



The Delve Group, Inc.

## Make a Name for Yourself

The Opportunities and Pitfalls of Naming

**National Venture Capital Association Meeting**

October 16, 2008

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## About The Delve Group

### Brand Development *is* Business Development

The Delve Group creates, implements, and manages businesses that deliver measurable results for business-to-business companies. We actively foster brands by focusing on what differentiates them from their competition and then use this platform to create the perception of market leadership.

# Our Strategic Branding Process



## **DISCOVER:**

- Internal & External Perceptions
- Competitive Analysis
- Brand Positioning/Strategy

## **CREATE:**

- Name & Tagline Development
- Brand Architecture
- Message Platform Development
- Corporate Identity and Look & Feel

## **DEPLOY:**

- Sales & Marketing Tools
- Website Development
- Event Strategy & Materials

## **LAUNCH:**

- Brand Launch Strategy
- Launch Materials and Client Outreach
- Integrated Public Relations Program

## **MANAGE:**

- Brand Management Support
- Ongoing Program Management
- Alignment of Brand Architecture

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# Sample Clients



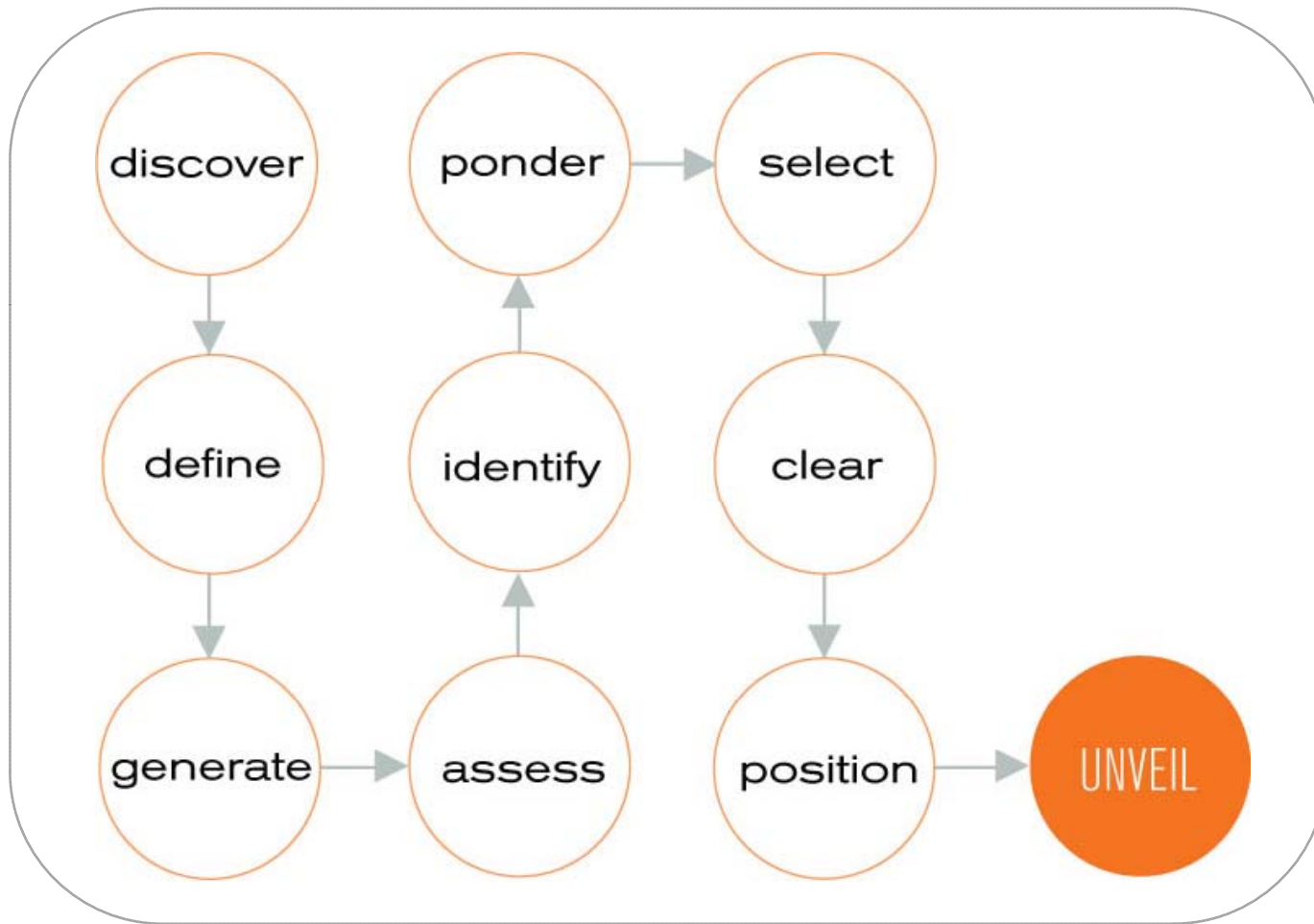
Brand Development is Business Development



# Sample Naming Clients



# Delve's Naming Methodology



## Kick Off

### Outline the course of the project



#### Setting expectations is the foundation for success

- The naming process is more tricky than perceived – it can be surprisingly subjective and emotional
- Help leadership build the right team
  - Determine who will lead this initiative and how the decision making process will be handled
  - Naming by consensus does not work

