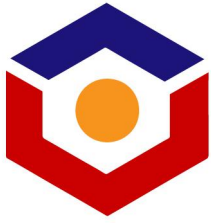


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# HOW TO INVENT A BRAND



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## Introduction

A company's brand is how that business wants to be perceived by consumers. The components of the brand (name, logo, tone, tagline, and typeface) are created by the business to reflect the value the company is trying to bring to the market and to appeal to its customers. When you need to name a product, not just any name will do. Your product name needs to fit within your broader brand name umbrella while telling its own unique story to consumers. It needs to be memorable, findable (particularly on search engines), unique, understandable, and relevant

This book will talk about how to invent a magnificent brand, first we will discuss the type of brands and the meaning of brand identity and then we will provide you with steps and website to use to create your own brand in no time.



## Chapter -1 Brands Type

We often talk about “brand” as if it is one thing. It’s not of course – in fact, the meaning and the use of the term differs, quite markedly, depending on the context. By my reckoning, brand is categorized in at least 21 different ways. (So much for the single minded proposition!). In no particular order:

1. Personal brand – Otherwise known as individual brand. The brand a person builds around themselves, normally to enhance their career opportunities. Often associated with how people portray and market themselves via media. The jury’s out on whether this should be called a form of brand because whilst it may be a way to add value, it often lacks a business model to commercialize the strategy.
2. Product brand – Elevating the perceptions of commodities/goods so that they are associated with ideas and emotions that exceed functional capability. Consumer packaged goods brands (CPG), otherwise known as fast moving consumer goods brands (FMCG), are a specific application.
3. Service brand – Similar to product brands, but involves adding perceived value to services. More difficult in some ways than developing a product brand, because the offering itself is less tangible. Useful in areas like professional services. Enables marketers to avoid competing skill vs skill (which is hard to prove and often devolves to a price argument) by associating their brand with emotions. New online models, such as subscription brands, where people pay small amounts for ongoing access to products/services, are rapidly changing the loyalty and technology expectations for both product and service brands – for example, increasingly products come with apps that are integral to the experience and the perceived value.
4. Corporate brand – Otherwise known as the organizational brand. David Aaker puts it very well: “The corporate brand defines the firm that will deliver and stand behind the offering that the customer will buy and use.” The reassurance that provides for customers comes from the fact that “a corporate brand will potentially have a rich heritage, assets and capabilities, people, values and priorities, a local or global frame of reference, citizenship programs, and a performance record”.
5. Investor brand – Normally applied to publicly listed brands and to the investor relations function. Positions the listed entity as an investment and as a performance stock, blending financials and strategy with aspects such as value proposition, purpose and, increasingly, wider reputation via CSR. As Mike Tisdall will tell you, done well, a strong investor brand delivers share price resilience and an informed understanding of value.

6. NGO (Non-Governmental Organization) or Non Profit brand – An area of transition, as the sector shifts gear looking for value models beyond just fundraising to drive social missions. Not accepted by some in the nonprofit community because it's seen as selling out. Necessary in my view because of the sheer volume of competition for the philanthropic dollar. This paper is worth reading.

7. Public brand – Otherwise known as government branding. Contentious. Many, including myself, would argue that you can't brand something that doesn't have consumer choice and a competitive model attached to it. That's not to say that you can't use the disciplines and methodologies of brand strategy to add to stakeholders' understanding and trust of government entities. That's why I talk about the need for public entities to develop trust marks rather than brands. Jill Caldwell takes this idea of how we consider and discuss infrastructure further and says we now have private-sector brands that are so much a part of our lives that we assume their presence in much the same way as we assume public services. Caldwell refers to brands like Google and Facebook as "embedded brands".

8. Activist brand – Also known as a purpose brand. The brand is synonymous with a cause or purpose to the point where that alignment defines its distinctiveness in the minds of consumers. Classic examples: Body Shop, which has been heavily defined by its anti-animal-cruelty stance; and Benetton, which confronts bigotry and global issues with a vehemence that has made it both hated and admired.

