

Marketing Considerations

- Memorability
- Distinctiveness
- Fit to concept
- Emotional bonding
- Latent association
- Trademark availability
- URL/domain
- Brand architecture

Re-writing the Rules

- Semantics or Syntax?
- Nouns speak louder than adjectives
- Noun/verbs speak even louder



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GUESS®
U. S. A.



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Verbing Up

oust

ally

gather™



StumbleUpon

Ping

XING™

bing™

In other verbs

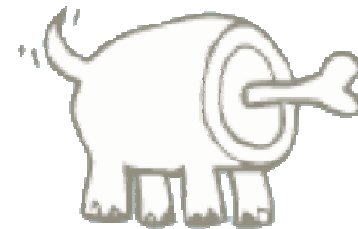
SPURL.NET



folkd.com

Tip'd

FARK.com



PLURK

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Patronym



Abbreviation/Clipping



Analogy



Metonymy



Intuitive



Rebus



Acronym



Blending/Portmanteau



Stressonyms



Idiom



Baconator

Backronym



Toponyms



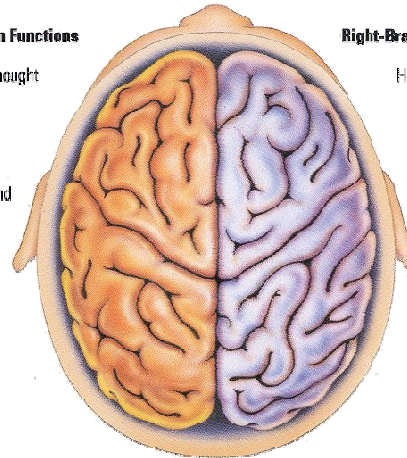
Left and Right Brain Functions

Left-Brain Functions

Analytic thought
Logic
Language
Science and math

Right-Brain Functions

Holistic thought
Intuition
Creativity
Art and music



Poetics



Memetics



Eponym



Omission



Theronym



Onomatopoeia



Allusion



Colorism



Synecdoche



Amalgam



Invented Spelling



Metaphor



Alpha Numeric



Paronym/Borrowing

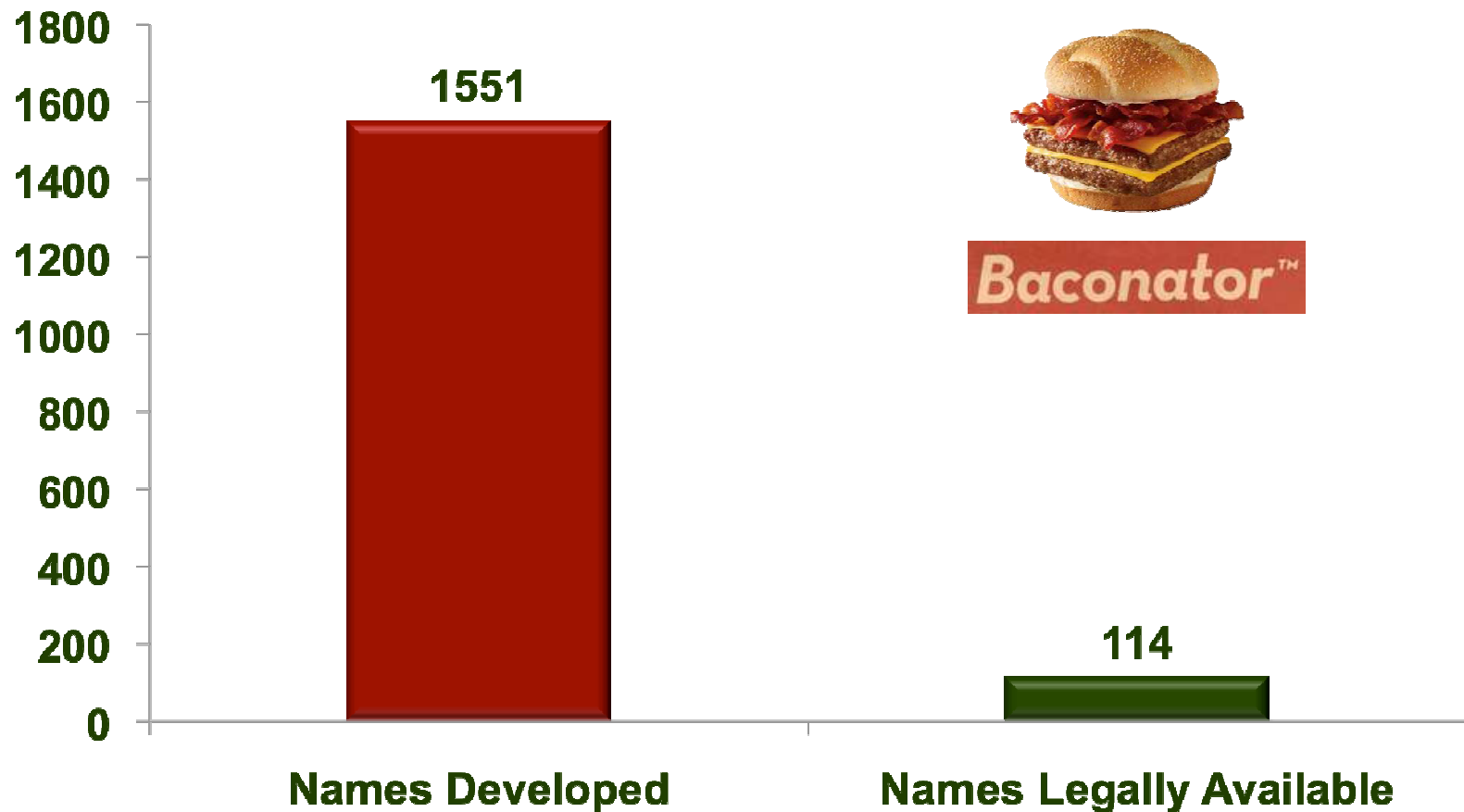


Alliteration



Return on Name Generation

National Naming Assignment



Acceptable Across Cultures and Languages

- Argentinean Spanish Language Constraints

- **C** is pronounced as an English **S** when followed by **E or I**

- Example – Gracias

- **J** is pronounced as an English **H**

- Example - Jalapeño

- **LL** is pronounced as an English **Y**

- Example – Llamó

Rioplatense Spanish Pronunciation



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In Spain, Pepsi Becomes 'Pesi'

After Responding to Local Pronunciation of 'Pecsi' in Argentina, Campaign Goes to Europe

Posted by Valentina Vescovi and Aixa Rocca on [02.04.10](#) @ 10:34 AM

[Tweet](#) [Like](#) 206



BUENOS AIRES (AdAge.com) -- Pepsi-Cola's intriguing insight from Latin America that many Spanish speakers can pronounce the brand's name more easily and phonetically without that pesky second "P," has arrived in Spain. In a new commercial-within-a-commercial, hunky Spanish soccer star Fernando Torres gets fed up when the director keeps correcting the way he says "Pesi" on camera.

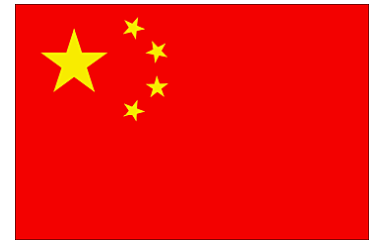


After the English-speaking director yells "Cut" through 189 takes, Mr. Torres rips the letter "P" from a Pepsi sign behind him and boldly tells the director that in his neighborhood, it's called "Pesi."

This approach was a big hit, although somewhat controversial, in Argentina last year when Pesi

Acceptable Across Cultures and Languages

- Chinese Mandarin Language Constraints
 - ZH is pronounced as an English J as in Judge
 - UO and O are pronounced as WUH
 - IN is pronounced as EEN
 - Example – Sin is pronounced as Seen



Chinese Mandarin Pronunciation

Coca-Cola®



可口可乐

ke³ – kou³ – ke³ – le⁴

Acceptable Across Cultures and Languages – Faux Pas



Urdu



Arabic

Akbar Zib of Pakistan was the newly elected ambassador to Saudi Arabia.