#### Helpful Tip:

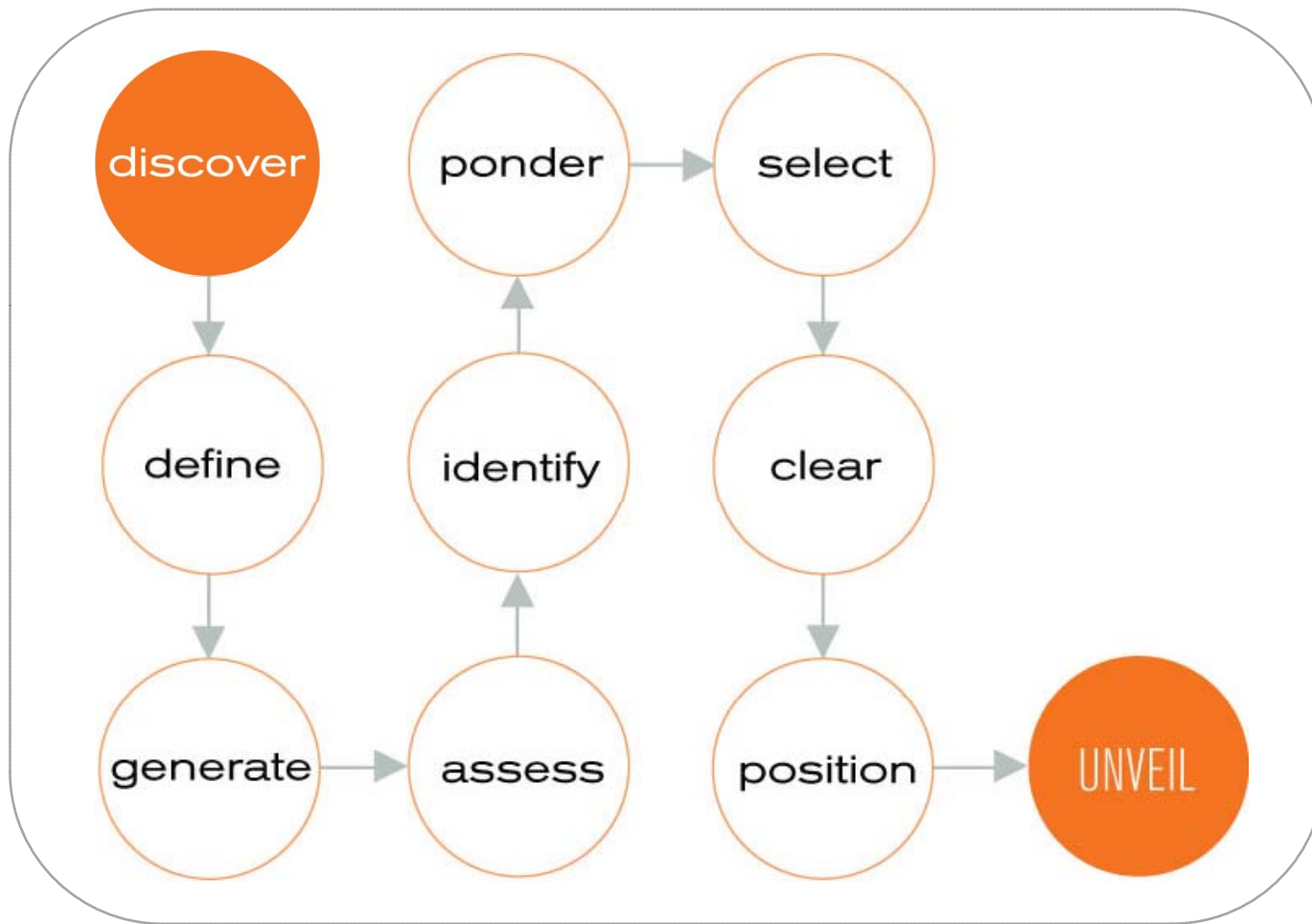
*Acknowledging from the start that there will be uncomfortable moments along the way will help you get through those hiccups more quickly when they come up.*

**Equitant**

*Capital in Motion*

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# Discover



## Discover

Outline and understand critical differentiators



Understand the business – past, present and future

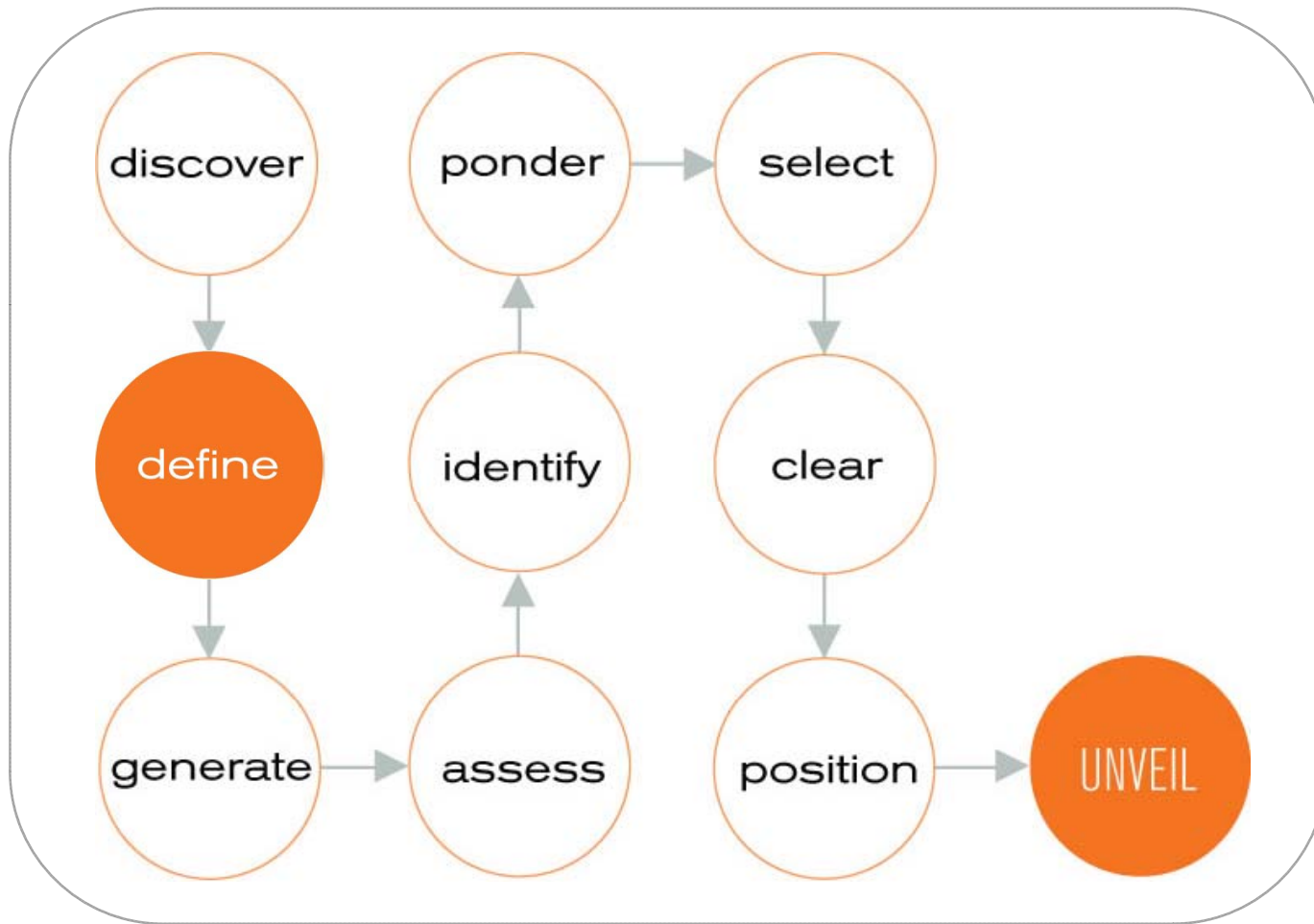
- Internal Perspective
- External Perspective
- Market and Competitive Landscape
- Brand Positioning Development

*Helpful Tip:*

*Including a wide-variety of stakeholders – from leaders to the front-lines – it can be helpful in building understanding, acceptance, and adoption of the new name.*



# Define



# Define

Build a solid foundation for name generation



Establishing and approving the “Name Criteria” will enable better decision making

