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## Introduction

Let's face it. When it comes to new brand names, everyone's an expert. Or think they are.

The practice of critiquing new brand names has evolved to a high art among financial writers, brand identity marketers, and naming pundits around the globe. Business publications, the trade press, and even academic journals are having a field day debating the pros and cons of the newest brand name.

This kind of discourse can be fun. It's usually entertaining. But, quite frankly, it's irrelevant. What really matters, after all, is what the target market thinks.

To back up our conviction, Strategic Name Development conducted an Online naming study among a national sample of 838 consumers in mid-

August 2003. The study encompassed 20 newly minted brands from a broad cross-section of businesses and industries, some recently launched, others not yet introduced.

### Methodology

Strategic Name Development conducted this research Online, among 838 randomly selected respondents from among an SSI national consumer panel of over 1,200,000 participants. The sample was balanced geographically, by gender, age, and income. The survey was conducted in mid-August 2003, at 95% confidence. Brand names selected for the study were chosen to represent a broad cross-section of businesses and industries.

## Centrino (sĕn trĕ'no)



### What it is

A combination of new technologies from Intel: Pentium M Processor, 855 Chipset Family, and Wireless 2100 network connection, designed for mobile devices like laptops and PDAs.

### What Intel wants you to think

The Centrino "Unwire" campaign started with teaser TV ads on March 3 communicating that "...Intel would not only change how you work, but where you work," followed by an integrated worldwide campaign, starting March 12, with the tagline, "Introducing Intel Centrino mobile technology, the new wireless laptop technology designed to help you unwind your life." (Source: Intel Press Release, March 3, 2003)

### The communication price tag

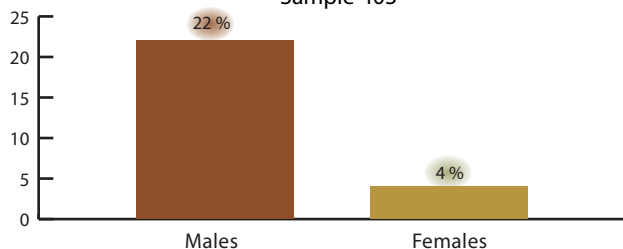
\$300 million advertising budget (Source: *Adweek*, June 2003)

### What consumers really think

- Only 11% of consumers said they were aware<sup>1</sup> of the Centrino brand
- Not surprisingly, significantly more males (22%), than females (4%), claimed to be aware of Centrino

#### Centrino Brand Awareness

Sample 403

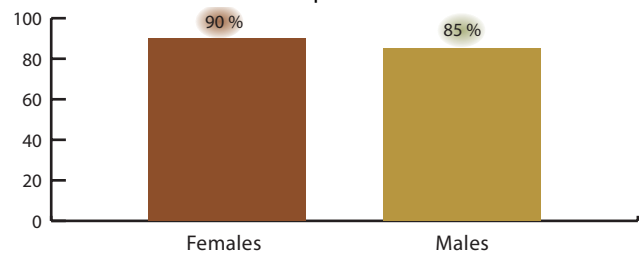


● = Significantly higher than ● at 95%

- Once exposed to the brand, consumers had a difficult time remembering<sup>2</sup> the name - only 14% of consumers could, which is noticeably below the norm
- Despite being a neologism (coined word), the correct pronunciation<sup>3</sup> was selected by most consumers (88%). Although females were less aware of the brand, they had significantly higher correct pronunciation scores than males (90% correct versus 85% correct).

#### Centrino Correct Pronunciation

Sample 403

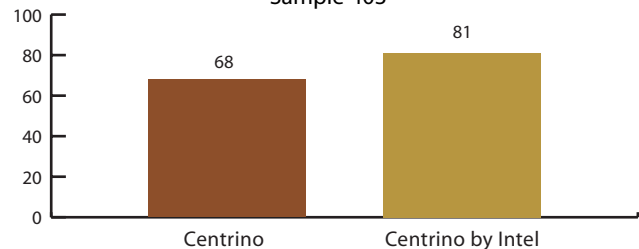


● = Significantly higher than ● at 95%

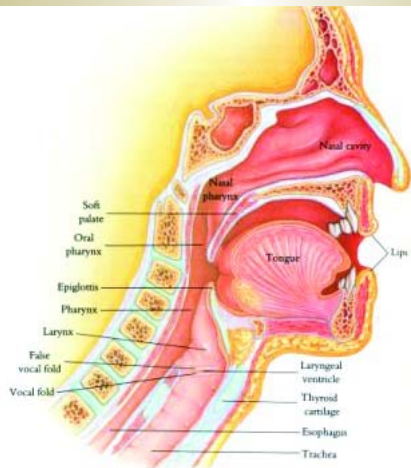
- Centrino is perceived as an aspirational brand, earning an index score of over 80. Aspirational scores in the upper half are desired.
- The brand is also positively correlated with speed and dominance
- The name starts with a plosive consonant (B, C, D, G, K, P, T) whose impact sound is much greater than other types of consonants or vowels (see Plosive Definition on next page)

#### Centrino Plosive Index Score

Sample 403



## Plosive Defined



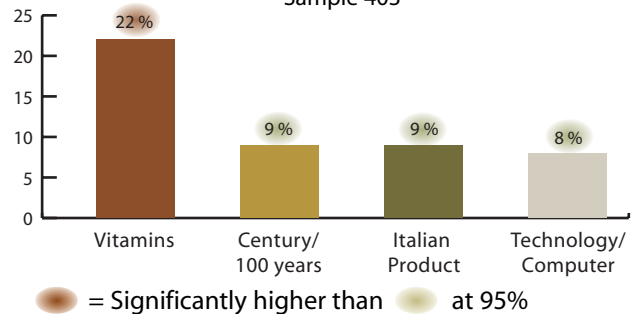
Linguistics studies have suggested that words and brand names that start with a plosive (B, C, D, G, K, P, T) convey power, speed, and dominance. Often cited examples are Kodak, Coca Cola, Pontiac, and Bic.

A plosive is a sound produced with a complete closure of the vocal tract followed by a sudden release of air. If one holds a lit match near his or her lips and enunciates a plosive, the match will usually extinguish.

- But there's a key perception problem - the Centrino brand name does not convey mobile technology or computers
  - Despite the \$300 million ad budget, with likely a significant portion spent to date in the U.S., only 8% of consumers, unaided, associated Centrino as a technology or computer-related product. Instead, many consumers (22%) thought Centrino was a vitamin or supplement. Linguistically, this is not surprising since Centrino is derived from the Latin *centrum*, which is also a brand of vitamins.
- Consumers also interpreted the name to mean a 100 years or a century of time (9%). Others thought it was an Italian product (9%).

## Centrino Unaided Latent Association

Sample 403



## Song (soong)



### What it is

Song is Delta Air Lines' new low-cost airline designed to compete with the likes of Jet Blue and Southwest.

### What Delta wants you to think

"It's all in the name. It's the things you look for in a great song. The song is personal. It's unique. Memorable. And brings a smile to your face. A great song reflects who you are, and makes you feel good every time you hear it. You deserve no less than that when you fly." (Source: www.flysong.com)

### The communication price tag

\$75 million product launch. However, the company will initiate a major advertising effort once the Song airline flight schedule reaches critical mass. (Source: *Ad Age*, May 5, 2003)

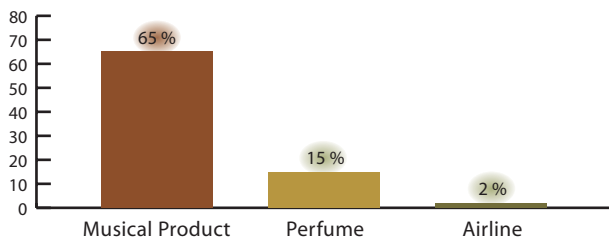
### What consumers really think

- Although Song had low unaided awareness, both nationally and regionally, it was considered fairly memorable, recalled by 39% of consumers
- And even though the Song brand had positive connotations, it did not convey an airline:

- Only 2% of consumers thought Song was an airline
- Almost 2/3 of consumers (65%) thought it was a musical product
- Another 15% of consumers thought that Song was a perfume

### Song Unaided Latent Association

Sample 403

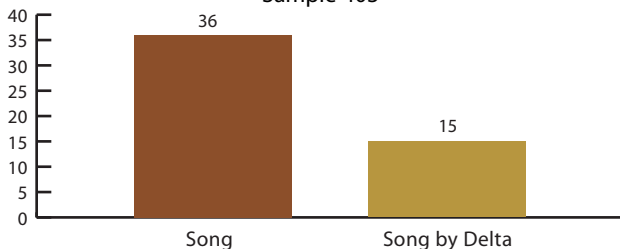


● = Significantly higher than at 95%

- With some of the lowest aspirational scores measured, Song could not be considered an aspirational brand. Although it is not clear if the Delta parentage will be a part of Song advertising it lowered the overall aspirational index by more than 50%.