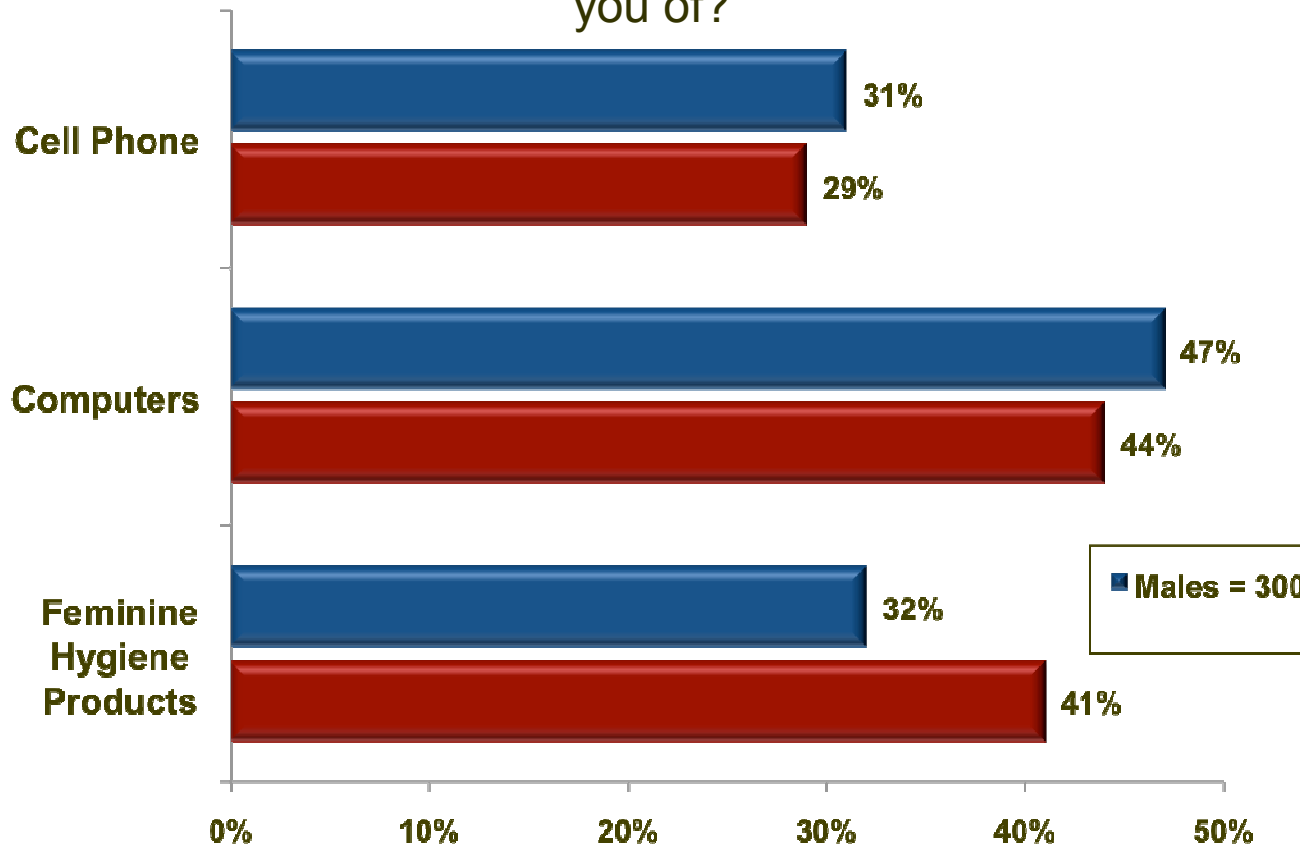
The Saudis rejected Akbar Zib as the ambassador from Pakistan because his name translates to 'Biggest Dick.'

Name Research Matters



Name Research Matters - iPad

Which of the following product categories, if any, does the iPad name remind you of?

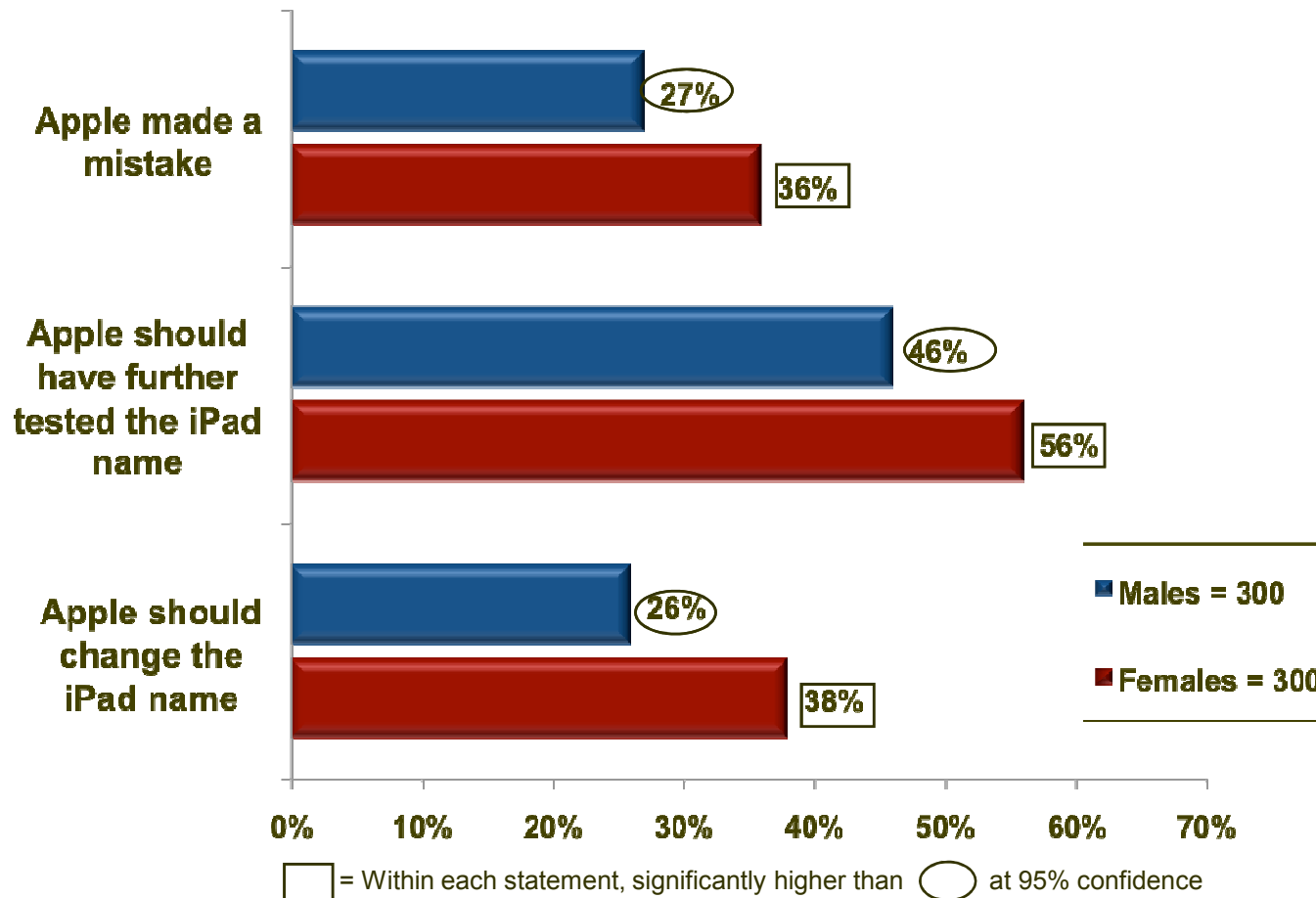


Note: Balance of responses for many other miscellaneous products

Name Research Matters - iPad

Please indicate how much you agree with each of the following statements.

Top 2 Box



Name Research Matters - iPad



“Mr. Jobs, let me be blunt. Pads are for periods. Unless you are thinking of putting Always or Kotex out of business with your own brand of feminine products, the ‘iPad’ will never work.”

Consumer Verbatim

Names in Context



Harmonious Phonetically

What Works



What Doesn't



Plurn.



