they can somehow magically do for their clients?

So a call to arms is in order: Namers, name thyself well! Because you've got company.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5			A Hundred Monkeys	Igor	5
4					4
3			Catchword		3
2	Tipping Sprung*		Idiom Lexicon Metaphor	WildOutWest (WOW)	2
1	Applebaum Addison Ashton Brand Group Hayden Group Lantor Lippincott Mercer Master McNeil Rivkin & Associates Russell Mark Group Siegel & Gale Wolff Olins		Good Characters Word for Word	Tungsten	1
0		Cintara		Capsule	0
-1	ABC Name Bank Brighter Naming Moore Names Name Designer Name Development Name Evolution	Namix Nomen Nomenon Nomina Nomino	Bizword Comspring Logoistic Macroworks Mnemonic	Brains On Fire One Big Roach	-1

	Name Generator NAME-IT NameLab Name One Name Pharm NameQuest Name Razor NameSale Name Sharks Name-Shop NameStormers Name Tag NameTrade Namebase NameWorks Naming Systems Naming Workshop Namington Namix Strategic Name Development The Naming Company Wise Name				
-2	Brand-DNA Brand A Brand 2.0 Brand Channel Brand Design Brand Doctors Brand Evolve Brand Evolution Brand Fidelity Brand Forward Brand Institute Brand Juice Brand Ladder Brand Link Brand Maverick Brand Mechanics Brand Meta Brand People Brand Positioning Brand Salt Brandscape Brand Scope Brand Sequence Brand Slinger Brand Solutions Brand Spark Brand Vista CoreBrand Future Brand Independent Branding Interbrand Not Just Any Branding The Better Branding Company			Blue Taco	-2

	The Brand Company The Brand Consultancy Trading Brands				
	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	
<p><b>*Tipping Sprung:</b> Yes it does sound like a random invented paring in the Bearing Point mode, but it's actually the names of the two founders, so it goes into the Functional category, where it rates higher than the rest for being a little more unique and memorable.</p> <p><b>Levels of Engagement:</b> These eight levels (y-axis levels from minus 2 to plus 5) represent the amount of material (meaning, stories, associations, imagery, multiple layers) in a name the audience has to play with and personalize – and how "engaged" they are by a name. Names in the minus 2 level are the least engaging, and likely to be quickly forgotten; the higher the number the better, with level 5 being the best.</p> <p><b>Functional Names:</b> The lowest common denominator of names, usually either named after a person, purely descriptive of what the company or product does, or a pre- or suffixed reference to functionality. (Infoseek, LookSmart)</p> <p><b>Invented Names:</b> "Invented" as in a made-up name (Acquient, Agilent, Alliant, Google) or a non-English name that is not widely known.</p> <p><b>Experiential Names:</b> A direct connection to something real, a part of direct human experience. Usually literal in nature, but presented with a touch of imagination. (Netscape, Palm Pilot)</p> <p><b>Evocative Names:</b> These names are designed to evoke the positioning of a company or product rather than the goods and services or the experience of those goods and services. Removed from direct experience, but relevant – evoking memories, stories, and many levels of association. (Virgin, Apple, Cracker Jack)</p>					

## Taxonomy of Computer Port Technology Consumer Product Names

Comparing the names of computer networking technologies, peripheral device ports and the devices that love them.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5				Airport FireWire	5
4	Wi-Fi				4
3		Bluetooth *			3
2			Click!	Full Metal Card Magic Gate	2
1	Aerocard iLink		JumpDrive	Bullet Drive ClipperCom Credit Card Star Card	1
0	CompactFlash Linx Memory Stick Micro Vault Microdrive Turbo Flash USB		Cruzer ExpressCard	Pyro	0
-1	Aopen Busport Easidock Easyshare Hi-Phone Megahertz PCI PCXpocket SmartSwitch SwapSmart		Linear Navman RealPort		-1
-2	802.11a 802.11b 802.11g CARDport IEEE 1394 PCMCIA		Netelligent	Cyber CyberExpress	-2
	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	

\* **Bluetooth:** Harald I Bluetooth (Danish Harald Blåtand) was the King of Denmark between 940 and 985 AD. However, since most non-Danes probably aren't familiar with this bit of history, we are treating the name as Invented. The history behind the name does provide a story to tell, giving the name greater depth, and thus a higher ranking, than it would if it were just a random pairing such as Blue Martini.

## Taxonomy of Continuing Medical Education (CME) Company Names

Most Continuing Medical Education (CME) companies have chosen very descriptive [Functional names](#), which tend to cluster around a few key words: center, continuing, health, medical, medi, education, communications, or institute. Even attempts at [Experiential names](#) have lead to clusters around such "ad" words as ad/advance/advanced/advantage.

We created the [Antidote](#) to all this brand boredom with a truly engaging, [evocative name](#).

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5				<a href="#">Antidote</a>	5
4					4
3					3
2	Slack Incorporated		Discovery International Impact	Blue Sky Broadcast The Cypress Foundation Heartbeat Communications Pegasus Healthcare International	2
1	Best Doctors		Future Media Services		1
0	Baystate Health Systems Beam Institute Ciné-Med Estes Park Institute The Chatham Institute Corinth Group Communications Dannemiller Memorial Education Foundation Kaplan Medical CME Kendle International Mocer Management Pri-Med		Contemporary Forums Creative Educational Concepts Foundation Holiday Seminars Life House Productions Phase V Communications Prime Medica Projects in Knowledge	Banner Health System	0
-1	AKH Consultant Allergy Continuing Education Anesoft Corporation Behavioral Technology Transfer Group CECity.com Cleveland Clinic Foundation Center for Continuing Education Complete Conference Management Distance Learning Network	ArcMesa Educators AXDEV Global Bimark Center for Medical Education Cogenix Excerpta Medica Imedex ImproMED Innovia Education Institute InnoVision Communications intellyst Medical Communications	Alpha & Omega Worldwide Current Communications Current Therapeutics Innovations in Medical Education and Training Innovative Surgical Concepts Omega Productions		-1

	Drug Information Association The Endocrine Society Endoscopic Plastic Surgery Educational Seminar FCG Institute for Continuing Education Frank Moya Continuing Education Programs The Governance Institute Hatherleigh Company Limited HealthOne CME HealthStream HMP Communications IMPC Travel Informedical Communications International Society for Heart and Lung Transplantation Joslin Diabetes Center Laboratory Corporation of America Lahey Clinic MedCases MPE Communications PDI Education and Communications PESI Healthcare Thomson Physicians World UBH International	Intermedica Meniscus Limited METIS BioComm Pharmedica Holdings Pragmaton Office of Medical Education Sicola Communications Symbiotix TriGenesis Communications			
-2	Continuing Education Inc. Continuing Medical Education Committee of Acadiana Continuing Medical Education Consortium Continuing Medical Education, Inc. Cruise Meetings & Continuing Education Database Publishing Group Educational Symposia Inc Foundation for Better Health Care Foundation for Medical Excellence Health Forum Health Science Center for Continuing Medical Education Health Science Communications Healthcare Information Technologies Healthcare Management University HealthPartners Healthways Communications Health Partners Institute for Medical Education Home Study Educators		AdMed AdvanceMed Advanced Concepts Advanced Health Media AdvancMed Advantage Healthcare Inter@ctive Information Solutions		-2



Institute for Advanced Health Education Institute for Advanced Medical Education Institute for Continuing Healthcare Education Institute for Healthcare Improvement Institute for Nuclear Medical Education Interactive Medical Networks - Primedia International Center for Postgraduate Medical Education International Institute for Continuing Medical Education International Medical Experience Exchange International Meetings & Science Joint Commission Resources Marketing Resources & Solutions MedCases Medcom Medical DecisionPoint Medical Education Broadcast Network Medical Education Collaborative Medical Education Group Medical Education Resources Medical Education Systems Medical Education Council of Pensacola Medical Educator Consortium Medical Management Institute Medical Media Communications Medical World Conferences MediCom Worldwide MediTech Media MedPlan Comm. Medpoint Communications MEDReach Medscape Professional Information Mgmt. Scientific Therapeutics Information Strategic Institute for Continuing Health Care Education University Children's Medical Group				
<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	

## Taxonomy of Defense Industry Company Names

As you can see, most of the companies in the defense industry are on defense when it comes to their own company names, playing it very conservative with the naming. An exception in our view being Primordial, the defense industry company name created by Igor.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5				Primordial	5
4					4
3	iRobot Fakespace Labs		Applied Perception Earth Controls Powerfield	Sunlight	3
2	Armor Holdings Gray Research Imperial Sword	QinetiQ Raytheon	Aimpoint Alliant Techsystems Azimuth Technologies Dyno Nobel General Dynamics Soar Technology Trident Systems	Aspen Systems Black Forest Engineering Chi Systems Eclipse Energy Golden Season Hurricane Comm. Luna Innovations Mohawk Nascent Technology Nova Engineering Tao Systems Time Domain Touch Of Life Technologies	2
1	Four Brothers Soldier Vision		Arrow Tech Challenge Carbon Technology Ingenuity Research Intelligent Automation Land Rover Microwave Dynamics Nomadics Park Air Systems Phase IV Systems Pivotal Power Points North		1
0	Charles River	Axsun Technologies	Coherent Logix		0

	Analytics Goodrich Lockheed Martin Northrop Grumman Rockwell-Collins Smith & Wesson Wellhose Defence	Blazeware Crossfield Technology Cypher Research Laboratories Elektrobit Gallium Software Maymad Image Systems Nera Oktal Reveo Thales Valador Vectronix	Coherent Systems International Coherent Technologies Design Intelligence Dynasafe United Vision Solutions US Dynamics Vision Intelligence		
-1	Altay Group American GNC BAE Systems Bird Enterprises Boldon James Bruhn NewTech Carlyle Group Crye Associates Digicomp Research EaglePicher Elbit Systems Elron Electronic Industries Esterline Technologies Foster-Miller Giat Industries Heckler & Koch Humphrey ITT Industries Kollsman Kongsberg Defence L-3 Communications Marlborough Comm. Meggitt MESH Milbert Engineering Santa Barbara Focalplane SDT Sustav Shoghi Comm. Simrad Optronics Sonatech Top I Vision	Amphenol Arpege Defense Astronautics Barco Comrod Create Dometic Enertec Frequentis Nurad Technologies Ontic Aerospace Omnisec Phoenix Saalex Solutions Sabtech Industries Sentel Sypris Data Systems Tadiran Comm. Theon Telindus Tenix Group Textron Systems Vipac Engineers & Scientists ZAI/AMELEX			-1
-2	ABRO Advanced Simulation Technology EDO EID Electro-Optical Imaging Infrared1 Medical Coaches				-2

	Micro Systems Microwave Solutions Mission Critical Eyewear NavCom Defense Electronics Object Video Pacific Noise & Vibration Physical Optics Rotating Precision Mechanisms Sound Innovations Spectra Systems Spectrum Sciences & Software Systems Engineering Group Ultra Electronics Video Scoring				
	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	

**Levels of Engagement:** These eight levels (y-axis levels from minus 2 to plus 5) represent the amount of material (meaning, stories, associations, imagery, multiple layers) in a name the audience has to play with and personalize – and how "engaged" they are by a name. Names in the minus 2 level are the least engaging, and likely to be quickly forgotten; the higher the number the better, with level 5 being the best.

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**Experiential Names:** A direct connection to something real, a part of direct human experience. Usually literal in nature, but presented with a touch of imagination. (Netscape, Palm Pilot)

**Evocative Names:** These names are designed to evoke the positioning of a company or product rather than the goods and services or the experience of those goods and services. Removed from direct experience, but relevant – evoking memories, stories, and many levels of association. (Virgin, Apple, Cracker Jack)

## Taxonomy of Juice Names

If you're looking for a juicy name taxonomy, you've come to the right page. Here is our competitive analysis name taxonomy of juice brand names. Fresh squeezed, and all the usual metaphors.

For more juicy branding material, see our article about [Juice Branding](#).

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5		Snapple			5
4		Odwalla POM Tropicana V8	Sunkist	Naked	4
3	Simply Orange			Ocean Spray	3
2	Dole Mott's Welch's	Clamato SoBe	MinuteMaid	After the Fall Crystal Geyser Nantucket Nectars	2
1	Apple Time Florida's Natural Hawaii's Own Santa Cruz Texsun	Qoo Vruit	Sunsweet	Capri Sun Northland Tree Top	1
0	Hansen's Kerns Langers Martinelli's RW Knudsen		Freshers Kedem* Treesweet		0
-1			Good Day		-1
-2					-2
	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	

\* Kedem is a transliteration of a Hebrew word meaning: old, ancient, traditional. Kedem is a company that sells kosher wine and grape juice primarily to the American Jewish market.

## Taxonomy of Margarine Names

If you thought that margarines -- aka "butter substitutes" -- existed in a parallel universe, you were right! Here is our competitive analysis name taxonomy of margarine brand names. Eat your heart out.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5					5
4					4
3		Parkay		Blue Bonnet Land O Lakes	3
2	Butter Buds	Olivio		Willow Run	2
1	Canola Harvest Soy Garden	Saffola	Earth Balance Smart Balance	Chiffon Country Crock Imperial	1
0	Veggie Butter	Romi	I Can't Believe It's Not Butter Move Over Butter		0
-1	Brummel and Brown Fleishman	Nucoa Nuvel	Promise Pure		-1
-2		Benecol	Take Control		-2
	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	

## Taxonomy of Music and Media Download Services Names

AKA the iTunes space, but here including movie as well as music download services, plus tangential services such as NetFlix and TiVO that offer different combinations of online, offline, broadband, cable or satellite delivery of multimedia content.

As usual, the overwhelming mass of media download services are clustered in the lower left corner of the chart, representing the least engaging [functional names](#), and this sample is probably but a mere fraction of all that is out there. Why do they do it? Perhaps in this case they are spurred on by the success of iTunes and how it has entered the public consciousness. However, what they fail to realize, is that iTunes is propelled by the iPod phenomenon and both are byproducts of the Apple branding juggernaut, not to mention being one of the first to market with a service that gets it right.

Woe to the iTunes followers who believe that names such as emusic, imusic, Musicnet and Netmusic will ever get noticed in this sea of similar services.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5		TiVO		Virgin Digital	5
4				Amazon.com Yahoo! Launch	4
3		Napster		Atom Films MusicGremlin	3
2		Epitonic Vitiminic XM Satellite Radio		Rhapsody Sirius Satellite Radio	2
1	Audiogalaxy Soundbuzz		Connect Glide Magazine		1
0	Ampcast Disclogic Hear Music iRATE radio Like Television ReplayTV SHOUTcast Smithsonian Global Sound	Kazaa	BeSonic purevolume zerophase	Akimbo	0
-1	AllCoolMusic AOL Music ARTISTdirect download.com IFILM iTunes IUMA (Internet	Lycos Music	K-Lite Mindawn Partners In Rhyme		-1

	Underground Music Archive) MovieAdvanced MSN Music PeopleSound Wal-Mart				
-2	123MovieDownload Cinema Download DivX Movies DownloadShield.com easyMusic.com emusic ezMP3s.com FileSharingCity.com Free Movie Now IC-Musicmedia imusic iMusicShare Internet Downloads InternetMovies.com MovieDownloadWorld MP3.com MP3DownloadHQ.com Mp3Downloading MP3Must Musicload Musicnet MyFreeTunes.com Netlabels NetMusic Safe-Share.com Shared Movies SoundClick Ultimate Movie Downloads				-2
	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	



### Taxonomy of Search Engine, Browser and Web Portal Names

Here are some names you may be familiar with in the Internet industry. Note how many search engines went with Functional names that include the words "search/seek" or "crawler/spider".

