Creative Brief for Naming

Defining Your Brand Difference
What Sets You Apart?
Defining Your Brand Difference

Description of project:

*My Business and Values*
Describe what your company does.

Describe what your product does.

What does your business stand for? (How do you want your customers to think of you and your products?)

What sets your company or your service/product apart?
Describe what makes you different or unique. How do you do it better than the alternatives?

Are there any key features or functionality that make your offering unique?

Describe in detail the benefit to customers.
My Buyers
Who is your target audience?
Be as specific as possible, e.g., title, industry, typical environment, demographics, as well as attitudes, interests, values, etc.

Why would a customer buy from you?

Why wouldn't a customer buy from you?

My Competition
Who are your top three competitors (alternatives)?

What do they offer that is different from what you offer?

Why would customer choose a competitors' offering over yours?
Questions Specific to Product Naming:
Please describe your current guidelines for naming.

What brand names are currently in use at your company? How do these names relate to the name under development?

Will you market this product domestically or internationally? Which countries/languages?

How will your offering impact the customer? What attributes/emotions do you want the name to evoke?

What are the main concepts to be communicated?

Are there any words, phrases or concepts that should be avoided?

Are there any existing names (owned by other companies) that you like? What do you like about them? What don’t you like about them?

On a scale of 1-10, what is your preference in terms of literal vs. creative names?

1  5  10
Literal/Descriptive Metaphoric/Creative