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Introduction

Choosing a new product, service or company name is a delicate balance of art and science.

In the heat of an introduction, it's often easy to forget that the brand name's perception is in the eye of the ultimate consumer. Not the marketing department. Not upper management. Not the founding fathers.

All too often, companies rush to market with a new brand name before testing it with the target audience.

Strategic Name Development combines the art and science of name development *and* brand name research:

Memorability

- It's the true litmus test of exceptional names. Can the target market recall the new product name or service name after seeing it just once?

Latent Association

- What negative and positive associations does the name connote?

Pronouncability

- If the target market can't pronounce the brand name, how will they ask for it?

Emotional Bonding

- Does the name emotionally connect with the target market? If it's a product or service that sells imagery (such as automobiles, spirits, cosmetics, etc.), is the name aspirational?

Fit to Concept

- Which name candidate best positions the product, service or company it represents?

Name DNA Validation™

To demonstrate the power of the art and science of name development and brand name research, Strategic Name Development employed its proprietary DNA Validation™ research technique against a broad cross section of ten newly-minted consumer brand names. During October 2004, our national online survey reached out to 414 consumers, selected randomly, to evaluate new brands – some recently launched, others not yet introduced.

Methodology

Strategic Name Development conducted this research online among 414 randomly selected respondents from the SSI national consumer panel of over 1,200,000 participants. The sample was balanced by gender, age, income and region. The survey was conducted during October 2004, at 95% confidence. Brand names selected for the study were chosen to represent a broad cross section of businesses and industries.

November 2004

Scentstories by Febreze™



What it is

Scentstories (sɛnt' stō' rēz), by Febreze from P&G, is a specially designed disc player with a variety of scent-themed discs. Each scent tells its own story in a manner related to aromatherapy.

The product was developed and manufactured by the Holmes Group but patented by P&G who developed the unique series of reusable scent discs.

What P&G wants you to think

"Scentstories allows you to express yourself through a variety of scent experiences," said John Sebastian, brand manager for Scentstories. (Source: *PR Newswire*, August 2004)

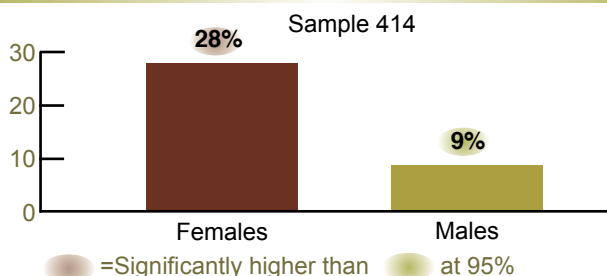
The communication price tag

Shania Twain is the advertising spokesperson for Scentstories, which is part of an estimated \$50 million advertising budget for new Febreze products. (Source: www.scentstories.com)

What consumers really think

- Awareness of Scentstories is only 15%, significantly higher among females (28%) than males (6%), but disappointing given the media spending to date.

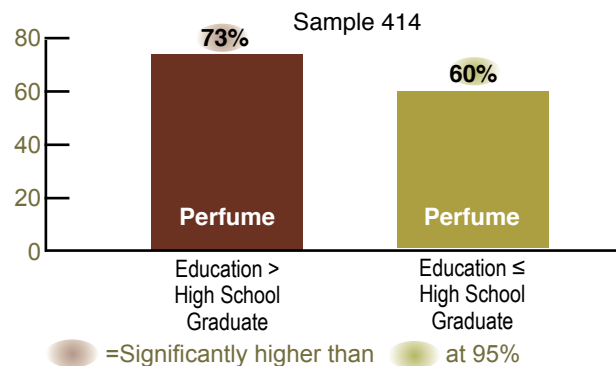
Scentstories Memorability



- For a compound brand name, Scentstories achieved a respectable memorability score¹ of 17%, again, significantly more notable among females (28%) than males (9%).