Hyundai XG350



Palm
Foleo

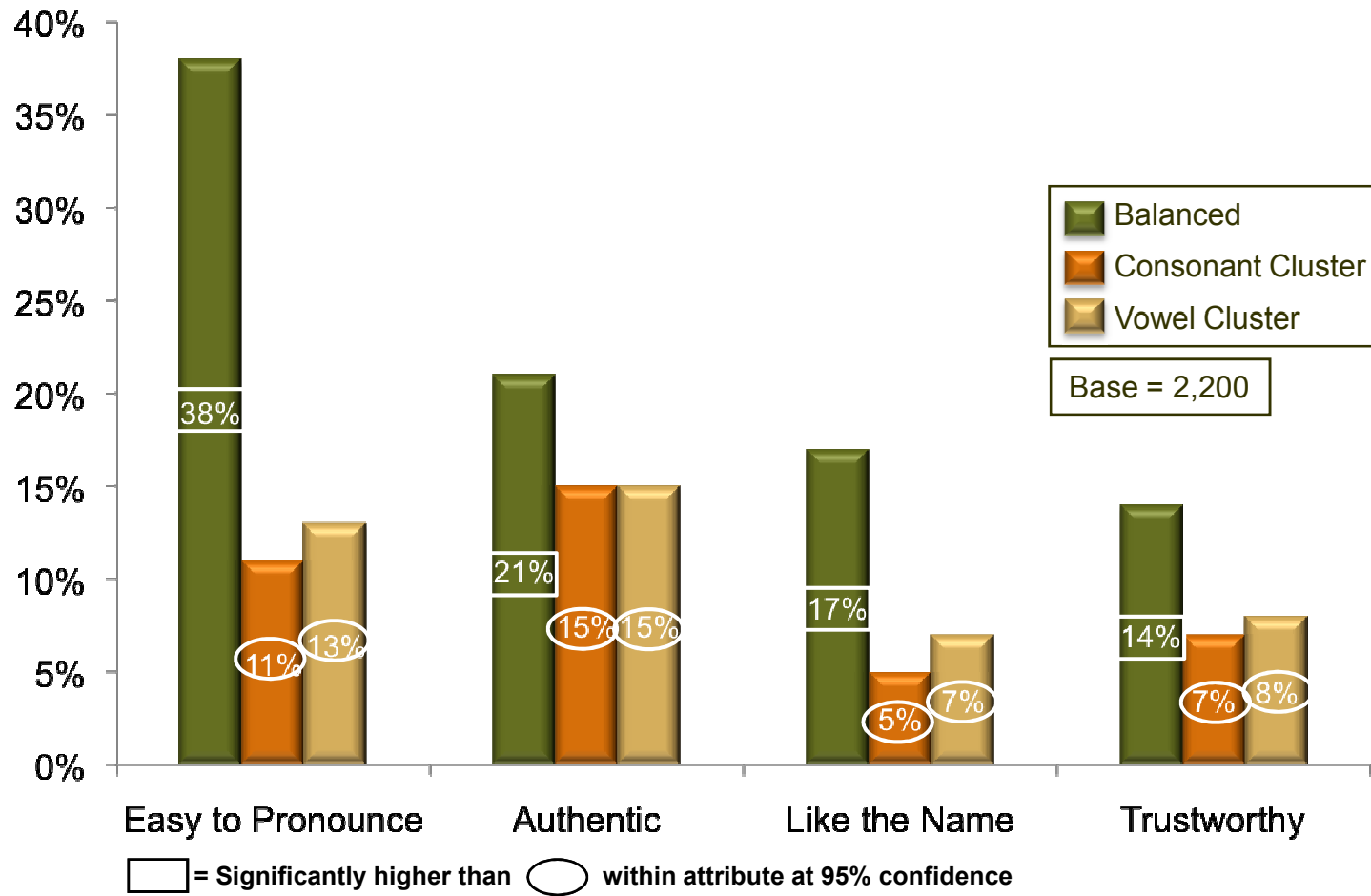


Harmonious Phonetically – Methodology

- To minimize semantic influence, the brand names tested had no specific meaning for speakers of English
- **Balanced Names (CVC: Consonant – Vowel – Consonant)**
 - **Aravel**
 - **Caradem**
 - **Havena**
 - **Tolera**
- **Vowel Cluster Names (VV: Vowel – Vowel)**
 - **Tuita**
 - **Geiture**
 - **Eleaxo**
 - **Raotiup**
- **Consonant Cluster Names (CC: Consonant – Consonant)**
 - **Dorphral**
 - **Ardvumn**
 - **Lytvaz**
 - **Opvram**

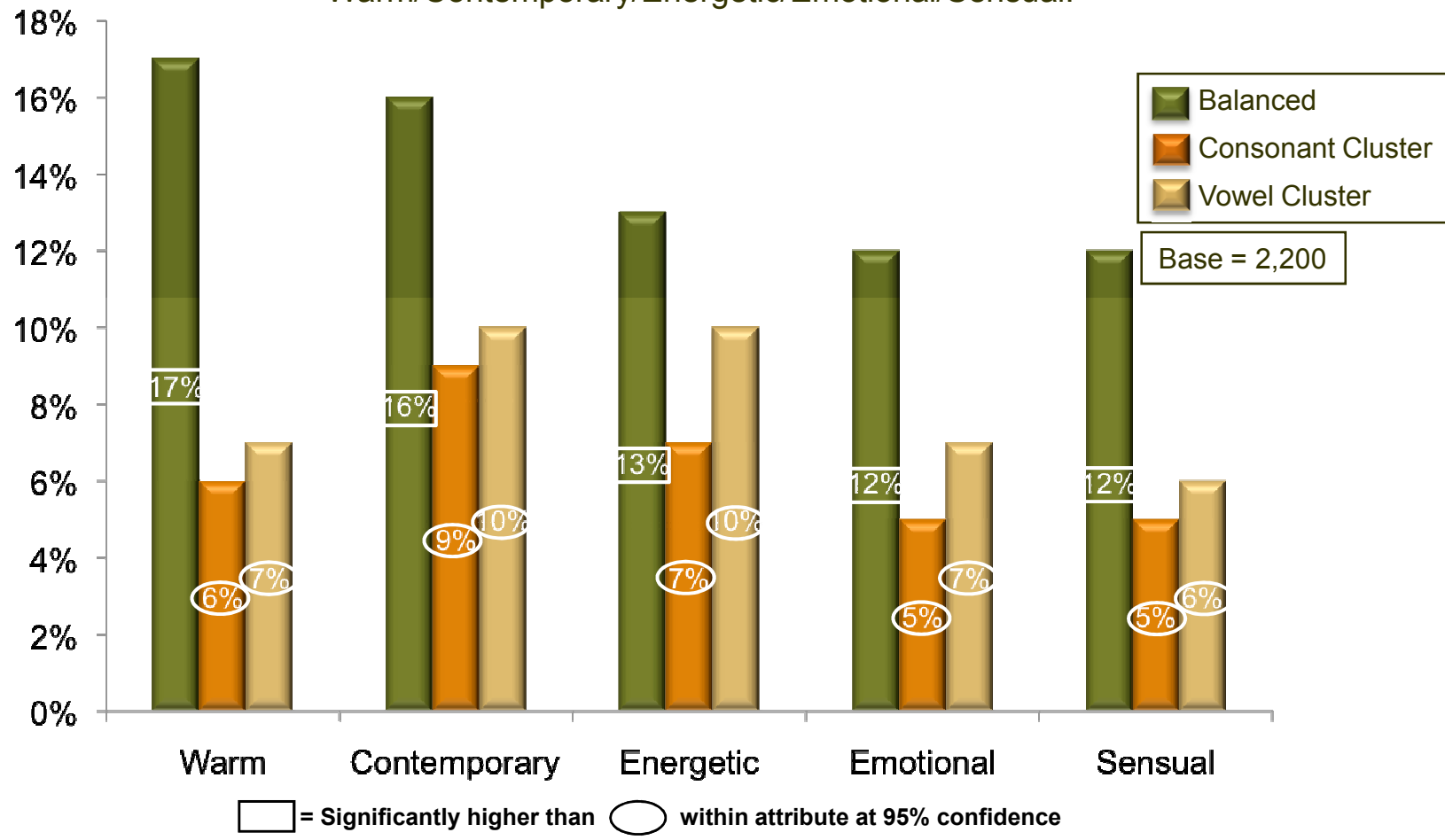
Harmonious Phonetically – Findings

Please rate each name on a scale of 1 to 9, where 1 is “Difficult to Pronounce/Not Authentic/Dislike the Name/Not Trustworthy” and 9 is “Easy to Pronounce/Authentic/Like the Name/Trustworthy.”



Harmonious Phonetically – Findings

Please rate each name on a scale of 1 to 9, where 1 is “Harsh/Not Contemporary/Lazy/Unemotional/Not Sensual” and 9 is “Warm/Contemporary/Energetic/Emotional/Sensual.”