- **Functional Criteria** – Standard Naming Benchmarks
- **Practical Criteria** – Attributes specific to the company
- **Name Categories** – Type of name most appropriate based on context
- **Name Concepts** – Creative “muses” that encapsulate the essence of the brand

*Client Example*

**sixthgear™**

Built for Dealers and Drivers™

- Coming Together/ Joining
- Hospitality
- Empowerment
- Insight / Thought Leaders
- Thoughtfully Quick

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# Define

## Name Criteria key components

### Functional Criteria: A good name should adhere to standard name benchmarks

- Be understandable, easily pronounceable, and phonetically intuitive
- Be broad enough to accommodate future changes in the organization
- Be memorable and timeless
- Have no negative connotations in other languages
- Stand out among competition
- Complement the tone of the brand

### Practical Criteria: Stellar names also achieve custom goals for a company

- Communicate the value / benefits created by the company
- Steer clear of industry jargon
- Appeal to target audiences
- Avoid being shortened to an acronym
- Address specific industry considerations

# Define

Agree on name types and creative concepts to explore

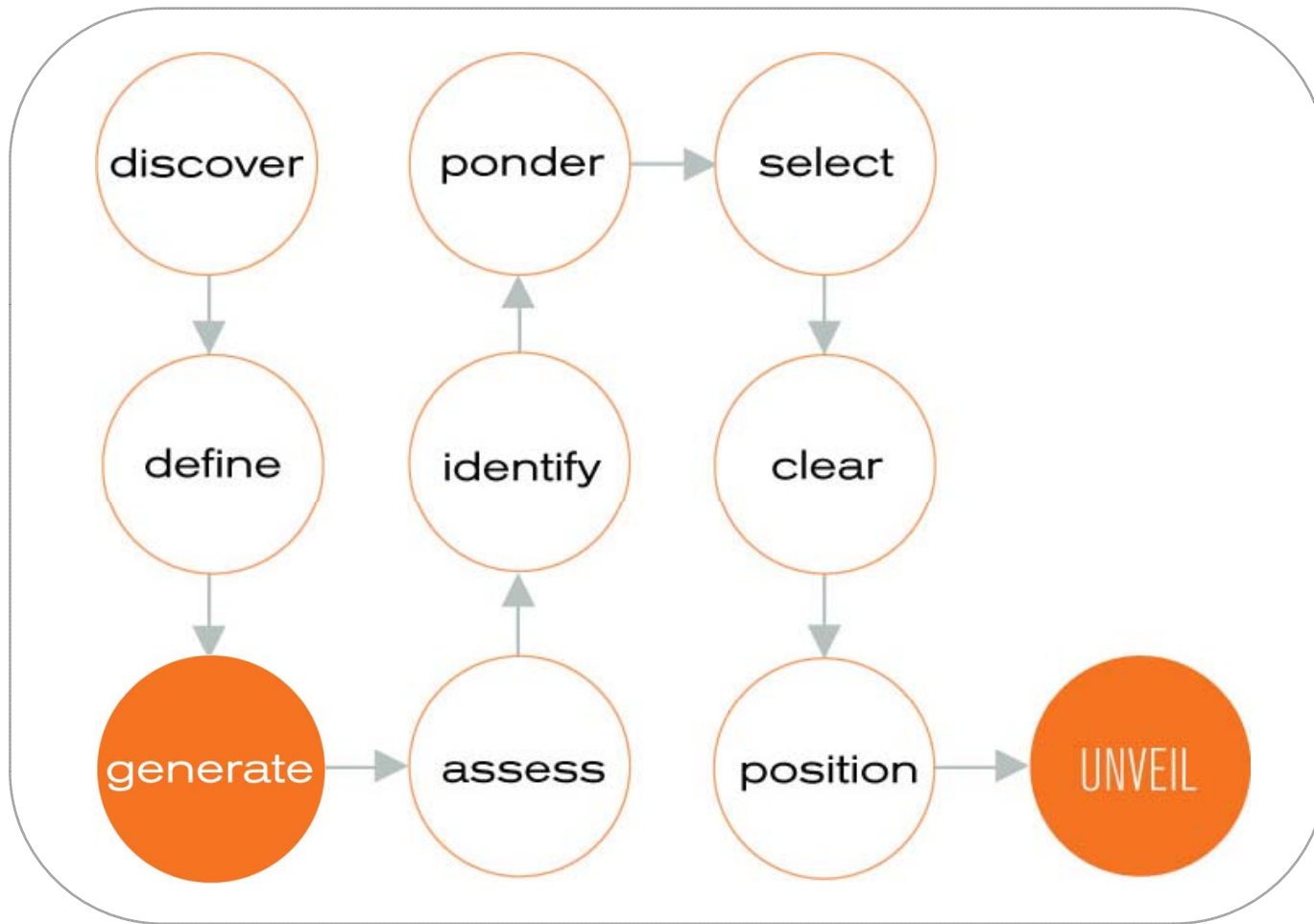
## Name Types

- **Functional/Descriptive:** MySpace, Newsweek, Bank of America
- **Acronym:** SAP, IBM, CBS, ABC, NBC
- **Founder:** J.P. Morgan, Warburg Pincus, Booz Allen Hamilton
- **Hybrid/Evolutionary:** Texaco, FedEx
- **Imagery:** Apple, Yahoo, Amazon, Facebook, The Delve Group
- **Coined Expressions:** Accenture, Microsoft,

## Name Concepts (for Reunion Newco, Now Sixth Gear)

- **Coming Together/ Joining:** of extraordinary people, data & technology
- **Hospitality:** Relationship driven. Reliable, helpful, friendly. Ally to the dealer
- **Empowerment:** Transparency, data, giving options. A “can-do” attitude
- **Insight / Thought Leaders:** Visionaries. Source of lessons learned
- **Thoughtfully Quick:** Fund with speed, but not haphazardly

# Generate



# Generate

## The art & science of naming



Using the Name Criteria, let your creative ideas flow...