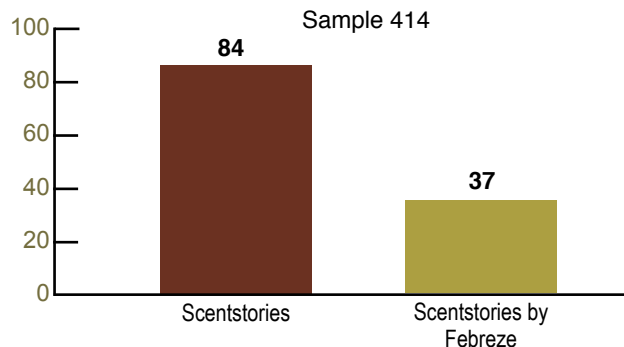
- Unaided, an equal number of respondents (32%) associated Scentstories with a fragrance and/or aromatherapy.
- Another 19% of consumers deciphered the name quite literally – as a series of scratch and sniff storybooks.

Scentstories Aided Association



- Even on an aided basis among total respondents, a majority (69%) thought that Scentstories was a perfume. More highly educated respondents (73%) expressed significantly more confidence in this association than those with a high school degree or less (60%).
- Scentstories was perceived as having strong aspirational characteristics (index of 84) – well above the category norm. However, this score was severely muted by the household chores image of the parent brand Febreze, resulting in an index of only 37.

Scentstories Aspirational Index Score



November 2004

FLAVA23 by Coca-Cola



What it is

POWERade's new flavor, red sourberry, is named after its spokesman and inspiration, LeBron James of the Cleveland Cavaliers #23, the NBA's Rookie of the Year. (Source: *Adweek*, August 2004)

The beverage is available in a 32 oz. bottle featuring a stylized comic version of James soaring through the air. (Source: *The Beverage Network*, August 2004)

What Coca-Cola wants you to think

Because LeBron James was involved in formulating "POWERade FLAVA23 (flāvə twĕn'tē thrē), it reflects his personality: bold, cutting-edge and unique." (Source: *Adweek*, August 2004)

The communication price tag

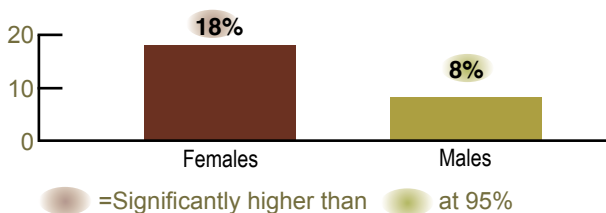
Based on Coke's expenditures for the introduction of C2 (\$50 million — Source: *Adweek*, July 2004) and Vanilla Coke (\$21 million — Source: *Brandweek*, February 2003), spending for FLAVA23 will be significant. However, budgets have not been announced.

What consumers really think

- Although FLAVA23 had low unaided awareness² (5%), both nationally and regionally, it was considered fairly memorable, recalled by 23% of consumers. Interestingly, more than twice as many females (18%) recalled the full name than did males (8%).

FLAVA23 Memorability

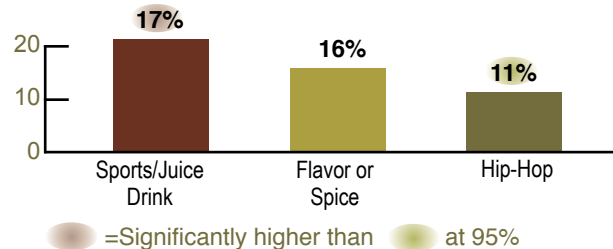
Sample 414



- Despite FLAVA23 being a neologism (coined word), the majority of respondents (62%) selected the correct pronunciation³ (flāvə twĕn'tē thrē), a combination of urban language and a number. **Flava** is a clipping and alteration of **flavor**.

FLAVA23 Unaided Latent Association

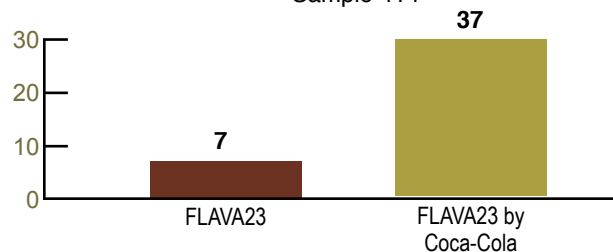
Sample 414



- On an unaided basis, 17% of respondents thought FLAVA23 was a sports or juice drink, with as many as 16% believing it was a flavor or spice, while 11% thought it was hip-hop (perhaps reminding some of the Flavor Flav entertainer).