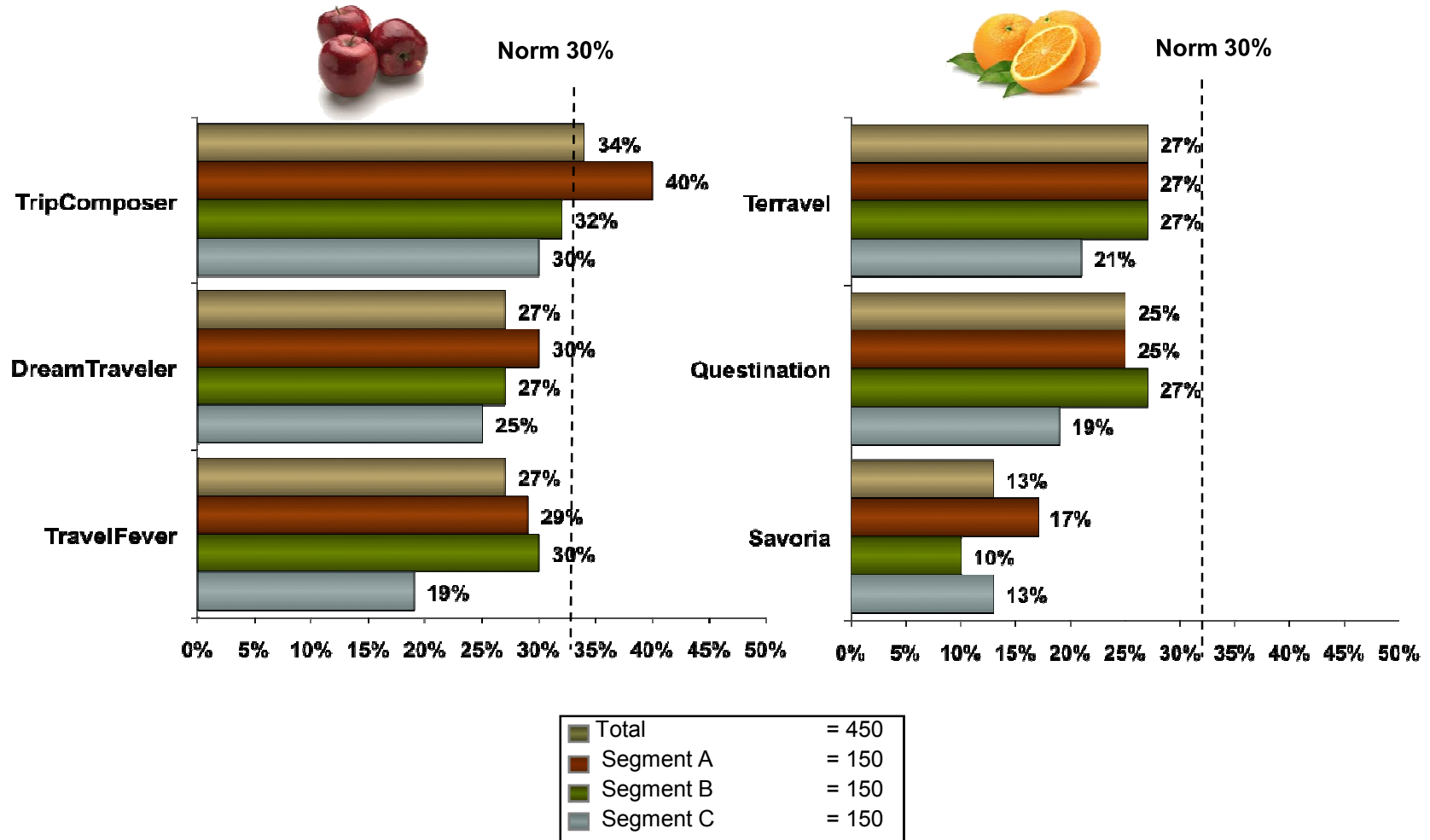


Proprietary Name DNA Validation® Research

Criteria	Concept	
	Before	After
Memorability	•	
Intrinsic / Latent Association	•	
<i>Rating</i> Each Name for Fit to Concept		•
<i>Ranking</i> Each Name for Fit to Concept		•
Reason for First Choice/Last Choice <i>Ranking</i> - Open End		•
Distinctiveness		•
Emotional Bonding - 7 attributes using proprietary algorithm		•
Max-Diff Analysis		•

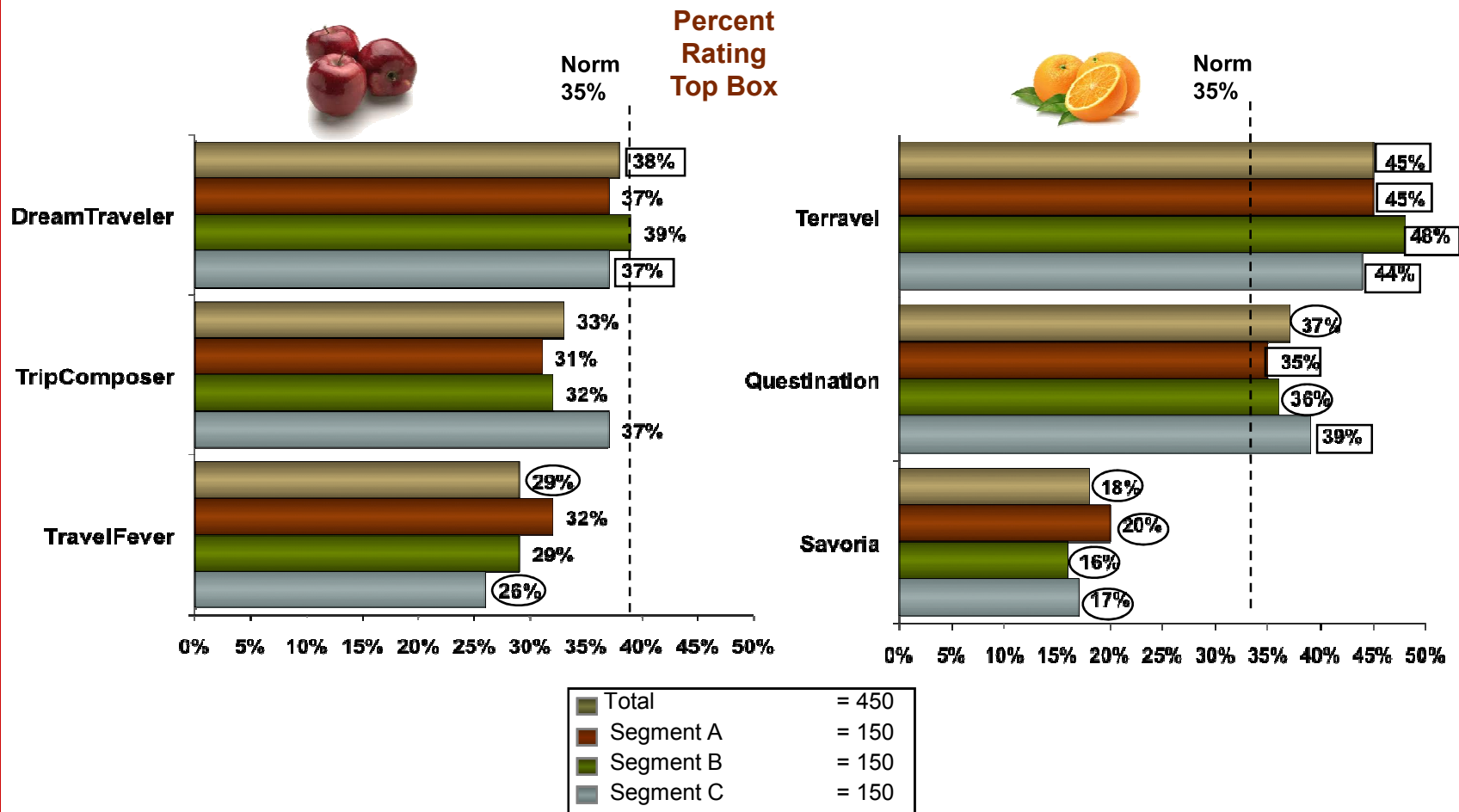
Proprietary Name DNA Validation® Research – Memorability

Please list, in any order, the words you remember from the previous page.



Proprietary Name DNA Validation® Research – Fit to Concept

Thinking about the previous description of a new juice flavor, please rate how well you feel each name below fits the description you just read about.