### Song Aspirational Index Score

Sample 403



## Swerve (swûrv)



### What it is

A new, non-refrigerated dairy drink from Coca-Cola, containing 52% milk, available in 12-oz. cans with three flavors: chocolate, vanilla/ banana, and blueberry. Swerve is likely being introduced in response to criticism of soft drink companies targeting school children and the growing concern

about childhood obesity and Type II diabetes. Since Swerve contains more than 50% dairy ingredients, it can carry the REAL Seal of the American Dairy Association. Swerve reportedly replaces two earlier dairy-based successor products from Coke, Choglit and Slap.

Swerve is scheduled to appear in school vending machines during August, shortly before school resumes.

### What Coke wants you to think

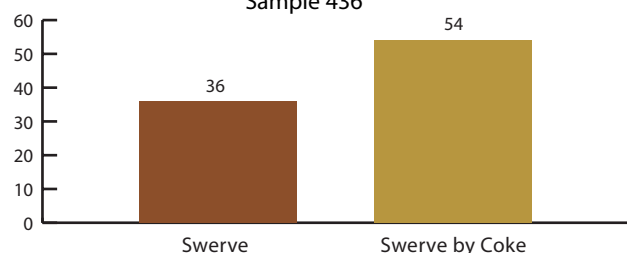
Swerve is positioned as a healthy alternative to soft drinks that kids will think is cool. (Source: www.coke.com)

### What consumers really think

- Swerve is not particularly memorable, with only 13% of consumers able to recall the name, notably below the norm
- Swerve was not particularly perceived as an aspirational brand, indexing in the lower half of the normative scale. Aspirational scores in the upper half are desired.

### Swerve Aspirational Index Score

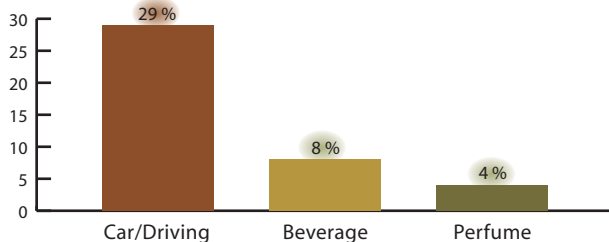
Sample 436



- For all attribute ratings, Swerve rated the highest as a name that "Feels Fast" (56%), not surprising since the word swerve definitely conveys a sense of suddenness and taking a new path, which would seem appropriate to the nature of the product. The percentage of respondents rating the brand as one that "Feels Fast" dropped to 40% after the Coke parent brand was introduced.
- The Coke name apparently clarified the Swerve name helping it to convey more power and dominance. To illustrate, ratings on three attributes went up significantly with Coke awareness – proud to be seen with (12%- 29%), seems powerful (19%-27%), and seems dominant (12%-29%).
- Moreover, most consumers did not connect the name to a beverage of any kind (8%), while almost 1/3 (29%) thought it had something to do with a car/driving

### Swerve Unaided Latent Association

Sample 436



● = Significantly higher than at 95%

## Touareg (twä'rëg')



### What it is

The new Touareg is the first ever Sport Utility Vehicle (SUV) produced by Volkswagen. (Source: *PR Newswire*, June 23, 2003)

### What VW wants you to think

Touareg's TV advertising positions the brand as "the VW that does what other VWs don't." (Source: Touareg TV spots)

### The communication price tag

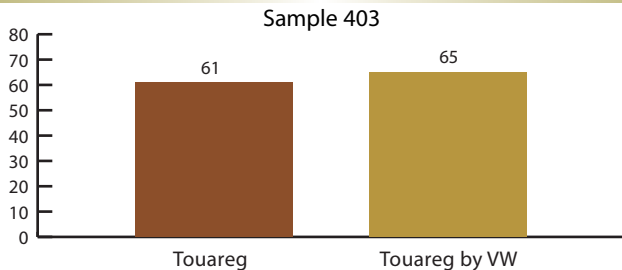
\$50 million launch (Source: *Ad Age*, June 9, 2003)

### What consumers really think

- The Touareg name is surprisingly memorable given the difficulty consumers have spelling or pronouncing it. Perhaps that's one reason why it's memorable. Almost a quarter (24%) of consumers recalled the name after seeing it once - albeit using a total of 23 spelling variations.
- But it's a tongue twister extraordinaire. There is little agreement in the press on how Touareg is pronounced:
  - "The 2004 Volkswagen Touareg, pronounced 'Tour-regg,' is available..." (*PR Newswire*, June 23, 2003)
  - "All Touaregs (say twah-reg)..." (*Car and Driver*, September 2002)
  - "Once you get past the pronunciation (Tur-egg), the choice..." (*Dallas Observer*, June 26, 2003)
  - "According to a company spokeswoman, it's pronounced Too-uh-rg." (*Detroit Free Press*, January 14, 2003)
  - "The worst thing about Volkswagen's new SUV is its name: Touareg (rhymes with 'do-rag')." (*Newsweek*, July 28, 2003)

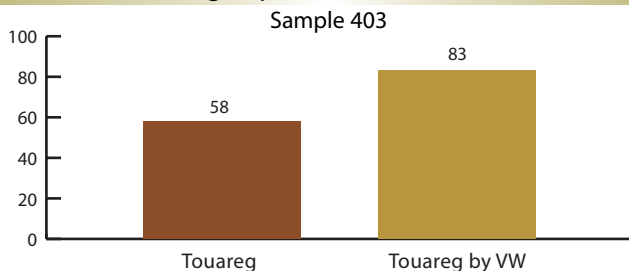
- VW recognizes the pronunciation difficulty and is trying to turn it into a positive with alternative pronunciations in its advertising and on its website
- Touareg, a brand name that begins and ends with a plosive, was perceived as a fast and dominant brand name, fairly appropriate for an SUV. Although Touareg's plosive index score is above average, it only increased slightly when combined with the VW parentage.