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5				Yahoo!	5
4		Google			4
3			Magellan Safari		3
2		Firefox	Explorer Navigator	Northern Light	2
1		Mozilla	Ask Jeeves Excite Netscape Snap	Camino	1
0		A9	Altavista Cyberdog Dogpile Fathead	Mamma Opera Overture	0
-1	AOL GoTo HotBot ICQ MSN Open Directory	Alexa Inktomi * Lycos Teoma Thunderstone WiseNut	goHip mySimon	iCab Rex	-1
-2	AllTheWeb Cyber411 FindWhat.com InfiniSearch Infoseek InfoTiger LookSmart MegaSpider MetaGopher MonsterCrawler Planet Search QuestFinder SavvySearch Search King SearchPort SuperCrawler				-2

	WebCrawler What-U-Seek				
	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	
<p>* <b>Inktomi:</b> In Lakota mythology, Iktomi is a spider-trickster god and a culture-hero for the Lakota people. But since most people don't know that (or care), we are treating it as an Invented name. And besides, the "spider/crawler" metaphor has been pretty thoroughly mined by search engines.</p>					

### Social Networks Name Taxonomy

Social networks have existed on the web for some time in the form of discussion groups, online communities, bulletin boards, webrings and matchmaking services. This chart is confined to rating the names of the new breed of social networks, those that leverage many levels of relationships in the form of "a friend of a friend."

	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	
<b>5</b>				<a href="#">Tickle</a>	<b>5</b>
<b>4</b>				Ringo (purchased by Tickle) Tribe	<b>4</b>
<b>3</b>	Friendster		Six Degrees		<b>3</b>
<b>2</b>	Live Journal				<b>2</b>
<b>1</b>	ICQ Match.com Meetup Spotme Visible Path	Ryze		Spoke Software	<b>1</b>
<b>0</b>	Craigslist Lunch Partners RealContacts Upcoming.org	Sona			<b>0</b>
<b>-1</b>	CAN (Community Action Network) Classmates Ecademy EveryonesConnected Evite Friendspot FriendSurfer Friendzy	Alpha3 Orkut Plaxo Squiby Yafro	Affinity Engines itsnotwhatyouknow WhizSpark ZeroDegrees	InCircle PlanetAll POP (People on Page) TheSquare	<b>-1</b>

	LinkedIn myspace PayDemocracy RealContacts				
<b>-2</b>	2ofaKind.com AnotherFriend.com Contact Network Corporation ManyOne people2people PeopleAggregator	Huminity Semaview			<b>-2</b>
	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	

### Taxonomy of Sport Utility Vehicle (SUV) Names

This chart of SUV names reveals a singular positioning strategy that permeates most of the brand names in this industry, resulting in the bulk of these names being assigned low marks on this scale. It's not that the names themselves are poor. Rather, it's because the names don't help to differentiate one vehicle from another; many of them are variations on the same theme (rugged, outdoorsy) and not pulling any marketing weight. Why does Suburban rate an elevated position? Because it's the most refreshingly different and honest name in the Experiential category.

	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	
<b>5</b>		Jeep			<b>5</b>
<b>4</b>					<b>4</b>
<b>3</b>			Suburban		<b>3</b>
<b>2</b>		Hummer Jackaroo Jeepster		Element	<b>2</b>
<b>1</b>		Xterra	Amigo Aviator Sidekick	Avalanche Cayenne Safari	<b>1</b>
<b>0</b>	Land Cruiser Overland Range Rover Pathfinder TrailBlazer Travelall	Unimog	Blazer Discovery Defender Escape Excursion Expedition Explorer	Armada Frontier Highlander Matrix Passport Samurai Silverado	<b>0</b>

			Forester Freelander Mountaineer Navigator Scout Tracker Trooper Wrangler	Tundra Typhoon	
-1	4Runner Rav4	Grand Vitara Korando	Envoy Liberty Rendezvous Tribute	Aztek Bordeux Bronco Cherokee Comanche Durango Kahuna Montana Montero Murano Navaho Rainier Rodeo Santa Fe Sequoia Sonoma Sorento Tacoma Tahoe Touareg Yukon	-1
-2	CR-V EVX EX LX 470 MDX ML55 QX4 SLX SRX X5 XC90 XL-7	Terracross VehiCROSS	Bravada Escalade Sportage	Axiom	-2
	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	

## Taxonomy of Sweet Snack Food Names

The names of snack foods are tough to rank in an unbiased way. Our perceptions of snack food names are deeply influenced by emotional connections to the products formed at an early age.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5		Jell-O Oreo		Cracker Jack Moon Pie	5
4	Pop Tarts	Fiddle Faddle Fig Newtons Nutter Butter Twinkies		Cool Whip Ding Dongs Hobnobs Pinwheels Sweetie Pie	4
3		Spotted Dick	Chips Ahoy!	Cameo Cloud Nine Grasshoppers Honey Maid Little Schoolboy RingDings Sno Ball	3
2		Nilla Vanilla Wafers	Hit Krispy Kreme Mystic Mints	Barnum's Animals Pepperidge Farm Suzy Q's Zebra Cakes Zoot Fruits	2
1	Animal Crackers Biscos Bunny Biscuits Cafe Creams SnackWell's Teddy Grahams	Mallomars Peak Frean Ruggers Wafers Sandies Screaming Yellow Zonkers	Famous Amos Ginger Snaps Kozy Shack Mother's Poppycock Tastykake	Boulder Brownies Britannia Hostess Stella D'oro Vienna Fingers	1
0	ChipsChoc Cookie Stix Cup O' Jelly Fruit By The Foot Pecanz		Chewly Chippy Chips Crispin Grandma's Lucky Rolls Pecan Passion Pop'ems Snackin' Grahams	Little Debbie Lorna Doone	0
-1	E.L. Fudge Marshmallow	Fruitsations Otis Spunkmeyer	Munch'ems My*T*Fine		-1

	Twirls Mini Butter Puff Peanut Puff Soft Batch Sugar Wafers Toaster Pastries Wafer Rolls				
<b>-2</b>		Hydrox Droxies			<b>-2</b>
	<b>FUNCTIONAL</b>	<b>INVENTED</b>	<b>EXPERIENTIAL</b>	<b>EVOCATIVE</b>	

*next page: Taxonomy of Toothpaste Names...*

## Taxonomy of Toothpaste Names

When you Reach for those Pearl Drops to give your mouth an Ultra Bright Super Smile, is your Sure Choice based solely on what will make you the most attractive Close-Up, or is it Ultrabright branding that's taking Aim at you as if yours were the First Teeth to Crest the tide of Oral-B(eauty)?

Here are some toothpaste brand names that put their branding money where your mouth is. This list does not include all the large brands that have many different health and beauty products of which toothpaste is but one.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5					5
4				Pearl Drops	4
3			Aquafresh	Crest	3
2	Oral-B	Pepsodent	Gleem	Rembrandt	2
1		Sensodyne Topol	Close-Up		1
0	Colgate First Teeth	Auromere Janina Peelu Vicco	Aim NutriSmile Power Smile Reach Super Smile Ultrabright		0
-1	Plus+White	Homeodent Listerine Mentadent Orohyi Viadent Zooth	Sure Choice Complete Care	Apothecary Kingfisher	-1
-2	Healthy Mouth Natural Dentist	Biotene Boiron			-2
	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	

### Blank Name Taxonomy Chart

Here is a blank name taxonomy chart you can print. Try plotting your and your competition's product or company names on this chart and see how they sort out.

	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	
5					5
4					4
3					3
2					2
1					1
0					0
-1					-1
-2					-2
	FUNCTIONAL	INVENTED	EXPERIENTIAL	EVOCATIVE	



## IV. Studies in Naming

- A. **Allstream** – the perils of overused language
- B. **Avlimil** – an unusual but effective brand positioning strategy
- C. **Chrysler Crossfire** – considering names from the consumer's point of view
- D. **IBM's T-Rex** – code names vs. "official names"
- E. **Mercedes** – Alphanumeric Car Naming, and Luxury Brand Equity
- F. **Pepperidge Farm** – a wonderful job of creating evocative product name
- G. **Roomba** – a perfect product name
- H. **Silk** – great consumer product name creation in action

### A. Company Name Change: We All Stream for Allstream

In mid-2003, AT&T Canada changed its name to Allstream. The new company name is explained [on the Allstream website](#):

Allstream is a new beginning for a new company. Our name change from AT&T Canada signals our new status as a fully independent company with a fresh new outlook. We understand that the continuous flow of information that travels through networks is more than just data - it's the value people create.

We are now focused more than ever on providing communication solutions that enable your company to communicate, collaborate and compete more effectively.

Unfortunately, the communication solution they chose for themselves neither communicates or competes effectively. A cursory search for other corporations in the digital information sector with "stream" in their names turns up:

Stream, CapitalStream, On Stream, I-Stream, Bean-Stream, Silver Stream, Rapid Stream, Stream Theory, Health Stream, Digital Stream, Island Stream, Stream Down, Stream Logic, Streamlogics, Data Stream, Stream Soft, Jet Stream, Stream Software, Metric Stream, Packet Stream, Stream Box, Vital Stream, Code Stream and X-Stream Audio.

The use of words such as "stream" that have already reached saturation in the culture illustrates why we begin all projects with a thorough **competitive analysis**, to not only understand which potential product or company name directions have been mined already in a given sector, but to quantify the language usage in all relevant messaging.

## B. Avlimil – Gilt by Association

Viagra's successful sexual conquest of the male organ has spawned a flood of products designed to spread the joy in the opposite direction. The best-named Female Sexual Dysfunction remedy by far is [Niagara](#) – it's powerful, wet, and funny, just like good sex. And it obviously parries well the thrust of the name "Viagra."

But now there's a new girl in town, and she is taking a far more clinical approach to seduction. Her come-hither moniker? [Avlimil](#). Sure it's cold, inhuman and unmemorable, but then we've all "dated" someone like that.

Actually it's part of a unique strategy erected to whet your appetite for Avlimil and elevate it above the others vying for your attention.

You see, Niagara and Avlimil are both herbal remedies. But while Niagara is proud and confident of who it is, Avlimil is trying to sound like "serious" prescription medicine. And it's not just the name. In the TV commercial the fidgety female spokesperson – in a clear reference to the drug Viagra – says, "Men have their little blue pill, and now we have ours." The illusion is furthered in the packaging:



And what does the mysterious descriptor "(salvia rubus) tablets" mean? Salvia comes from the Latin *salveo*, meaning "I am well," and an herb, Salvia, used for healing, while *rubus* is Latin for bramble or berry. It's apothecary-speak for sage and raspberry leaf, Avlimil's main ingredients. The whole campaign is well thought out and deftly executed to fully leverage the success and mind-share of Viagra.

## C. High Performance Naming – Chrysler Crossfire



Chrysler's hot new sports coupe, the Crossfire, has a name that does justice to the car's edgy, explosive looks. Clearly, the marketing department had an extraordinary naming process in place, as well as the insight and fortitude required to get such a controversial name approved in an organization as large as Chrysler.

Imagine the feedback when the name was tested: *Isn't it dangerous to get caught in a crossfire? Don't people get killed in a crossfire? Don't we want people to think our car is safe? It's the name of a TV show, why not pick something unique?*

Chrysler understood that consumers don't participate in this kind of literal, negative deconstruction, but rather accept things in the context provided. The failure to recognize this simple truth is what dooms other automakers to give sexy sports cars androgynous names like; M5, S4, 280 Z, SC 430 and C32 AMG.

## D. IBM's T-Rex Computer Name

Bang a Gong? Maybe. In May 2003 IBM announced a new mainframe computer. As is often the case with high-tech products, the computer has a great code name and a less than inspiring official name. Time will shortly tell which name prevails. From [Geek.com](http://Geek.com):

IBM is set to unveil T-Rex, the code name for its latest and greatest mainframe computer. The new system will boast more powerful processors, new memory, and an updated operating system. This is the first major upgrade to IBM's mainframe system since 2000.

T-Rex's official name is the eServer zSeries 990, and it boasts up to 32 processors, all of which can be added to the machine's processing capacity on the fly. With an almost tripling of capacity over its closest sibling, T-Rex can "process 450 million e-business transactions a day, or can manage hundreds of virtual Linux servers," according to IBM. T-Rex will start at US\$1 million, but there will be four available models by the beginning of November 2003.

Though even the word "mainframe" sounds outdated, the systems comprise over 40% of IBM's profits. The target companies for the machines are large banks, retailers, and insurance companies whose current code will only run on mainframes. These usually older companies have complex systems built on the old code that simply can't be replaced. T-Rex is expected to go on sale in June.

T-Rex is a great name, given the fact that it will be the biggest baddest mofo on the block. It's especially provocative since both the concept and the term "mainframe" are seen as dinosaurs. T-Rex would be an enormously bold, confident and effective stand to take.

So, what'll it be? T-Rex or eServer zSeries 990? History offers no comfort here. AMD's chip, code named "Sledgehammer," became "Opteron," while Intel's "McKinley" chip became the "Itanium 2."

## **E. Mercedes – Alphanumeric Car Naming, and Luxury Brand Equity**

Mercedes has long named their car models using alphanumerics. It's a system used by most luxury automotive brands (save Rolls Royce) designed to direct the bulk of brand equity to the Mercedes brand name rather than to a particular model. It's very effective when you need consumers to remember three basic concepts and one or two specialty offshoots. Audi and BMW get there with the 4|6|8 and 3|5|7 designations, respectively.

Mercedes, however, is trying to get consumers to associate alphanumeric labels with nine-plus different ideas.

The bare basics are: C-Class, E-Class, S-Class, CLK-Class, CL-Class, SLK-Class, SL-Class, M-Class, G-Class, with a sprinkling of AMGs, SLRs, CDIs and MLs tossed-in where needed for greater obfuscation. And those are just the alpha vegetables in the alphanumeric soup.

Here is the whole 36-car pile up: C230 Kompressor Sport Coupe, C230 Kompressor Sport Sedan, C240 Luxury Sedan, C240 Luxury Wagon, C320 Sport Coupe, C320 Luxury Sedan, C320 Sport Sedan, C55 AMG, E320 Sedan, E320 CDI, E320 Wagon, E500 Sedan, E500 4MATIC Wagon, E55 AMG, S430 Sedan, S500 Sedan, S55 AMG, S600 Sedan, CLK320 Coupe, CLK320 Cabriolet, CLK500 Coupe, CLK500 Cabriolet, CLK55 AMG Coupe, CLK55 AMG Cabriolet, CLS500 Coupe, CLS55 AMG, CL500 Coupe, CL55, AMG CL600, Coupe, CL65 AMG, SLK 350 Roadster, SLK55 AMG Roadster, SL500 Roadster, SL55 AMG, SL600 Roadster, SL65 AMG, ML350 SUV, ML350 SUV Special Edition, ML500 SUV, ML500 SUV Special Edition, G500 SUV, G55 AMG, and SLR McLaren 4MATIC.

The vehicles are priced between \$25,850 and \$452,750, and the names do nothing towards differentiating one from the other; so bye-bye "envy" sales factor. Why pay a hundred and fifty big ones for a car that everyone thinks cost thirty? That's no fun.

Cadillac, in its quest to muscle Mercedes aside has jumped into the fray with the vehicle "names" ESV, EXT, ETS, SRX and XLR, basking in the image mingling.

The only people crazy enough to learn and love the distinctions between the Mercedes C-Class, E-Class, S-Class, CLK-Class, CL-Class, SLK-Class, SL-Class, M-Class, G-Class, AMG, SLR, CDI and ML spend the remainder of their time playing "Prince of Persia, Warrior Within" on the Xbox and aren't likely to purchase a car without parental consent.

Here is [how some of the hairs are split](#):

### **C-Class Overview**

The Mercedes-Benz C-Class offers more value and choice than ever before with the most models and body styles to choose from, and MSRPs starting under \$30,000.

### ***E-Class Overview***

Offering European sophistication and performance, the exhilarating Mercedes-Benz E-Class combines the best of sedan luxury with the comfort of a wagon.

### ***S-Class Overview***

The premier luxury sedan in the world, the S-Class is the unparalleled expression of elegance, technological innovation, charismatic styling and pure driving pleasure.

### ***CLK-Class Overview***

Available in both luxury convertible and pillarless coupe models, the CLK-Class is one of the world's most desirable and exhilarating forms of pure driving pleasure.

### ***CLS-Class Overview***

The CLS-Class redefines what a coupe can be. It offers expressive style, poised performance, a 4-seat cabin, but with four doors.

### ***CL-Class Overview***

The CL-Class is not just a distinctive and exclusive leader in the luxury coupe market. With its intense performance and refined style, it demands to be driven.