FLAVA23 Aspirational Index Score

Sample 414



- FLAVA23 earned an extremely low score (7) as an aspirational brand. After the parent brand, Coca-Cola, was introduced, the aspirational index more than doubled to 34, but was still below the norm.
- Only 10% of respondents agreed that they would be "proud to be seen" with the FLAVA23 brand. However, when Coca-Cola appeared alongside the name, the percent agreeing climbed to 24%, again below the norm.

November 2004

Vélite by General Motors Buick



What it is

Vélite (vä lēt') is Buick's new concept convertible. Featuring restrained extravagance in a four-seater with a premium real-wheel-drive chassis. The car is based on GM's global Zeta platform shared with the Insignia concept from European brand Opel. (Source: www.GM.com)

What GM Buick wants you to think

Vélite was named for an elite class of quick-moving soldiers in Napoleon's army. "Vélite is a new expression of Buick's longstanding heritage in understated yet sophisticated design" said Anne Asensio, Executive Director - GM Advanced Design. (Source: www.GM.com)

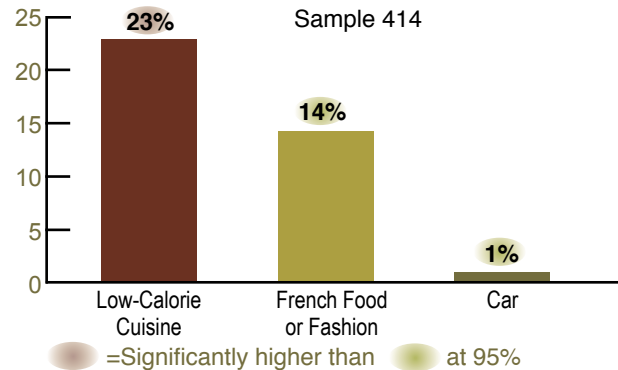
The communication price tag

Vélite is part of Buick's ongoing \$3 billion plan to recreate itself in the luxury image, although as a concept car, Vélite receives no support. (Source: [Automobile Magazine Online](http://AutomobileMagazineOnline))

What consumers really think

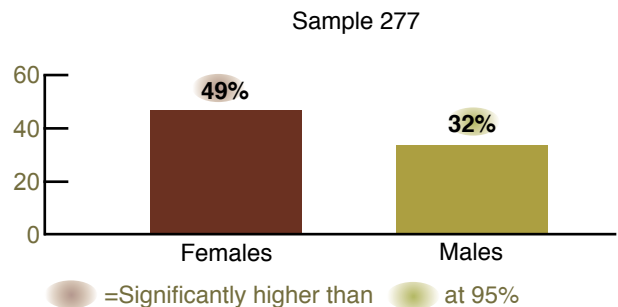
- Only 4% of respondents recalled the name after seeing it just once – an extremely low memorability score.

Vélite Unaided Latent Association



- More than a third of respondents (37%), unaided, associated the name with French food, French fashion or low-calorie cuisine. *Only 1% associated the name with an automobile.*
- Aided, only 12% of respondents thought it was a car.
- Vélite is a foreign term that confers chic and contains a readily discernable prestige word used in English, even when the historical parameters of the brand name are not perceived. This helps explain why Vélite achieved an aspirational attribute index of 91 – which increased to 100 once the Buick parent name was introduced.

Vélite Correct Pronunciation

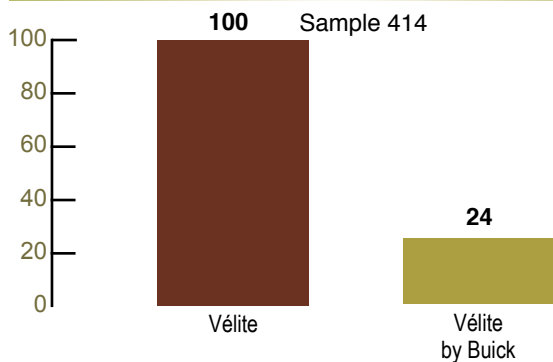


- Despite its masculine Napoleonic monicker, significantly more females (49%) selected the correct pronunciation (vä lēt') than did males (32%); yet the overall percentage of consumers correctly pronouncing Vélite was a very low 41%.³

more ...

November 2004

Vélite Plosive Index Score



- Many car brands can benefit from the perception of speed and dominance. However, Vélite, which does not begin with a plosive consonant, scored only 24 on this index. Fortunately, once the plosive Buick parent brand was introduced, the index surged to 100.

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.