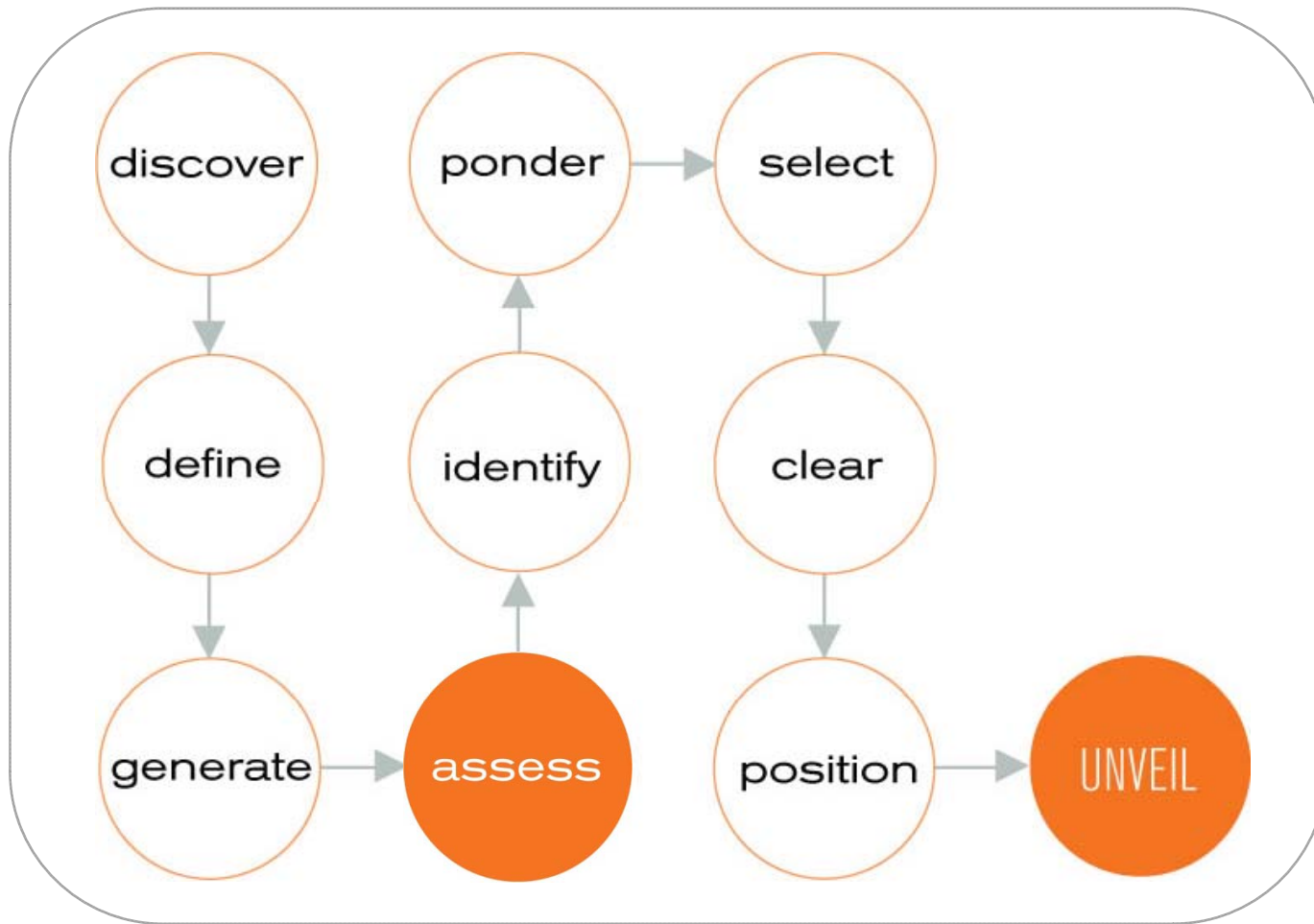
- Generate hundreds and thousands of names that fit criteria and creative concepts that could be appropriate to the business/product
- Create complementary taglines

Helpful Tip:

*Using the Name Criteria, gather input from a variety of people – even those not involved in the project. It can lend fresh inspiration.*

ACCOMPLI<sup>SM</sup>  
VISIONS REALIZED<sup>SM</sup>

# Assess



# Assess

Methodically narrow down name options



## Whittle down the list to top 6-8 names

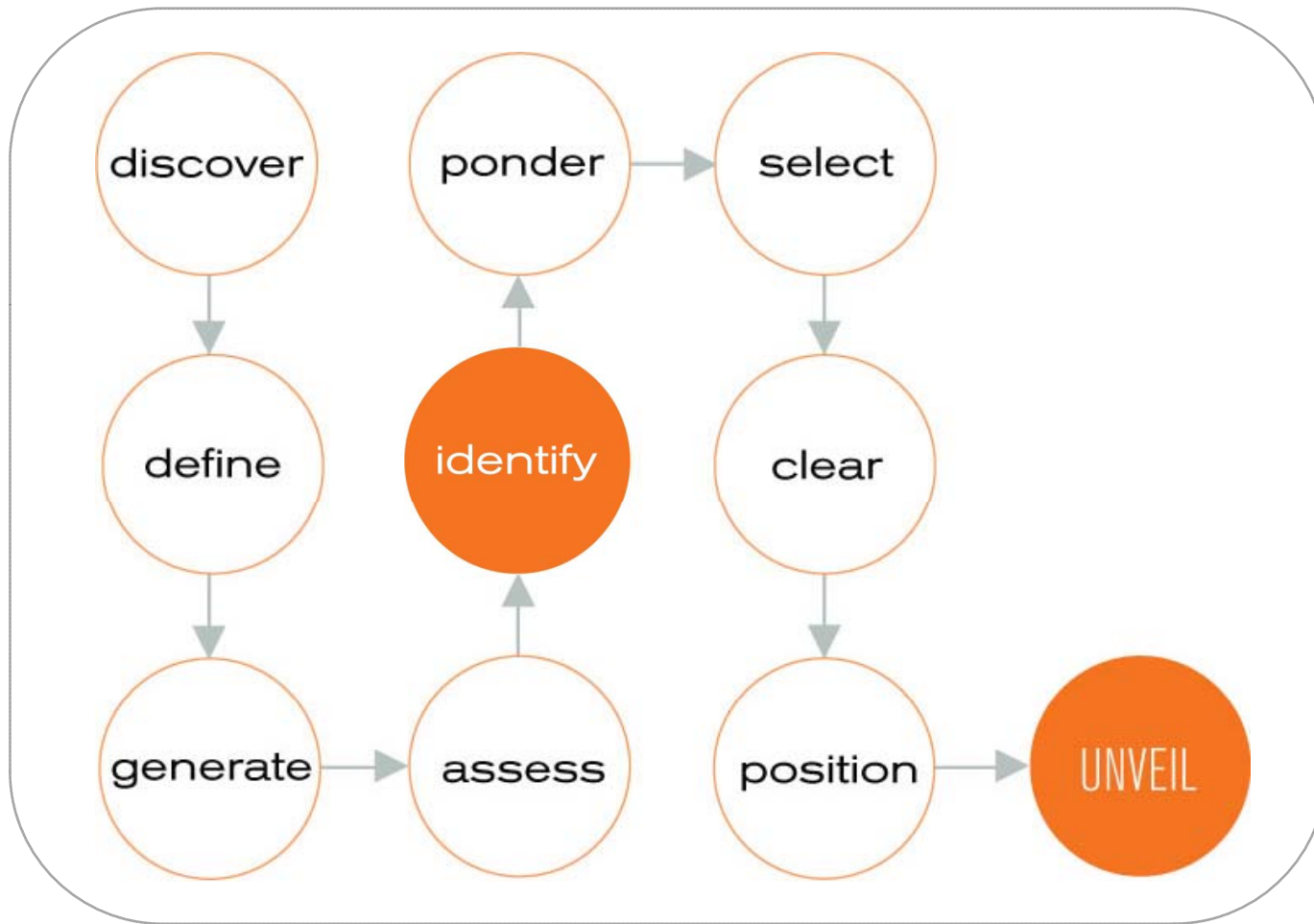
- Rank names and taglines using criteria
- Gauge preliminary trademark and URL availability
- Unearth possible conflicts to consider
- Test combinations of names and taglines