### ***SLK-Class Overview***

From its muscular stance inspired by Formula One racing to its athletic performance, the SLK-Class roadster delivers aggressive sports car styling and an exhilarating driving experience

### ***SL-Class Overview***

The Mercedes-Benz SL-Class is the latest incarnation of an unmatched automotive legacy, combining unrivaled technological excellence, passionate performance and timeless elegance into flawless perfection.

### ***M-Class Overview***

The M-Class is an ever-ready companion whose exemplary design, comprehensive safety features and unmatched versatility make it perfect for active and adventurous lifestyles.

On the edge of your seat for the Mercedes definitions behind G-Class, AMG, SLR, CDI and ML? Of course not -- it's too much work and there's no reward -- two things luxury should never be.

## F. Pepperidge Farm – One Smart Cookie



"Get Milk" and lift it high for [Pepperidge Farm](#) in honor of their branding smarts. Here is a look into how and why their cookie naming architecture works.

Below on the left are the names of their chocolate chunk varietals. In the right hand column, in mixed up order, are the distinguishing ingredients. See if you can match the names with the cookie variety:

Name	Variety
Sausalito	Oatmeal Raisin
Santa Cruz	Milk Chocolate w/ Walnuts
Tahoe	Dark Chocolate w/ Toffee and Pecans
Chesapeake	Dark Chocolate w/ Pecans
Nantucket	Milk Chocolate w/ Macadamias
Sedona	Dark Chocolate
Montauk	White Chocolate/ Macadamias

The reason you can't guess the correct matchups is at the heart of why the names work so well. A less savvy marketing department would have pushed for a direct correlation between geography and ingredients. That would have resulted in the name "Kona" for a cookie with macadamias and milk chocolate, because that is where the exotic nut is grown.

Well, the milk chocolate with macadamia nut version is called "Sausalito," a foggy little peninsula that could never support the growth of macadamia trees. The same goes for the nippy mountain lake of "Tahoe," the name of the white chocolate and macadamia cookie.

So what is going on here?

Had Pepperidge Farm gone down the literal road, they would have named the cookies after towns and regions that best represent oatmeal, toffee, pecans, raisins, chocolate, and so on.

Instead, they chose the names for the positive images, evocations, and aspirations that they conjure from our collective consciousness.

That makes it "bigger" than the ingredients and "bigger" than cookies, much like Nike's "just do it" and Apple's "think different" elevate them beyond sneakers and computers. When a brand can rise above the goods and services they offer and create a loftier connection with their audience, they indeed have found a recipe for success.

Ok, here are the real matchups:

Name	Variety
Sausalito	Milk Chocolate w/ Macadamias
Santa Cruz	Oatmeal Raisin
Tahoe	White Chocolate/ Macadamias
Chesapeake	Dark Chocolate w/Pecans
Nantucket	Dark Chocolate
Sedona	Dark Chocolate w/ Toffee and Pecans
Montauk	Milk Chocolate w/ Walnuts

Next time, the naked truth behind "Oreo."

## G. Roomba – A Perfect Product Name



Oompa Loompa Doompadeedo, Roomba's the perfect product name it's true. [iRobot](#) has a winning name with Roomba. They get extra points for doing it with a made-up name to boot.

Roomba ranks right up there with Snapple, which is not surprising as the two names follow the exact same strategy and construction. Roomba is a disc-shaped robotic vacuum about twelve inches across and three inches high, which quietly and effectively

navigates and vacuums a room all on its own. The mind-bender is that when finished, the Roomba finds its charger and plugs itself in.

We've tested two different Roomba models and can tell you that the implied "room dance" in the name is an accurate take on the performance art that takes place when you switch one on. It's a perfect name: fun, rhythmic, original and relevant, just like Snapple.

## H. Naming Consumer Products: Silk, A Category Killer



**Soy Joy:** When naming consumer products, few companies get it just right. [Silk](#), a product brand name for soy milk from the folks at White Wave, is a category killer, meaning that competitors will never be able to find a name that is more effective. Silk is a contraction of Soy + Milk and plays into the positive characteristics of high quality, smooth, pleasurable, and sensual. They've taken an existing word and all of its inherent cultural and experiential qualities and transposed it to an entirely new context.

While names typically fall into one of the four categories described above, Silk manages to straddle three of them: Descriptive, Experiential and Evocative.

Cheerios is one of the best cereal product naming results of all time and follows the same strategy. The name is descriptive, yet has the secondary meaning of a happy greeting. Both names work on multiple levels in the consumer's mind, and are therefore very engaging and tough to beat.



## V. Studies in Branding

- A. **Juice Branding** – Simply Orange, Tropicana and POM Wonderful
- B. **Verizon's Tagline** – a positive negative
- C. **Yahoo! Personals: Believe** – a tagline creates brand engagement
- D. **Yellow Freight** – the friction between a color and a name creates engagement

### A. Juice Branding

Since Coke owns MinuteMaid and Pepsi owns Tropicana, it's not surprising that the orange juice battle between them is being fought in the same way as their long-standing cola war, which is further identical to the marketing skirmish between Dasani (Coke) and Aquafina (Pepsi) bottled water. Both companies are committed to shadowing each other's moves, resulting in products and brands that are virtually indistinguishable. The dueling carafes below were predictable:



Simply Orange, by MinuteMaid, has a cleaner, more effective label. The messaging on the Tropicana carafe is too busy; watch for it to get cleaned-up and for the illustration of the orange on the label to increase in size. Since MinuteMaid has perhaps half the market share of Tropicana in the non-frozen category, they will be "taking chances" and Tropicana will be reacting.

### POM Wonderful

An interesting new player in the juice business is POM. The pomegranate juice is called POM Wonderful after a variety of pomegranates. Other blended varieties are just called POM, but "Wonderful" is carried over throughout the messaging. The packaging is unique, and the sales pitch is anchored in the health benefits of antioxidants. At 26

cents per fluid ounce, POM is 3 to 4 times more expensive than national orange juice brands.



POM is leveraging several points of contact in differentiating its brand. The name "Pom" gives consumers a short and sweet way to get a handle on the rather awkward mouthful, "pomegranate juice." It also helps make the idea of trying it less scary. Don't be surprised if "pom juice" is adopted by the public as shorthand for all pomegranate juice, giving POM a big advantage over their inevitable competitors. POM's tagline, DRINK TO YOUR HEART'S CONTENT™, works on two levels: It reinforces the health benefits of the juice and plays off of an emotional idiom.

## B. Verizon's Tagline: A Positive Negative

**Loud and Clear:** Full points to Verizon for redefining and taking ownership of the phrase "Can you hear me now?" Most corporations would have missed this opportunity, arguing that "Can you hear me now" is the question most often muttered in frustration during cell phone calls gone bad. Why run television ads in which a Verizon user asks this highly negative question over and over? Doesn't this portray the Verizon experience in a bad light?

*Au contraire, mon ami.* The tagline "Can you hear me now?" works for many reasons:

- it's the last thing a consumer expects, so it gets their attention;

- it speaks to the user's experience;
- it's funny, warm and engaging;
- it's been successfully redefined to mean "Hear what we're saying? Another breakthrough from Verizon."

Extra points to Verizon for understanding that a negative can be more positive than a positive (i.e. "The clear alternative to Cellular") when it comes to branding. Minus a few points for having the anemic corporate tagline, "Make progress every day," which is more of an aspiration for someone in physical therapy than a convincing argument in favor of Verizon's service.

## **C. Tagline: The Dating Game**

The Yahoo! Personals new tagline, "Believe," is a masterful example of how to achieve the brass ring of branding: Engagement. A less savvy tagline might have been "Find that special someone you have always dreamed about," but that approach would be far less effective because it:

- is exactly what people would expect to hear and would pass through them like white noise.
- narrowly defines the Yahoo! Personals as merely a service offering.
- tells the audience how to think about it, with no room left for mystery.

"Believe" is a home run for their tagline because it:

- causes people to pause and ask themselves "Believe in what?" and to actively fill in the blanks and personalize the connection, which is the most effective form of engagement.
- elevates the Yahoo! Personals brand above the goods and services they offer and taps into a positive aspirational philosophy.

This same strategy is demonstrated by these taglines: Nike's "Just Do It," Apple's "Think Different," Fannie Mae's "We're in the American Dream Business," or Guidant's "It's a Great Time to Be Alive."

## **D. Yellow On A Roll**



For more than seventy-five years, Yellow Freight Lines has stuck with one of the simplest and most engaging color schemes ever devised. Their trucks and logo are orange, and their logo consists only of the word "Yellow," with no additional information. When you stop and think about it (we all have), that's engagement.

Another shipping company, UPS, is currently promoting its corporate color, brown, as its new nickname: Brown. They are attempting to make a virtue out of a color that doesn't usually generate much enthusiasm by turning it into a virtuous *character*.

Whether UPS' very tricky strategy will work remains to be seen, but Yellow has demonstrated a startlingly simple and effective way to create a little friction with their name, and from that a whole lot of brand engagement.

## **VI. Case Studies of Igor Naming/Branding Projects**

- |                                |                                |
|--------------------------------|--------------------------------|
| 1. Audience                    | 28. Intrigue                   |
| 2. truTV                       | 29. Primordial                 |
| 3. Gogo                        | 30. Veneer                     |
| 4. Aria                        | 31. The Address                |
| 5. MOJO                        | 32. Firefly                    |
| 6. Twine                       | 33. Zeno                       |
| 7. Freestyle                   | 34. Radius                     |
| 8. Whoop                       | 35. Anthem                     |
| 9. Evolve                      | 36. Prevathon                  |
| 10. Jupiter Wells              | 37. Bait & Tackle              |
| 11. Arte                       | 38. Firebrand                  |
| 12. URGE                       | 39. Mirage                     |
| 13. Wynn Las Vegas             | 40. Bigfoot                    |
| 14. Luna                       | 41. Crescendo                  |
| 15. Improv                     | 42. Mosaic                     |
| 16. Boogie Board               | 43. Rivet                      |
| 17. Pulsar                     | 44. Dragon Tag                 |
| 18. Showcase                   | 45. Echelon / Origin           |
| 19. Pipeline                   | 46. Oasis                      |
| 20. Constellation              | 47. Seven                      |
| 21. Antidote                   | 48. Affinity                   |
| 22. theWit                     | 49. Tickle                     |
| 23. Landslide                  | 50. Foleo                      |
| 24. Monkeybar                  | 51. Guidant Heartstring        |
| 25. July                       | 52. Cisco Systems – Fast Track |
| 26. Zounds                     | 53. BBC's The Office           |
| 27. The Signature at MGM Grand | 54. Palo Alto University       |

***Case studies begin on the next page...***



DirecTV needed a name for a new channel of original programming to compete with the likes of HBO and Showtime. When we performed our competitive analysis, it became clear that all of the movie / original programming names had names that were product-centric and they all contained common terms associated with performance and film: Showtime, Home Box Office, Cinemax, Starz, Bravo, Arts & Entertainment, etc. No one was naming and positioning themselves for the consumer - it was all one-note chest thumping - the names are all interchangeable. DirecTV and Igor decided it was an opportunity to have a name that was different, a name that was about the audience rather than about the product. Incredibly, though the word "Audience" appears in virtually every movie review and every article about a television network, it had never been used as a name in the TV / Film production industry or in the entertainment business. It had been hiding in plain sight, overlooked. "Audience", the essential element of all entertainment.



Igor was hired to create the new name for Court TV, which is... truTV. This excerpt from the official press release tells the story best:

As part of an extensive branding initiative that will also include a new look, new logo and expanded line-up, COURT TV® is about to become truTV. This new name reflects the network's popular line-up of series that offer first-person access to exciting, real-life stories, according to the announcement today by Steve Koonin, president of Turner Entertainment Networks, and Marc Juris, the network's general manager. Through a dynamic original programming line-up that has been providing the network with strong and consistent audience growth, truTV will target a highly coveted psychographic known as "Real Engagers".... The complete re-branding will launch Jan. 1, 2008.

"The success of the Turner Entertainment Networks can be attributed in a big way to the fact that we have built strong brands that resonate with viewers," said Koonin. "With this new name, truTV joins its sister networks TNT, TBS and TCM in establishing itself a solid, identifiable brand, paving the way for continued growth."

Developing the truTV network name is the latest step in a nearly year-long process of rebranding the network. The process began with extensive research into who the network's prime-time and late-night viewers are and what kind of programming they desire. The compiled data showed that the line-up attracts a dual-gender audience that loves programming with real people in exciting real-life situations and a strong interest in compelling stories and characters.

"Early in the rebranding process, we realized that the current network name doesn't reflect the direction of our programming or our growing target audience of Real Engagers," said Juris. "In truTV, we now have the ideal name that fits both the programming and the target audience. The network will be top of mind for Real Engagers seeking real-life action programming, real-life emotion and access to places they can't normally go."



There's revolution in the air. No, we're not talking about Apple's skinny laptop, but the air higher up in the atmosphere, above the clouds, where the big jets fly and airline passengers are separated from email and the Internet for hours on end.

Not anymore.

In August 2008, Aircell launched Gogo Inflight Internet on American Airlines. It's now available on American Airlines, Virgin America, Delta and AirTran, with more coming soon. Passengers on Gogo- equipped aircraft can surf the Web, email work or friends, send a tweet from their seat, check the scoreboard on board and more - all while flying above the clouds!

When Aircell was ready to name this revolutionary new service, they hired Igor to make it happen. The name had to be memorable, fun (kids will use it to play networked electronic games), short (to be printed on and in the planes and airline collateral material), universally known, easy to pronounce, and map if possible to both the travel experience and the Internet connectivity experience.

After project takeoff, we carefully considered hundreds of names, and boiled the positioning of the service down to its essence: mobility (email at 500 mph!), connectivity, and fun. By the time the project had landed, we had the perfect name: Gogo. Notes the Gogo website:

As a product of Aircell LLC, Gogo provides all passengers access to the Internet, email, text messaging and corporate VPNs from the comfort of their seats while airborne. Aircell has been authorized by the FAA and FCC to use cellular frequencies for inflight broadband communications, leading a Wi-Fi revolution 35,000 feet above the ground. Think of it as a mobile hotspot, equipped with twin turbines and 50,000 lbs of thrust.

The Internet on a plane, the airline mainline, wi-fi in the sky, or as Aircell calls it, "wi-fi with wings". Soaring now through a troposphere near you.

<http://www.gogoinflight.com/>





In December 2009, MGM Mirage launched its newest and most fabulous resort and casino in Las Vegas, the Igor-named Aria. The 61-story Aria Resort & Casino is the central feature of the new CityCenter development. CityCenter is a 16,797,000 square feet (1,560,500 square meter) mixed-use, massive urban complex on 76 acres located on the Las Vegas Strip. The project is a joint venture of MGM Mirage and Dubai World, and is the largest privately funded construction project in the history of the United States.

The name "Aria", from the world of opera ("an elaborate song for solo voice"), perfectly captures the sense of art and elegance that this resort represents, and maps to the concept of a performance by a star that is nonetheless part of an ensemble. Aria is the star turn within the CityCenter opera, and is deftly positioned as, in many ways, the antithesis of the stereotype Las Vegas experience. Think cool and classy, not cheap and trashy, with nary a hint of "themishness", of pretending to represent some other place or time in the world. As this review nicely summarizes:

...Aria has redefined the Vegas hotel experience. Wood, glass, metal, stone. Real works of art. Clean air. One-touch computers in your room that work the lights, temperature, music, TV, DVD, etc. all from your bedside. And a whole new fibre optics system that delivers wireless internet at eight times the speed of normal hotels. Sweet.

Clearly, this is not a "normal hotel". This is Aria. And Aria, as with all of CityCenter, includes so many innovative environmentally friendly touches that it earned a LEED® Gold Certification from the U.S. Green Building Council.

