

What's in a Name? More Than You Think...

Identifying the right name for a new product is crucially important. Not only is it the first line of communication with a consumer, but, often, a product's name makes a substantial impression before your consumer is educated about the product's qualities and functions. A name is tasked to define your product's position in the marketplace, to be persuasive and to pique curiosity. With all of these roles, it's imperative to have the right product name that communicates on both overt and subliminal levels.

Our name testing technologies take you beneath the surface, helping you to understand how consumers feel about the names you develop, and to determine the right name for your new product.

The Right Name — The Right Way Not the Same Old Questions & Answers Game

Our tools allow respondents to communicate and provide feedback in new, innovative ways. In addition to traditional metrics and naming attributes, you'll get depth and richness around what a name means; what it's communicating at a deeper level. We offer several different approaches depending on your needs.



"Tealixir evokes images of fairy tales and mysticism. I chose the images of the children because of their free spirits and innocence. The man jumping in the field looks carefree and indulgent."

Female, 43, FL, Caucasian, Married



"The name definitely jumps out compared to other brands of tea out there. It's a fun play on words."

Female 36, MI, Caucasian

"It has a fun child-like quality to it. Makes me feel like I am drinking a magic potion."

Male, 65, NY African-American

eCollage™

Lets respondents speak with pictures, building online collages that illustrate imagery and subconscious feelings they associate with potential product names – combine this with traditional text attributes for a more complete picture of what a name is saying.

In this example, a company developed a new brand of tea called Tealixr. Respondents were asked to "create a collage to express how they felt about Tealixir."

Configurator

If you have pre-identified names, our Configurator tool can enable respondents to evaluate them within the context of your package or product concept. Respondents configure their own product with assets (names, icons, and logos) you provide - so they name the product in context.

Continued on next page

Think Forward.

www.buzzback.com | 800.481.0878

IDQ™

Provides an effective way to generate and validate new names in a single step -- you can have consumers help you build a list of names and the names with the most traction rise to the top.

In this example, respondents were asked to rate their top names for a new brand of tea and explain how they felt about the name.

	Top Ideas	IDQ Score
	Makes me think I am drinking a beverage that has been around a long time.	100
	This might cast some sort of spell on me but who knows what	98.0
	Sounds familiar like this is already a brand of tea or clothing for children	96.9
	Might be a good name for a new paint color or crayon	95.7

Top Selected Names



{ 77% 'Thoughts of dream state/tea is dreamy/like word elixir/describes drinkable tea'



{ 52% 'Connotes magic/magical escape from reality' 'Indulgent & special'



{ 27% 'Thoughts of proper English tea. Doesn't really describe a tea. Sounds like a cracker.'



{ 12% 'Describes drinkable tea. Fun play on words'

BuzzBack's Naming Techniques Can Help You:

- Learn what images consumers associate with your product name
- Understand what's appealing about top scoring names and what's unappealing about low scoring ones
- Illuminate the strengths and weaknesses of each name on surface and subliminal levels
- Examine and magnify crucial points of differentiation between two different names with parity scores
- Identify potential red flags across cultural and consumer demographics
- Make sure your name aligns with and furthers overall marketing and communications strategies

BuzzBack is the only online market research company with the tools you need to collect and analyze a unique combination of scores, imagery, implications and emotions associated with potential names.

About BuzzBack

Since April 2000, BuzzBack Market Research, headquartered in New York, NY, now operating in Europe, has provided creative, full-service, custom, online market research solutions. At BuzzBack, we develop and implement new tools and technologies to provide fast, meaningful and actionable insights via more efficient methodologies and a more engaging respondent experience.

Capabilities include: **Usage & Attitude Studies, Concept Building & Evaluation, Naming, Packaging Optimization, Ad/Copy Testing, In-Home Product Testing, Segmentation, Claims Configuration/Evaluation.**

For information about our tools and services, or how to use BuzzBack for your research needs, please email us at sales@buzzback.com or call us in the **US 800.481.0878 or Europe +44 (0) 20 8622 4422**