9. Place brand – Also known as destination or city brands. This is the brand that a region or city builds around itself in order to associate its location with ideas rather than facilities. Often used to attract tourists, investors, businesses and residents. Recognizes that these groups all have significant choices as to where they choose to locate. A critical success factor is getting both citizens and service providers on board, since they in effect become responsible for the experiences delivered. Most famous example is probably "What happens in Vegas stays in Vegas". Other place brand examples here.

10. Nation brand – Whereas place brands are about specific areas, nation brands relate, as per their name, to the perceptions and reputations of countries. Simon Anholt is a pioneer in this area.



11. Ethical brand – Used in two ways. The first is as a description of how brands work, specifically the practices they use and the commitments they demonstrate in areas such as worker safety, CSR and more – i.e. a brand is ethical or it is not? Secondly, denotes the quality marques that consumers look for in terms of reassurance that the brands they choose are responsible. Perhaps the most successful and well known example of such a brand is Fairtrade. These types of ethical brands are often run by NGOs – e.g. WWF's Global Forest and Trade Network.

12. Celebrity brand – How the famous commercialize their high profile using combinations of social media delivered content, appearances, products and gossip/notoriety to retain interest and followers. The business model for this has evolved from appearances in ads and now takes a range of forms: licensing; endorsements; brand ambassador roles; and increasingly brand association through placement (think red carpet).



13. Ingredient brand – The component brand that adds to the value of another brand because of what it brings. Well known examples include Intel, Gore-Tex and Teflon. Compared with OEM offerings in manufacturing, where componentry is white label and simply forms part of the supply chain, ingredient brands are the featured elements that add to the overall value proposition. A key reason for this is that they market themselves to consumers as elements to look for and consider when purchasing. In this interesting piece, Jason Cieslak wonders though whether the days of the ingredient brand are drawing to a close. His reasons? Increased fragmentation in the manufacturing sector, lack of space as devices shrink, stronger need for integration and lack of interest amongst consumers in what goes into what they buy.

14. Global brand – The behemoths. These brands are easily recognized and widely dispersed. They epitomize “household names”. Their business model is based on familiarity, availability and stability – although the consistency that once characterized their offerings, and ruled their operating models, is increasingly under threat as they find themselves making changes, subtle and otherwise, to meet the cultural tastes and expectations of people in different regions.

15. Challenger brand – The change makers, the brands that are determined to upset the dominant player. While these brands tend to face off against the incumbents and to do so in specific markets, “Being a challenger is not about a state of market; being number two or three or four doesn’t in itself make you a challenger,” says Adam Morgan of Eat Big Fish. “ ....It is a brand, and a group of people behind that brand, whose business ambitions exceed its conventional marketing resources, and needs to change the category decision making criteria in its favor to close the implications of that gap.”

16. Generic brand – The brand you become when you lose distinctiveness. Takes three forms. The first is specific to healthcare and alludes to those brands that have fallen out of patent protection and now face competition from a raft of same-ingredient imitators known as generics. The second form of generic brand is the brand where the name has become ubiquitous and in so doing has passed into common language as a verb – Google, Xerox, Sellotape. The third form is the unbranded, unlabelled product that has a functional description for a name but no brand value at all. This last form is the ultimate in commoditization.

17. **Luxury brand** – Prestige brands that deliver social status and endorsement to the consumer. Luxury brands must negotiate the fine line between exclusivity and reality. They do this through quality, association and story. These brands have perfected the delivery of image and aspiration to their markets, yet they remain vulnerable to shifts in perception and consumer confidence and they are under increasing pressure from “affordable luxury” brands. Coach for example struggled with revenues in 2014 because of declining sales growth in China and Japan, two of the world’s key luxury markets.