Here are some quick facts about Aria:

- Designed by the world-renowned firm Pelli Clarke Pelli
- 4,004 guest rooms, including 568 suites
- 150,000 square feet of gaming
- 300,000 square feet of meeting and pre-function space
- Three primary pools with 50 cabanas, one European-style pool
- 16 restaurants and 10 bars and lounges, including a nightclub
- 80,000-square-foot, two-level spa and salon with 62 individual spa treatment rooms; 55 salon stations

- Full-service salon, barbershop, deluxe fitness room, group exercise studio, meditation and relaxation rooms, separate men's and women's spa with eucalyptus steam rooms and red wood saunas
- 1,800-seat theater that includes the celebration of the timeless musical legacy of Elvis Presley from Cirque du Soleil
- ARIA has received LEED® Gold Certification from the U.S. Green Building Council

<http://www.arialasvegas.com/>



[iN DEMAND Networks](#) hired Igor to create a new name for a high-definition television channel to feature original programming for men that would eventually replace the company's flagship INHD channel. We convinced them that the perfect name for the channel is [MOJO](#):

MOJO - the new 100% hi-def channel is tailored to fit your interests from exceptional food to extreme locales, from high tech toys to high stakes antics, from Wall Street to easy street and the best of sports, music, movies and more. It's 180° from ordinary and 100% high definition, because life is how you see it.

One consideration was keeping the name short so it could work easily as a "bug", the logo that TV networks place in the corner of the television screen, yet be differentiated from the plethora of be-acronymed WETVs, METVs MTVs and BETs that saturate the TV Guide. And having the name of this men's channel start with the letter "M" would be a nice bonus.

Of course, the word "mojo" means personal magnetism, life force and magical power. It came to the English language from Africa over one hundred years ago, but reached the status of pop culture phenomenon as the source of Austin Powers' manly powers.

[Get your MOJO working!](#)



"Web 2.0" is the buzz *du jour* in media and technology circles, but when Radar Networks hired Igor to name its revolutionary new personal and group information manager web application, they were touting their product as "Web 3.0". What?

Web 3.0, AKA the Semantic Web, promises the next generation of web intelligence and advanced data mining, connectivity, and meaning. As Wired explains it, while Google may organize the universe of public information, Radar's new service will organize your personal information:

Right now...your information resides in various locations on your computer, on different applications around the web, and within your multiple email accounts. To gather all your knowledge on a given area would be quite a chore.

<http://blog.wired.com/business/2007/10/radar-networks-.html>

The mission of gathering all this information and "tying it all together" led Igor to the perfect name for Radar's new kind of personal and group information manager product: Twine. An elegant word for a deceptively simple physical object, Twine also contains the verb form, meaning "to twist together; intertwine; interweave." Wired continues:

Twine is a sort of knowledge management tool for the masses. Each user's Twine home page is a sort of personal dashboard—its central feature is a list of updates not unlike the Facebook News Feed—that allows a user to import any memo, website, video, or photo from anywhere on the desktop or internet. Twine then uses semantic web technology to organize automatically all of your information by theme and then infer what other information might also interest you.

While one can do this for private information, the shining hope for the application is that groups can use it to collaborate on a project or keep tabs on a certain subject of interest by each contributing to a communal information bucket called—get this—"a twine."

Tim O'Reilly, in his O'Reilly Radar (no relation) blog, goes even deeper into the nuts and bolts that make Twine tick (are you tallying the metaphors here?):

Underlying twine is Radar's [Network's] semantic engine, trained to do what is called entity extraction from documents. Put in plain language, the semantic engine auto-tags each document, turning each entity into what looks like a web link as well as a tag in the sidebar. Type a note in twine, and it picks out all of the people, places, companies, books, and other types of information contained in the note, separating them out by type.

OK. So what, you say? The magic doesn't happen until you -- or a group of people -- have collected a large set of documents. Now, you can use the tags associated with any given document to pivot through everything else your collection, or twine, contains about that tag.

... The key point is that because each entity in any of the documents becomes a meaningful tag, that extracted meaning becomes a semantic layer tying all of the documents together. What's more, twine has its own built-in semantic taxonomy, based on concepts mined from wikipedia, and...can make connections between documents using tags and concepts that are not actually in the documents themselves.

[http://radar.oreilly.com/archives/2007/10/radar\\_networks\\_twine.html](http://radar.oreilly.com/archives/2007/10/radar_networks_twine.html)

For any of you who have ever joined a social network only to ask yourselves afterwards, "Now what do I do with it?", your answer is finally here: Twine!

<http://www.twine.com/>



The EA SPORTS division of Electronic Arts hired Igor to name a new sub-brand aimed at a growing, more casual sports gaming audience. The new brand will feature games that, while based in sports, will be playful, inclusive, casual, and easy to pick up and play for kids and parents, women and men, and casual and hardcore sports fans of all ages. From an article about the new brand in Adweek:

Known for its realistic sports games -- thus the tagline "It's in the game" -- EA Sports has a rabid following with core gamers. However, as the gaming audience has widened, EA Sports has realized so must its title offerings.

"We've been delivering world-class simulated sports entertainment for two decades," said Peter Moore, president of EA Sports, Redwood City, Calif. "But, we've seen the growth of Nintendo Wii, in particular, as well as more casual games. We knew we had to look at different ways to talk to consumers." ...

EA Sports Freestyle games will be "about fun, inclusiveness, cooperation and suspending the normal rules associated with sports video games," according to the company.

At Igor, we firmly believe that for all projects, we are never naming a company, product or service – we are naming the positioning of that company, product or service. And for EA SPORTS, Igor created the perfect name to fulfill the positioning requirements of this brand: Freestyle. From the EA SPORTS press release:

"The launch of EA SPORTS Freestyle is an exciting milestone in the evolution of the EA SPORTS brand," said Peter Moore, president, EA SPORTS. "EA SPORTS Freestyle will be a perfect complement to our core portfolio of games that our loyal fans are deeply passionate about, and will provide compelling opportunities for new audiences looking for a lighter gaming experience and an easier entry point into EA SPORTS."

Jump in, have fun, anybody can play, express yourself, and bend all the usual rules. That's what it's all about. Freestyle will take sports gaming to a whole new level, for a vast new audience.



When a company called XOsphere hired Igor to re-name them, it was clear to us from the very beginning that here is a company that "gets it", as in truly understanding where their invented start-up name fell short as a brand, and what a great name could do for their business.

XOsphere had created a powerful new mobile content platform that was truly phone and carrier agnostic, and they wanted an exciting, exuberant name that would match their vision and serve as a lightning rod for companies and the public to adopt this content platform. The name ideally had to be a short verb, as well as exciting, inspiring, fun to say, memorable and extensible.

Naming a groundbreaking new company, product or service is always the most fun, and this project was certainly no exception. The name Igor created for this amazing new content platform is Whoop:

**Whoop means share**

Whoop makes it easy for every company, agency or individual to create, publish and share rich mobile content to almost every mobile device. Not just text, but pictures, videos and, well, everything imaginable for mobile entertainment, marketing, communications, commerce and social networking. With Whoop, you can share your stuff with more than 3.5 billion phones in every country on the planet.

...Whoop wants to be the verb that means "everything mobile." That's all.

Whoop wants to be your Mobile Coke or your (unused) Mobile Kleenex. Whoop me. Whoop it. Whoop Us. Whoop the world. Whoop.

Whoop's mission is just as concise: Help companies and individuals easily share mobile content.

Whoop is redefining the conversation in the mobile content space. Just as many of Igor's clients have done in other industries, from Wi-Fi in the sky and the semantic web (Web 3.0), to green mobile phones, hi-def television broadcasting, continuing medical education, interactive advertising, IT training, sales support and more.

Whoop it up at <http://www.whoopmobile.com/>

# NOKIA **Evolve**

Igor has been working with Nokia business units all over the world to name new mobile phone models for various global markets. For their breakthrough new eco-friendly phone, Nokia wanted a name that would describe the environmental benefit of this particular model, but also serve as a rallying cry for environmental awareness both within the company and among consumers. Igor created the name Evolve to perfectly express this dual mission as a phone name and a call to action.



From the Evolve press release:

### **Towards greater environmental sustainability**

Nokia also outlined its long heritage in addressing environmental issues and commitment to driving new initiatives in the mobile industry in areas such as energy efficiency, materials used in products, take back, recycling, and packaging. This was against the background of the launch of the Nokia 3110 Evolve, a mobile device with bio-covers made from more than 50% renewable material. The device is presented in a small package made of 60% recycled content and it comes with Nokia's most energy efficient charger yet, using 94% less energy than the Energy Star requirements\*.

The Nokia 3110 Evolve is the latest in a series of environmental initiatives from the company. For example, Nokia was the first manufacturer to put alerts into its devices to encourage people to unplug their chargers. The power that could be saved globally by all Nokia phone users unplugging their chargers when no longer needed is equivalent to enough energy to power 100,000 average-size European homes. In February 2006, Nokia also introduced new compact packaging that reduced materials used by 54%, a move which by the end of this year will have resulted in 5,000 fewer trucks needed to distribute products, reducing fuel consumption and carbon emissions, and savings of EUR 100 million.

\* Energy Star requirements: strict energy-efficiency guidelines set by the US Environmental Protection Agency and the US Department of Energy.

Nokia's Evolve mobile phone is a beautiful marriage of form, function and environmental awareness that sets the stage for the company's continued push toward more sustainable products and manufacturing.



## JUPITER WELLS

One of the most successful online retailers for blinds and window treatments hired Igor to name a new brand of upscale online window treatments. The new brand would go after a more affluent, less price sensitive, consumer with a higher quality product; it required different positioning, and a much better, evocative name to stand out from the crowd.

Here are the primary positioning objectives that the new brand had to accomplish, which we developed with our client as part of this project; the new name had to:

- be evocative, and stand out from the crowd of boring, mostly descriptive names in the window treatment space
- rise above "blinds" and change the conversation within the industry by creating a brand that customers can have an emotional connection to, as well as allow for product offerings among all types of window treatments and for potential future expansion into other home décor and furnishings territory
- be *charming* and *disarming* – taking the fear out of purchasing window treatments or furniture over the internet
- emphasize style – that the company has great taste and can help you consumers get it. To be thought of as your *online personal decorator*.
- have some familiarity/meaning without sounding totally made-up
- be available for trademark AND exact match domain name

As a bonus, if the name sounded vaguely like it could be both a designer's name and/or evoke a non-specific sense of place, without being too obviously either one of those things, that would be great.

Igor created the perfect name for this company in **Jupiter Wells**, a name derived from a very small, very remote Australian Aboriginal settlement.

The name Jupiter Wells creates its own mystery. It is very unique among the competition, and people will naturally want to know more, which creates connection and emotional engagement with the consumer.

Jupiter Wells demonstrates, rather than explains, a unique, entirely new perspective. It is completely unexpected, which makes it intriguing, yet each word is grounded with enough shared mythology, stories and associations so as not to be a disconnect.

# NOKIA Arte

Igor has been working with Nokia business units all over the world to name new mobile phone models for various global markets. The first product to be released that we named was the premium "intro to luxury" 8600 Luna. The latest gems from our ongoing collaboration with Nokia are the new incarnations of Nokia's legendary top-of-the-line 8800, which Igor named Arte and Sapphire Arte.



From the Arte press release:

Nokia takes pride in unveiling the Nokia 8800 Arte and the Nokia 8800 Sapphire Arte - two brand new designs, which capture the essence of timeless beauty and fine craftsmanship.

Materials are of the finest quality. They include exquisite leather and precious stones. The Nokia 8800 Sapphire Arte contains both. The select key for example is made from a single sapphire, which as one of the world's most valued gemstones has a strong heritage and coveted appeal.

Leather panels are crafted from the finest premium goat hides sourced in Eastern India. By avoiding mechanical embossing Nokia ensures that each product is totally unique and that the hide's natural grain is preserved. Fine layers of coating are applied to protect against everyday use and add an extra dash of finesse.

Color-wise, luxurious brown and coffee tones remind us of understated elegance. These are considered a confident and sophisticated color choice for premium products across a growing range of lifestyle items, from classic car interiors to high-end electronics. Meanwhile, the Nokia 8800 Arte makes its own unique statement in stylish black.

Arte translates as art. In creating the Nokia 8800 Arte and the Nokia 8800 Sapphire Arte, Nokia celebrate the art of individuality by way of natural light and the intricate ways in which it reflects, flickers and glows. This can be seen in the unique tap-for-time feature. Just two gentle taps are all it takes to illuminate the clock screen, while living wallpapers move organically throughout the day to give unique on-screen decoration.

Sound also plays an important part of the bespoke experience. The Nokia 8800 Arte and the Nokia 8800 Sapphire Arte both include exclusive video ring tones from DJ duo Kruder & Dorfmeister.

In addition to the 3G capabilities and 3.2 megapixel auto focus camera, the Nokia 8800 Arte and 8800 Sapphire Arte boast a stunning OLED display and 1 GB built-in memory space. A unique silencing mechanism is activated when the phone is turned over, screen-side down. Meanwhile, Nokia's new anti-fingerprint coating reduces smudges on metal and glass and unsightly outer seams are hidden thanks to a unique all-in-one micro USB connector.

Nokia's Arte and Sapphire Arte mobile phones are truly works of art, among the most beautiful consumer objects available.

Stay tuned for more exciting Igor product names for Nokia.

# URGE

Igor created the name URGE for MTV and Microsoft's new online music and video downloading service. Presenting an interesting naming challenge, the new name needed to have a bit of the MTV edge, yet still welcome and intrigue all music fans, and also lend itself to integration within Microsoft's Windows Media Player 11. MTV and Microsoft also required a name with global trademark clearance and unmodified ".com" domain name purchasability.



The stylish URGE | Windows Media Player 11 in action.

Well beyond the scope of iTunes, URGE pulls together the proprietary music and video content and multicultural audience of MTV Networks' 100-plus global television stations, not to mention their CMT and VH1 viewers. By integrating software, a media store, and 3rd party player hardware, URGE becomes the first serious threat to Apple's iPod + iTunes music store. Satisfy your URGE at [URGE.com](http://URGE.com).



Our most interesting luxury brand naming job began on a Sunday when we retrieved a voice mail from [Steve Wynn](#), who left two cell phone numbers, a work number and his home phone. Two days later we spent ten hours locked (literally) in the penthouse of the Desert Inn with him – our longest kickoff meeting to date. He was seeking a name for his newest hotel resort casino.

Mr. Wynn was open to using his last name for what would be his finest work, but had several reservations about that strategy. A leading concern was that Donald Trump had done this when naming his casino in Atlantic City. From a branding perspective, it needed to be clear that Mr. Wynn's hotel was in fact a much higher-level experience than Mr. Trump's. At issue was whether the same naming strategy would subliminally convey that the two experiences were in any way similar.

We were convinced that Mr. Wynn should use his last name for the name of the hotel. It became clear that within the resort casino sector, the two last names – Wynn and Trump – conjured very different qualities in the hearts and minds of their audiences.

True to his famous reputation for attention to detail, Steve Wynn had called us in two years in advance of the resort's opening, so there was ample time to work through all of the possibilities and get it right.

During the initial meeting, an agent of Sotheby's had arrived with a multitude of iconic paintings in tow, prompting talk of naming a hotel that was to be a timeless work of art after an existing timeless work of art.

The new name was announced to the press as "Le Reve" ("The Dream"), after a Picasso painting. As the opening of the hotel drew near, the actual name, Wynn Las Vegas, was announced. Which is as it should be: a great work of art, signed by the artist.

<http://www.wynnlasvegas.com>

# NOKIA Luna

When the world's largest mobile phone manufacturer decided to begin aggressively branding its products with evocative names in addition to the alphanumeric model numbers they have traditionally employed in product naming, Nokia hired Igor to help them out on a variety of projects.

On May 31, 2007, Nokia launched the first product named by Igor, the highly-anticipated and much-touted premium slider phone now known as the Luna.



From the Luna press release:

The melding of nearly opaque smoked glass with unique, soft-touch stainless steel makes the Nokia 8600 Luna as enchanting to behold as it is a joy to touch. Adding to its mysterious allure, a gentle keypad illumination pulsates from beneath the glass case while the phone awaits a call. Combined with the warmth of its glass and stainless steel body, this "heartbeat" transforms the Nokia 8600 Luna from an inanimate object into a trusted companion with an organic, virtually alive form. When a call does beckon, the signature slide movement is carefully balanced too smoothly raise the ergonomic keypad from within its glass cocoon.