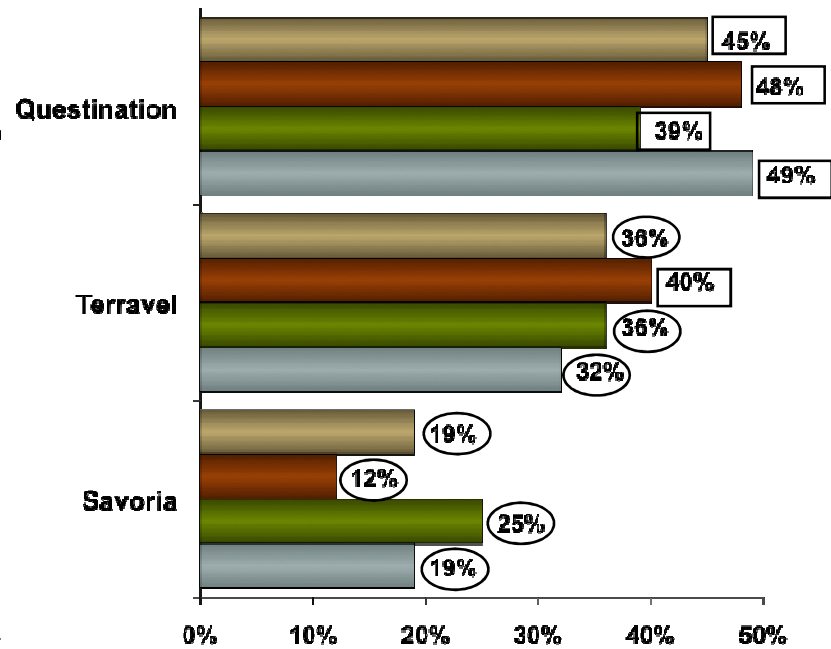
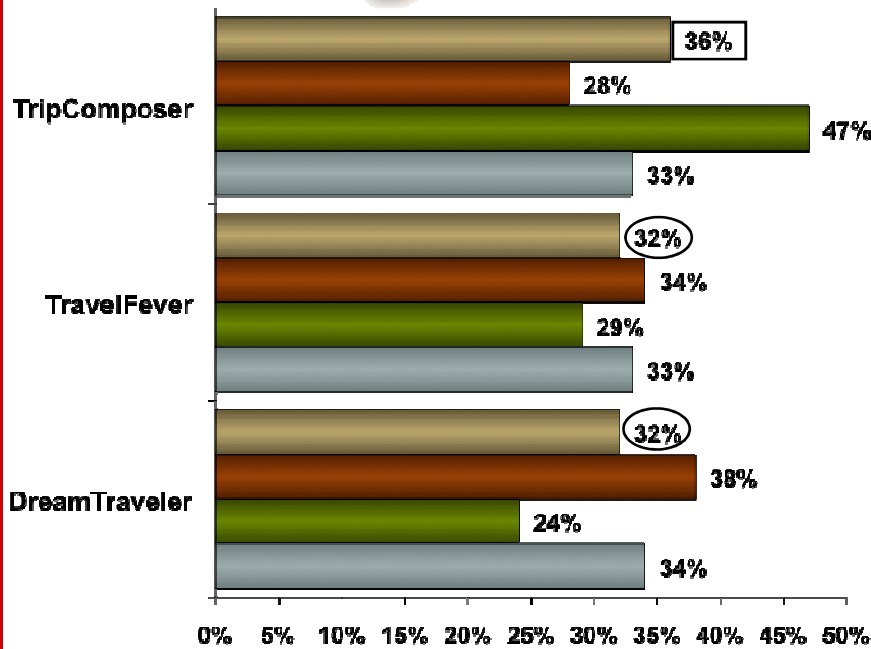
□ = Among like color bars within cell, significantly higher than ○ at 95% confidence

Proprietary Name DNA Validation® Research – Distinctiveness

In your opinion, please rate each name on a scale of 1 to 5, where 5 is Extremely unique and 1 is Not at all unique.



Percent Rating
Top Box



Total	= 450
Segment A	= 150
Segment B	= 150
Segment C	= 150

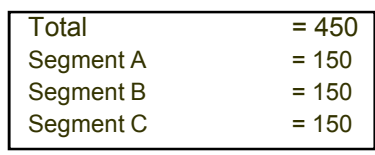
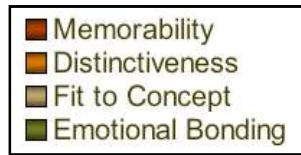
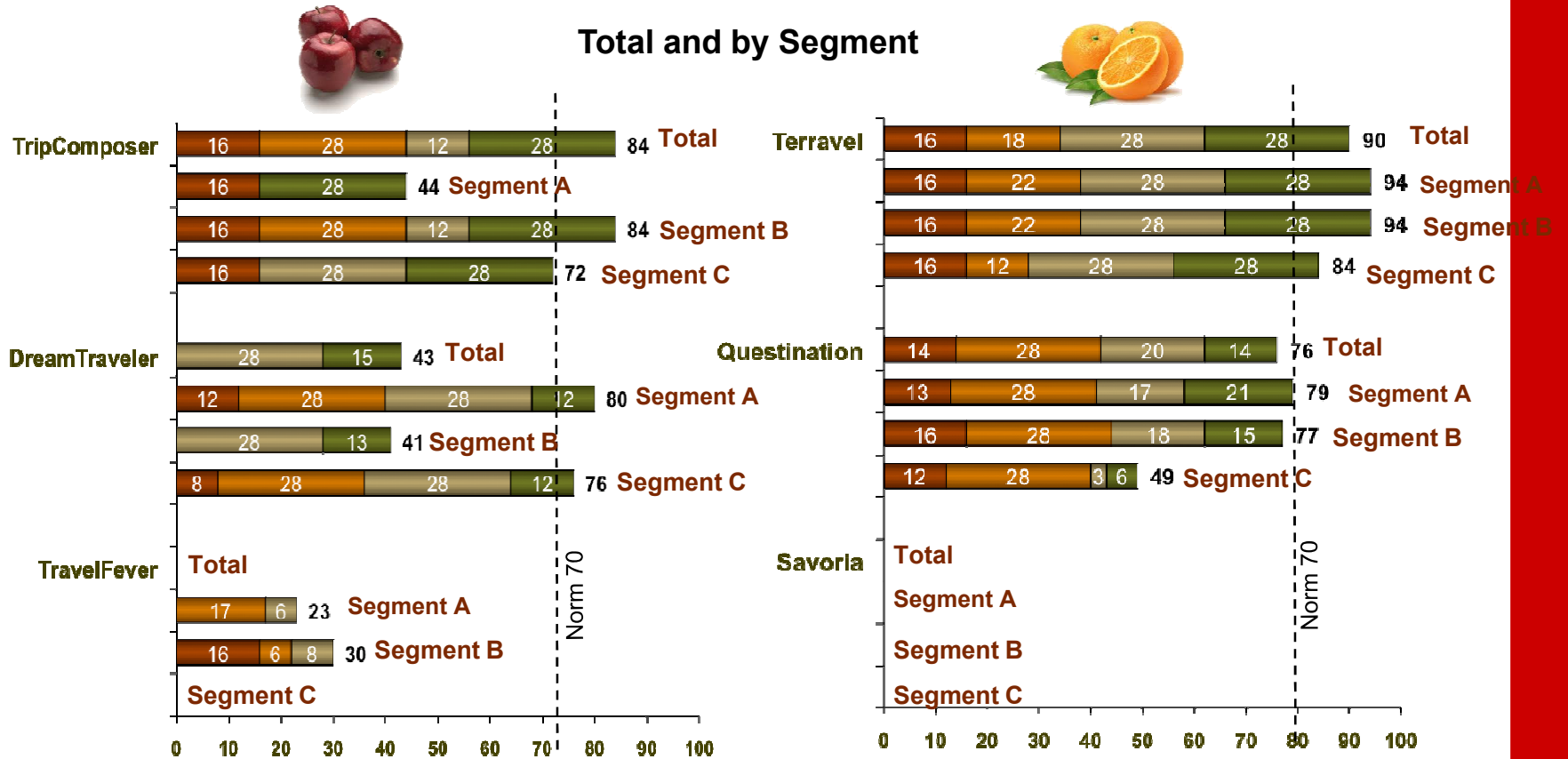
□ = Among like color bars within cell, significantly higher than ○ at 95% confidence

Proprietary Name DNA Validation® Research – Emotional Bonding

- I would be proud to be seen with this brand
- Lorem ipsum dolor sit amet
- Cras interdum nibh semper erat pretium blandit
- Pellentesque pulvinar vehicula venenatis
- Suspendisse in gravida magna
- This brand reflects who I am
- Proin nec est turpis, at consectetur velit

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Proprietary Name DNA Validation® – Composite Score



Defensible Trademark



What Were They Thinking?



“You can’t name a computer Apple.”

“It has nothing to do with what a computer is and does.”

“Besides, it reminds me of the term ‘bad apple,’ not the image we want for our new computer.”

What Were They Thinking?



“We can’t name our bank Ally, it reminds me of the drug Alli.”

“Alli is sold in Walmart, not the image we want to project for our new bank.”

“Are you aware that the Alli drug has some unpleasant side effects?”

“And this just doesn’t sound like a bank name. Shouldn’t it have a word like ‘First’ in the name?”

What Were They Thinking?



Totally made up word to convey premium European ice cream

Family business that started in the Bronx in 1961

Success was based on word of mouth

Did not advertise until Pillsbury acquired it in 1983

Now in over 50 countries worldwide

What Were They Thinking?



Skype is a clipping of the original Sky Peer-to-Peer name

It's growth was solely based on word of mouth

Today, over 39 million users globally, using over 140 billion call minutes a year

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Strong Control

The New York Times
nytimes.com

CONVICTION
Watch The Trailer

December 13, 2004

A Noun? A Verb? TiVo Says It's Neither

TOM ZELLER Jr.

"While I'm eating a slice of pizza, my boyfriend is home taping my favorite TV show," Miranda, a character from "Sex and the City," said in an episode last year.

"And to which boyfriend are we referring?" asked Carrie.

"My boyfriend, TiVo," Miranda replied.

It may have seemed a proud moment for marketers of TiVo, the digital recording device and service - not least because, even in the playful transmutation of TiVo from inanimate object to object of affection, it remained a noun.

However, the company has recently stepped up efforts to police just how its trademark is used in a sentence. Using TiVo as a verb, for instance - as in "to TiVo" or "I TiVoed 'The Apprentice' last night" - is forbidden.

"We do aggressively protect our trademark," Ms. Kelly said, adding that with competing digital video recorders entering the market, TiVo wants to keep its name from going the way of Xerox or Kleenex.

