# 4 STEPS TO A GREAT BRAND NAME

AN INFOGRAPHIC FROM SAGEFROG MARKETING GROUP



#### LOOK AT THE ENVIRONMENT

CONSIDER THESE FACTORS



**Geography**LANGUAGE & CULTURE



**Brand Future**EXPANSION & DEVELOPMENT



**Company Standards**SYNERGY WITH MASTER
BRANDS, COMPANY VALUES

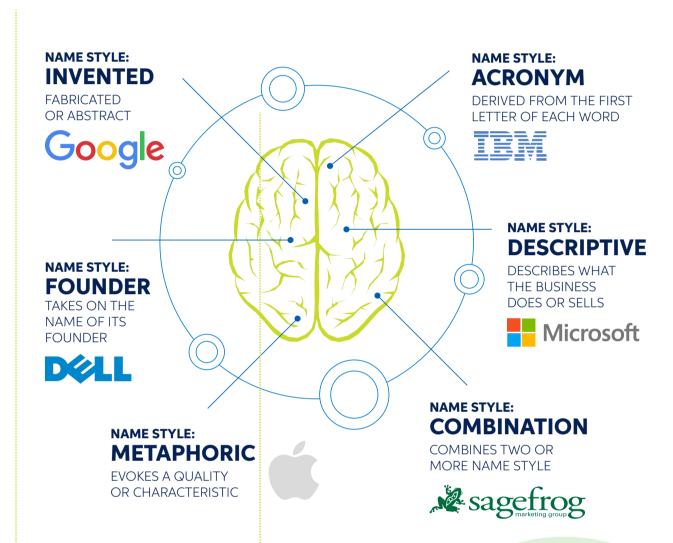


Industry
CLOSE COMPETITORS,
CUSTOMER VALUES

2

## **BRAINSTORM CANDIDATES**

GENERATE A LONG LIST



3

## **NARROW YOUR CHOICES**

IS THE ANSWER TO MOST, OR ALL, OF THESE QUESTIONS **YES**?

Is it meaningful?

Is it truly unique?

Is it **memorable** and engaging?

Is it **easy to say** and spell?

Does it **look good** when presented graphically?

Does it allow for **future growth** and change?



## **CHECK AVAILABILITY**

- Check search engines and LinkedIn for similar names
- >>> Check domain registrars for the URL
- Check if the name is registered at trademark authorities