

Strategic Name Development (SND), a Minneapolis, Minnesota-Based Naming and Branding Firm is Offering a \$2,500 Scholarship to America's Next Top Namer

Undergraduate students in Linguistics, English, Marketing or Mass Communications with a minimum cumulative GPA of 3.0 may apply. Interested students must complete their naming assignment with a 1,000-word essay justifying their name candidates by midnight EDT on August 15, 2011.

Direction

Develop five (5) new name candidates for a new innovation in the automotive industry. Imagine a completely electric vehicle that you can drive continuously without having to plug in to recharge. The car recharges itself through wind energy generated by two small fans below the headlights that spin while the car is in motion. It is the ultimate renewable energy solution.

Applicants are encouraged to develop coined or suggestive names. The name candidates should not include any obvious existing trademarks in the name and an online search for pre-existing trademarks should be completed before submitting an application. Strategic Name Development, Inc. will not consider any applications that include well-known brand names (Citi[®], Gillette[®], Xerox[®], etc.) or automotive names that already exist including tires, batteries, brakes, etc. (Volkswagen[®], Ford[®], Midas[®], Michelin[®], etc.)



Award:

- Amount: \$2,500
- Winner may be considered for the 2012 Summer Internship Program

Eligibility

- Open to all undergraduate students majoring in Linguistics, English, Marketing or Mass Communications
- Must have a minimum 3.0 GPA
- Applicants cannot be currently employed by Strategic Name Development, Inc.

Deadline

Applications and required material must be submitted online or sent to sndscharship@gmail.com by midnight EDT on September 15, 2011 to be considered.

Required Material

- A 1,000-word essay justifying **each** of the five name candidates developed
- Your name, gender, email address, phone number, permanent address, college, year in school, and major
- A signed copy of the Scholarship Terms and Conditions, which can be downloaded from Strategic Name Development's scholarship page at: <http://www.namedevelopment.com/scholarship/>

Further details about the application progress can be found by contacting Strategic Name Development by email at sndscharship@gmail.com or phone at 952-830-4100.