### Touareg Positive Index Score



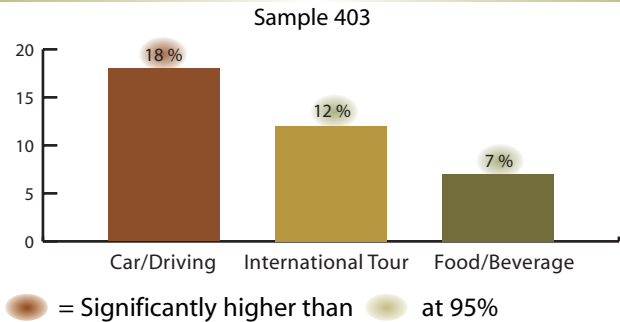
- On the other hand, the VW parentage markedly improved the aspirational index (58 to 83)

### Touareg Aspirational Index Score



- And only 18% of consumers connected it to a car

### Touareg Unaided Latent Association



## Omnia (ōm'nē'ə)



### What it is

Omnia is Bulgari's newest fragrance, just introduced in August, aimed at women ages 25 to 45. The perfume has a light, oriental scent with fruity, food-based notes. Bulgari is hoping that Omnia will become the number one selling fragrance in its line. (Source: *WWD*, April 18, 2003)

### What Bulgari wants you to think

"We try to be contemporary and elegant and daring at the same time," said Francesco Trapani, Bulgari's Chief Executive Officer. The Omnia brand will be positioned as elegant, proud, and sensual. (Source: *Cosmetics International*, May 9, 2003)

### The communication price tag

Industry sources estimate that U.S. advertising and promotion, including five million scented impressions, will likely cost \$4 million. (Source: *WWD*, April 18, 2003)

### What consumers really think

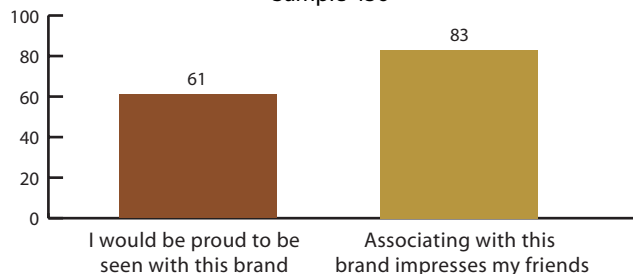
- Omnia is equally difficult to remember for both men and its target market, women. Despite its

brevity and distinctiveness, only 10% of respondents recalled the name, markedly below the norm.

- This brand is surprisingly easy to pronounce. Among both men and women more than 2/3 of consumers (69%) selected the correct pronunciation.
- The ease of pronunciation might be attributable to *omni*, the Latin root of Omnia. Generally speaking, words ending in a vowel are easy to pronounce by native English speakers since many English words have their roots in Latin. The brand also benefits from the feminine ending -a, although that might be an under-appreciated nuance.
- Omnia's perception as an aspirational brand was almost perfect – a 99 index score. Aspirational scores in the upper quartile are ideal for brands like Omnia that sell imagery as much as anything else. And with the Bulgari endorsement Omnia registered a rare perfect index score of 100.
- Omnia achieved high scores on the aspirational measures that are important to the category

### Omnia Aspirational Index Score

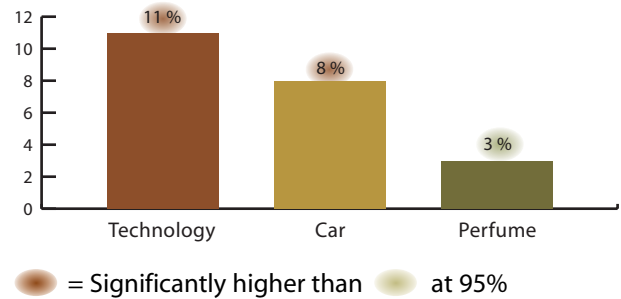
Sample 436



- However, only 3% of respondents, regardless of gender, correctly identified Omnia as a perfume, suggesting that significant advertising and promotion expenditures may be needed to seat the brand with women ages 25 to 45

### Omnia Unaided Latent Association

Sample 436



### Swoops (swōops)



#### What it is

Scheduled to be introduced in December 2003, Swoops are slices of chocolate shaped like a potato chip, packaged in a re-sealable on-the-go container, in top Hershey's brand flavors – including Reese's peanut butter, Almond Joy coconut, and York mint. The target is adults 18 to 24 years old, whom Hershey will reach through extensive TV advertising as well as displays in the take-home candy aisle.

Swoops, packaged in canisters containing three on-the-go cups containing six slices of chocolate, are intended to capitalize on consumer's need for portability and convenience. (Source: *AdAge* September 15, 2003)

#### What Hershey's wants you to think

Swoops, packaged in canisters containing three on-the-go cups containing six slices of chocolate, are intended to capitalize on consumer's need for portability and convenience. (Source: *AdAge* September 15, 2003)

#### The communication price tag

Estimated \$10 million-plus TV effort. (Source: *AdAge* September 15, 2003)

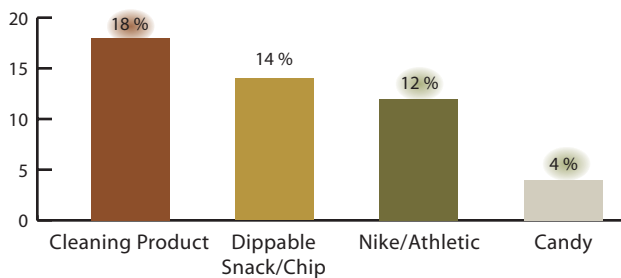
#### What consumers really think

- Although Swoops has not yet been introduced, 7% of consumers claimed they are familiar with the brand name - most likely spurious awareness

- The name is memorable for 22% of consumers, a respectable score but marginally below the norm
- Although 14% of respondents pegged Swoops as a dippable snack/chip, more thought it was a cleaning product (18%). This is understandable since the linguistic origin of Swoops is probably related to both *sweep* and *scoop*, or, perhaps consumers were thinking of the P&G Swiffer disposable cleaning products.

### Swoops Unaided Latent Association

Sample 436

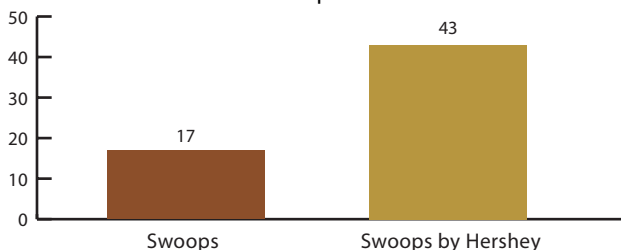


● = Significantly higher than ● at 95%

- Swoops also conjured up Nike and athletic shoes among 12% of consumers, perhaps influenced by Nike's "swoosh" logo
- Only 4% of respondents were inclined to think of Swoops as a candy
- Swoops earned low index scores as an aspirational brand (17). After the parent brand, Hershey's, was introduced, the index score nearly tripled but was still below the norm.

### Swoops Aspirational Index Score

Sample 436



## Cruncheros (krunchârō's)



### What it is

A new line of frozen Mexican snacks and mini meals that offer consumers a crunchy, more complex texture to complement traditional Mexican flavors. (Source: [www.ruizfoods.com](http://www.ruizfoods.com))

### What El Monterey wants you to think

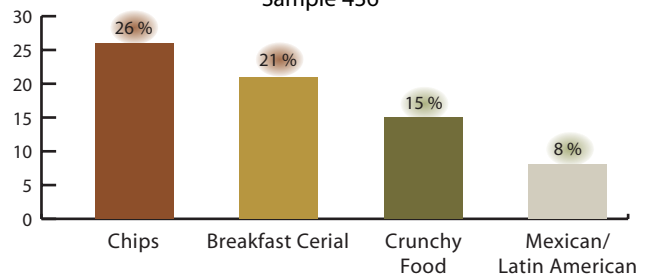
Consumers have a strong desire for a great-tasting product that isn't soft. Our new Cruncheros™ line addresses this growing consumer demand head on. (Source: [www.ruizfoods.com](http://www.ruizfoods.com))

### What consumers really think

- Although Cruncheros™ was introduced in May, 2003 it has only a 6% awareness, and its memorability (18% of respondents recalling) is unusually low
- Unaided, most consumers associated Cruncheros™ with food, but only 8% associated the name with Mexican food

### Cruncheros Unaided Latent Association

Sample 436



● = Significantly higher than ● at 95%

- Cruncheros™ is the antithesis of an aspirational brand, earning an unprecedented index score of 0 both with and without the El Monterey endorsement



## Kitchen Classics (kĭch'en klās'ĭks)



### What it is

Campbell's newest ten-variety line of high quality, ready-to-serve soups use a proprietary "cold-blend" technology, which makes the soup look and taste better.