18. **Cult brand** – The brands that revolve around communities of fierce advocates. Like the challenger brands, these brands often pick fights with “enemies” that can range from other companies to ideas, but pure-play cult brands take their cues from their own passions and obsessions rather than the market or their rivals. They tend to have followers rather than customers, set the rules and ask people to comply and, if they market at all, do so in ways where people come to them rather than the other way around.

19. **Clean slate brand** – The pop-ups of brand. Fast moving, unproven, even unknown brands that don’t rely on the heritage and history that are so much a part of mainstream brand strategy. These brands feed consumers’ wish for the new and the timely.





20. Private brand – Otherwise known as private label. Traditionally, these are value-based, OEM-sourced retail offerings that seek to under-cut the asking price of name brands. They focus on price. There is significant potential though in my view for these brands to become more valuable and to play a more significant role at the 'affordable premium' end of the market. For that to happen, private brands will need to broaden their appeal and loyalty through a wider range of consideration factors.

21. Employer brand – The ability of a company to attract high quality staff in much-touted competitive markets. Often tied to an Employee Value Proposition. Focuses on the recruiting process though it is sometimes expanded to include the development of a healthy and productive culture. Sadly, given the process obsession of too many HR staff and the lack of interest from a lot of marketing people to venture into people-issues, this tends to be a brand in name rather than a brand by nature. Great potential – but, given the very low satisfaction rates across corporate cultures globally, a lot more work is needed to realize the full potential of this idea.

It's no wonder, on review, that so many people outside marketing struggle to understand what a brand is. And we haven't even talked about brand in reference to structure (brand architecture models such as endorsed brands, house of brands and power brands) or the different types of brand audiences (B2B, B2C, B2T, B2G, H2H).

A brand can of course function across a number of these roles simultaneously – a product brand can be a challenger brand or a global brand, for example. That in itself is an important reminder that we often encounter the same brand in different ways in different contexts – and the criteria for whether a brand is successful or not can shift markedly depending on which categorization is being applied.

The challenge for marketers given these dissipated meanings of brand is to somehow ensure that the emotions that a brand generates are valuable, relevant and differentiated in each context in which it is judged while, at the same time, aligning with the brand strategy overall. I don't see much evidence of that yet.

## Chapter -2 Brand identity

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All the components related to a product, service, company, or person is "brand identity." Some of these items are the name, logo, tone, tagline, typeface, and shape that create an appeal. Brand identity is a separate category from brand image.

Brand identity is the message the consumer receives from the product, person, or thing. The brand identity will connect product recognition. For instance, a recent street survey was done by asking people on the street to tell them the first product that comes to their mind when they hear the word, Bose?

Unanimously, it was the headphones. Clearly, Bose established the brand identity for their headphones.

Brand identity should be a consistent message received by its audience. If a portion of the identity is a particular shade, consistency of the color is imperative in maintaining the product identity. The identity must match the image projected to the public.

### What Is The Purpose Of Brand Identity?

Setting guidelines and consistency. Whether the product is a person, image, or an item, consistency exhibits, product leadership, marketing, support, and operation. Consistency in identity projects the corporate culture that surrounds the product.

### What Are The Key Items in Branding?

The essential thing in branding is clarity of what is being offered, whether it is a product, service or person. Image and consistency play a huge role in branding. Branding is the big plan. It describes the expected results of a product or individual.

The reputation of the product or person is essential to the branding results. As seen with many "celebrities," their branding starts off great, but the product, the "celebrity," couldn't maintain the image painted for success. Stardom has been often short-lived for the "celebrity" when they are unable to maintain the standards promoted in their branding.

When it comes to a physical item or service offered, the quality is quite often the branding technique referenced. If the quality decreases, branding results in a false image and the reputation diminished.

## Rebuild and Repair

another item projected on a regular basis is «reputation rebuilding.» When a product, service offered or person's image is damaged by a defective product, poor quality or reckless activity, a reputation management company may be to reconstruct and repair the damage. Repair is not always advisable, and often re-branding is advised.