### Helpful Tip:

*Don't necessarily throw out the current name – it may hold up against the criteria or be better for the business overall.*



# Identify



# Identify

Presenting name options – look back before looking forward



## Be prepared for an underwhelming reaction

- Remind leadership of the subjective nature of this process and that the names will feel foreign or uncomfortable
- Reveal top candidates and tagline pairings
- Review benefits and challenges to each name
- Refer back to the business strategy and Name Criteria to support name rationale
- Don't push for a resolution at this time

### Helpful Tip:

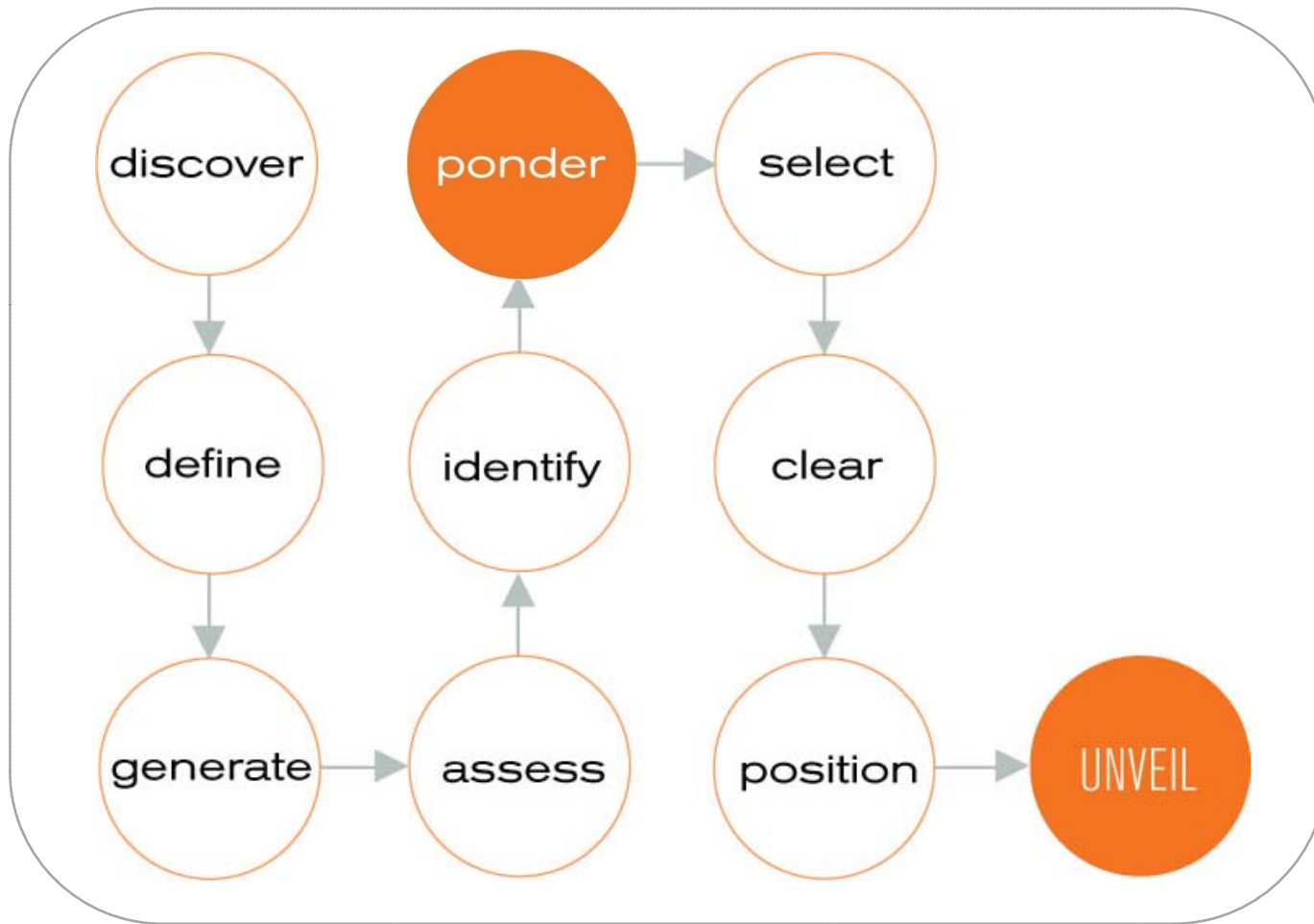
*Be prepared and be patient. Familiarity breeds comfort. The majority of naming presentations are met with lukewarm reactions – and preferences change over time.*

sixthgear™

Built for Dealers and Drivers™

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# Ponder



## Ponder

Allow name options to become familiar



First impressions are important, but it takes a few days for true preferences to arise

- Acknowledge the emotional aspect
- Soak in the choices
- Say the name out loud, pretend to answer the phone for the newly named company
- Consider the benefits and challenges
- Keep within the agreed decision-making group