The SRP is \$1.59. (Source: *Business Wire* May 19, 2003)

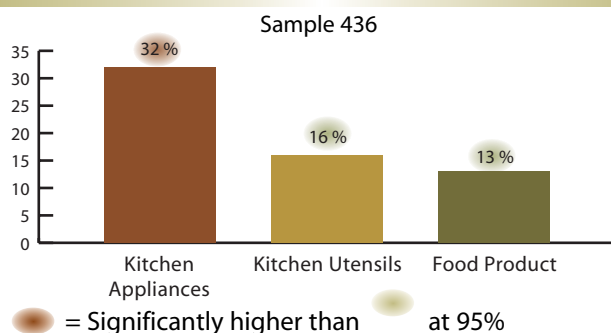
### What Campbell's wants you to think

"Kitchen Classics" is the next generation of "Campbell Classics" ready-to-serve soups, which were introduced in May 2000. Significantly improved by comparison, these soups will replace "Campbell's Classics." (Source: *Business Wire* May 19, 2003)

### What consumers really think

- A whopping 48% (32%+16%) of respondents, unaided, associated the name with kitchen appliances and utensils. Only 13% associated the name with a food product (fast food or frozen meals).

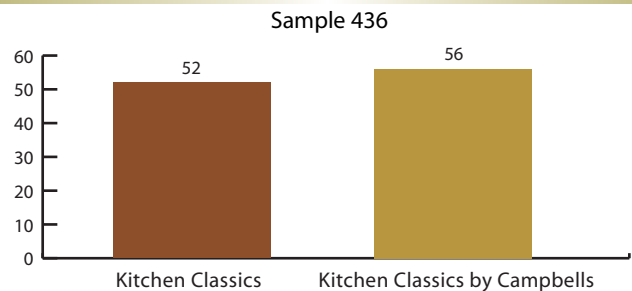
#### Kitchen Classics Unaided Latent Association



- Approximately 25% of respondents recalled the name after seeing it just once – an acceptable, albeit not exceptional memorability score

- Linguistically, when combined with the parent brand Campbell's, Kitchen Classics becomes a triple alliteration
- Kitchen Classics achieved an aspirational attribute index of 52 – which increased only slightly (56) once the Campbell's parent name was introduced

#### Kitchen Classics Aspirational Index Score



## Still (stĭl)



### What it is

A new perfume by Jennifer Lopez aimed at women over 25. It joins Glo as the second perfume under the Jennifer Lopez moniker. (Source: AP)

### What Jennifer Lopez wants you to think

The advertising for Still reads "In the eye of the storm I am still Jennifer Lopez", a line that refers partly to her composure under the media glare but also serves as a pitch to

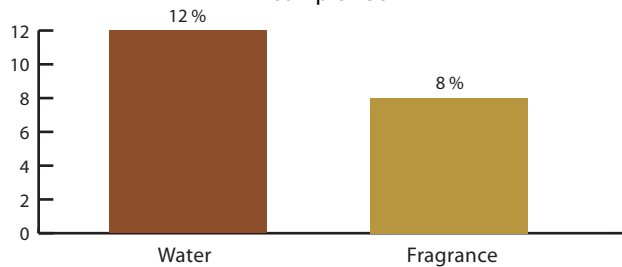
potential consumers. (It also evokes a song from her latest album, *Jenny from the Block*, in which she declares that despite fame, she is essentially her old self from South Bronx). (Source: *NY Times*)

## What consumers really think

- Only 11% of consumers could recall the Still name
- It had a very low association with perfume (8%), most people thought it was a bottled water (12%)

### Still Unaided Latent Association

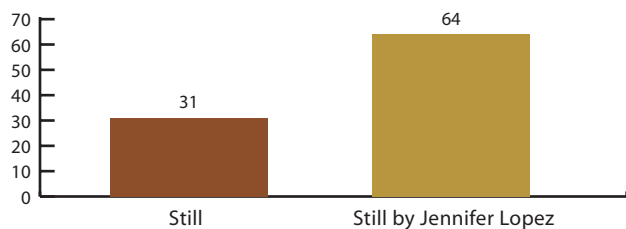
Sample 436



- Aspirational scores more than doubled when Still was coupled with the parent Jennifer Lopez brand

### Still Aspirational Index Score

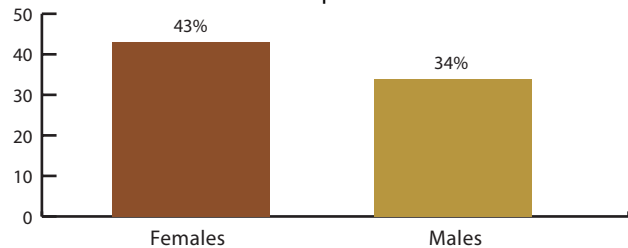
Sample 436



- Only 2% of consumers had heard of the brand
- On aided awareness, significantly more females than males correctly selected perfume (43% versus 34%)

### Still Aided Awareness Score By Gender

Sample 436



## Regenerist (rĭ-jĕn'ə-rĭst')



### What it is

Regenerist is a new high-end skin-care cosmeceutical from Olay that combines cosmetics with biologically active ingredients. It promises

"an immediate dramatic improvement and long-term anitaging benefits with daily use." (Source: *Latina*, April, 2003)

### What P&G wants you to think

Olay has developed an exclusive amino-peptide complex ushering in the next era of anti-ageing skin-care. Olay Regenerist is a breakthrough line of anti-ageing moisturizers that give you dramatic skin improvement without drastic measures. (Source: <http://www.regenerist.com>)

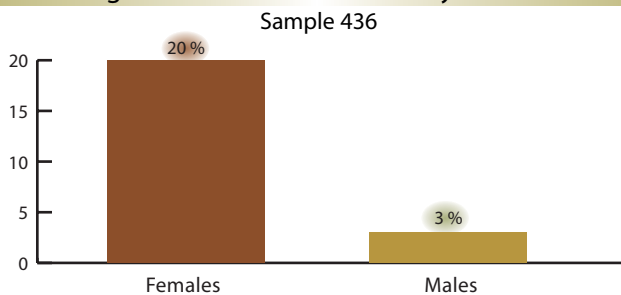
### The communication price tag

Advertising in both TV and print, however, budgets have not been announced.

## What consumers really think

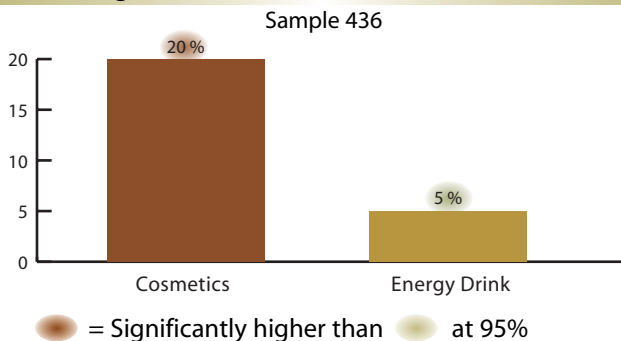
- Most consumers (84%) felt the brand was easy to pronounce
- It's a coined word combining the Latin root, generate, with a *re* prefix and an *ist* suffix. The resulting name promises to be an agent for converting things back into what they were before.
- While overall awareness was only 14%, not surprisingly it was higher among females (20%)

### Regenerist Awareness Score By Gender



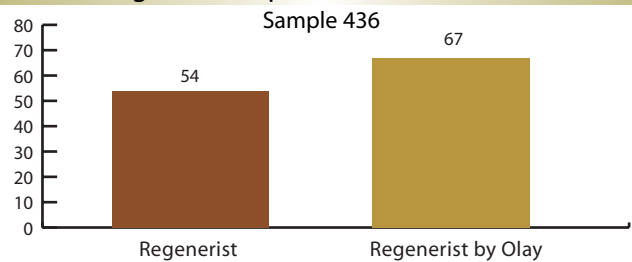
- It's memorabilty of 14% was below the norm
- Unaided, 20% of the respondents were able to "guess" Regenerist was a cosmetic

### Regenerist Unaided Latent Association



- Without the Olay parent brand, Regenerist earns an aspirational index score of 54, which climbs significantly to 67 when the Olay brand is introduced

### Regenerist Aspirational Index Score



## Jaqua Girls (jăk'wə gûrls)



### What it is

Jaqua Girls is a new line of make-up targeted to teens and tweens. The line will initially be available in Target Stores. The parent brand, and company name Jaqua, was formerly known as TomGirls. To eliminate confusion with the Tommy Hilfiger brand, the name changed in 1999 to Jaqua, the family name of three Santa Barbara sisters who started the company.

