

Why Your Brand Name is So Important

Your brand name is the foundation for all your other marketing efforts. It's part of your customers' very first experience of your brand—and likely, every experience thereafter. It's the verbal cue that conjures up your brand in your customers' minds. When customers see or hear your brand name for the first time, the associations and reactions they have will start to define your brand in their minds, for better or worse.

A great brand name can go a long way toward:

- engaging your customers emotionally
- identifying what sort of product or service you're offering
- differentiating you from competitors
- positioning your brand as the solution for a customer need or desire
- piquing their curiosity and interest
- helping your customers remember your brand

Good brand names will do at least three of these things—even before you've spent a penny on marketing!

On the other hand, a bad name will provoke little, if any, positive interest among your audience. It may even mislead them about the nature of your offering and how great it is. You'll have lost a golden opportunity.

Now don't get us wrong. A great brand name can't salvage a misconceived or ill-executed product or solution. Or convey every relevant marketing message. That's why you have a logo, and packaging design, and copy, and a website, and all your other marketing communications. But if you want to build a great brand, a good name— one that captures the essence of your brand in a memorable way—is the foundation.

Wrap up

Brandegy has been in business since 2006. We specialize in all aspects of brand name development, including product and company naming, brand strategy, initial legal screening, and linguistic analysis. Our mission is to help clients connect with their customers through brand names that are memorable, engaging, and rich in meaning. Brandegy. Brand. Strategy.