Today's fast-paced, image building and branding use videos for a quick and instant visual tool. Image repair is often achieved in the same manner with short, quick, videos lasting just a few seconds, leaving a picture image of the expected result. Establishing and building a brand is simple compared to repairing and replacing a damaged brand or image. Establish clean, clear, and crisp branding that displays and projects the desired message does not have to be complicated, but concise and consistent.

## Common Mistakes When It Comes to Branding

When it comes to branding it's not uncommon for companies to make mistakes that weaken their branding efforts.

A few common mistakes include:

**Inconsistency.** Consistency in messaging is key when it comes to building your brand, but companies will often work to brand certain components really well, while forgetting other components such as their telephone messaging, website, business cards, etc. You get the idea.

**Lack of internal training.** You'd be surprised at the number of companies that launch a new brand, but fail to train to their employees and get them onboard. Your employees are your walking billboards, they have to understand not only the brand, but what the brand stands for so that they can strongly reflect the messaging you are wanting to share.

**Lack of updating your marketing materials.** Don't forget to do a marketing material refresh and make sure that your materials are all on message, throw out the old so that your brand is front and center.

You don't have to redo all of your marketing materials, but it's vital that you create updated materials that share your core services and offerings.

It's not easy to name a product. Just as you learned in my previous post about how to name a brand, you need to do your research, planning, and brainstorming first. My next post will cover all of the research aspects of brand and product naming. First, I'm going to share a variety of tips that brand and product naming experts use to help jumpstart creative thinking

When you need to name a product, not just any name will do. Your product name needs to fit within your broader brand name umbrella while telling its own unique story to consumers. It needs to be memorable, findable (particularly on search engines), unique, understandable, and relevant.



***Follow the 10 tips below to make your efforts to name a product more efficient, effective, and creative. Keep in mind, these tips also apply to naming a brand.***

### **1. Be Descriptive**

The first place most people start when they have to name a product is to simply create a name that describes what the product does. Microsoft's Internet Explorer product is a perfect example of a descriptive name. Consumers use it to explore the Internet. It can't get more descriptive than that!

### **2. Use Real Words with a Twist**

Words don't have to be used literally in product. They can be suggestive like Ford's Mustang (it's fast and sleek) or Ford's Expedition (it's built for adventure).

### **3. Add a Prefix or Suffix**

You can turn a common word into a product name simply by adding a prefix or suffix to it. Apple uses this product naming technique all the time with the iPhone, iPad, and iPod offering perfect examples.

### **4. Create a Compound Word**

Since so many brand and product names are already trademarked and the associated domain names have already been registered, it's very common these days for product names to be compound words made by putting two words together to form an entirely new brand or product name. Photoshop, TurboTax, and Stickups are great examples.

### 5. Make up a Word

One way to ensure your product name is unique is to make up a word. Gatorade, Fritos, Doritos, and Tostitos are popular examples.



### 6. Change Spellings

Products like Trix, Kix, Fantastik, and Liquid-Plumr use real words that are misspelled. It's creative and helps when the name you want is already trademarked or the related domain names are already taken.

### 7. Tweak and Blend Words

When a single word or a compound word won't do, you can tweak and blend words to create a brand or product name. For example, Nyquil is a tweak and blend of night and tranquil. Pictionary is a tweak and blend of picture and dictionary.



### 8. Use a Place or Person's Name

The Clark Bar was named after its creator, David L. Clark. The George Foreman Grill was named after its celebrity endorser. However, use caution when including a place or person's name in your product name. A day may come when you want to expand out of that geographic area or the person whose name you used in the product name might leave to work for a competitor or in another industry. Make sure your product name can withstand these types of changes.

### 9. Create an Acronym or Use Initials or Numbers

Acronyms and initials are short, but they don't say much on their own. Therefore, you need to exercise caution when you use an acronym or initials in your product name. It typically takes longer to develop brand recognition and comprehension with a name filled with numbers and letters that is difficult to remember. However, many companies have achieved great success in launching products with names that use numbers and letters. Honda's CRV, Toyota's Rav4, and even Formula 409 are examples of how this naming technique can work.