On its Web site, TiVo suggests that even last year's welcome bit of name-dropping on "Sex and the City" - part of a separate campaign by the company to get the product written into film and television scripts - may have been a trademark faux pas.

"Trademarks are always proper adjectives," the legal pedagogy at TiVo.com instructs. They are also "always singular."

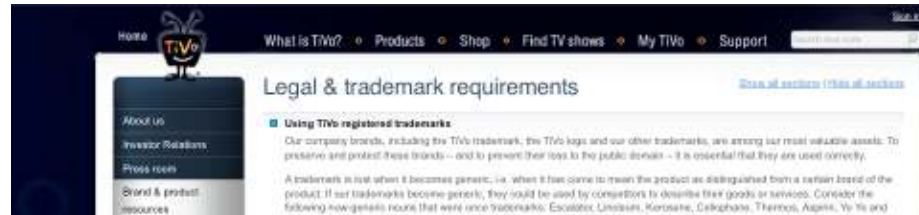
"Correct: I want two TiVo DVR's," the site dictates. "Incorrect: I want two TiVos."

Which implies that TiVo, in addition to not being a verb, must never be a noun.

Or a boyfriend. TOM ZELLER Jr.

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2. Use the generic name after the trademark.

3. Trademarks are singular.

Because a trademark is an adjective, it is never used as a plural.

4. Trademarks are never possessive. It is never possible to use a trademark as a possessive.

5. Trademarks are never possessive. It is never possible to use a trademark as a possessive.

When necessary, the generic noun can be used.

Example:

Correct: I want two TiVo® DVRs.

Incorrect: I want two Tivos.

Trademark generic name*

TiVo® service

Swivel™ search

Example:

Correct: I want a TiVo® remote control.

Incorrect: I want a Tivo's remote control.

Example:

Correct: The TiVo® remote control.

Incorrect: TiVo's remote control.

TiVo® DVR.



* "TiVo" may be used to refer to the company, TM, but not to a brand of product or service.

Control?



Control?

TiVo's Awards

The TiVo service is so easy that even kids and technophobes can use it. Yes, it's true. We're Emmy® award-winning for good reason.

2007 Emmy® Award

Technology & Engineering Advertising Services

2006 Emmy® Award

Interactive Programming

2001 Emmy® Award


Outstanding Achievement in Engineering Development



tivoadvertising.com

2160 Gold Street, P.O. Box 2160, Alviso, CA 95002-2160

Control?

Home **What is TiVo** TiVo Advertising DVR Marketplace Consumer Research  Media Kit

*** Awards ***
2006 Emmy Award
Interactive Programming

Welcome to the Interactive World of TiVo!

TiVo Advertising: Join the Evolution!


~~Use Operating Out There~~

Through TiVo's unique advertising and second-by-second research capabilities,
programmings while interacting with content in different ways.

Here is the Solution.
The TiVo® service not only reaches time-shifted TV audiences – it gets to know them. As a result, TiVo delivers unique and measurable interactive advertising, customized for DVR viewers, across all TV channels at all times.

Through TiVo's unique advertising and second-by-second research capabilities, advertisers can now ~~understand the growing DVR audience that is so passionate about choice, flexibility,~~ and most of all...TV.


So Make Some Magic...with TiVo. »



About TiVo | FAQs | A Note From The CEO | Resource Center | Contact Us | TiVo.com | Terms & Conditions

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Control?

TiVo Advertising Media Kit 

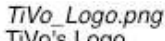
Interactive Tags

E TiVo's Interactive Tag technology makes passive ads interactive, TiVo's interactive tag technology makes passive ads interactive, allowing DVR viewers access to unique information directly from TV spots. Interactive Tags are seamlessly embedded in traditional TV ads, which enable consumers to request more information or access a promotion with a click of the remote. In addition, Record Tags allow viewers to schedule a recording of a show directly from your commercial. Also, advertisers can choose from branded or unbranded tags and interactive Fast-Forward Billboards with audio cues. So when ads are viewed in time-shifted environments and during fast-forward and rewind modes, your message is always seen and heard.

Out of Control



TiVo - Definition

The **TiVo** [Personal video recorder](#) is a consumer video component allowing users to capture [television](#) programming to internal [hard drive](#) storage. TiVo systems function similarly to [VCRs](#), but use non-removable hard-disk storage, and contain  TiVo's Logo

In the United States, **TiVo** is sometimes used as a verb to describe the digital recording of a television program with any [DVR](#) hardware or software.

by veterans of [Screen Capture](#) and [Time Traveler's Full Service Network](#) digital video systems.

TiVo can also refer to TiVo Inc., as well as the TiVo service, which is the network that the recorder itself communicates with.

In the United States, **TiVo** is sometimes used as a verb to describe the digital recording of a television program with any [DVR](#) hardware or software. The TiVo company discourages use of *TiVo* as a verb for fear that it could cause the name to become a [genericized trademark](#).

The TiVo service is only available to the United States and the United Kingdom at present, but has also been modified by end users to work in Australia, New Zealand and Canada.

On January 12th 2005, TiVo announced that its [CEO](#), Mike Ramsay, would be stepping down once a replacement has been found. He intends remaining on as [Chairman](#) of the board.

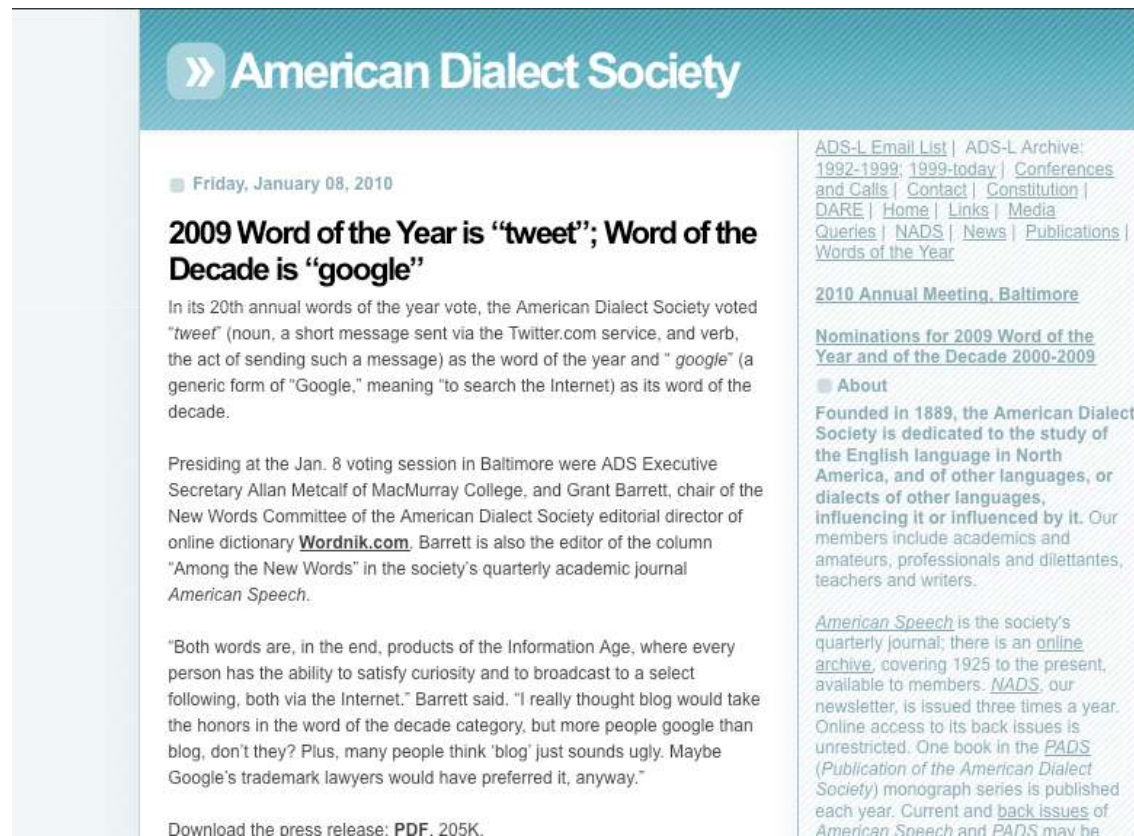
[Contents](#) [\[hide\]](#)

Why Verbification Works

- Verbed words are easily understood
- Cultural currency
 - Bagel it
- Verbing delights our brain
 - Shakespeare
 - University of Liverpool 2006
 - Semantic connection in milliseconds
 - Something cool and new is happening



Why Verbification Works



» American Dialect Society

Friday, January 08, 2010

2009 Word of the Year is “tweet”; Word of the Decade is “google”

In its 20th annual words of the year vote, the American Dialect Society voted “*tweet*” (noun, a short message sent via the Twitter.com service, and verb, the act of sending such a message) as the word of the year and “*google*” (a generic form of “Google,” meaning “to search the Internet”) as its word of the decade.