Jaqua Girls was inspired, in part, by "the female craving we all share for Girl Talk over late night sessions of sweets." (Source: www.jaquagirls.com)

### What Jaqua wants you to think

Jaqua Girls "encourages women to gather as they rejuvenate their bodies and souls" with Jaqua Girls cosmetics, of course. (Source: www.jaquagirls.com)

### What consumers really think

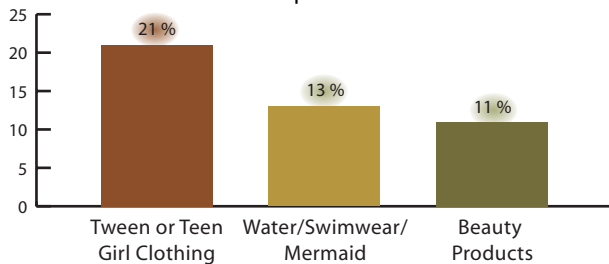
- Given the inherent difficulty of pronouncing "Jaqua", it is surprising that more than half (53%)

of the respondents selected the correct pronunciation, although this score is below the norm

- Moreover, only 7% of respondents could remember the brand while almost no one (2%) was aware of the brand
- The family name Jaqua has no meaning in English, but it is close to the latin acqua, or water. Perhaps this is why men and women alike were more likely to associate the Jaqua brand with water (13%) than cosmetics (11%).

### Jaqua Unaided Latent Association

Sample 436

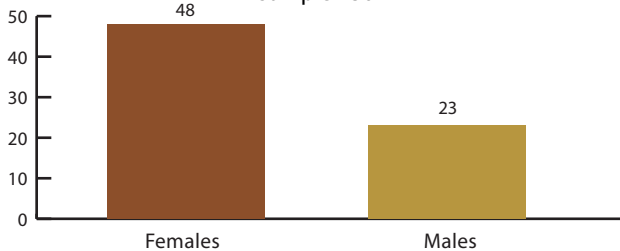


● = Significantly higher than at 95%

- Although Jaqua Girls was perceived as having aspirational attributes, significantly more by females (48), this was still well below the aspirational norm, especially for a cosmetic. Aspirational scores in the upper quartile are desirable.

### Jaqua Aspirational Index Score By Gender

Sample 436



## Fuze (fyooz)



### What it is

The Fuze line consists of 13 vitamin fortified, 18oz. beverages, packaged in stylish glass bottles. The line includes three teas, five fruit drinks, three dairy drinks, and two metabolic weight loss flavors. (Source: www.bevnet.com)

### What Fuze wants you to think

Lance Collins, founder, Fuze Beverage, Inc. indicates that Fuze is "a new category of beverages for smart people that expect efficacy and taste." (Source: www.bevnet.com)

### The communication price tag

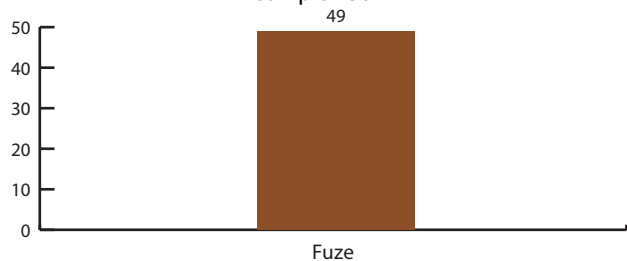
To date, media expenditures, if any, have not been reported.

### What consumers really think

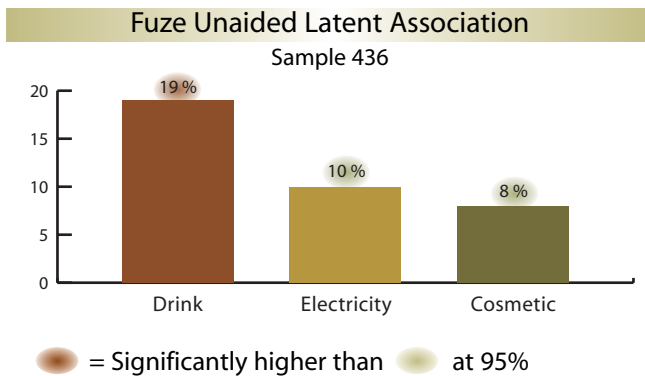
- Awareness of the Fuze brand was only 6%, likely due to its regional rollout
- Memorability was also a low 14%, well below the norm
- Fuze obtained an aspirational index score of 49, slightly below the norm. The lack of endorsement from a more familiar parent beverage brand may have hurt its aspirational appeal.

### Fuze Aspirational Index Score

Sample 436



- Only 19% of consumers, unaided, associated Fuze with a drink. The Fuze name is derived from a Latin based English verb meaning to blend, to unite – thus befitting this type of beverage. On the other hand, fuse also means to light, explode, jolt or slam. Hence, one might conclude that it is more appropriate for a highly caffeinated beverage than for a healthy drink.



## Dejà Blue (dā' zhā blōō)



### What it is

Scheduled to be introduced in December 2003, Dejà Blue is purified bottled water from the makers of Dr. Pepper and 7-Up. It was introduced to compete with Coke's Dasani and Pepsi's Aquafina. (Source: [www.dpsu.com/deja\\_blue.html](http://www.dpsu.com/deja_blue.html))

### What Dr. Pepper wants you to think

Dejà Blue is a competitively priced bottled water.

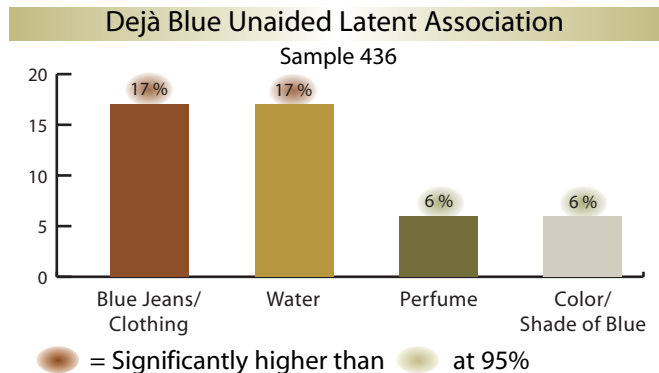
### The communication price tag

Dejà Blue expanded nationally without advertising. "Marketing support," however, "for Dejà Blue will include equipment programs, coupons, point-of-sale materials and other elements, including national

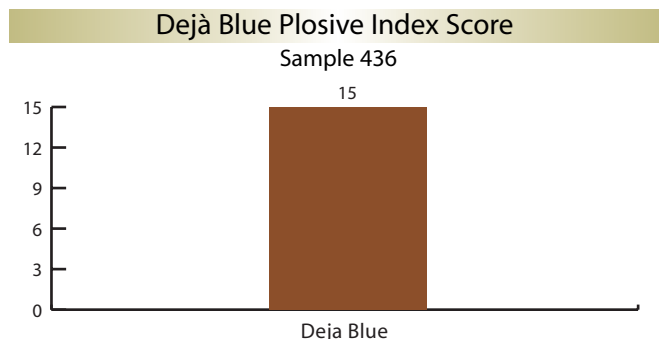
events in 2003," explained Dave Rollins, senior vice president new business ventures. (Source: *PR Newswire* July 2003)

### What consumers really think

- Awareness of the Dejà Blue brand is 20%, significantly higher in the south (30%), where it started in 1997. For an unadvertised brand these are respectable awareness scores.
- The name achieved above average memorability of 34%
- Unaided, an equal number of respondents (17%) associated Dejà Blue with Blue Jeans or water. The word Blue does furnish an indirect link to water, in that we tend to think of blue water as cool and refreshing.