Skype™ by Skype



What it is

Free peer-to-peer voice-over-internet phone (VoIP) technology that allows consumers to use the internet to make free phone calls.

Users can avoid long-distance charges, regardless of the destination, if both caller and receiver have Skype (skīp) software installed. (Source: CNET News, Sept. 2004)

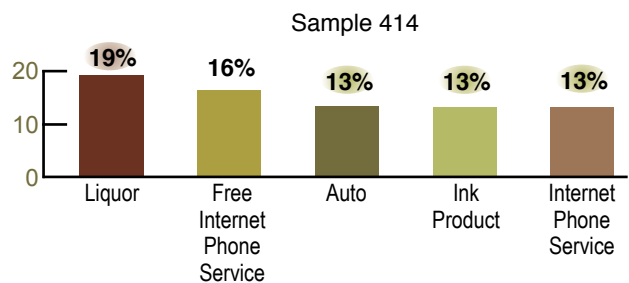
What Skype wants you to think

It's a service (Skype); it's a verb (Skyping); it's compatible with real phones (SkypeOut); it connects directly to other users (Skype-to-Skype). (Source: www.skype.com)

What consumers really think

- Although Skype was introduced in 2003 with over 25 million downloads, it has only a 3% awareness; and its memorability (12%) is very low.
- Unaided, many consumers associated Skype with air transportation and only 4% associated the name with an online phone service.

Skype Aided Association



● =Significantly higher than ● at 95%

- On an aided basis, 19% of respondents thought Skype was a liquor, while 16% correctly identified it as free internet phone service. Additionally, an equal number thought Skype was an auto (13%) or ink product (13%).
- The correct pronunciation of Skype (skīp) was endorsed by almost three-quarters of respondents (72%), slightly above the norm for pronunciation potential.

November 2004

Realities by Liz Claiborne



What it is

The Realities (rēä' lə tēz) fragrance is a relaunch of Liz Claiborne's 1990 brand, which was discontinued in 1998.

However, the new cosmetic line of perfumes, body creams, bath and shower gels is related to the old line in name only.

What Liz Claiborne wants you to think

David Hirschler, VP of Marketing, said: "Life these days is hectic, particularly if you're in your 20s, 30s, and 40s. There are so many demands on your time, and everyone is attempting to find balance. The name acknowledges that." (Source: *WWD*, April 2004)

In keeping with this acknowledgment is the strategy to keep 'Realities' simple in everything from pricing to fixturing in department stores.

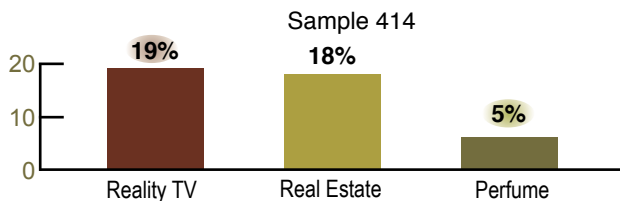
The communication price tag

\$16 million (Source: *WWD*, April 2004)

What consumers really think

- Albeit, the effects of the \$16 million communications price tag have not yet been fully felt; still, only 10% of consumers recalled this relatively simple, descriptive name.

Realities Unaided Latent Association



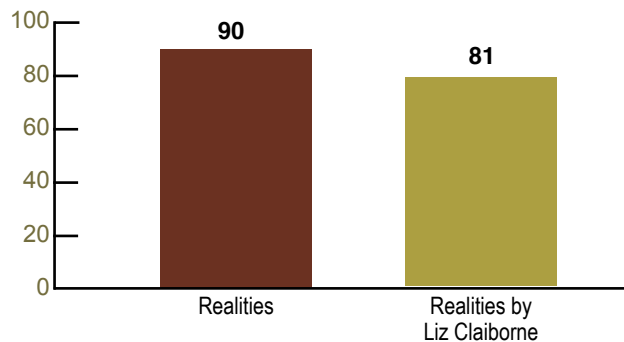
● =Significantly higher than ● at 95%

- Realities was more likely to be associated with a TV show (19%) or real estate firm (18%), than a perfume (5%).

- Even on an aided basis, only 25% of consumers pegged the relaunched brand name as a perfume.

Realities Aspirational Index Score

Sample 414



- The perception of Realities as an aspirational brand was quite high – a 90 index score. Aspirational scores in the upper quartile are ideal for brands that sell imagery as much as anything else. Unfortunately, the Liz Claiborne endorsement suppressed the aspirational appeal of Realities (81).

