

salt[®] *The essential ingredient for Branding Leaders™*

Branding Leaders

Tips for creating breakthrough brand names

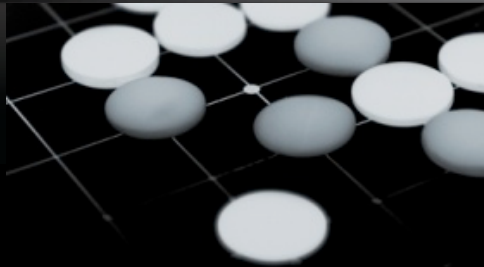
May 19, 2010

Strategy | Naming | Design | Communications | Interactive | Culture

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About SALT

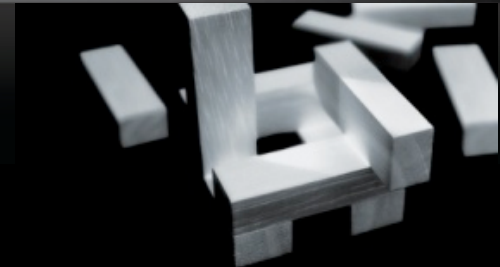
SALT is an integrated brand consultancy that combines creative strategy with strategic creative to help companies achieve their business objectives through branding.



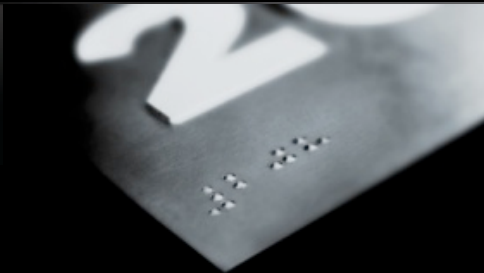
Strategy



Naming



Design



Interactive

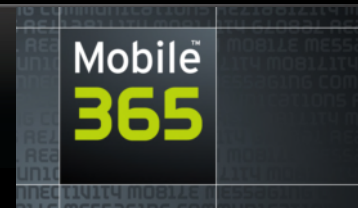


Communications



Culture

Brands we've created



Branding drives business results

- *“An orange is an orange is an orange... unless that orange happens to be a Sunkist® orange.”*
 - 1908, first branded fruit
 - 1990, first \$1B year
 - 2010, Trademark now on 600+ products
- Strong brands differentiate similar products
- Strong brands prevent confusion in the minds of customers
- Strong brands create desire, meaning and loyalty with customers
- Strong brands are strategic assets that help protect future earnings for the brand owner



Better branding drives better business results

- World's most-valuable* 100 brands outperform S&P 500
- Building meaningful connections with B2B and B2C customers pays off



* WPP / Bloomberg / Datamonitor rankings and results based on brand value, brand contribution, brand momentum and brand value as percentage of market cap

Study includes following categories: Apparel, Beer, Bottled Water, Cars, Coffee, Fast Food, Financial Institutions, Gaming, Insurance, Luxury, Mobile Operators, Motor Fuel, Personal Care, Retail, Soft Drinks, Spirits, Technology

Different brands activate different cortexes

Customers prefer Coke vs. Pepsi in a branded taste test... why?

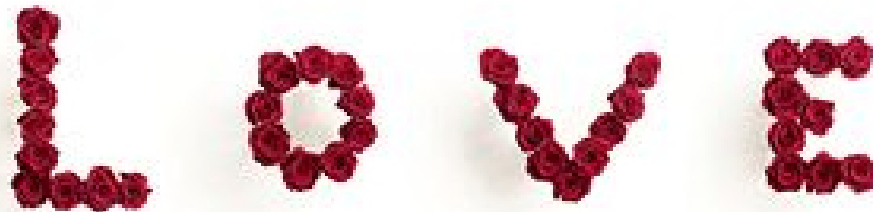


- Coca-Cola brand activates additional parts of the brain vs. Pepsi
- Iconic imagery selected by Coca-Cola over the years has established more meaningful connections with customers

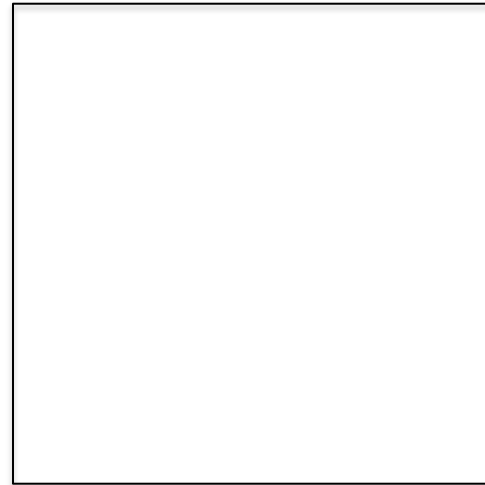
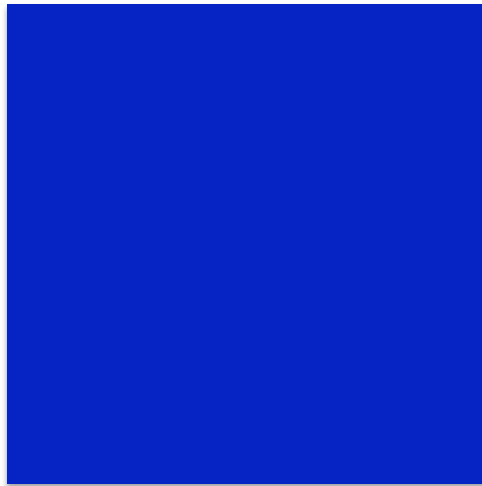
Juliet didn't own a flower business

Names really matter

*'Tis but thy name that is my enemy;
Thou art thyself, though not a Montague.
What's Montague? it is nor hand, nor foot,
Nor arm, nor face, nor any other part
Belonging to a man. O, be some other name!
What's in a name? that which we call a rose
By any other name would smell as sweet;*

The word "LOVE" is spelled out using red roses. The letter 'L' is formed by a vertical line of roses with a horizontal base. The letter 'O' is a circular ring of roses. The letter 'V' is formed by two diagonal lines of roses meeting at a point. The letter 'E' is formed by a vertical line of roses with three horizontal bars.

