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HOW TO NAME AND BRAND YOUR PRODUCTS?

Naming Your Organization or Product

To effectively promote your product, you must have a concise, yet meaningful description of the product. This can be much more complicated than merely picking a name. There are consultancies built around helping organizations to name or brand their products and services. You have to be sure that you're not using a name that is already trademarked or servicemarked. The name you choose for your product will be around for a long time and can have substantial impact on your products are perceived. Therefore, seriously consider some basic forms of market research to glean impressions of different names.

Branding Your Organization or Product

To effectively promote your organization or product, you need to continue to establish its strong reputation and personality, or brand, for it. To understand what a brand is, think of some very common company names, the logos it uses, the slogans it uses, the standard colors of the logos and the types of values that it tries to convey in its advertising. All of those together accomplish the company's brand -- so the name is really part of the overall brand. There can be a brand for an organization and for each of its products. Similar to naming an organization or product, the brand should be unique.

That's why it's useful to develop the name and brand during the same activity -- an activity that should include researching what other companies are using, what stakeholders (or distinct types of groups) you want to influence, and what you want each group to think about you.

1. You need a name that conveys the nature of the service and, ideally, your unique value proposition -- your unique value proposition is a concise description of your product or service, how it is unique, and why people should buy from you, rather than from your competitors.

2. You need a name and brand that makes sense locally, but will still be understood if the program extends elsewhere.

3. You have to be sure that you are not using a name that is already trademarked or service marked. You might verify this by:

- a) Looking in the Yellow Pages of your local telephone directory.
- b) Calling the appropriate governmental office to see if similar names are registered.

c) Looking in any on-line databases of registered and applied-for names

4. You should not have a name that closely resembles an already established name in your geographic area or service field because clients will confuse your

services with those referred to by the other name.

5. Should you use a different name for each target market? Note that you can likely benefit a great deal from hiring a marketing consultant to help you design and build your marketing materials so they effectively convey the personality, or brand, of your program and the overall organization. The consultant can help you with selection and design of:

- Name
- Colors
- Logo (text and image)
- Business cards
- Labels
- Envelopes
- Web pages

Your company is only as powerful as your brand. A company's brand, like an individual's personality, is unique – and should clearly convey the culture of your organization.