## 10. Use a Verb

You can use a verb as your product name (like Bounce dryer sheets or Apple's iPod Shuffle) or you can turn a word used in your product name into a verb. For example, the Skype application name has turned into a verb over the years. Today, it's common to say, "Skype me later and we'll talk." The Swiffer product name is also used as a verb sometimes. It's not uncommon for a Swiffer user to say, "Look at that dust! I have to Swiffer that."

As you can see, it's okay to get creative when you name a product. As long as consumers are willing to accept the message and promise that your product name communicates, then you're on the path to success.



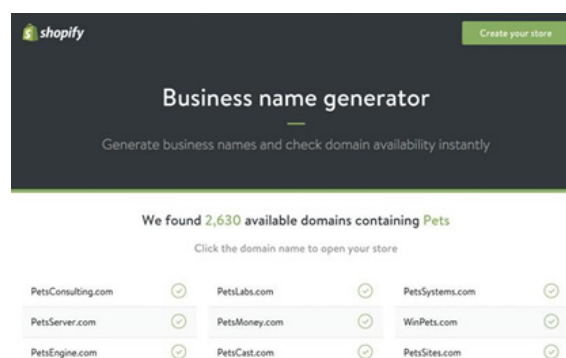
## Chapter -4 Business Name Generators to Help You Create Your Brand

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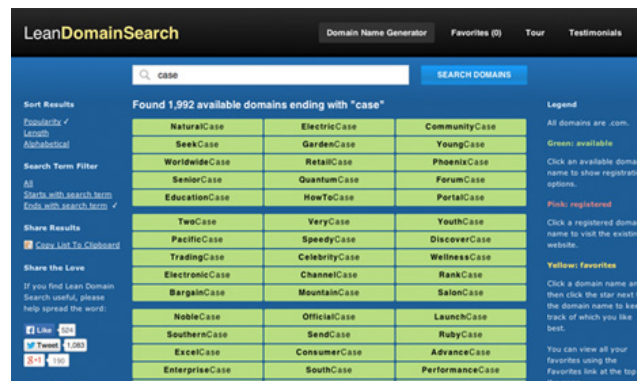
When it comes to starting a business, choosing a great name for your new venture is a critical first step towards building a memorable and profitable brand. But coming up with fresh ideas can sometimes be challenging and it often feels like all the good names are already taken. To help you find that perfect moniker, we've put together this comprehensive list of business name generator tools to make sure your brand gets off on the right foot.

### Business Name Generator



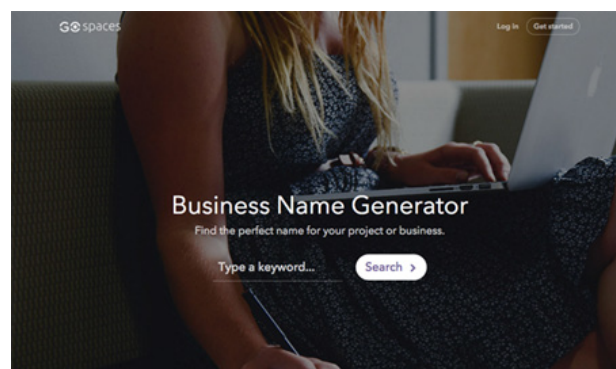
Business Name Generator is a free tool from Shopify that automatically combines your keyword with other words to generate a robust list of available domain names. It's the perfect tool if you're looking for a little bit of creative inspiration and an available domain to match.

## Lean Domain Search



Lean Domain Search is a handy website that matches your keyword with other words to generate a list of available domain names. You can choose to sort the results by popularity, length or alphabetically, as well as select whether you want the results to start or end with your keyword. In the example above, I chose to search for available domain names ending with the word case «case». If I was starting a smartphone case company, this would be a great starting point to choose a name that also had a corresponding available domain name.