The four colors of naming



It's getting harder

Know your legal risk tolerance and fight for a good name

- ~500,000 words in the English Language
- ~3,000,000 TM's in Class 9 alone
- IP getting more valuable
- Fight for a great name / concept
- Know your legal risk tolerance
- It's not as easy as black or white
- Learn to love grey

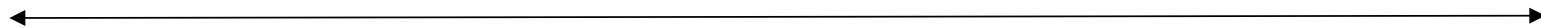


Pros & Cons of different naming strategies



Carpet
Cleaning
Company

American Airlines



Harder to Trademark, but
easier to seed

Easier to Trademark, but
harder to seed

If it's cheap, close to your brand, and available, grab it while you negotiate for the perfect URL

- Every 3 & 4 letter URL owned
- Every decent URL owned
- Direct hit URL's ideal, but...
- Searching and SEO are your friends
- Dotcoms rule but alternatives emerging like .tv and .co
- More important to own the TM and/or a brand concept
- Set realistic expectations and budgets to acquire your direct-hit URL
- In the meantime, for \$8.95, Go Daddy is cheaper than your lawyer!

Helpful tools to find the status of your target URL:



You can't afford to be shy

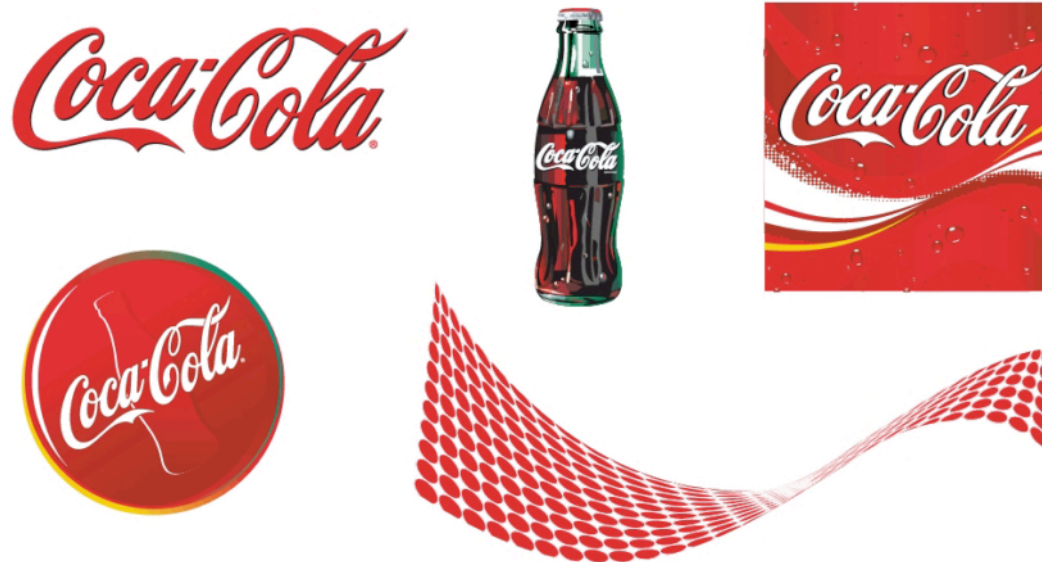
You need to break through the clutter



Lessons from sugar water & hogs

Have a visual and verbal style, protect more than your name

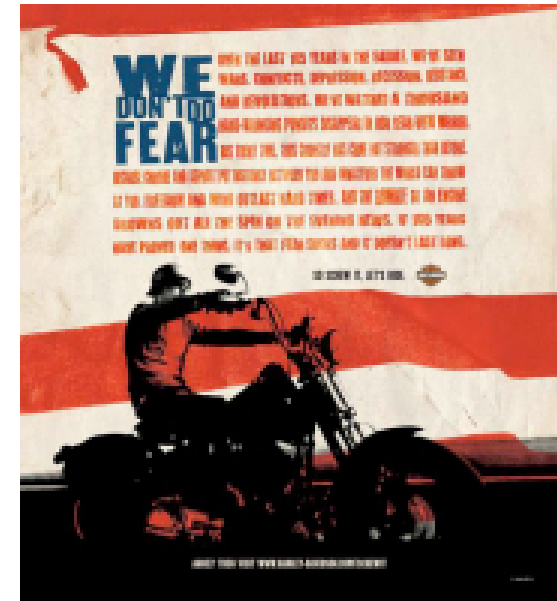
Visual elements



Visual elements

Harley Sez...

"Screw it, Let's Ride."



Checklist please!

Great brand names are...

- Short
- Memorable
- Easy to spell
- Easy to pronounce
- Have legs
- On strategy
- On target
- Have attitude
- Appeal to B2B's & B2C's
- Won't make you blush in Mandarin



Thank You