As Nokia's Senior Vice President for Mobile Phones, Heikki Norta, goes on to say in the Luna press release,

"Even the name holds special significance. Much like the Nokia 8600 Luna that we named in her honor, Luna, the goddess of moonlight, was often represented by the Romans as a mysteriously captivating beauty encircled in a soft, yet radiant light."

Add to its considerable physical beauty a 2-megapixel camera, a mini USB port and quad-band worldwide roaming, and Luna is the ultimate fusion of beauty and brains.

Stay tuned in the future for other exciting product names born from Igor's work with Nokia.

- Nokia 8600 Luna website: <http://www.nokia8600luna.com/>
- Engadget Luna photo gallery: <http://www.engadgetmobile.com/photos/nokia-8600-luna-gets-official/>



Kent Displays engaged Igor to name its new consumer electronics company. The global focus of personal electronics marketing and functionality had evolved to embrace idea of personalization and individuality on the go; Kent was looking for a fresh way to express this idea. The challenge came largely from the way smart phones, tablets and "e-readers" were being advertised and marketed. Was there a way to express these ideas through a name that was legally available, memorable, and that brought further levels of meaning and attitude to the table? Of course, there always is.

The name developed by Igor and embraced by Kent is Improv. Of course, the word itself connects not only with the idea of an individual, artistic expression that is deeply personal and unique, but also to the notion of adapting to the circumstance on the fly – quick, nimble, adaptable, shared experience, plus fun and entertaining. Improv also implies the idea of "improve", which maps to the company's vision of creating products that greatly improve upon existing technologies.

Improv's first product, which Igor also named, is the "Boogie Board", launched in January 2010.

# Boogie Board™

write • draw • play • learn • go wild!

After successfully creating the new company name Improv Electronics for Kent Displays, it was time to name Improv's initial consumer product release, the first ever LCD writing tablet. The product code name was "Idea Board", and while everyone agreed that "Board" was the best descriptive word for this product, pairing it with "Idea" wasn't generating any excitement. After all, it was the type of pairing that had been done years ago (first ThinkPad, then "IdeaPad"), sounded dated and generic, and was also too "serious" sounding, not conveying the creative and fun aspects of using this tablet.

Igor quickly realized that the best modifier for "Board" would be "Boogie", as "Boogie Board" is already a well-known term, making it highly memorable, while bringing action, adventure, fun and humanity into the equation at the same time.



From the Boogie Board website:

The first ever LCD writing tablet. Not only is the Boogie Board Tablet new, it's revolutionary! The Boogie Board tablet is the tree-friendly electronic alternative to paper, pencils, and pens. With it, users of all ages will truly say goodbye to paper forever - and it's just as easy to use. Simply press on the surface with the included stylus or other suitable writing instrument (even your finger) to create an image and then erase with the push of a button. With the Boogie Board tablet, you'll never be without a memo pad again. No pen or pencil, no problem. Keep one by the home phone and by your computer at work to jot down memos, make to do lists, leave messages for others, capture your next big idea, and more. Keep one in your car, and you'll never be caught again looking for a piece of paper and pen to write important to-do's to get from the grocery store on the way home. But the Boogie Board tablet is more than just a memo pad. Students will find it's the perfect tool for practicing handwriting/arithmetic, drawing pictures and playing games (especially young and developmentally challenged students). If you're a coach, you can even use the Boogie Board tablet to diagram the winning play.

<http://www.myboogieboard.com/>



# Seagate Pulsar™

For this naming project -- one of many with Seagate -- Igor was tasked with creating a new name for not only a product but an entire product family: Seagate's initial foray into solid state drives (SSD), which "differ from other products within the Seagate enterprise portfolio because [they] leverage non-volatile flash memory rather than spinning magnetic media to store data."

Seagate needed a name for this breakthrough product family that captured its futuristic essence and conveyed key concepts of speed, small footprint, power, capacity, durability and reliability. Igor created the name **Pulsar** for this product and product family, perfectly capturing these characteristics with a metaphorical, evocative astronomical term meaning "one of several hundred known celestial objects, generally believed to be rapidly rotating neutron stars, that emit pulses of radiation, esp. radio waves, with a high degree of regularity."



Designed to meet OEM performance, power, size and reliability requirements for enterprise blade and general server applications, the Pulsar SSD leverages 30 years of Seagate history of successfully designing, building and supporting the industry's highest-quality enterprise storage devices for I/O-intensive, 24x7, enterprise computing environments.

## Key Features and Benefits

- Single-level cell (SLC) technology optimizes SSD reliability and endurance
- Up to 200GB capacity in a 2.5-inch form factor and 7mm z-height
- 0.44 percent AFR for high reliability and endurance
- Power loss data protection to ensure against data loss upon power failure
- 5-Year Limited Warranty
- SATA 3Gb/s interface to support current blade server chipsets
- 30 years of Seagate leadership in meeting enterprise customer requirements
- Leveraging industry-leading, global enterprise support Industry-leading SSS and SSD standards development through JEDEC and SNIA

Take a ride on the new Pulsar. Data traveling at the speed of light now has a drive that can keep up with it!

<http://www.seagate.com/www/en-us/products/servers/pulsar/>

# Seagate Showcase™

Seagate hired Igor to name a number of new digital storage products, beginning with a new external box optimized for recording high-definition movies and TV programs. The name Showcase elegantly maps both to the experience of "showcasing" selected content by recording and archiving, as well as the functional attributes of being a "case" for holding "shows". From the Showcase product overview PDF:

## **Showcase Your Movies In High Definition**

Never say goodbye to your favorite movies and shows.

Use the Seagate® Showcase™ storage solution to give yourself vastly increased storage space for your favorite TV shows and movies. The Seagate Showcase solution contains a hard drive like the one inside your DVR—only with lots more room. And it's easy to use. Capacities up to 1 TB mean you can store up to 200 hours of high-definition content or more than 40 days of standard-definition television programming. So you no longer have to worry about running out of space or having to delete shows you want to keep in order to make room for new content.

DVRs are great—until you run out of space. And it happens more and more frequently now that high-definition content is becoming the norm. You shouldn't have to make a decision on which programs to delete and which to keep. But the truth is most DVRs simply don't have enough space for today's HD content. Until now! Introducing the Seagate Showcase solution. It comes with up to 1 TB of space so you can keep more of your programs and movies.

- Whisper-quiet operation is perfect for living rooms and bedrooms.
- Stylish design fits seamlessly with existing equipment.

Plug-and-play installation means the Showcase solution is simple to set up. Seagate is working with leading service providers and DVR manufacturers to ensure Showcase will work with your DVR. Deciding which programs to delete will become a thing of the past. Seagate Showcase—the HD world awaits!

As an added bonus, the hard drive used in the Showcase box was also named by Igor, and is called Pipeline HD. From the Showcase press release:

The new Showcase family will feature Seagate's recently announced Pipeline HD™ Series of hard drives purpose-built for DVRs. Seagate Pipeline HD™ Series hard drives are the gold standard in high definition performance and capacity with bedroom-quiet acoustics, low power operation and the ability to support up to 12 simultaneous HD streams. The drives are Windows Vista Certified, making them an ideal solution for Home Media Centers.

Showcase and Pipeline: a winning combination of media storage optimized for your living room, and the first of many innovative Seagate products named by Igor.

## Seagate Pipeline HD™

Seagate hired Igor to name a new internal hard drive optimized for recording high-definition movies and TV programs, which we named Pipeline HD. The drive will be featured in Seagate's new Showcase external enclosure, which Igor also named, as well as in OEM DVRs and other media center products.

The name Pipeline HD conveys the "fat pipe" of high bandwidth and massive storage required by high-definition content, as well as evoking the legendary Banzai Pipeline surf reef in Hawaii as a metaphor for "channel surfing". Adding the descriptive appendage "HD" conforms to company functional requirements to clearly differentiate this as a specifically high-definition product, which also conveys that it is designed and optimized for home DVR and media center use. Notes the Showcase / Pipeline press release:

The new Showcase family will feature Seagate's recently announced Pipeline HD™ Series of hard drives purpose-built for DVRs. Seagate Pipeline HD™ Series hard drives are the gold standard in high definition performance and capacity with bedroom-quiet acoustics, low power operation and the ability to support up to 12 simultaneous HD streams. The drives are Windows Vista Certified, making them an ideal solution for Home Media Centers.

Soon you'll be able to surf your own Pipeline, either with an external Showcase box attached to your TV, or installed by the manufacturer directly in your DVR. Dive in.

# Seagate Constellation™

For Igor's third naming project with Seagate, we were tasked with creating a new name for a business critical nearline enterprise storage hard drive. The product is to be a large capacity drive for deep storage, but housed in a small (2.5" disk) form factor. The name needed to support the following positioning points: large amounts of storage, a collection of important items, a central storage repository, and the concepts of immensity and magnitude that is both "infinite" and continuous. Oh, and since the drive is an example of a "Green" technology by virtue of its best-in-class low power consumption, a natural world connection in the name would be great too.

Igor came through with Constellation, which neatly supports all of the primary positioning requirements and is natural, "to boot" (drive pun intended, naturally).

Here's what Seagate has to say about the amazing new Constellation family of hard drives:

Seagate® Constellation™ portfolio includes the world's first 2.5-inch hard drive for Tier 2/nearline environments with best-in-class power efficiency and 3.5-inch high-capacity hard drives with up to 2 TB of storage for data-hungry applications. Constellation drives offer the best combination of nearline performance, enterprise-class reliability, low power consumption and high capacity, as well as a data security option.

Purpose-built for nearline environments, Constellation drives are the storage foundation that delivers long-term business sustainability. Optimize your IT resources while realizing cost and resource efficiencies; reduce complexities in the data center and reap the savings and rewards of green solutions—all while ensuring predictable reliability with Seagate Constellation hard drives.

## Key Features and Benefits:

- Purpose-built for enterprise-class nearline applications
- Lowest operating power for enterprise-class drives
- Additional on-demand power savings for idle periods with PowerChoice™
- 2X the throughput of other nearline hard drives with 6-Gb/s SAS 2.0
- Highest RV tolerance for best-in-class nearline performance
- Choose from SATA or SAS interfaces and 2.5-inch or 3.5-inch form factors
- Secure your data with government-grade Self-Encrypting Drive option

<http://www.seagate.com/www/en-us/products/servers/constellation/>



Medical World Conferences, providers of continuing medical education (CME) for primary care professionals, hired Igor to create a new name, positioning and tagline during a major corporate re-branding. The company was rightly concerned that the name Medical World Conferences limited their ability to grow their business beyond the medical sector and was tough to distinguish from [the crowd of sound-alike competitors](#).

The brand positioning dictated that MWC's new name would have to create the opportunity for the company to take ownership of the conversation in their industry, to support the idea that MWC was a refreshing change from all the other CME providers – a true thought leader. The name had to be warm, human, distinctive, eye-catching, memorable, and yet map back to medicine and the core service of continuing medical education. It also needed to work outside of the medical sector. And of course it needed to be a metaphor for all the company's brand positioning messages.

Antidote has it all. It is positive, proactive and works on several levels for both the CME audience and future audiences. Antidote is, as the tagline we created says, "The cure for the common CME," meaning that Antidote is unique and remarkable in the world of CME providers. Antidote is also the remedy for medical professionals who dread the thought of compulsory CME. Further, because Antidote literally conveys "cure" and "remedy," it is an aspiration shared by all medical professionals – indeed a big benefit of CME is to learn about new cures and treatments.

While Antidote is a common medical term, it is also loaded with intrigue and imagery, from Shakespeare to Agatha Christie to Harry Potter, making it a powerful name for those both within and outside of the medical profession, and a deep well for marketing and advertising going forward.

<http://www.antidotecme.com>

# theWit

Real estate development company ECD Co. hired Igor to name a new upscale urban business hotel, which opened in 2009 at the historic corner of State and Lake in downtown Chicago. The qualities of keen perception, sagacity, intelligence and humor invoked by the word "wit" perfectly fit the positioning of this new hotel experience, which Igor dubbed **theWit**:

Chicago's historic corner of State and Lake is the site of ECD's newest hotel project, theWit. The Hotel will include a high-end restaurant and rooftop lounge, a spa for hotel guests and a luxurious private screening room to be rented to hotel guests or the public for private movie screenings or sporting events. Floors 6-20 will include 238 beautifully appointed "standard" hotel rooms. On floors 21-26, ECD plans to sell 48 hotel-condo units with studio, one and two bedroom floor plans available.

The site is located just steps from the Chicago River, two blocks from Millennium Park, and is part of the ongoing reconstruction of State Street. The "State St. renaissance" is highlighted by two major retail developments by Joseph Freed and Associates: 108 North State Street and the renovation of Carson's into several high end retail boutiques. theWit is just a block and a half away from these exciting developments.



Scheduled to open in May, 2009, theWit will offer guests a hotel experience unlike any other in Chicago.

Join us for drinks at the rooftop garden lounge – it's going to be very cool.

<http://www.ecdco.com/statelake.htm>





SalesGene created a revolutionary new sales platform and needed an equally revolutionary name for it. Igor created the name Landslide for this new sales support platform,

...the industry's first product to address the work style needs of individual salespeople. Built for salespeople by salespeople, Landslide combines software, collaboration and a live administrative assistant to support the activities and habits of individual salespeople helping maximize their time, drive action and generate results.

Landslide is a hosted-software application that integrates strategic selling software, a collaborative relationship portal called io Channel and VIP live assistant services. The product codifies proven sales processes, provides step-by-step sales guidance, creates a high-touch and unique buying experience for the customer, and provides each salesperson with a live assistant to help them offload mundane administrative tasks that prevent them from staying in selling mode.

The key positioning strengths of the name Landslide include:

- evokes overwhelming success (landslide victory)
- all-encompassing
- evokes great energy, a force of nature
- software and service to prepare you for the changing (shifting) landscape
- depth, multiple meanings – negative meaning adds depth and interest
- connection to the service (power, force, success)

Landslide is a strongly evocative name that does it all. In fact, the name worked so well that it ultimately became the company name as well.

<http://www.landslide.com/>



Hasbro needed a name for their kid-targeted web destination, serving up online games, programs and activities across various consumer segments and brands.

The name had to appeal to a range of kids, from 4-8 year-old boys and girls to Tweens aged 9-12, but still work for the secondary audience of Preschoolers aged 2-4 surfing the 'Net with mom or dad. Igor created Monkeybar as the perfect name to communicate a place for kids to come and monkey around.

<http://www.hasbro.com/monkeybartv/>



Texas Pension Consultants engaged Igor to help them name and brand their new financial services company. The new company will offer business services such as payroll, pension and human resource management to businesses of all sizes.

One of the key positioning points the name had to capture is "the freedom to focus on your core business." The name also needed to be fresh and different, yet fall within the parameters of the types of names associated with the financial services sector. That's right, the name had to be both intuitive *and* interesting, a pretty tall order.

Financial companies are most often identified by names that conjure nature, stability, or longevity. July is much more than the name of the month that Julius Caesar named after himself. It is the one name that covers all the established financial services cues, is fresh and different, and infers -- rather than shouts -- "Freedom," making it infinitely engaging.





Igor has worked on a number of technology and medical / healthcare industry projects recently, and one of the most gratifying was naming a new advanced-technology hearing aid and audio products company. The brand positioning we developed with the client required a name that would help the company own the idea of sound, carry some excitement, and imply a bit of the ol' European / Germanic hi-tech audio expertise brand equity.

There was only one name that could capture all three of these core ideas, and that name is Zounds. From the Zounds website:

Zounds™ designs, manufactures, and markets high performance hearing aids for use with mild, moderate, and moderate/severe hearing impairments. The Company's technology enables break-throughs in product performance, price, purchase process, distribution channels, and marketing.

Zounds was founded by Sam Thomasson, who has a hearing impaired daughter. When he would hug his daughter as a young girl, her hearing aids would squeal, causing pain to her. For years, he promised himself and his daughter that he would develop a hearing aid that would address these and other related hearing aid issues. Zounds' breakthrough technology is the fulfillment of a father's promise to his daughter, and intends to be a wonderful gift to others globally with hearing impairments.