## Go Spaces



Go Spaces Business Name Generator helps you find the perfect name for your project or business. Just simply put in a keyword related to your business, and you'll be set to get started. It's the perfect tool for finding the perfect name.

## Wordoid

Wordoid is an «intelligent naming tool» that supplies you with a random list of made-up words that «look nice and feel great». In other words, if you're looking for a creative name that's brand-able but doesn't necessarily need to make sense, then you might find this tool helpful. You can generate a completely random list of words or you can enter a main keyword and their tool will convert it into a «Wordoid».

## Dot-o-mator

Dot-o-mator lets you create domain name suggestions using their lists of beginning and ending categories. You enter a word (or words) in the left box, then choose some endings (or type in your own). Click to combine them and Dot-o-mator generates a list of available domain names. If you see a name you like you can save it to your «scratchbox» and keep searching. For example, I entered the word «shop» and selected the «Tech» category from the «Endings» column and discovered the domain shopbase.com was available.



## Name Station

The screenshot shows the NameStation website interface. At the top, there's a navigation bar with the logo, a search bar, and links for 'Domain check, variations, synonyms', 'Basic Plan', and 'Compare Plans'. Below this, the main search area has a 'Keyword' field with 'shoe' entered, a 'Keyword List' dropdown set to 'Shopping & Deals (77 words)', and an 'Extension' dropdown set to '.com'. A 'Generate' button is to the right. Below the search area, there's a 'List Position' section with 'Prepend' selected, and a 'Word Blending' section with 'Medium' selected. To the right, there's a 'NameStation Pro' section with a 'Compare Plans' button. Below the search area, there's a table of generated domains. The table has columns for 'Domain', 'Alternatives', and 'Register at GoDaddy'. The domains listed are: ShoeAfford.com, ShoeAffordable.com, ShoeBudget.com, ShoeDime.com, ShoeSlogan.com, ShoeSoccer.com, and ShoeStore.com. The table also shows '77 domains generated, 4 available on this page' and 'HIDE TAKEN DOMAINS NEXT PAGE >'. To the right of the table, there's a 'LATEST CONTESTS' section with a 'VIEW ALL' link. Below the contests, there's a 'Shoe store' section with a 'Generate name ideas' button and a list of ideas: 'Name for a learning business', 'Web design freelancer and host', and 'Music venue website'. At the bottom, there's a 'Start a Contest | Winners | Awards' link.

Name Station is a domain name generator that creates relevant name ideas, provides search guidance, keyword suggestions and name variations based on your search criteria. You can enter your main keyword and then select the industry or category that best fits your business and Name Station will generate a list of suggested (and available) domain names. In the example above, I entered the word «shoe» and selected the «Shopping and Deals» category which allowed me to find available domains like «shoebudget.com» and «shoedime.com». The only drawback is Name Station requires you to login before you can search.

## NXdom

The screenshot shows the NXdom website interface. At the top, there's a logo for 'NX DOM'. Below the logo, there's a section titled 'Find available domains' with two input fields: 'that start with' and 'and end with'. To the right of these fields, there's a numbered list: '1. Start typing in the search box' with the text 'The results will start loading immediately, and they are updated while you type. The two input fields match the beginning and ending of available names.' Below the input fields, there's a 'Sort order' section with four radio buttons: 'Shortest names first', 'Without numbers and dashes', 'More human-readable', and 'Popular beginning or end' (which is selected). To the right of the radio buttons, there's a numbered list: '2. Play with the sort order' with the text 'Each row is sorted to show the best results on the left, and the top 10 names are bold. You can adjust the sort order with the radio buttons on the left.' Below the sort order section, there's a 'Registrar' section with a dropdown menu set to 'GoDaddy'. To the right of the dropdown, there's a numbered list: '3. Check availability' with the text 'Choose a domain name and check if it's still available, using your favorite registrar.'