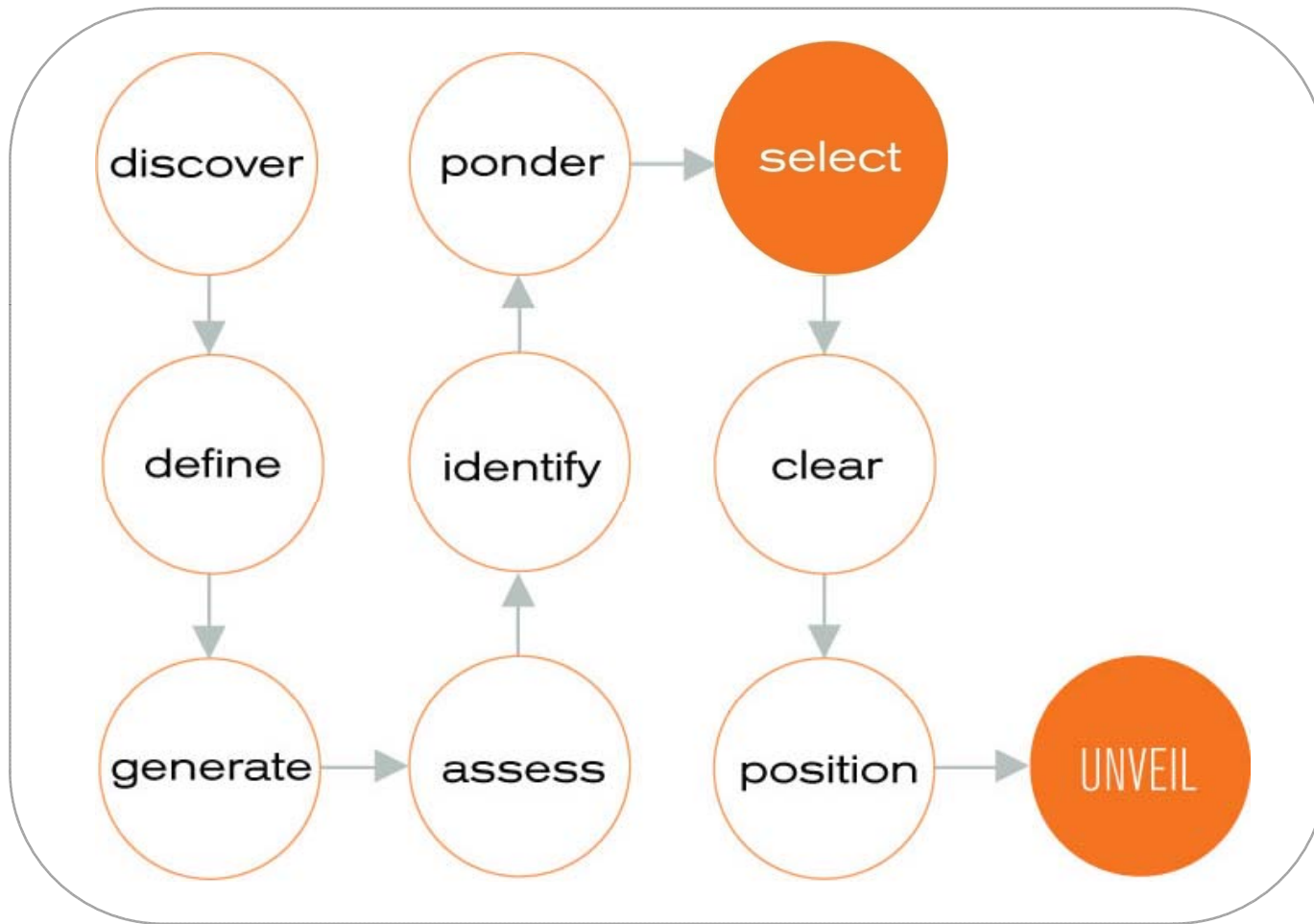
*Helpful Tip:*

*Be patient – within boundaries! Set a time limit to facilitate decision making. Going “back to the drawing board” will not guarantee an easier decision making process.*



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# Select



# Select

Narrow down to top few choices



## Hedge the trademark clearance process

- Encourage leadership to consider the top 2-3 name candidates in case one will not pass the legal threshold
- Be prepared for the group to only fall in love with one name
- Select preferred taglines – they can have a bit for flexibility and may not need to be trademarked

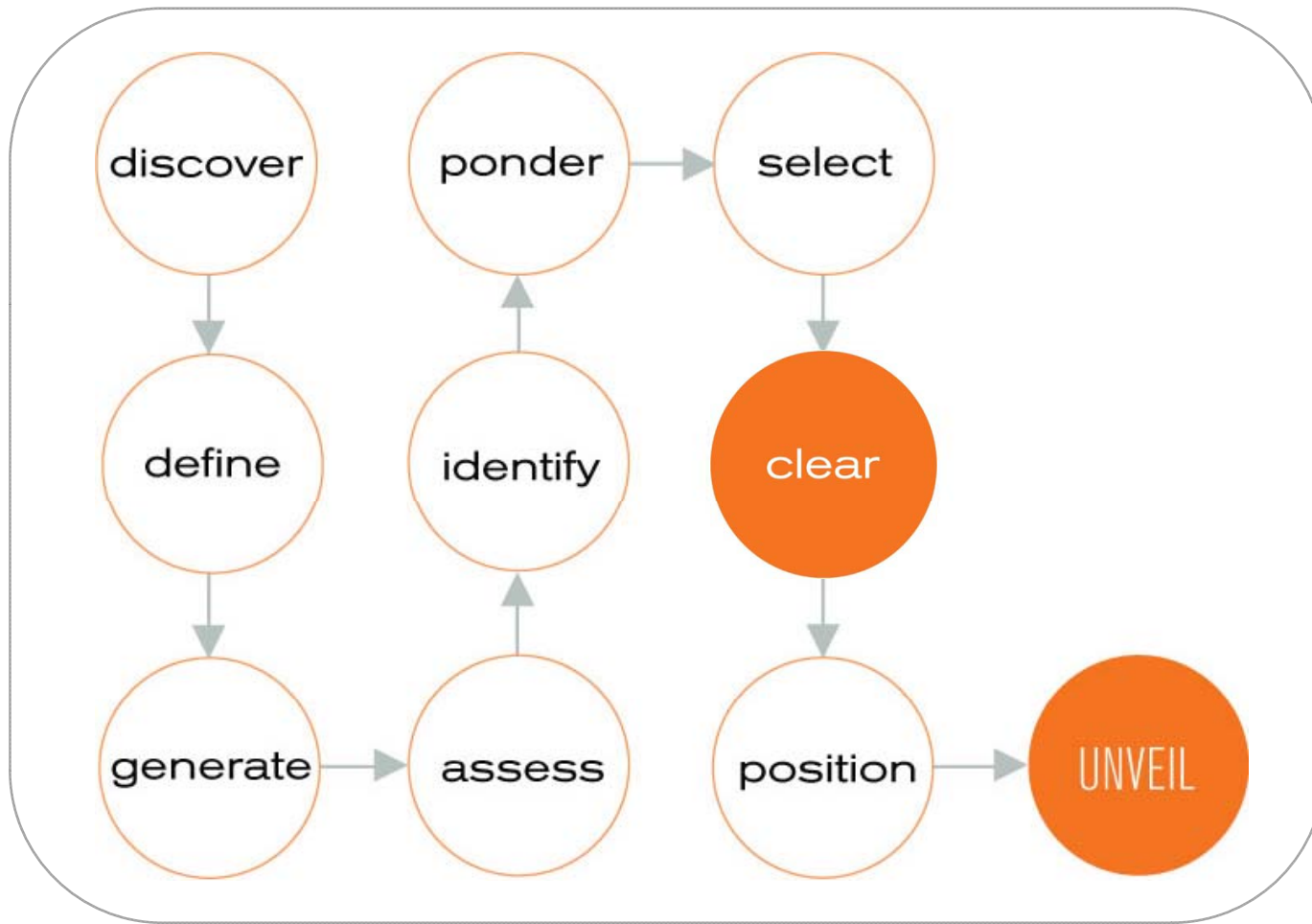
### Helpful Tip:

*Sometimes name testing will be helpful. But use it **cautiously**. It should be considered just one of the inputs considered, as it is subjective too.*



