CREATING A ZESTY BRAND

BRAND NAMING CHECKLIST

Differentiated

- [ ] A great name stands apart from the competition, as well as from other words in a sentence. If you want to own a unique position, you don't want to be confused with another company or blend in with the rest of the market. From a legal standpoint, you want the rights to own and protect your name.

Meaningful

- [ ] More than just stating a feature or function, a great name creates a feeling or shares a benefit. Choose words that evoke the positive associations you want customers to have with your brand.

Has creative legs

- [ ] The best names have creative "legs"—they readily lend themselves to great storytelling, graphics, PR, advertising, and other communications.

Easy to spell, easy to say

- [ ] A great name doesn't leave your customer tongue-tied. A great name feels good to say, therefore people like the way it sounds and are more willing to use it and remember it.

ZESTY BRANDS