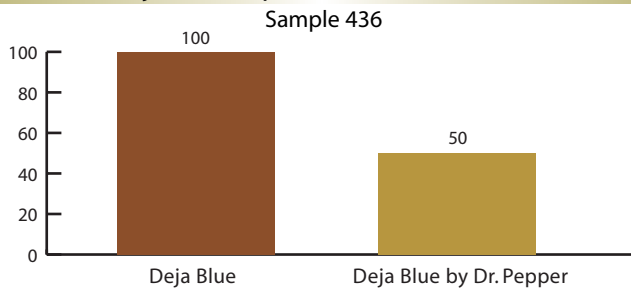


- Although a plosive, Dejà Blue (15) was well below the norm. Although it begins with Plosives (D and B), is not seen as strong or powerful.



- As an aspirational brand, Dejà Blue like Omnia, achieved a rare perfect aspirational index score of 100. On the other hand, the name was clearly seen as less aspirational after consumers knew it was from the makers of Dr. Pepper.

### Dejà Blue Aspirational Index Score



## Archos Video AV320 (är'kōs v1d'ē-ō)

**ARCHOS**  
Think smaller



### What it is

A portable multi-media player that records video from any video source. Videos, as well as photos are viewable on it's 3.8 high resolution LCD or on a television.

Archos Video AV320 works as a digital voice recorder and add-on modules allow it to function as a camera, camcorder, and MP3 player.

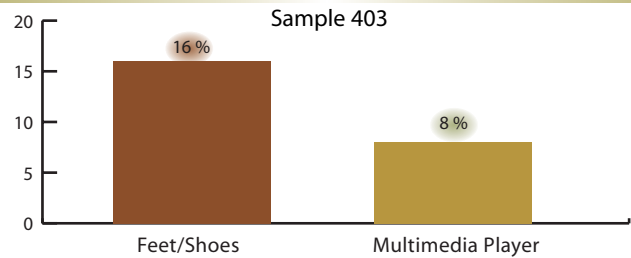
### What Archos wants you to think

Positioned as "Cinema to Go" for youths, young adults, and gadget lovers. The AV320 is the first all-in-one multimedia solution that fits in the palm of your hand. (Source: www.archos.com)

### What consumers really think

- Respondents were apparently unsure about what kind of product or service Archos was, with only 8% of respondents selecting it as a multimedia player
- Only 15% of respondents could select the correct pronunciation of Archos, not a desirable foundation for a new brand name

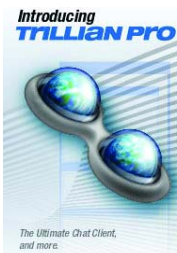
### Archos Unaided Latent Association



● = Significantly higher than ● at 95%

- Both awareness (3%) and memorability (5%) of the Archos brand was almost nonexistent. The minimally descriptive brand name, comes from the Greek root meaning ancient – a puzzling choice for an innovative new technology.
- Archos' aspirational index (25) was also well below the norm

## Trillian (trīl'yən)



### What it is

An instant messenger service that allows users to combine several popular instant messaging services to chat simultaneously. (Source: Computer Shopper February, 2003)

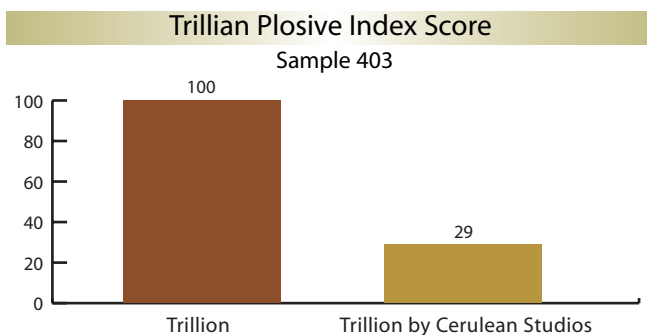
### What Cerulean Studios wants you to think

The product is being touted as "the ultimate chat client and more." Not only can the user chat simultaneously, they can also get news updates and new e-mail prompts. (Source: www.ceruleanstudios.com)

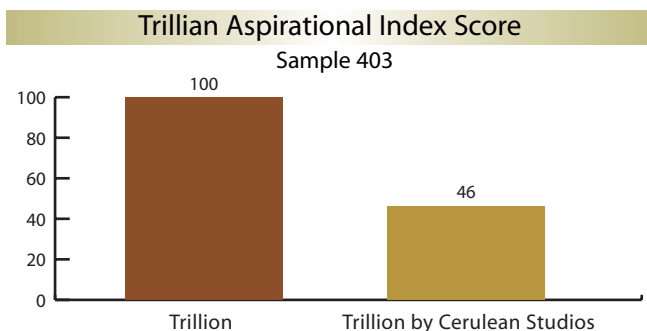
### What consumers really think

- Awareness of Trillian is only 9%, although the product was released in September 10, 2002
- Memorability was also weak (13%) and below the norm, while more than half (57%) the consumers tested selected the correct pronunciation

- Trillian's plosive component, earning an index score of 100, appears to have had an influence in establishing a dominant imagery of the brand. It was muted (29) by the association with the parent brand Cerulean that starts with a soft c and is thus not a plosive.

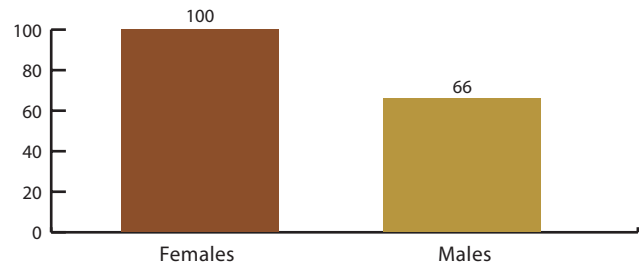


- There is no specific linguistic definition for Trillian, but its homonym look-alike is the number trillion. As such, it seems appropriate for the product designed to allow an unlimited number of people to chat simultaneously.
- Although there are some dominant attributes evoked by the brand name, the association with Cerulean Studios serves only to mute the brand's bold image. This is reflected strongly in the brand's aspirational index scores. Without the parent brand, the index is 100; with the parent brand the index drops to 46.



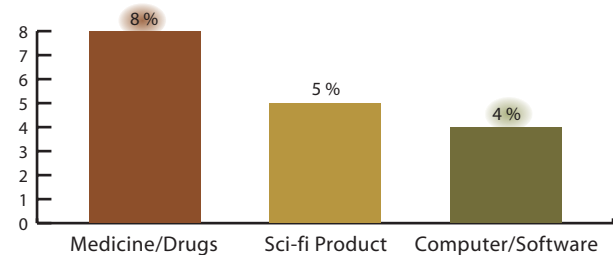
- Additionally, Trillian resonated more with females (100) than males (66)

**Trillian Aspirational Index Score by Gender**  
Sample 403



- The Trillian brand was associated with software by a disappointing 4% of respondents

**Trillian Unaided Latent Association**  
Sample 403



● = significantly higher than value at 95%

## What it is

### Crystal Serenity (krɪˈstəl sə-rənˈi-tē)



Crystal Cruises first new ship in eight years with the largest space to passenger ship ratio in the industry.