Presiding at the Jan. 8 voting session in Baltimore were ADS Executive Secretary Allan Metcalf of MacMurray College, and Grant Barrett, chair of the New Words Committee of the American Dialect Society editorial director of online dictionary [Wordnik.com](#). Barrett is also the editor of the column “Among the New Words” in the society’s quarterly academic journal *American Speech*.

“Both words are, in the end, products of the Information Age, where every person has the ability to satisfy curiosity and to broadcast to a select following, both via the Internet,” Barrett said. “I really thought *blog* would take the honors in the word of the decade category, but more people google than blog, don’t they? Plus, many people think ‘blog’ just sounds ugly. Maybe Google’s trademark lawyers would have preferred it, anyway.”

Download the press release: [PDF](#). 205K.

[ADS-L Email List](#) | [ADS-L Archive: 1992-1999; 1999-today](#) | [Conferences and Calls](#) | [Contact](#) | [Constitution](#) | [DARE](#) | [Home](#) | [Links](#) | [Media Queries](#) | [NADS](#) | [News](#) | [Publications](#) | [Words of the Year](#)

[2010 Annual Meeting, Baltimore](#)

[Nominations for 2009 Word of the Year and of the Decade 2000-2009](#)

■ About

Founded in 1889, the American Dialect Society is dedicated to the study of the English language in North America, and of other languages, or dialects of other languages, influencing it or influenced by it. Our members include academics and amateurs, professionals and dilettantes, teachers and writers.

American Speech is the society’s quarterly journal; there is an [online archive](#), covering 1925 to the present, available to members. [NADS](#), our newsletter, is issued three times a year. Online access to its back issues is unrestricted. One book in the [PADS](#) (*Publication of the American Dialect Society*) monograph series is published each year. Current and [back issues](#) of *American Speech* and *PADS* may be

Why Verbification Works



2. Externally, keep knowing, listening, and engaging your audiences to ensure your brand stays relevant. Social 4. Like Apple, the master of all brands, fulfill, surprise, delight, repeat! Interacts with others on a daily basis.

...sourcing, creating, naming it, and bringing it to life. For small businesses looking to establish a brand, here are a few things to keep in mind:

1. Time and consultation and resources are needed to establish a brand and ensure that it not only comes to life in day-to-day activities but is focused and looking for the right audience – both internally and externally.
2. Externally, keep knowing, listening, and engaging your audience to ensure your brand stays relevant. Social media makes this easier than ever as your brand comes alive and interacts with others on a daily basis.
3. Make sure that product development stays true to your promise and delivers. This is the key to retaining brand trust.
4. Like Apple, the master of all brands, fulfill, surprise, delight, repeat!

Remember, branding never ends. And it never ends because customers are always evolving. If you take your eye off your brand – assuming it remains relevant and alive – there can be serious repercussions.

Why Verbification Works

The screenshot shows the Oxford English Dictionary entry for the word 'verb'. The page has a dark blue header with the 'Oxford English Dictionary' logo on the left and a search bar on the right containing the word 'verb'. Below the header is a yellow navigation bar with the word 'verb' in the center and 'SECOND EDITION 1989' on the right. A left sidebar contains a list of related words, with 'verb' highlighted. The main content area features tabs for 'Etymology', 'Spelling', 'Etymology', 'Quotations', and 'Data chart'. The text of the entry begins with '[a. OF. (also mod.F.) verbe or ad. L. verbum word, verb (whence also It., Sp., Pg. verbo).]' and includes numbered definitions: '1. Gram. a. That part of speech by which an assertion is made, or which serves to connect a subject with a predicate.' followed by a note on verb types, 'b. attrib. and Comb., as verb-complement, -form, -formation, -grinder, -phrase, -root, -stem, -tense; verb-centered, -like adjs.; also in combinations (freq. attrib.) with the sense 'verb and —', as verb-adverb, object.', '†2. principal verb, the chief or most important thing. Obs.', and '†3. A word. Obs. rare.'

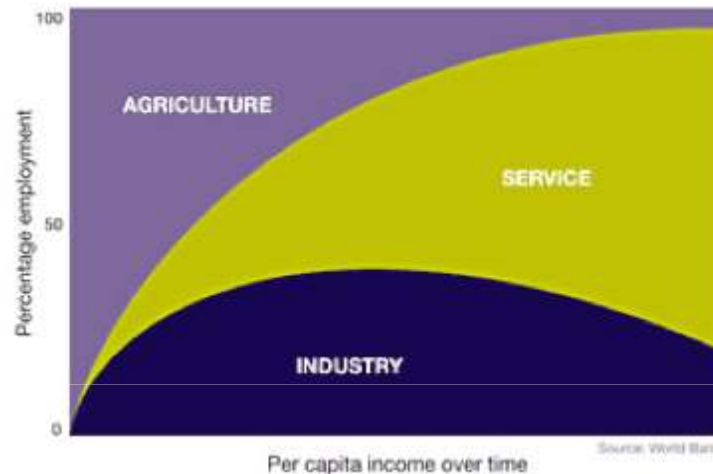
Why Verbification Works

- Verbs are words that reveal what the subject (noun, pronoun, or clause) does, or what is done to it.
- It expresses action, or state of being, or condition



Why Verbification?

- Rise of the Service Economy



- Growth of Internet and Social Media

twitter

Google

skype

- Increasing Interaction with Technology



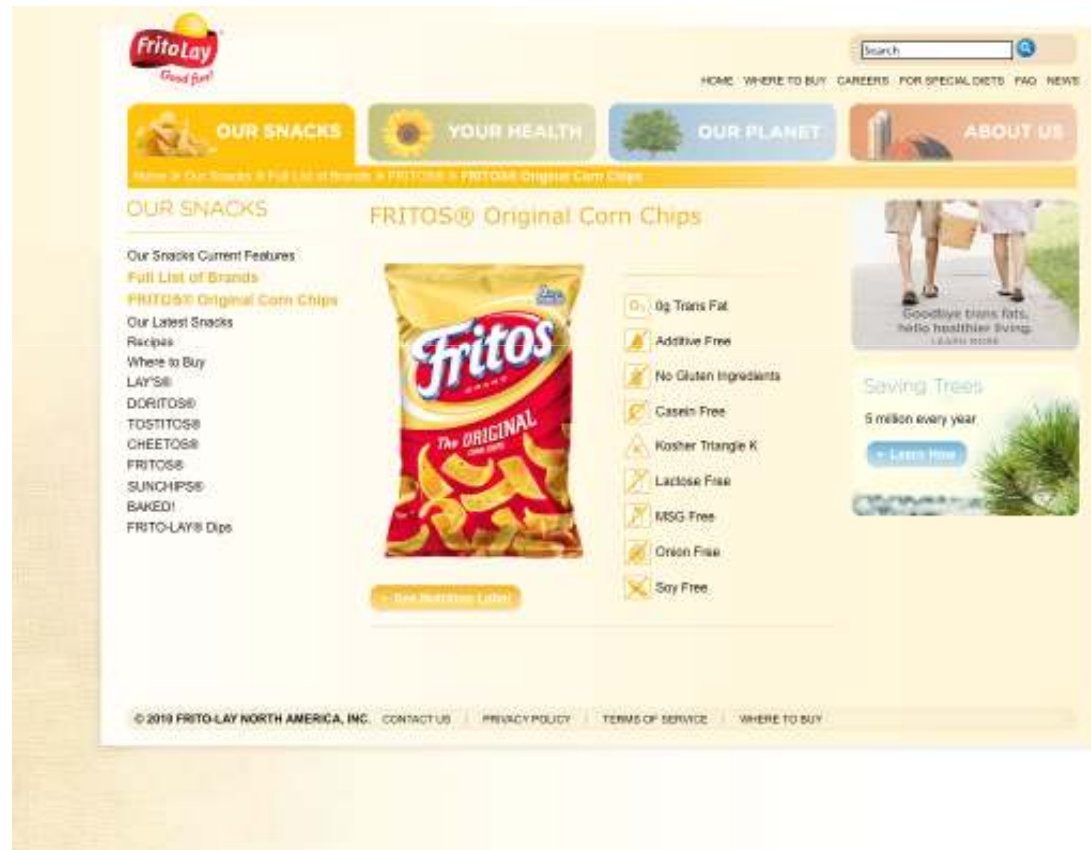
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THE MORE YOU **KNOW** THE MORE YOU **KOHL'S**