VoiceWingSM by Verizon

VoiceWingSM What it is



Voice Over IP (VoIP) technology that enables consumers to make calls over DSL or cable Internet connection using the existing phone and router. (Source: *CNET News*, July 2004)

Verizon's VoiceWing (vois' wīng) service offers local and long-distance service for a fee of \$35 to \$40 a month. (Source: www.verizon.com)

VoiceWing is a descriptive Anglo Saxon name that implies: "Let the voice take wing."

What Verizon wants you to think

VoiceWing is a new powerful way to communicate with unlimited local and long distance calls that can be accessed from anywhere. (Source: www.verizon.com)

more ...

November 2004

VoiceWingSM by Verizon

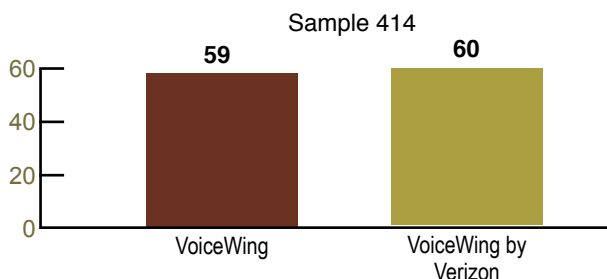
The communication price tag

Verizon spent \$280 million in advertising during the first quarter of 2004, but specific spending against VoiceWing is not available. (Source: *TNS Media Intelligence/CMR*, October 2004)

What consumers really think

- VoiceWing has marginal memorability of only 9%.
- Although 3% of the consumers were aware of the VoiceWing brand name, it had a very high unaided association with telephony (55%).
- Aided, 90% of consumers thought it was either an internet phone service (55%) or a free internet phone service (35%).

VoiceWing Aspirational Index Score



- VoiceWing's aspirational index scores, with and without the Verizon parent brand, were above average at 59% and 60%, respectively.

Caduet[®] by Pfizer



What it is

The first two-in-one drug for the treatment of high cholesterol and high blood pressure, containing:

- Norvasc[®], a calcium channel blocker, to treat high blood pressure, and
- Lipitor[®] to treat high cholesterol.

What Pfizer wants you to think

Caduet (kā dwět') is positioned as a polypill that conveniently treats a duet of conditions. "Ca" is the symbol in the periodic table for calcium – as in calcium channel blocker.

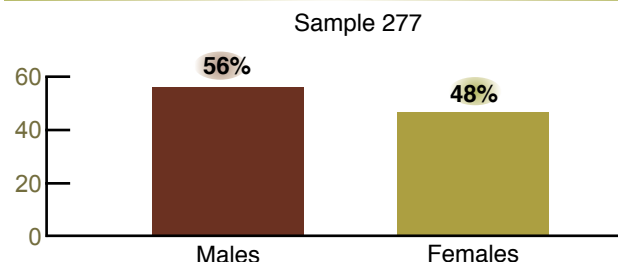
The communication price tag

Analysts have predicted that Caduet worldwide sales will reach \$1.1 billion by 2008. (Source: *Drug Store News*, March 2004) The average marketing budget for a billion dollar drug is \$200 million. (Source: *www.cuttingedgeinfo.com*)

What consumers really think

- Only 6% of consumers recalled the Caduet brand after seeing it once.

Caduet Correct Pronunciation



● =Significantly higher than ● at 95%

- The correct pronunciation was selected by only 56% of males and 48% of females – both well below the norm.
- As an aspirational brand, Caduet earned the highest index score among names tested (100). Yet, once Caduet is paired with its parent, Pfizer, that score plummeted to 21%. Generally speaking, pharmaceutical companies are not held in high regard these days.
- Among the ten brand names tested, Caduet is the only brand name beginning with a plosive consonant. We believe that brand names beginning with a plosive are closely associated with speed and dominance – and not surprisingly, Caduet topped the plosive index (100) for those attributes.

November 2004

Vivera by Hewlett Packard



What it is

Vivera (vəv âr'ə) is Hewlett Packard's newly-developed line of high quality, home use photo inks that resist fading and are meant to last as long as 110 years.