## What Crystal Cruises wants you to think

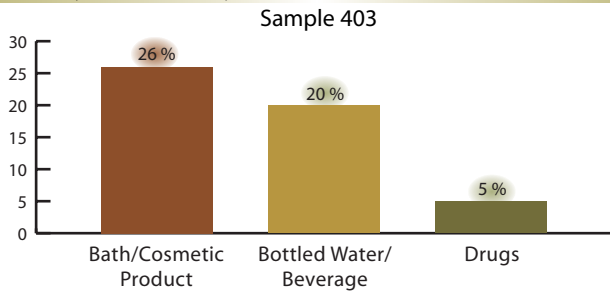
"Crystal Cruises brings new meaning to the word "serene," reflecting the sublime onboard experience for which the luxury cruise line is known. The name and the ship speak to what people desire, now more

than ever – a soothing, yet rejuvenating travel experience,” says Gregg L. Michel, President Crystal Cruises. (Source: www.crystal-serenity.com)

## What consumers really think

- Although Crystal Cruises already has two sister ships on the water, Crystal Harmony and Crystal Symphony, only 6% of respondents were aware of Crystal Serenity
- Crystal Serenity was more likely to be associated with a bath/cosmetic product (26%) or a bottled water/beverage (20%)

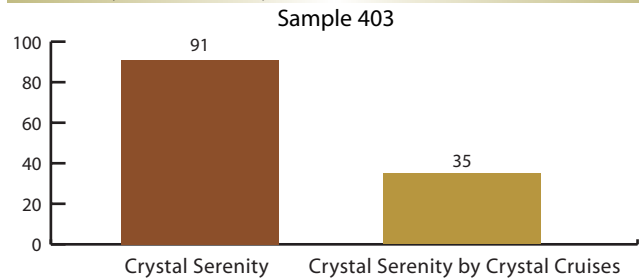
### Crystal Serenity Unaided Latent Association



● = Significantly higher than ● at 95%

- Not a single respondent connected the name with a cruise line
- Crystal Serenity is an extremely phonetic and typically Japanese brand name, which tend to be philosophical, dealing with perceptions, experiences, and states of mind. The concept of serenity is entirely appropriate to a luxury cruise ship as is the idea conveyed by crystal (clear waters, etc.). It is unfortunate, however, that the word crystal has become mildly contaminated of late by illicit drug connections (crystal meth, etc.). Hence the phrase Crystal Serenity can sound vaguely like a mellow drug trip.
- The parent brand, Crystal Cruises, dramatically weakens the aspirational appeal of the Crystal Serenity brand

### Crystal Serenity Aspirational Index Score



## Buy On Board (bō ōn bōrd)



### What it is

A meal program allowing American Airline passengers to buy gourmet meals at the gate using cash, debit, or credit cards. Breakfast is \$7 while lunch and dinner is \$10. (Source: www.aa.com)

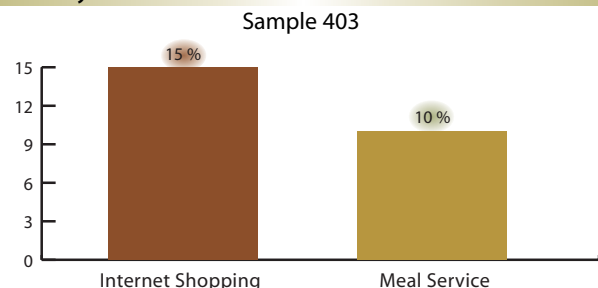
### What American Airlines wants you to think

A convenient way to have a quality in-flight meal – “code” for a not so stealth price increase.

### What consumers really think

- Only 3% of consumers are aware of the Buy On Board brand, which is understandable since American airlines is selectively testing the concept
- Only 10% of consumers associated Buy On Board as a meal service while more (15%) thought it was internet shopping

### Buy On Board Unaided Latent Association

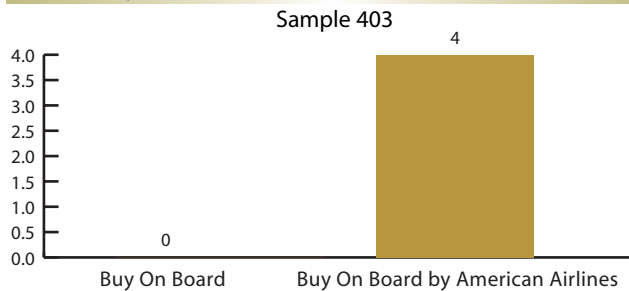


● = Significantly higher than ● at 95%



- Buy On Board did not convey any aspirational feelings, even with the addition of the American Airline Parentage

### Buy On Board Aspirational Index Score



## Mirra (mī'rə)



### What it is

An innovative new office chair aimed at the mid-priced market (approximately \$520) that performs well, looks sharp, and is environmentally and ergonomically sound. (Source: *Interior Design* May 15, 2003)

### What Herman Miller wants you to think

Mirra is positioned as an "uncommon value" and is a playful reference to how the chair mirrors or shapes itself to each user. (Source: [www.hermanmiller.com](http://www.hermanmiller.com))

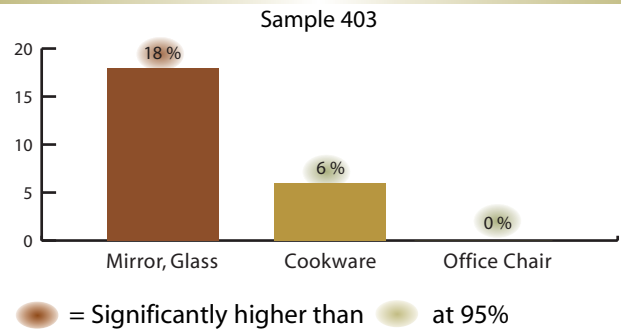
### The communication price tag

Since the Mirra chair is primarily a B2B sale, it's unlikely that there will be any general media expenditures.

### What consumers really think

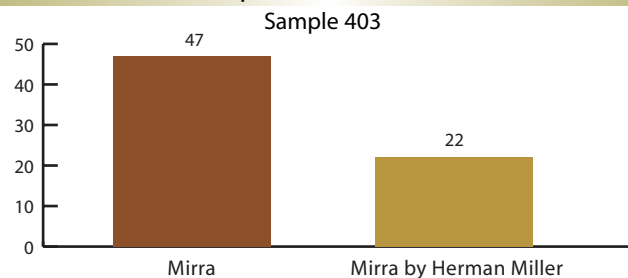
- Not surprisingly, only 3% of consumers were aware of the Mirra brand
- The memorability of the Mirra brand was particularly low (11%)
- Not a single respondent, unaided, associated the Mirra brand as an office chair

### Mirra Unaided Latent Association



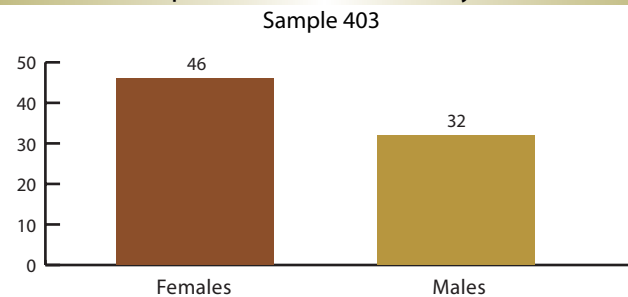
- Mirra evokes many linguistic images. For example, in English, Mirra reminds us that this remarkable chair mirrors the shape of each individual user while assuming a 'myriad' of shapes in the process. Also, the impressed Spanish speaker might point to it and say "¡mira!" (look).
- With and without the Herman Miller parentage, the Mirra brand was aspirationally below average

### Mirra Aspirational Index Score



- Females (46) saw more aspirational qualities in the Mirra name than males (32), perhaps owing to the feminine 'a' ending of the Mirra name

### Mirra Aspirational Index Score by Gender



## SkyBox (skīböks)



### What it is

An in-home refrigerated vending machine from Maytag with a sports motif that dispenses cans or bottles of cold beverages. It comes with interchangeable front and side panels of your favorite sports team and

retails for \$500 to \$600. (Source: *Des Moines Register*, July 17, 2003)

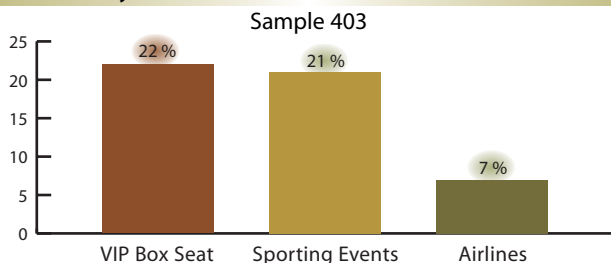
### What Maytag wants you to think

"SkyBox is the Ultimate trophy gift for the serious sports fanatic. Just fill it with your favorite cans or bottles, make a selection and you can serve your guests with ice-cold refreshment," said Fred Lowery, product director of strategic initiatives for Maytag.