Here are a few other notable occurrences of Zounds:

From William Shakespeare, King John, act II, scene 1, line 466:

"Zounds! I was never so bethumpd with words since I first call'd my brothers father dad!"

On an episode of the 1960s Batman TV show in which an evil character named the Puzzler kept giving clues in the form of Shakespearean quotations, one of which was "Zounds":

Batman: Obviously! That's the puzzle. "Z" is the most enigmatic letter in the alphabet, old chum. Think of the words that begin with "Z": zigzag, zither, zodiac...

Robin: Zounds!

Batman: Exactly! "Zounds" is a Shakespearean interjection of wonder or surprise.

Used as an interjection by the character Ned Flanders on the Simpsons (Lisa's Wedding scene, aired 1995):

Ned: Zounds, I did thee mightily smitily!

Again on the Simpsons (1999) in a quote by the minor character Professor John Fink:

"Zounds, someone took our gazebo."

Zounds will launch its first revolutionary products in mid-2006, with a tagline also created by Igor: "Be. Hear. Now.", which plays off of the well-known mantra, "be here now."

<http://www.zoundshearing.com/>



MGM Grand Las Vegas hired Igor to name its new three-tower high-rise luxury hotel. These new towers are on the MGM Grand property, but have separate check-in and guest services, representing a new standard of luxury in Las Vegas hotels, and the ultimate that MGM Grand has to offer:

The Signature at MGM Grand will offer the perfect combination of energy and escape. Not a single luxury has been overlooked. 24-hour Concierge services and gourmet in-suite dining will meet your every need. Fine linen, Jacuzzi tubs and pillow-top beds will comfort you. And private balconies will take your breath away. That is, if the energy below hasn't done that already.

The Signature at MGM Grand: "Serenity On Demand".



<http://www.signaturemgmgrand.com/>

# NOKIA **Intrigue**

Igor has worked with a number of different Nokia Business Units throughout the world, including the United States, where we created names for several striking new phones for Nokia's CDMA division that will be carried by Verizon.

The positioning for this family of phones included concepts such as hi-tech, futuristic, premium quality, and sexiness, but as these phones combined great music players with the latest in mobile phone technology in packages that revealed their depth through exotic illumination on multiple displays, the concepts of mystery, illusion, paradox, transformation, and "more than meets the eye" were the most central to evoking the power of these phones.

Igor delivered. The first phone in this family to launch with an Igor-created name was the Mirage, and now the next phone has just been launched, the Intrigue, a premium fold phone model.



Here are some excerpts from the Nokia / Verizon press release that best describe this beautiful new mobile phone:

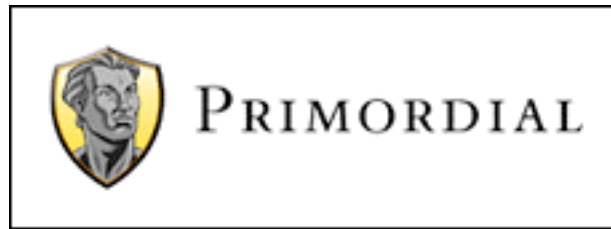
Step into spring with an intriguing way to keep in touch  
March 23, 2009

Nokia 7205 Intrigue is packed with music and productivity features; Verizon Wireless customers can customize their contacts with Habitat mode

BASKING RIDGE, NJ, USA and WHITE PLAINS, NY, USA - Just in time for spring, Verizon Wireless and Nokia, the world leader in mobility, today introduced the availability of the Nokia 7205 Intrigue. The sophisticated Nokia 7205 Intrigue will turn heads with its black exterior, hidden-until-lit external display, internal color keypad and support for exciting multimedia and music features....

The Nokia 7205 Intrigue's unique external display blends into its smooth black exterior; then when an incoming call or text is received, the display instantly illuminates. Customers can view incoming text messages, play their favorite songs from V CAST Music with Rhapsody®, or turn off the alarm clock to snooze a little longer - all from the external display. The Nokia 7205 Intrigue opens to reveal a gradient color keypad, available in silver-fade or pink-fade finishes with a different directional key for each finish.

Beyond its hip looks, the Nokia 7205 Intrigue is packed with entertainment services and productivity tools, including V CAST Music with Rhapsody and Visual Voice MailSM. V CAST Music with Rhapsody allows customers to choose from more than 5 million songs over the air, download the master copy of their songs to their PCs free of digital rights management software and sync their favorite tracks, albums and playlists from their PCs to their phones. Visual Voice Mail helps customers to prioritize their messages. The Nokia 7205 Intrigue has a microSD(TM) optional removable memory with up to 8 GB for additional storage.



Soldier Vision, a defense contractor that develops vision systems for soldiers, police officers and firefighters, came to Igor for help with a name change. While their initial product was vision enhancing equipment for soldiers, it became clear that their customer base and product range was expanding beyond both the military and the field of "vision". The old name was just too descriptive and limiting.

At the core of their positioning, they provide simple interfaces to complex technology with a minimalist design. The result is an ultra high-tech system that works with the operator in an intuitive, visceral, organic and primal way on an atavistic level.

Clearly, Primordial was the only word that could capture all of those ideas in an interesting, never-been-done way, and provide the company with clear separation from their competitors in the defense contracting industry. Primordial is also a great counterweight to "hi-tech", the distance between the two being as big as it gets, making the pairing of concepts compelling and engaging.

Beyond the intuitive and visceral connotations so key to their brand positioning, Primordial also brings lots of other meanings and ideas to the table. Dictionary definitions such as –

first-hand, genuine, inceptive, master, pioneer, constitutional, constitutive, crucial, elemental, elementary, essential, first, foundational, grass roots, indispensable, integral, intrinsic, key, major, meat-and-potatoes, necessary, nitty-gritty, organic, original, paramount, principal, radical, requisite, significant, structural, substratal, substrative, supporting, sustaining, and immediate

– all play into the brand positioning and give the company plenty of marketing and advertising ammunition to draw from for decades to come.

Primordial is also one of those words that is fun to say, and the sum total of its qualities make it a very powerful and evocative name.

<http://www.primordial.com/>



Veneer is Igor's in-house, full-service interactive studio, specializing in web development, identity and design.

Anybody can make a pretty website, but Veneer goes deeper, focusing first on the visual and interactive foundation of a brand, then mastering all the geeky details that make their beautifully designed websites actually work.

Started by advertising veterans, Veneer understands the value of an integrated brand that customers recognize at every point of contact. Their solutions are holistic and far-reaching. They think beyond design and navigation, approaching each project from a conceptual, big-brand perspective.

So when the founders of Veneer, who we've known and worked with for years, approached us with their plan for a symbiotic relationship, we agreed, as long as we got to name them. As we worked through the naming process, they kept coming back to their core strength of building great websites and interactive projects from deep within, through the creation of clean, intelligent code. What better way to create a conversation between front-end design and back-end power, between surface and depth, between form and function, than with the name Veneer? Because great design is more than just a pretty picture, and the beautiful surface is only as strong as the underlying structure that supports it.

Plus, Veneer is a cool, mysterious, playful name that no designers outside the simulated wood grain industry seemed to recognize the value of.

Visit Veneer's website to see some of their high-end design projects, which only scratch the surface of what they've done. Get in touch with them and they'll show you a lot more. It's deep.

<http://www.veneerstudio.com/>



Emaar Properties is renowned for building master-planned communities such as the \$20 Billion Downtown Burj Dubai development, which comprises Burj Dubai -- [http://en.wikipedia.org/wiki/Burj\\_Dubai](http://en.wikipedia.org/wiki/Burj_Dubai) -- (stated to be the world's tallest tower when completed in 2009); The Dubai Mall, the world's largest entertainment and shopping mall; Burj Dubai Boulevard with retail shops and restaurants; Burj Dubai Square; The Lofts; the Old Town and Old Town Island; man-made lakes and landscaped parks and gardens. Emaar Hospitality Group hired Igor to help it create the name for a new 5-star luxury hotel brand, with hotels to be located throughout the Middle East and in key feeder markets in Europe and Asia.

The new hotels cater to intra-regional leisure travelers throughout the Middle East. However, the brand needed to accommodate business travelers and long-haul international travelers to the region, primarily from Europe, Asia and India. The chosen name, The Address, captures the sense of spectacular location advantage, that this is where it's happening, this is the place to be. From The Address website:

The Address Hotels + Resorts is the new definition of global luxe life. Where cool meets warmth. Style meets luxury and discerning travellers choose to stay and meet time and time again. The Address is vibrant and real. It's business and pleasure. It's a simple and sophisticated environment that comes to life with the presence of the people it attracts.

Positioned as a premium hospitality brand with a focus on service excellence, quality product and contemporary design, The Address is set apart not only by the location of its hotels, but also in the total character and service standards, where a 'one size fits one' approach is adopted.

The first The Address hotel has launched in Dubai: The Address, Downtown Burj Dubai -- <http://www.theaddress.com/en/hotel/downtown-burj-dubai-1-2> . The next two hotels under the brand will open in Dubai in 2009: The Address, Dubai Mall -- <http://www.theaddress.com/en/hotel/dubai-mall-1-1> ; and The Address, Dubai Marina -- <http://www.theaddress.com/en/hotel/dubai-marina-2-1>. Over the next ten years, "the hotel company plans to unveil more properties in key cities and tourist destinations in the Middle East and North Africa region, the Indian Subcontinent, Asia, Europe and America."

<http://www.theaddress.com/>





The leading process server legal services company, Amicus, came to Igor in search of a new brand identity. They were looking for a name that expressed their vanguard corporate culture filled with bright people and bright ideas, and differentiated the company from all other legal firms that almost universally have either cold, legalistic names ("Amicus") or sound-alike strings of multiple partner surnames.

The name needed to support the brand positioning of openness – illuminating and demystifying an area of the legal profession that many people did not understand. It also had to be broad enough to work with any direction the company might take it in the future. Igor's new name for the company, Firefly, perfectly supports the brand positioning in the warmest, friendliest, most human and illuminating way possible.

From the Firefly Legal website:

### **Say hi to Firefly**

Every case presents its own challenges, like impossible time crunches or complicated filings, missing information or missing persons. And that's where Firefly shines. Our unique approach has made us a leading light in the legal support industry since 1996. Rather than just move paperwork, we partner with attorneys to lighten their load and keep cases moving, no matter what.

### **Shedding new light on associate legal services**

From process serving to court filing, expedited courier services to skip tracing and searches, we've earned a reputation for reliable, personal service and results delivered efficiently, with integrity, every time. Along the way, we've shown a knack for developing innovations that simplify daily life, like standing blanket orders and working with local courts to reduce time and paper waste for everybody.

Our secret isn't such a mystery. Being a leader in this industry means being the best possible support system for our clients. Every bright idea we might have begins with your business. And every obstacle to your success just fuels our fire.

Let there be light! | <http://fireflylegal.com/>



A startup company based in Thailand hired us to name a revolutionary new advertising display media five years in the making that we had to see to believe. So we did, and were blown away, and by the end of the naming project we had crafted the perfect name for such an enigmatic paradox of vision: Zeno. The name also had to have global availability, reach and pronounceability, which we made sure of by running linguistic connotation screens in twenty-four languages.

Zeno of Elea, of course, was the famous Ancient Greek philosopher (circa 495-430 BC) who formulated paradoxes that defended the belief that motion and change are illusory. [Notes Wikipedia:](#)

Zeno's paradoxes are a set of paradoxes devised by Zeno of Elea to support Parmenides' doctrine that "all is one" and that contrary to the evidence of our senses, the belief in plurality and change is mistaken, and in particular that motion is nothing but an illusion. Of the 40 arguments attributed to Zeno by later writers, the four most famous are on the subject of motion: Achilles and the tortoise, the dichotomy paradox, the arrow paradox, and the stadium paradox.

Zeno is a unique new advertising display medium that delivers moving ads to moving people. Still frames from short video clips move optically with the viewer, following and responding individually to each and every viewer, without the use of any electronics or moving parts. Zeno is a uniquely personal interactive experience, coming soon to a public space near you, worldwide.



Advertisers or ad agencies supply Zeno with a short video clip, which Zeno converts to an encoded, 2D poster using their own proprietary software. The poster is inserted into the display, and as viewers walk by, in any direction, their motion animates the video clip.

The "motion", of course, is just an illusion, created in the viewer's mind while moving past the display box and looking through a special glass window through which the encoded ad print is seen. The image above is but a representation of three discreet "frames" of the advertisement, as a still photograph cannot capture the experience of viewing a Zeno advertisement. The motion is illusory. A paradox. A Zeno box.

<http://www.zenoglobal.com/>



Radius, the biotechnology company formerly known as Nuvios, is a leader in the discovery and development of drug therapies for treating and preventing osteoporosis and metabolic bone diseases. The company came to Igor because they felt their name was generic and unmemorable, as well as a disconnect from their mission statement / tagline, "Improving life from the inside out."

The name 'Radius' maps directly to the tagline and advances the concept of the company as elementally essential and scientifically elegant, with an efficient, expanding drug discovery pipeline in osteoporosis and women's health. It is also, of course, one of the major bones of the human skeleton.

'Radius' also helps to position the company as distinctly different from the mass of biopharma companies with anonymous, invented names, and completes the circle that begins with initial drug discovery efforts and ends with improving patient's lives. In short, the name fits the company to a " $\pi$ ".

<http://www.radiuspharm.com/>



In July 2009, a New York woman became the first American recipient of a new generation of wireless cardiac pacemaker that monitors patients 24/7 via WiFi Internet connection, and that pacemaker, **Anthem** by St. Jude Medical, was named by Igor.



St. Jude hired Igor to come up with the perfect name for this breakthrough product, and we delivered. An Anthem is a rousing, joyous rallying cry of a song that many people can sing together, just as the Anthem pacemaker "sings" its patient data to the Internet, allowing doctors to monitor patients and catch future heart irregularities before they become critical.

Put your hand on your heart and sing along with me...

From the Anthem press release:

The Accent and Anthem product family features RF telemetry that enables secure, wireless communication between the implanted device and the programmer used by the clinician or a home monitor, making it the first integrated system of pacing devices with wireless telemetry from implant through follow-up. Wireless communication is used when clinicians implant the device and during follow-up appointments, which can be performed in the clinic or via remote monitoring from the patient's home.

"The Accent RF pacemaker and Anthem RF CRT-P are representative of St. Jude Medical's dedication to providing early insight into actionable information for physicians," said Eric S. Fain, M.D., president of the St. Jude Medical Cardiac Rhythm Management Division. "The pacemakers were designed in response to physician and patient needs for devices that provide timely, actionable information. Using the remote monitoring capabilities, physicians can more efficiently follow patients, while patients enjoy the convenience of care from home."

<http://www.sjmprofessional.com/Products/US/CRT-Systems/Anthem-CRT-P.aspx>



Igor has worked with DuPont on a variety of crop protection naming projects. The first to launch is our name for DuPont's novel, low environmental-impact insecticide with the chemical name DuPont™ Rynaxypyr™:

This unique molecule is extremely effective at providing long-lasting control of a broad spectrum of chewing insects and several other important insect species at low application rates in a wide variety of crops. It also exhibits an excellent environmental profile.

Igor developed a coherent naming architecture and created multiple Rynaxypyr™ brand names for different global markets, including the brand Prevathon™ for Asian rice and vegetable growers:

Filipino vegetable and rice farmers are the first to enjoy the breakthrough benefits of DuPont™ Prevathon™ insect control powered by Rynaxypyr™. Prevathon™ provides fast-acting and long-lasting control of important insect pests with a low environmental impact. Prevathon™ is registered for use in the Philippines on eggplant, cabbage, string beans and rice.

Prevathon™ has proven to be extremely effective against shoot/fruit borers, a persistent pest that can severely reduce the farmer's harvest if not controlled.

The name Prevathon conveys the key product attributes of "prevention" and "long lasting" in a way that is easily understood across diverse global markets.



The adult entertainment production company formerly known as PineTree Digital hired Igor to create a new name that captured the lively spirit, sense of fun and irreverence of this brand. They are shaking things up in an industry that usually takes itself very seriously, and branching out to produce adult entertainment for all persuasions and include video content that focuses a little more on the "entertainment" side of the equation and a little less on the "adult".

