

Strategic Marketing Playbook

Brand Strategy

Naming Strategy

Building Blocks

BRAND STRATEGY

Defines what you want to stand for.
Evaluate ~5 years.

DELIVERABLES:

- Why Your Brand Exists
- Promise & Secret Sauce
- Key Messages
- Ideal Target & Audiences
- Brand Architecture
- **Naming Strategy**
- Personality & Tone-of-Voice

COMMUNICATION STRATEGY

How you will communicate.
Changes annually.

DELIVERABLES:

- Hero's Story
- One Liner vs Competition
- Journey Map
- Journey Map Calendar View
- Channel Strategy
- Style Guide

MARKETING PLAN

How you will deliver results.
Changes based on priorities.

DELIVERABLES:

- Marketing Plan Overview
- Priorities, Tactics & KPI's
- Calendar Overview
- Budget Priorities
- KPI Tracker
- Results Dashboard

MARKETING LEADERSHIP

How you will lead & guide the team.

DELIVERABLES:

- Marketing "Quarterback"
- Resource Plan
- Development Plans
- Training
- Coaching
- Resourcing & Hiring
- Onboarding

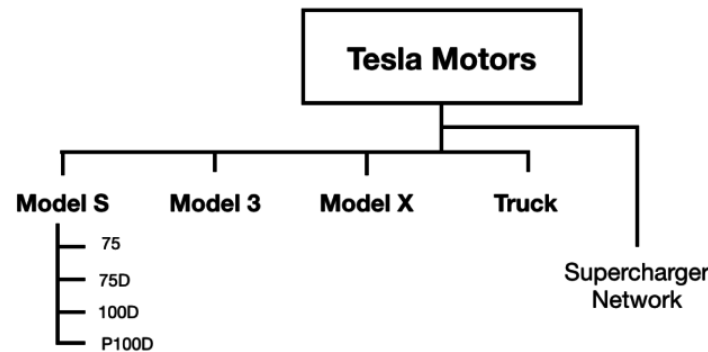
Naming Strategy

- A structure and guidelines for how and where you use names in the organization's portfolio so that people can easily understand what's being offered
- Includes brands, products and services
- Usually completed after the brand architecture is defined.

Brand Name Example



Product Name Example



Service Name Example



Developing a Naming Strategy

1. Develop criteria for what you want
2. Document and categorize your current names
3. Benchmark others for inspiration
4. Identify any gaps
5. Develop options
6. Get feedback, refine & finalize

Create Names Within the Strategy

To help people understand the relationship between the brands, products or services, it's helpful to be consistent in the types of names you use.

Types of Names	Definition	Examples
Generic	Identify an entire class or category of products and services	Hotels.com Cars.com
Descriptive	Immediately conveys an idea of ingredients, qualities or characteristics of product or service	Flat Rate Moving Three-Day Blinds
Suggestive	Evokes a characteristic of the underlying good	Greyhound Coppertone Purell
Arbitrary	“Real” words used out of context	Apple Quaker
Fanciful	Invented, no meaning	Kodak Xerox Google

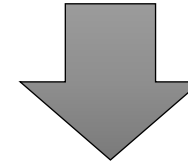
Naming Strategy - Example

Machining Workholding Products:

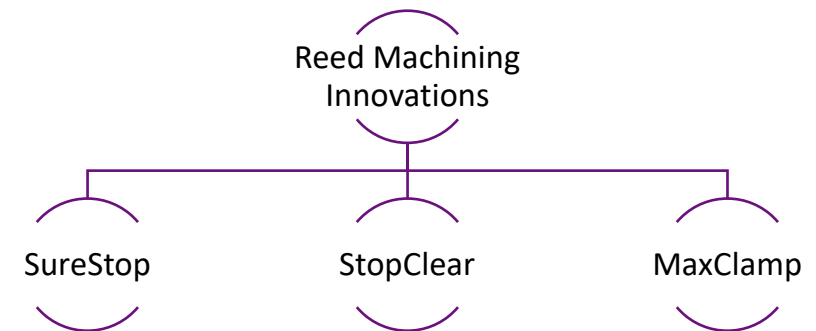
Guidelines:

- Help explain the benefit of the product (the solution to the problem)
- Suggestive of the ideals we want customers to attribute to the brand
- Stay consistent with category naming norms

Structure for creating the name



Final Naming Strategy



Brand Architecture & Naming Strategy



Activity4Wellness



Nutrition4Wellness



Support4Wellness



Mindset4Wellness

Brand Architecture:

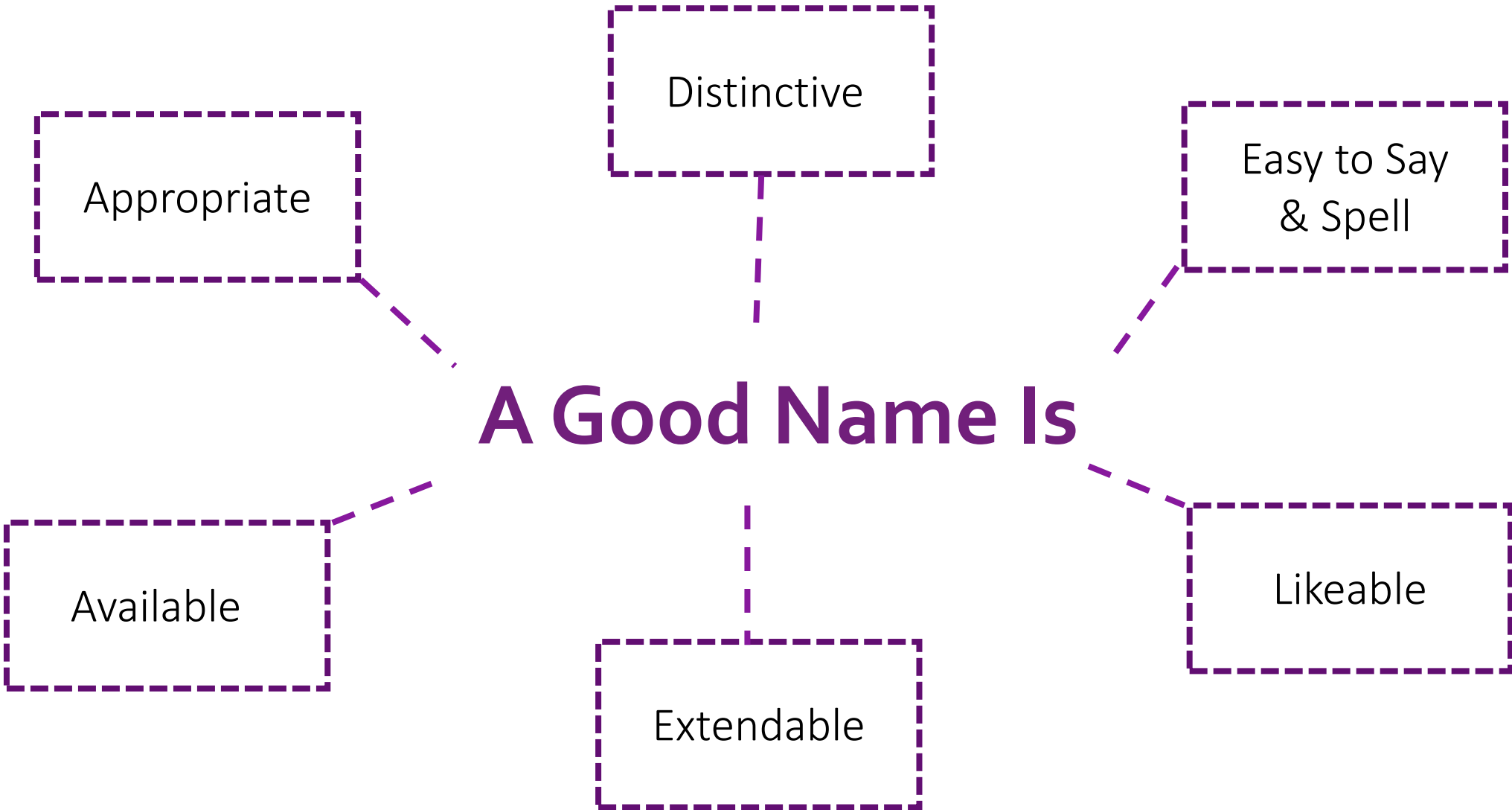
- 4CancerWellness is the Master Brand

Naming Strategy:

- Cornerstones incorporate “4Wellness”
- Supplement names describe the benefits
 - 4Every Day
 - 4Bones
 - 4Energy
 - 4Hair
 - 4Nausea
 - 4Brain
 - 4Pain
 - 4Skin
 - 4Teeth

A Good Naming Strategy...

- Is simple, but can also be evolved to meet needs
- Includes names that make sense in relation to each other
- Includes names within a consistent type of name
- Makes it easy to create names for new offerings



Recap – Naming Strategy

A deliverable within the Brand Strategy Building Block

A structure and guidelines for how and where you use names in the organization's portfolio so that people can easily understand what is being offered, include brands, products and services.

A Good Naming Strategy

- Is simple, but can also be evolved to meet needs
- Includes names that make sense in relation to each other
- Includes names within a consistent type of name
- Makes it easier to create names for new offerings

Thank You!