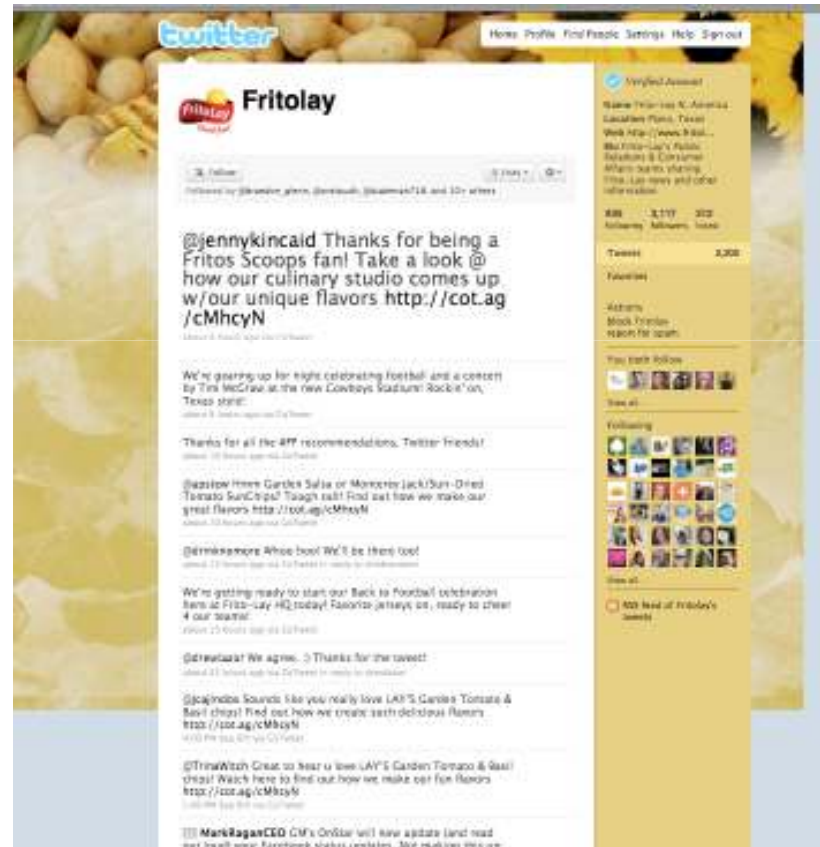
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Strong Control



Strong Control



Control?

- Noun, not adjective
- How we speak



Control?



Control?

facebook Home Profile Account ▾

Fritos Like

Info Related Posts Wikipedia

Our goal is to make this Community Page the best collection of shared knowledge on this topic. If you have a passion for Fritos, sign up and we'll let you know when we're ready for your help. You can also get us started by suggesting the Official Facebook Page.

964 People Like This

 Maka Tirado Rosado	 Dillon Roberts	 Daniel Liam Guild-Werth
 Allison McGinley	 Iszias Gonzalez	 Nicole Marie Bernard

Create a Page

Description

From Wikipedia, the free encyclopedia

Fritos is the name of a brand of corn chips made by Frito-Lay. Originally called *Fritates*, Elmer Doolin was so taken with the bag of corn chips served with his lunch in San Antonio, Texas that he paid \$100 for the recipe. In 1932, he started the Frito Corporation. Original Fritos ingredients are limited to whole corn, corn oil, and salt. Fritos (original and barbecue flavor) are a vegan snack.

From 1952 until 1967, the Frito Kid was the company's official mascot. The Frito Bandito was its mascot from 1967 until about 1971, and was discontinued due to complaints about the Bandito image. He was replaced by "the Muncha Bunch," perhaps to recall the name of "The Wild Bunch," a popular film of the time. In the mid-1970s, Fritos' mascot was a W. C. Fields caricature, W.C. Fritos. In the late 1970s and early 1980s, Fritos used the catchy commercial jingle, "Muncha buncha, muncha buncha, muncha buncha, muncha buncha, Fritos goes with lunch" (sung to the tune of "Aba Daba Honeymoon").

Varieties

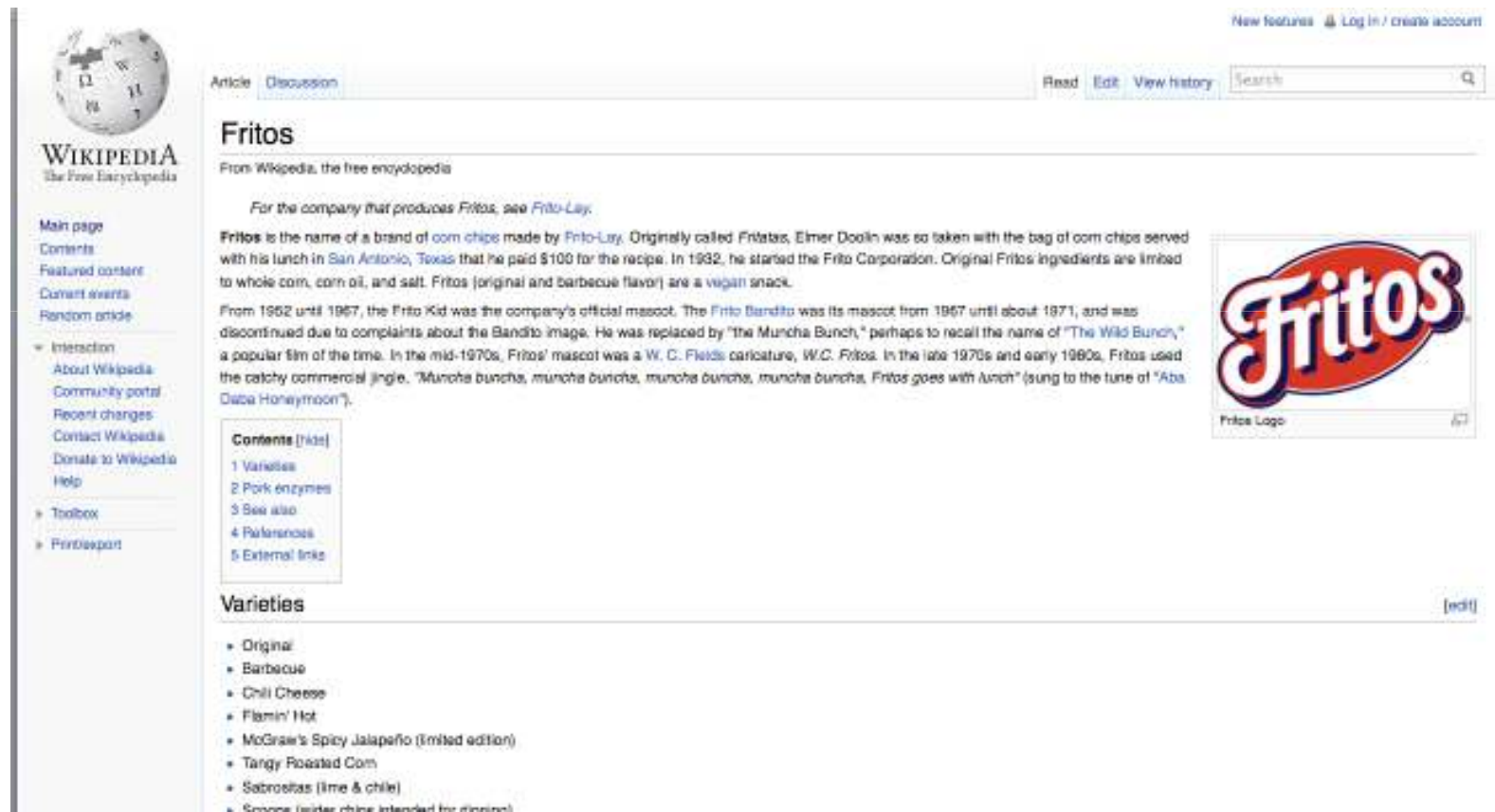
Create an Ad

Facebook Pages

Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

More Ads

Control?



The screenshot shows the Wikipedia article for "Fritos". At the top left is the Wikipedia logo and navigation links. The article title "Fritos" is prominently displayed, followed by a sub-header "From Wikipedia, the free encyclopedia". A note indicates that for the company, one should see "Frito-Lay". The main text describes Fritos as a brand of corn chips made by Frito-Lay, mentioning its origin in San Antonio, Texas, and its ingredients. It also details the company's history, including the Frito Kid mascot and the "Muncha Bunch" commercial jingle. A table of contents is provided, listing sections like Varieties, Pork enzymes, See also, References, and External links. The "Varieties" section lists several types: Original, Barbecue, Chili Cheese, Flamin' Hot, McGraw's Spicy Jalapeño (Limited edition), Tangy Roasted Corn, Sabrositas (lime & chile), and a note about a discontinued variety. On the right side of the article, there is an image of the Fritos logo with the caption "Fritos Logo" and a small "edit" link.

Out of Control

Mouse in Fritos

floraisthespacemost 5 videos [Subscribe](#)



0:53 / 1:44 240p [Like](#) [Dislike](#) [Share](#) [Embed](#)

floraisthespacemost | April 08, 2008 10,094 views
feature for school news. original story is as follows: Frito-Lay: Mouse got ...

[Like](#) [Dislike](#) [Save to](#) [Share](#) [<Embed>](#)

Out of Control