What HP wants you to think

According to HP, Vivera is a derivative of the words "vivid," "vibrant," and "era." (Source: *BusinessWeek*, August 27, 2004)

Vivera suggests life, true-to-life, acclaim and longevity and should distinguish HP from off-brand ink supply products. (Source: *CNET News*, August 2004)

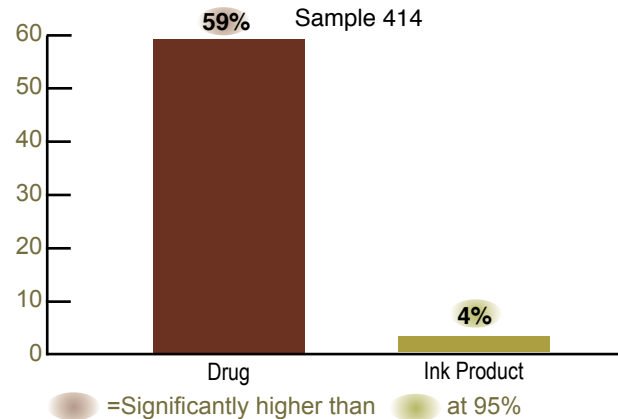
The communication price tag

HP will spend an estimated \$300 million on media in 2004, although what part of this budget is for Vivera has not been announced. (Source: *Technology Advertising & Branding Report*, August 2003)

What consumers really think

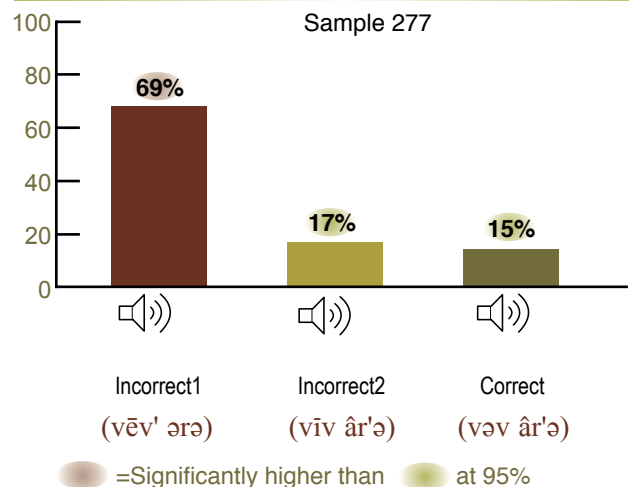
- Among males and females, Vivera earned an equally low memorability score (13%) with less than 3% of respondents aware of this newly coined HP brand name.
- While 18% of respondents, unaided, associated Vivera with a female version of Viagra, not a single respondent connected the name to an ink product.

Vivera Aided Association



- Aided, a majority of respondents (59%) associated the brand with a pharmaceutical, but only 4% linked it with ink.
- Vivera as a brand enjoys a respectable aspirational index of 47 and, when paired with the parent brand, HP, the aspirational index score improves to 63, which most likely reflects the estimated \$300 million spent behind the HP Invent campaign.

Vivera Correct Pronunciation



- The Vivera brand name was challenging for consumers to pronounce with only 15% selecting the correct pronunciation (vəv âr'ə), well below the norm.

November 2004

ForceFlex™ by Glad® Clorox Company



What it is

ForceFlex (fōrs' flēks) from Clorox is Glad's biggest product launch ever – a trash bag with a revolutionary stretchable technology to prevent punctures and rips.

The plastic is deeply embossed with a diamond-like pattern that gives the material unique elasticity and makes the bag stronger.

It promises *stretchable strength*™ (and Glad has trademarked that phrase too, just in case you didn't understand the brand name).

What Glad wants you to think

ForceFlex communicates the strength and stretch attributes of this new trash bag innovation.

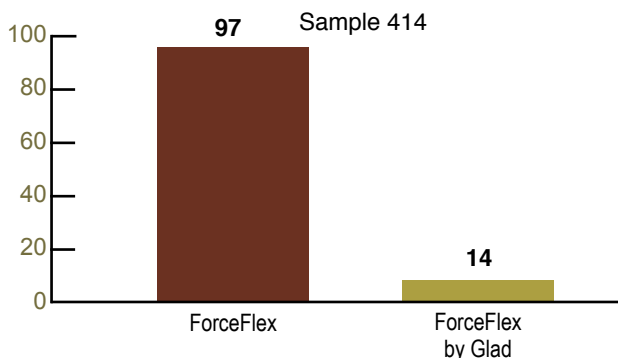
The communication price tag

\$60 million launch (Source: *Advertising Age*, August 2004)