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# Clear



# Clear

Engaging the appropriate legal counsel is critical



## Use specialists well versed in trademark risk and the proper clearance procedure

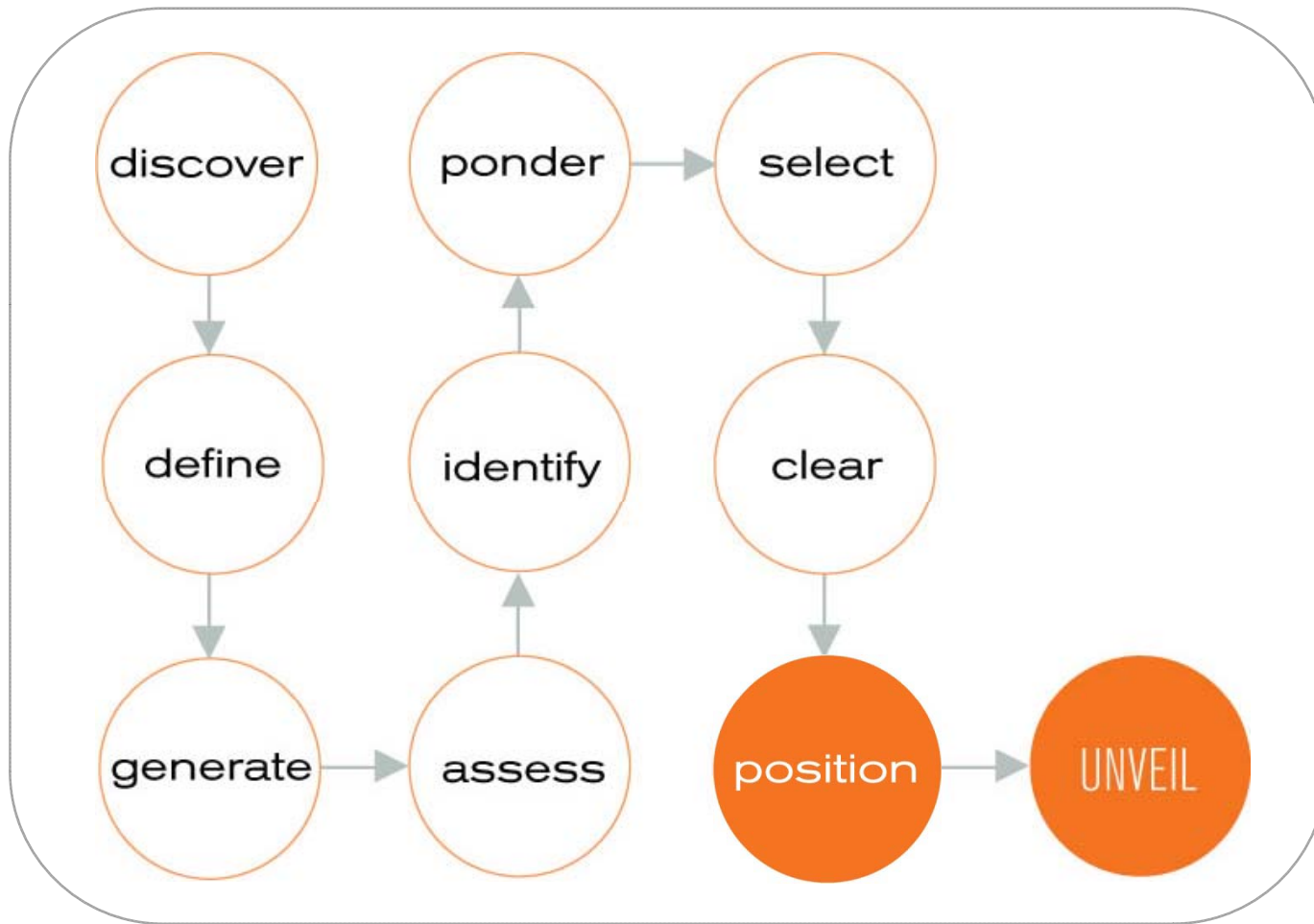
- Conduct trademark and URL clearance by geography – e.g. worldwide clearance needed?
- Decide on final name and tagline
- Secure legal rights – use SM or TM during registration process, and ® symbol after trademark is secured. Register business name for legal use as well.

### Helpful Tip:

*Don't get too attached to a single name. Especially when working internationally, names can easily be discounted.*



# Position



# Position

Build the underlying strategic platform for brand expression



## A Brand is more than just a Name

- Create Message Platform
  - Elevator Pitch
  - Value Proposition
  - Positioning Statement
  - Key Messages
- Design Visual Identity
  - Logo
  - Look & Feel

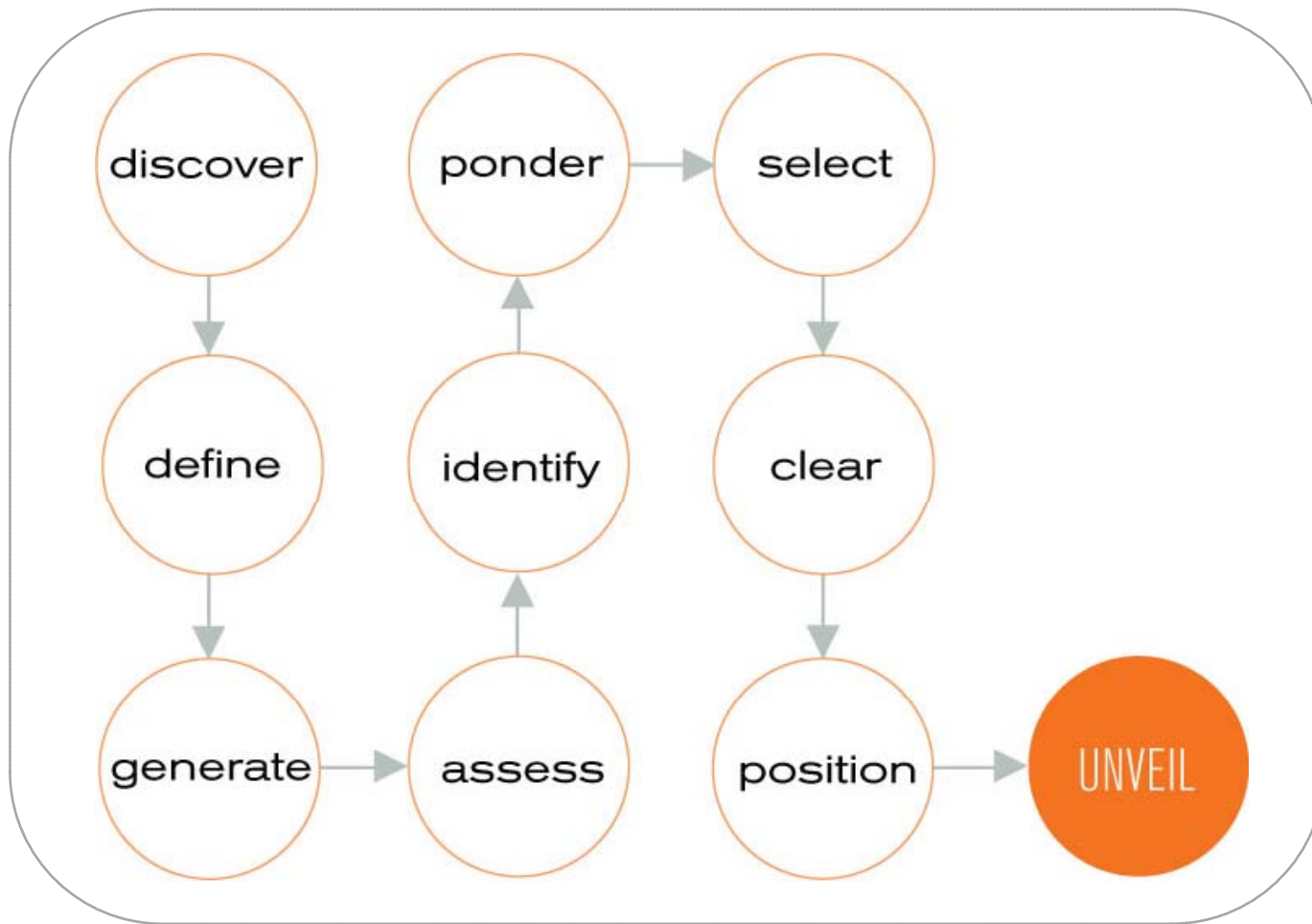
Client Example of building a visual identity “with legs”