NXdom is an interactive search engine for available short domain names. Its database contains millions of DNS results for expired and unused domain names. You can search by prefix and suffix, and sort the results by length, readability, and popularity.



## Domain Hole

Domainhole offers a suite of domain related tools that let you generate domain ideas including:

- **Expired search:** search an up-to-date database of expired domain names.
- **Name Spinner:** combine your keyword with hundreds of words to get domain name ideas.
- **NameGenerator:** generate random, unique, brand-able, and pronounceable domain names.
- **Brainstormer:** discover new domains and ideas using our ultimate brainstorming tool.

## Bustaname

**BUST A NAME** BETA  
you can still find good domains

[ English | Español | Deutsch | Français | 日本 | 中文 (简体) ]

Domain Search Domain Maker Video Tutorial Hosting Search F.A.Q.

Want to help support BustAName?... buy your domain through your favorite registrar using the "Buy" button.  
Note: Get .com's for \$2.95 through Godaddy with BustAName

**#1. Start Here - Word Combiner**  
Type a few words then press enter

Words entered above will be combined to find available domains.

**Quick Domain Check**  
Type below, and it will tell you what is available.

.com, .net, and .org availability will be shown here after you type at least 2 characters

**#2. List of Words**  
Find similar words by hovering over the blue arrow ▶

**#3. Available Domains**  
Words are combined and the resulting available domains are shown here.

**#4. Save Domains for Review**  
Keep track of domains you like by hitting the  button on the left

Bustaname lets you quickly search for available domain names by combining keyword synonyms and prefixes. Enter some keyword ideas and their tool searches combinations of available domain names. In addition, you can add popular prefixes and suffixes like «ly», «fy», and so on

## Domainr

### Domainr




freshshoe.com

• freshshoe.net

• freshshoe.org

• freshshoe.co

• freshshoe.io

• freshshoe.me

• freshshoe.ca

• fresh.sh/oe

fre.sh/shoe

When you want a [short URL](#) or [something big](#), Domainr will find it, fast. Some of our favorites: [generalassemb.ly](#), [competeagainst.me](#), and [mrjon.es](#).

Domainr allows you to explore the entire domain name space beyond the obvious .com, .net and .org, and discover new and interesting domain names. It anonymously logs searches and tracks over 1,700 top-level domains and over 1300 generic TLDs, registrable at one of 219 accredited registrars. If you're looking for a short domain, this is a particularly good tool.

## Impossibility!

**Impossibility! The Best Domain Name Generator Ever.**

Add  to the  of my word:

**Unregistered domains:**

shoegly.com is available! Register it at GoDaddy or Namecheap.

shoehip.com is available! Register it at GoDaddy or Namecheap.

shoehurt.com is available! Register it at GoDaddy or Namecheap.

shoemid.com is available! Register it at GoDaddy or Namecheap.

shoepaid.com is available! Register it at GoDaddy or Namecheap.

shoewarm.com is available! Register it at GoDaddy or Namecheap.

shoedark.com is available! Register it at GoDaddy or Namecheap.

shoerude.com is available! Register it at GoDaddy or Namecheap.

shoecold.com is available! Register it at GoDaddy or Namecheap.

shoeglad.com is available! Register it at GoDaddy or Namecheap.

shoeboxy.com is available! Register it at GoDaddy or Namecheap.

shoegrays.com is available! Register it at GoDaddy or Namecheap.

shoemean.com is available! Register it at GoDaddy or Namecheap.

shoepast.com is available! Register it at GoDaddy or Namecheap.

Impossibility! Is a simple domain name generator that takes your keyword, combines it with their list of nouns, verbs and adjectives, and then returns a list of unregistered domain names? In addition, you can choose whether you want your keyword to come at the beginning or the end. Their tool uses multiple servers and they are able to provide results extremely fast. Hopefully this list of tools will help you generate some ideas and assist you in coming up with the perfect name for your business and brand. If you have any tools that you like and we may have missed here, let us know in the comments.