

FACT SHEET

Choosing a great name for your organisation

A good name can add greatly to the success of your organisation, your brands, your products and services. However, finding the best brand name is a difficult task.

It begins with a careful review of the product and its benefits, the target market and proposed marketing strategies. After that, naming a brand becomes part science, part art and a measure of instinct.

Desirable qualities for a brand name include:

1. It should suggest something about the product's benefits and qualities
2. It should be easy to pronounce, recognise and remember. Short names help
3. The brand should be distinctive
4. It should be extendable to allow expansion into other categories
5. The name should translate easily into foreign languages
6. It should be capable of registration and legal protection. A brand name cannot be registered if it infringes on existing brand names

For Australian names, you can check availability through ASIC: <http://www.asic.gov.au/asic/asic.nsf>, check domain names for availability through <http://www.domaincentral.com.au>.

Once chosen, the brand name must be protected. We recommend Fisher Adams Kelly: <http://www.fak.com.au> for trade marking services.

For more information about choosing the right name for your organisation, products or services, please contact me on 07 3899 8335 or email megan@marketsavvy.com.au.

Best wishes

Megan

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