Igor delivered. The name Bait & Tackle perfectly captures the sense of playfulness and irony that this company is all about. And the client was hooked.

You'll never again look at fishing supply stores in quite the same way.



The Training Camp, a UK and Germany-based IT training company, decided to go out on its own and become independent of the American company that shares the same name. Going independent required a new name, and the company wanted a powerful name that captured its spirit as philosophical and tactical disruptors within the IT training industry, pioneers of an intense, immersive, accelerated approach to IT learning that is far ahead of its competitors in the European market. Naturally, they hired Igor for this challenge.

The new name had to work specifically in the UK and Germany, as well as across the whole of the European IT community that the company serves. Igor created the name Firebrand with the ethos of the company in mind. The definition of a concept of an idea or person that challenges outmoded beliefs and methods suits the way Firebrand Training delivers industry-leading training as well as embodying its approach to the industry.

<http://www.firebrandtraining.co.uk/>



# NOKIA **Mirage**

Igor has worked with a number of different Nokia Business Units throughout the world, including the United States, where we created names for several striking new phones for Nokia's CDMA division that will be carried by Verizon.

The central positioning theme for this family of phones, from the entry level to the high end, is mystery, illusion, paradox, transformation, and "more than meets the eye". The first phone in this family to be released with an Igor-created name is the sleek, compact, entry-level Mirage fold phone. Featuring changeable snap-on covers in various designs cloaking a sophisticated communications device, the Mirage is the first glimmer on the horizon of the mysteries yet to be revealed from this new line of phones.



Here are some excerpts from the Nokia/Verizon press release about the Mirage:

## Sleek, Compact Phone Gets Dressed Up with Fun Nokia Xpress-on(TM) Snaps

BASKING RIDGE, N.J., and WHITE PLAINS, N.Y., Dec. 5 /PRNewswire/ -- Verizon Wireless, builder and operator of the nation's most reliable wireless network, and Nokia, the world leader in mobility, announced that the new Nokia 2605 Mirage is available online at [www.verizonwireless.com](http://www.verizonwireless.com) beginning today. The perfect holiday gift for the trendsetter, the Nokia 2605 Mirage is a small, sleek phone that lets customers express their unique styles with replaceable Nokia Xpress-on(TM) snaps. Customers can purchase the Nokia 2605 Mirage in

Verizon Wireless Communications Stores across the country beginning Jan. 23, 2009.

Just in time for the holidays, the Nokia 2605 Mirage comes with Nokia Xpress-on snaps that fit over the battery cover and camera area of the device -- perfect for helping distinguish between other family members' and friends' devices. An additional three-pack of the Nokia Xpress-on snaps with options for flowers, stripes or animal prints are also available for purchase at [www.verizonwireless.com](http://www.verizonwireless.com).

The Nokia 2605 Mirage joins Verizon Wireless' extensive lineup of devices with more than just compact good looks. It also combines an array of features for staying connected on-the-go and balancing everyday life.



The Smartware Group contacted Igor when it learned that, thanks to a trademark conflict, it could not continue to use the name "Smart Maintenance" for its flagship CMMS (Computerized Maintenance Management System) software product.

Smartware has long known that they have a great and loyal customer base, a powerful-yet-easy to use product, and a great helpdesk, making their product the best in its class. What they were missing is the ability to stand out from the pack of other products in the market place with sound-alike names such as Super-Maintenance, Maintenance Boss, etc. So this became a perfect opportunity to change the name.

Igor created the name Bigfoot to replace the Smart Maintenance brand to convey the depth and breadth of the product over all aspects of a company's maintenance management and to immediately differentiate this powerful software platform from its competitors.

<http://www.bigfootcmms.com/>





Rheumatoid arthritis (RA), notes Wikipedia, "is a chronic, systemic autoimmune disorder that causes the immune system to attack the joints, where it causes inflammation (arthritis) and destruction. It can also damage some organs, such as the lungs and skin. It can be a disabling and painful condition, which can lead to substantial loss of functioning and mobility." And there is, as yet, no cure.

Riley Genomics, or RiGen, is building a comprehensive network of doctors, laboratories, IT infrastructure and software networks to vastly improve the effectiveness of rheumatoid arthritis diagnostics and treatment. But RiGen needed a new name to differentiate it from the pack of surname-saddled biotech company names and to support the brand positioning of capturing the excitement of "building momentum" toward better treatment and eventually a cure for this terrible disease. So the company turned to Igor for help.

After considering many Evocative and Experiential names that mapped to concepts of momentum, movement, and the amplifying attributes of the network effect, Igor created Crescendo as the company's new name to perfectly convey the sense of power and the upwelling of hope and joy that is the great promise of their new approach to solving the scourge of rheumatoid arthritis and other rheumatologic disorders. Crescendo says it best on their website:

Crescendo Bioscience is developing a broad range of quantitative, objective diagnostic tools to provide Rheumatologists with deeper clinical insights to more effectively manage patients with autoimmune and inflammatory diseases.

The Company is initially focused on rheumatoid arthritis, a debilitating, highly variable, chronic disease affecting over 1.5 million patients in the US and more than 3 million in Europe. Current diagnostic tools for assessing the status of rheumatoid arthritis sufferers are largely subjective, imprecise and cumbersome to administer in daily practice. Although there is no known cure, there are multiple therapeutics with widely differing effectiveness (and adverse reactions) in individual patients. Choosing among these treatment options is a tremendous challenge.

Working with collaborators in leading academic medical institutions, Crescendo Bioscience is building a comprehensive understanding of the biology underlying rheumatoid arthritis, including the characterization of protein and gene expression biomarkers, to provide molecular staging of the disease and guidance for the treatment of individual patients.

<http://www.crescendobio.com/>



Fontana Lithograph/Affiliated Graphics was the name of one of the biggest, most respected and innovative printing shops in the Washington D.C. area. Since 1948 they have been the go-to print production firm on the east coast for clients from around the world.

The strategy behind Fontana's choice of a new name dictated a finely nuanced, pitch-perfect result. The new name's most basic task was to eliminate the distractions inherent in their one company being known by two distinctly different names, Fontana and Affiliated Graphics. Simple enough.

Things got really interesting when the client told us that they wanted to define an entirely new business segment, Corporate Print Collateral Consulting, while retaining their core identity as printers. Also critically important was that the new name not suggest that they were muscling-in on the territory of their client base that includes advertising agencies, branding consultants, and graphic design shops. Further, this family-owned business had recently been passed from the founding generation to the younger one, and it was important not to pick a name that suggested radical change was afoot, given their solid, sixty-year reputation in the printing business.

Corporate Print Collateral Consulting is all about managing and strategizing the printed collateral that a large enterprise produces to establish their image. Mosaic is the one name capable of conveying the idea of arranging many visual pieces into the most effective presentation possible, while at the same time capturing the idea of printing and walking the razor's edge between all of Mosaic's communication concerns.

<http://www.mosaicprint.com>



Aucent Corporation engaged Igor to rename and reposition their company and to name three new products. Aucent's core business is XBRL business reporting and financial data analysis. XBRL (eXtensible Business Reporting Language) is the new standard to prepare and analyze financial information.

Our client needed a name that would carry three ideas: 1) permanently attaching XBRL tags to financial data; 2) generating a compelling financial picture of a customer's business; and 3) support an interesting animal icon in an engaging way. They did not want a random visual icon a la the Linux penguin or a linear one like the literal animal print patterns Apple uses to market its Panther, Jaguar and Tiger Operating systems.

The company's new name, Rivet, covers all three bases of the brand positioning and more:

1. Strength, reliability, dependability. Old-fashioned stability in an often fluctuating high-tech environment.
2. Construction metaphors, tying things together, building immense structures (or data reports) one rivet (or "nugget" of data) at a time.
3. Great action verb associations, from riveting your attention to riveting the structure and data together.
4. Frog imagery/icon/mascot, the "ribbit" of frogspeak evoking the name Rivet.

While the majority of Rivet's competitors are positioned merely as companies or service providers, Rivet has the potential to become a strong, memorable, and top-of-mind brand. The opportunity here is to build a solid brand, create pathways for brand recognition, and lay the groundwork for brand loyalty. Just by having a well-defined brand, a key differentiator from the competition is already in place. But we have to look to the future as well, when new XBRL-related brands are likely to compete more aggressively for brand attention with Rivet, once Rivet demonstrates to the marketplace - through its name, branding and the quality of its products - the value of a brand.

The first of three new product names we created for Rivet, [Dragon Tag](#), is now available.

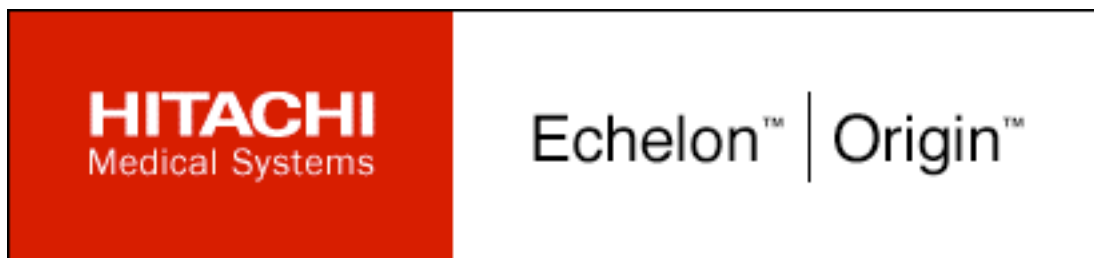
<http://www.rivetsoftware.com>



Dragon Tag is the first of three products named by Igor for [Rivet](http://www.rivetsoftware.com), a company we also named. The Dragon Tag product is software which enables the user to tag financial data with XBRL by clicking and dragging from Excel spreadsheets. Drag and Tag = Dragon Tag.

As with their company name, the client was in the market for a name that inferred a benefit, was memorable, and came complete with an iconic visual.

<http://www.rivetsoftware.com>

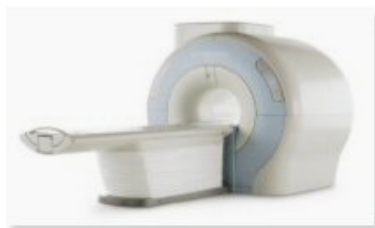


Igor created the names 'Echelon' and 'Origin' for Hitachi Medical Systems' next generation magnetic resonance imaging (MRI) machine and the operating software that controls it. Hitachi has a great reputation for reliability and customer support, and they were looking for easy to remember names that positioned the products to stress their excellent image quality, speed and performance, along with efficient, easy operation, reliability and strong ROI.

'Echelon', with its various meanings – a successive troop formation, a hierarchical level of authority – maps well to both the physical nature of the machine (repeated scans of areas of the human body) and to its important place in the hierarchy of diagnostic tools available to the physician.

'Origin', Echelon's operating software, speaks to its primacy as the beginning of the MRI process, of being integral to the analysis of the MR images, and the "origin" of the diagnosis that leads to healing the patient.

Here is more detail on each of these products:



### Premium High Field MR

Echelon™ 1.5T is the newest member of Hitachi's outstanding MR product line. It combines the latest imaging technology with the reliability, quality and value that you expect from the outpatient MRI leader. Echelon's state-of-the-art subsystems deliver advanced applications, high patient throughput and outstanding image quality -- assets that will enhance your clinical practice.

<http://www.hitachimedical.com/contentindex.asp?ID=971>



### ORIGIN™ MR operating software

ORIGIN™ MR operating software is an easy-to-use graphical user interface. The layout intuitively guides the operator from patient registration through image archiving. An integrated image quality calculator updates the user as parameter changes are made. Intelligent parameter guidance further facilitates scan efficiency by displaying the appropriate options to begin scanning.

- Rapid registration mode
- Drag-and-drop patient directory management
- Anatomically-grouped protocol lists
- Easy-to-save site specific protocols
- Hitachi-recommended protocols

<http://www.hitachimedical.com/specifications.asp?ID=973>



For our second magnetic resonance imaging (MRI) device naming project for Hitachi Medical Systems, Igor was tasked to name a breakthrough new "open MR" product. Open MR devices are not fully enclosed, and therefore are more comfortable for patients (less noise and confinement) and have a greater imaging range than traditional, "closed" MR devices.

The positioning goal was to highlight that this device, rather than being a source of patient discomfort and physician frustration with scanning limitations, is instead a refuge from such drawbacks of the past, a haven where the physician can more accurately diagnose a patient's medical problem without causing the patient to suffer more discomfort in the process. Thus, Oasis was born.



As Hitachi says on its website:

OASIS™ provides maximum diagnostic performance and uncompromised patient comfort. Combining high-performance MR electronics of the best high-field equipment -- fast gradients and multi-channel RF technology with Hitachi-designed Zenith RF coils -- with Hitachi's proprietary 1.2T open architecture vertical-field magnet, Oasis is a new generation of MR systems providing diagnostic confidence, patient comfort and investment value.

Oasis supports demanding workflow, features Hitachi's legendary reliability, is easy to learn and use, and provides powerful differentiating features for you MR imaging services.

If you are ever in need of MR imaging, ask your doctor if he or she has an Oasis you can visit.

<http://www.hitachimedical.com/contentindex.asp?ID=1744>



SEVEN's patent-pending software, System SEVEN™, allows mobile data and telecommunications operators worldwide the ability to offer subscribers secure, real-time access to email and corporate applications via any mobile device.

It was clear early in the process that a descriptive name ("...Wireless") or a dot-com-ish invention would not work to position this company above and beyond the pack in the crowded telecommunications sector; indeed, only a clear, bold, evocative name, instantly recognizable and loaded with layers of meaning, would suffice. SEVEN emerged as the perfect name.

We worked directly with SEVEN's founder and CEO, Bill Nguyen, who explained the appeal of the name we created in The New York Times Sunday Magazine:

Seven's abstract, slightly mystical quality, Nguyen reasoned, was the essence of its appeal. "It has so many different connotations," he says. "Seven Wonders of the World, seven days of the week, on the seventh day God rested. It's the number of perfection, the good-luck number. There's also a data language in the telecom industry called SS7, which the companies we deal with will appreciate."

System SEVEN is available today from the following mobile operators worldwide:

- Cingular Xpress Mail Network Edition
- Globe Telecom MobileMail
- KDDI Keitai Office
- NTT DoCoMo BINWAN
- O2 xmail
- Optus MobileMail
- Orange Office Freedom
- Sprint PCS Business Connection  
Personal Edition & Enterprise Edition
- SingTel MobilMail

**Seven:** <http://www.seven.com>

**News:** [SEVEN Wins Network Magazine's 2003 Product of the Year Award](#)



Lansinoh, the leading breastfeeding brand, hired Igor to name its new double electric breast pump. The name had to be warm, approachable, and map to the harmonious nature of pumping two breasts at once, as well as emphasize the close connection between mother and baby. The name Igor created for this product, Affinity, aptly conveys both the literal and emotional cues that represent this product, as well as acknowledging the great affinity between Lansinoh and its loyal customers.

From the Affinity web page:

Introducing the Lansinoh® Affinity™ Double Electric Breast Pump - The pump that's easy to use, kind on your wallet and gentle on your breasts. Featuring our ComfortFit™ Breast Flanges for a soft, secure fit and our Custom Expression™ Technology for maximum milk flow, the Affinity™ is one of the most advanced and affordable breast pumps available, brought to you by the #1 brand in breastfeeding.

<http://www.lansinoh.com/products/lansinoh-affinity-double-electric-breast-pump>





**Real friends Tickle:** Emode, the premier web destination for personality tests and matchmaking, hired us to name their new social network product. The fast emerging and highly competitive social network sector is populated with mostly descriptive names, such as Friendster, Friendspot, people2people, Six Degrees, Zero Degrees, Everyone's Connected, ITSNOTWHATYOUKNOW and Visible Path. Other names include Rhyze and Huminity, which defy rhyme, reason and classification.