**CoADVANTAGE**  
*Resources for Humans. Solutions for Business.*



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# Unveil



# Unveil

When launching a name, take the time to get it right



## Build and execute roll-out from a strategic plan

- Internal and external audiences need to be addressed
- Consider the business needs and timing to announce new name
- Sweat the details – be sure the smallest changes are addressed (e.g. changing logos on checks) and old materials are retired
- Whether it's a soft- or a hard-launch, every piece needs to be in sync and consistent

### Helpful Tip:

*Remember those that weren't involved in the process are hearing the name for the first time. All too often company's "flip a switch", which can cause confusion internally and externally.*



**EXULT®**

*Process Excellence, Proven Results*

## A Testimonial to the Power of a Brand

Exult defined the concept of wholesale, HR BPO when it was formed in 1998. For such a small company, it has truly built for itself market acceptance and a brand. Exult's market acceptance is most evident when we hear from procurement consultants that Exult is invited (or pre-qualifies) in almost every HR BPO deal opportunity that is out there today. No other vendor can make that same statement, in our view.

Exult's brand leadership is most evident by its market share. The Everest Group, another leading procurement consultancy, estimates Exult has about 37% market share amongst announced total contract value of HR BPO deals far ahead of No. 2 vendor Accenture. Moving forward, Exult should be able to exploit these advantages via lower sales costs.

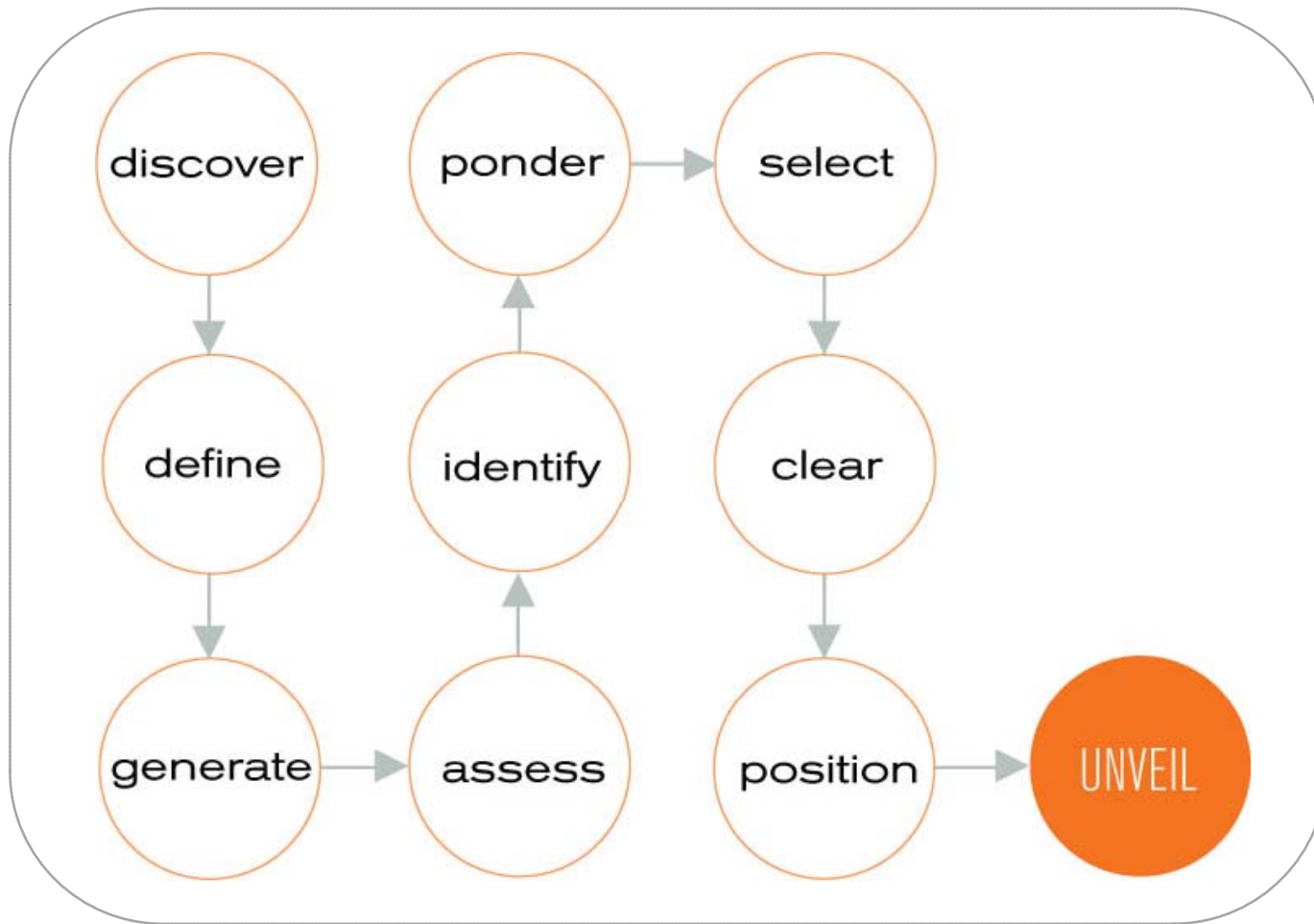
**William Zinsmeister**  
**Deutsche Bank Securities Inc.**  
**Global Equity Research**



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The Delve Group, Inc.

Thank you for your time.

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