### What consumers really think

- Given the newness of the SkyBox brand it has a respectable brand awareness of 11%
- With 25% of respondents recalling it, the two-syllable highly descriptive, SkyBox brand has respectable memorability
- Very few associated SkyBox as an appliance, choosing instead sports related categories – VIP Box Seats and sporting events

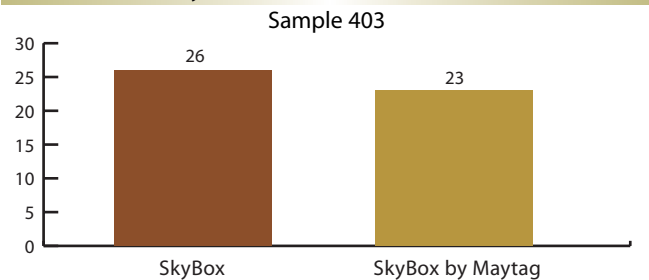
### SkyBox Unaided Latent Association



● = Significantly higher than ● at 95%

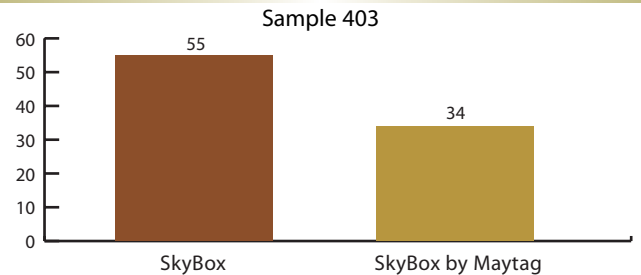
- The Plosive Index scores for SkyBox, with and without the Maytag endorsement, were well below the norm

### SkyBox Plosive Index Score



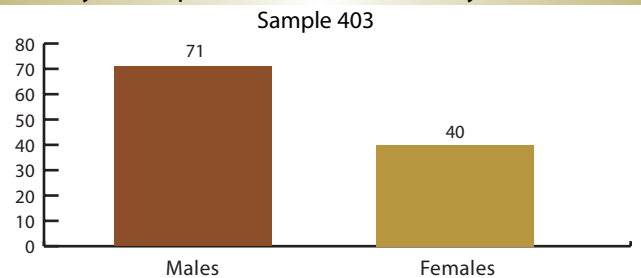
- SkyBox is an above average aspirational brand (55) that is pulled down by its Maytag parentage (34).

### SkyBox Aspirational Index Score



- As expected, the SkyBox brand generated higher aspirational feelings among men (71) versus women (40), thus perpetuating SkyBox's positioning as "a complete guy thing"

### SkyBox Aspirational Index Score by Gender



## Murano (myōō-rānō)



### What it is

It's Nissan's newest crossover SUV marketed as an urban SUV for city streets. (Source: *Business Record* July 21, 2003)

### What Nissan wants you to think

Murano is named after beautiful glass sculptures found on islands near Venice. The Murano mimics the design of these sculptures with its sharp yet contoured shape. It is aimed at people who are progressive, in the prime of their lives who want SUV functionality styled for a more Urban lifestyle. (Sources: www.infinitinews.com)

### The communication price tag

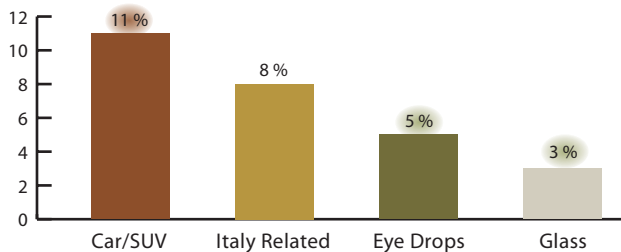
In the \$40 to \$65 million range.

### What consumers really think

- A full 15% of respondents were aware of the Murano brand demonstrating the impact of TV media spending
- Unaided, 11% of respondents associated the Murano with an SUV

#### Murano Unaided Latent Association

Sample 403

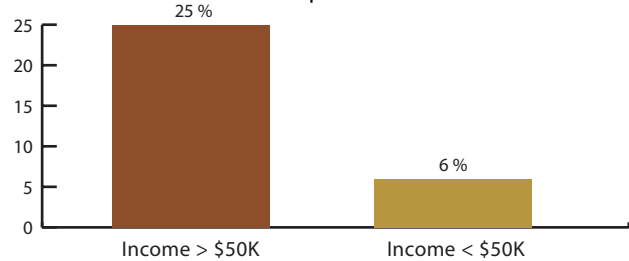


● = Significantly higher than at 95%

- Additionally, awareness for Murano among households greater than \$50K, the likely target market, was high (25%)

#### Murano Unaided Latent Association

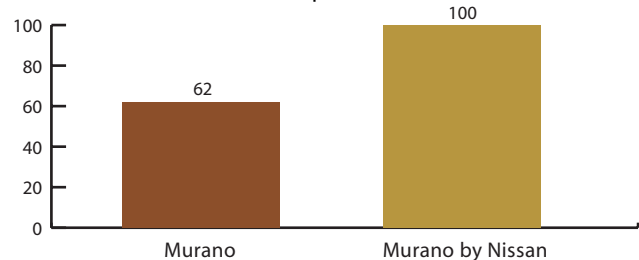
Sample 403



- Memorability, however, was below average (18%), even though the name ends in a vowel which is generally easy to pronounce by native English speakers since many English words have their roots in Latin
- Murano, in keeping with its aspirational attributes, achieved above average index scores. Additionally, the Nissan endorsement is a clear plus and further elevates Murano's aspirational value.

#### Murano Aspirational Index Score

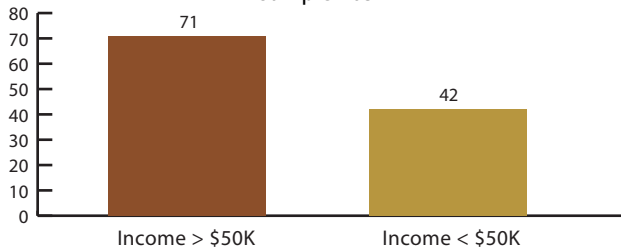
Sample 403



- And Murano's likely target market of households with incomes greater than \$50K also registered above average aspirational scores
- One hurdle Murano will have to surmount, however, is the consumer comfort with pronouncing its

## Murano Aspirational Index Score

Sample 403



name. A resounding 27% of consumers cannot correctly pronounce Murano. Not nearly as problematic as another new SUV brand, Touareg, which cannot be correctly pronounced by 52% of consumers.

<sup>1</sup>Respondents viewed a list of brand names, in rotated order to avoid position bias and were asked, "Have you heard of this brand name?"

<sup>2</sup>After viewing the brand name, respondents were asked to recall as many brand names as they could remember.

<sup>3</sup>Respondents listened to multiple pronunciation alternatives for each brand name and were asked to select the correct choice. The answers were compared to our normative database for pronunciation.

## About Us

Strategic Name Development's expertise is unparalleled in combining the three forces of name development - linguistics, creativity, and target-market research, which employs our proprietary Name DNA Validation™ technique.

Our team of linguists cut their teeth in modern and classical language studies at Princeton, Dartmouth, Harvard, Yale, and Johns Hopkins.

Clients tell us we always deliver what we promise, are flexible, creative, form client partnerships, are faster than fast, and use the latest brand name research techniques. Clients include American Express, GlaxoSmithKline, Sprint, Bosch, Quaker, Pernod Ricard, Canon, Cargill and GE.

For more information about Strategic Name Development, please contact us at [info@namedevelopment.com](mailto:info@namedevelopment.com) or **952.830.4100** and ask for **Bill Lozito**.