As always, we were looking for the one name that worked on as many levels as possible. Further, if the name we produced was well-loved, the plan was to migrate it from a product name to the name for the entire company. So the name had to be able to tie together all aspects of Emode's business, including the seemingly disparate activities of IQ tests and romantic matchmaking. We had to develop a brand name that made sense for intellectual pursuits, dating and social networking. **Tickle** works for all three: *Tickle you Brain, Tickle your Mate, Real Friends Tickle.*

Beyond the practical considerations, the new name had to be:

- short, evocative, and loaded with meaning (the usual requirements)
- fun, human, memorable, distinctive
- relevant yet non-descriptive
- usable as a verb
- able to capture the attention of the world
- supportive of the company's positioning
- a deep well of marketing/advertising imagery and language going forward
- able to tap into the hearts and minds of their audience in a unique way
- a strong competitive advantage
- a compelling advertisement in and of itself

And of course, on top of all that the name had to be available from both a trademark and a domain name perspective. After carefully considering every possibility in every known language, it became clear that Tickle was the perfect name.

*Tickle was aquired by Monster.com and ultimately closed, it's content absorbed into another Monster aquisition, Affinity Labs, which builds online communities.*



Palm hired Igor to name a breakthrough new top-secret product, the flagship of an entirely new fourth category of products for the company. This was to be an ultraportable mobile computing platform running Linux with special hooks built in to work seamlessly with the Palm OS, the Treo family of smartphones, and smartphones made by other manufacturers.

Crucial to the naming process was Palm's mandate that the name convey the concepts of "portability" and "book" (without saying "notebook"), and have a close connection to the Treo. Igor delivered, and on May 30, 2007, Palm publicly announced the Foleo:

The Foleo mobile companion has a large screen and full-size keyboard with which to view and edit email and office documents residing on a smartphone. Edits made on Foleo automatically are reflected on its paired smartphone and vice versa. Foleo and its paired smartphone stay synchronized throughout the day or at the touch of a button. This powerful combination is for productivity-minded business people who want a more complete mobile solution for email, attachments and access to the web.



The Foleo mobile companion turns on and off instantly and features fast navigation, a compact and elegant design, and a battery that lasts up to 5 hours of use. Its applications include email, full-screen web browser, and editors or

viewers for common business documents such as Word, Excel, PowerPoint and PDF files. The Foleo stays synchronized via Bluetooth® wireless technology and uses the smartphone's radio or the Foleo's built-in Wi-Fi radio for general Internet connectivity.

"Foleo is the most exciting product I have ever worked on," said Jeff Hawkins, founder of Palm, Inc. and the visionary behind the Foleo's concept and definition. "Smartphones will be the most prevalent personal computers on the planet, ultimately able to do everything that desktop computers can do. However, there are times when people need a large screen and full-size keyboard. As smartphones get smaller, this need increases. The Foleo completes the picture, creating a mobile-computing system that sets a new standard in simplicity."

...Skyrocketing use of mobile email creates demand for a new way of mobile computing. By the end of 2007, an estimated 24.2 million wireless email accounts will be in use worldwide, and by 2010 wireless email accounts will soar to 199 million. The rapid growth of smartphone sales, the faster speeds of wireless networks, and the increasing digitization of content make this the right time for the introduction of Palm's first mobile companion product.

Although designed primarily as a companion to a mobile phone, Foleo is a powerful computer on its own. Its Linux-based operating system and built-in Wi-Fi radio make it easy for developers to create new applications that can be installed with a single click in the browser. The Foleo has a USB port, video-out port, headphone jack, and slots for SD and compact flash cards for memory expansion. This combination of capabilities in a low-cost design is new in the industry. Palm has opened its design and is actively supporting third-party software developers.

#### Primary Capabilities and Attributes of the Foleo Mobile Companion

- One-button access to full-screen email
- Instant on, instant off
- Rapid access to various applications
- 10-inch screen and full-size keyboard
- Web search and browsing via Bluetooth or Wi-Fi
- Editors for Word, Excel and PowerPoint, plus a PDF viewer
- Compact, stylish design that fits on an airline tray table
- Lightweight at 2.5 pounds
- Fast, simple and intuitive navigation
- 5-hour battery life
- Linux OS for easy application development

Altering the spelling of "folio" – a book or manuscript consisting of sheets of paper folded in the middle to make two leaves or four pages – to match that of Treo, the name Foleo works well on several levels.



Historically, every business sector begins life with a tightly-drawn nomenclature box, departure from which is seen as foolhardy. Eventually, however, a company ventures outside of the comfort zone, is hugely rewarded, and the rest follow. Well-known examples of industry-changing company names include Virgin (Airline industry), Fannie Mae (Financial), Apple (Computers/Technology) and Yahoo (Web). The breakout usually happens when the messaging gets stale and ineffectual and/or when negative baggage in an industry reaches critical mass.

The medical / biotech / pharmaceutical space is one of the last holdouts, but two sides of the triangle have recently given way.

### **Medical Devices Break Out**

A couple of years ago the medical device manufacturer Medtronic introduced a vacuum cardiac stabilizer called "[Octopus](#)," an evocative, intuitive name that referenced the arms and suction elements of the device. The announcement of the name brought laughter and derisive comments from competitors in the industry. At the time, Guidant's competitive product was called "Axius," a typical Greek/Latinate morphemic-constructed name common to surgical equipment.

The Octopus name began showing up in lectures and in quotes from surgeons in articles, even when the Guidant Axius was the product being referenced. In just a few short years, Octopus has become the default name for all similar cardiac stabilizers, much like FedEx, Kleenex, Xerox, etc. became synonymous with their products. Without employing a huge marketing budget, Medtronic captured the hearts and minds of their target audience and made it impossible for anyone to steal them back, no matter how many advertising dollars were thrown at the problem. The long-standing wisdom (fear) that a surgical device needed a "serious sounding" name to appeal to surgeons had been laid to waste. Medtronic has proven that, contrary to popular belief, surgeons are human. Shocking.

Guidant was not only determined not to let this happen again, they wanted a name that would be a category-killer for the new product they were soon to release. Our assignment was to come up with a name that would achieve common, default usage. A name that would, pardon the pun, spread virally. And thus "[Heartstring](#)" was born, and did just that.

The Heartstring is a coiled string that is used in place of a clamp when making a graft to the aorta during heart surgery. Besides being descriptive, we chose Heartstring

because it has a secondary emotional context, and because when the procedure is complete the surgeon simply "tugs on the Heartstring" to uncoil and remove it from the aorta. Since the name had three points of connectivity with the audience, we knew the chances were great of it attaining the Holy Grail of default usage. And indeed it has.

### **Biopharma Heals Thymself**

The second leg of the triangle, [Biotech / Pharmaceutical company names](#), began to quiver recently with the advent of names like Guava, Nektar, Blue Heron, Cypress and Orchid. These companies are using their names to distance themselves from the negative baggage that exists in their industry in the same way that Merck and ADM are spending hundreds of millions of dollars to assure the public that they are not cold and uncaring, and are working with nature rather than against it, a la Frankenfood.

It's only a matter of time until the names of drugs begin to reflect the understanding that the right name can be a cost-effective, market dominating force.

While names like Prozac and Vicadin are interchangeable, as are Claritin and Zoloft, other names like Viagra and Wellbutrin have begun to shift the trend with abstractly inferential benefit imagery. Look for this trend to accelerate as every combination of "X" and "Z" names saturate the marketplace with sound-alike morphemic mouthfuls.

<http://www.guidant.com/products/ProductTemplates/CS/heartstring.shtml>



Cisco Systems needed a name for a product they describe as "Your shortcut through the IP Communications decision-making process."

This web-based product takes prospective clients through a streamlined decision-making process that helps them assess their business and technical needs, choose a solution provider, and build a case to sell the plan to corporate decision-makers.

The name needed to convey ease of use and infer the success of the user. The Igor-supplied product name, "Fast Track" elegantly accomplished both objectives.

You can take the Fast Track ride here:

<http://www.cisco.com/offer/powernow/ca/fasttrack/ipcomm/>



One of the funniest shows on television is [The Office](#). It originated on the BBC in England, but is now available in the states on [BBC America](#). This is not the watered-down, focus-grouped dry heave that you've come to expect out of Burbank. The Office is a faux documentary depicting life in the office of Wernham Hogg paper supply merchants, situated in the small town of Slough near London.

We created a viral marketing campaign to increase the brand awareness of this Golden Globe nominated TV show around the world. Using a combination of search engine positioning and getting influential bloggers to write about the show and link to it, we helped put The Office on the map in the United States in advance of the 2004 Golden Globe Awards.

The show went on to win both of the Golden Globes it was nominated for.

[http://www.bbcamerica.com/genre/comedy\\_games/the\\_office/the\\_office.jsp](http://www.bbcamerica.com/genre/comedy_games/the_office/the_office.jsp)



The Pacific Graduate School of Psychology is one of the premier graduate schools in the United States for the advanced study of psychology. Located in Palo Alto, California (also the home of Stanford University, a partner), PGSP came to Igor for a new name. The name Pacific Graduate School of Psychology was too narrow for what had grown to become a full-fledged university still focused on the study of psychology, but broader in scope and encompassing undergraduate as well as graduate studies. PGSP wanted to keep their name in place for the graduate school of psychology, but wanted a broader name, preferably with a regional basis, for the umbrella university name.

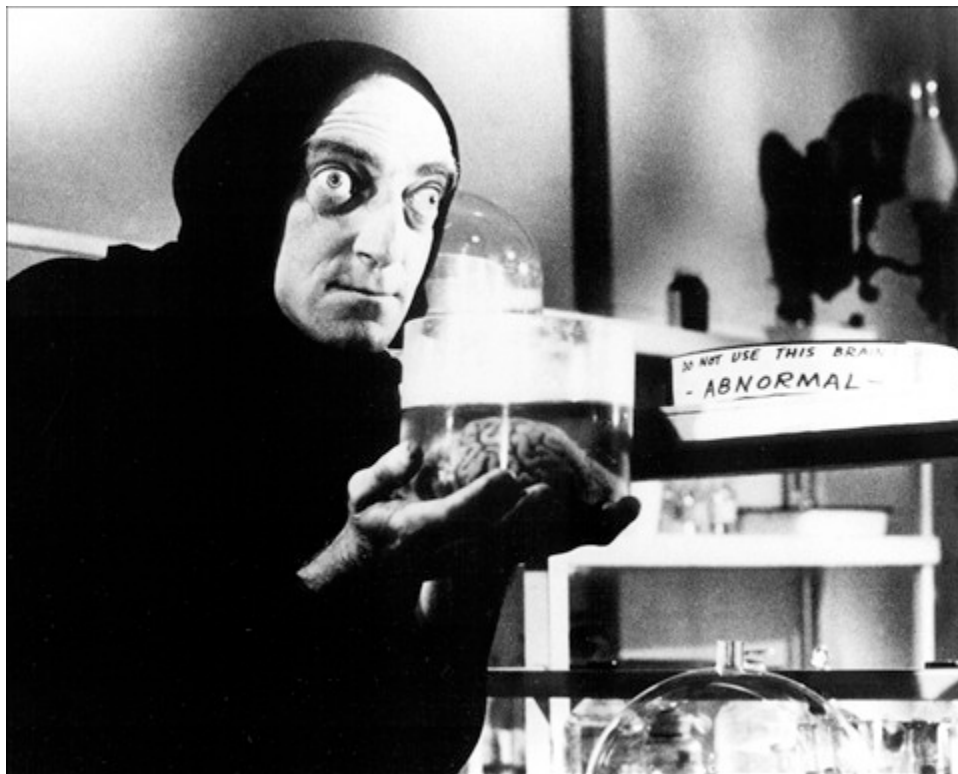
The chosen name, Palo Alto University (PAU), neatly solves the problem, linking the school to the local community, the region in general, and by association to Stanford

University's School of Medicine and Department of Psychiatry, with which PGSP has cooperative relationships.

From the Palo Alto University website:

Founded in 1975, the Pacific Graduate School of Psychology reincorporated to Palo Alto University in 2009. Combining the advantages of a professional school with a traditional university, Palo Alto University provides undergraduate and graduate students small class sizes with renowned faculty and impressive clinical training resources through the university's cooperative relationships with Stanford University, the University of San Francisco, Golden Gate University and Palo Alto Veterans Health Administration. The positive results of this strategy can be seen in students' placement in high quality internships, outstanding test scores on the licensing examination, and successful careers.

And then there's just the sheer joy factor for us in being a company named Igor that has named a very well respected university specializing in psychology:



<http://www.paloaltou.edu/>



## VII. Igor Client List

### CLIENT

Aircell  
 Ames International  
 Amway  
 Antidote  
 Audimas  
 Bait & Tackle  
 Bank of America  
 BBC America  
 Big Deahl  
 Broadridge  
 Bunge  
 Cablevision  
 Canon Europe  
 Cayenne Communications (Amsterdam)  
 Cisco Systems  
 Citrix Online  
 City of Sausalito, California  
 Clarity  
 Cole Haan  
 Corus Entertainment  
 Crescendo  
 DGUSA  
 DuPont  
 EA SPORTS  
 ECD Co.  
 Emaar  
 Entergaming  
 Family Violence Prevention Fund  
 Firebrand  
 Firefly  
 ForestEthics  
 GAP  
 GE  
 Guidant  
 Hasbro  
 Hitachi Medical Systems  
 Houghton Mifflin  
 Improv Electronics  
 iN DEMAND  
 Institutional Venture Partners  
 Intel  
 ip.com  
 July  
 Jupiter Wells  
 Kleiner Perkins Caulfield & Byers

### WORK

Service name  
 Product naming  
 Product naming  
 Product naming  
 Name consulting  
 Company name  
 Service name  
 TV show branding  
 Branding  
 Coming soon...  
 Product name  
 Product names  
 Product naming  
 Product naming  
 Product name  
 Naming architecture consulting  
 Pro bono marketing campaign  
 Name consulting  
 Product line name  
 Name consulting  
 Company name  
 Magazine name  
 Product names  
 New sub-brand name  
 Chicago business hotel name  
 Middle Eastern luxury hotel brand  
 Website brand name  
 Pro bono naming/branding  
 Company name  
 Company name  
 Pro bono naming/branding  
 Naming  
 Coming soon...  
 Product name  
 Product name  
 Oasis | Echelon / Origin  
 Product name  
 Company name | product name  
 TV channel name  
 Naming  
 Product name  
 Branding  
 Company name  
 Company / product name  
 Naming



Korea Stock Exchange	Naming
Lansinoh	Product name
Leap Wireless	Product names
Magna Global Entertainment	Name consulting
Medscape	Product name
MGM / Mirage	Aria   Signature
Microbia	Naming
MicroTek	Name consulting
Mosaic	Company name
MountainStar children's shelter	Pro bono naming/branding
MTV Networks	Product name
Nike	Naming / branding
Nikken	Product naming
Nokia	Arte   Evolve   Intrigue   Luna   Mirage
Palm	Product name
ParadyszMatera	Name consulting
Perspective Partners	Brand consulting
Pioneer	Product name
Primordial	Company name
Quotezart	Company and product name
Radar Networks	Product name
Radius	Company name
Raindance	Company name
Raytheon	Product name consulting
Rivet	Company name   product name
SalesGene	Product name
Seagate	Pulsar   Showcase   Pipeline   Constellation
Selling Systems	Name consulting
Seven	Company name
Smartware Group	Product name
SoftBank Capital	Naming
SonyMusic	Coming soon...
St. Jude Medical	Product name
SunGard Higher Education	Name consulting
Tegic	Name consulting
TextWise	Product name
The Andrew W. Mellon Foundation	Product / service name
The Biography Channel	Program naming
The Boston Beer Company	Product name
The Learning Channel	Name consulting
Tickle	Company / product name
Time Warner Cable	Name consulting
Turner Networks	TV network name
UGC Europe	Name consulting
USA Datanet	Product name
U.S. Oil	Name consulting
Veneer	Company name
Whoop	Company name
Working Mother	Branding
WR Hambrecht + Co	Product names

Wrigley  
Wynn Las Vegas  
Xfire  
Yipes!  
Zeno  
Zounds

Coming soon...  
Las Vegas resort hotel name  
Name consulting  
Company / product name  
Company / product family name  
Company / product family name