What consumers really think

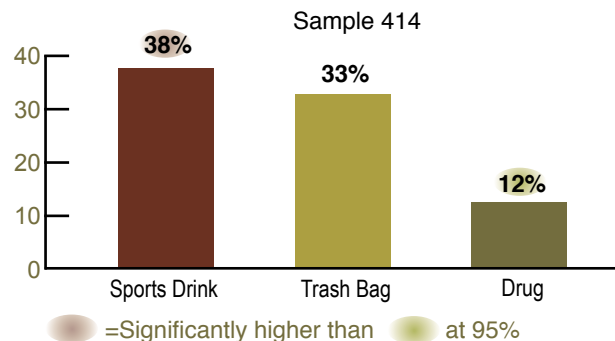
- ForceFlex is perceived as an aspirational brand, indexing near the top at 97, but for the *wrong reason*.

ForceFlex Aspirational Index Score



- Contributing to a high aspirational score is the initial perception that ForceFlex is a self-improvement product. Unaided, the majority of consumers associated the name with exercise equipment or health supplements.
- However, once the ForceFlex name was teamed with the parent brand, Glad, the aspirational index dwindled to 14.

ForceFlex Aided Association



- Even when aided, only a third (33%) of consumers associated the name with a trash bag, while 38% connected it with a sports drink and 12% thought it was a drug.
- Not surprisingly, ForceFlex was seen as a powerful brand by the majority of respondents (61%). This attribute rating declined significantly to 48% when paired with the Glad parent brand.
- ForceFlex has respectable memorability, with 17% of consumers able to recall the complete name or a close variation thereof.

November 2004

S GUARO™ by S Spirits, LLC



What it is

S Guaro (ěs' gwär'ō) is the first major white spirit to be introduced in the US market since Tequila. It is distilled from pure Costa Rican sugar cane.

What S Spirits, LLC wants you to think

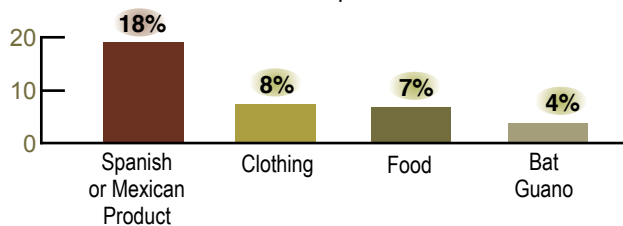
Copy on the bottle states, "What is in the Bottle? S Guaro: A sensational New Drink, S is for that immediate smile – it's not an acquired taste; and S ... is for Smooth." (Source: www.sguaro.com)

What consumers really think

- Despite its obvious southwestern derivation, the S Guaro name pronunciation (ěs' gwär'ō) was correctly selected by 76% of respondents with no significant regional differences.
- Guaro is the generic term for a traditional Latin American sugarcane spirit, yet only 5% of respondents, unaided, associated S Guaro with a drink. Instead, S Guaro was judged to be a Spanish or Mexican product (18%), but not necessarily a drink, followed by clothing (8%) or food (7%).

S GUARO™ Unaided Latent Association

Sample 414



● =Significantly higher than ● at 95%

- Unaided, 4% of the respondents associated the S Guaro brand name with bat guano, which is particularly troubling since this refers to bat droppings.

- When spelled serially (as one word), **Saguaro**, describes a cactus fruit eaten by the Tohono O'odham Indian tribes, which could be reason for additional concern. In an apparently ancient ritual, the participants are required to drink this cactus wine until they vomit it to assure adequate rainfall for their crops.
- Memorability for S Guaro was particularly low, with a mere 3% brand recall.
- The aspirational index score of 0 makes S Guaro the antithesis of an aspirational brand.

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, Campbell's, GlaxoSmithKline, Novartis, Sprint, Bosch, Quaker, Pernod Ricard, Canon and GE.

For more information about Strategic Name Development, please contact **Bill Lozito** at

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952.830.4100

Notes:

- 1 After viewing the brand name, respondents were asked to recall as many brand names as they could remember.
- 2 Respondents viewed a list of brand names, in rotated order to avoid position bias and were asked, "Have you heard of this brand name?"
- 3 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.