The catchy names that add boost to brand positioning!

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What is a brand name? A brand name is a name given to a product or service so that it is recognized in the market. It can be anything: a name, term, logo or even a slogan. It sets apart the product from its competitors in the market. They are the identities that help the customer to differentiate one product from the other. A brand name must be catchy, attract the customers or help them identify the product immediately. Careful planning has to be done while choosing the appropriate brand name.

Using thin fonts will not be very catchy and it might be lost in the background or with other communication. So a thick and attractive font has to be used. Be it coco cola, Adidas, Puma, retail outlets like KFC, etc. the font types used are bold and attractive which naturally tends to get the attention of the customers and they are immediately able to connect the brand when they see a particular advertisement. Similarly for logos, the symbolization of the logo should not be too implied that the targeted audience is unable to connect the logo with the brand. It can be implied, but the business men have to see if their targeted audience is able to connect the logo with the product. It should be aesthetic and catchy to make it stand apart from the others. For example, if all the competitors have used pastel shades for their logos, then going for bold and beautiful shades will make the product stand apart from the others.

When a brand name is being done for a brand that is going to go international, then it should have a name that is easy to pronounce and is easily convertible in other languages. It should be unique and distinctive to catch the attention of international audience. The name should be extendable, so that it can be easily used around the world. The name should be such a way that it covers the legal protection in whichever country the product is going to be sold. The name should not be such that it has the wrong meaning in a foreign language. For example, Nova can be a trendy and attractive name for a car brand. But in Spain, the word means â€œdoesnâ€™t goâ€•. So, branding goes for a toss w particular name has a wrong meaning in other languages.

The names should be derived by keeping in mind the branding objectives. It is better not have any connotations in the brand name and will get more popular with the targeted audience if it is easily pronounceable. The name chosen should meet any legal requirements that are there in the book. The chosen name should not by anyways indicate another brand or product. For example, when someone says â€œPepsiâ€•, the immediate product that comes to mind is the world famous soda and nothing else. A brand name need not necessarily have a meaning, in fact it is better to have name that does not have direct meaning to it. This helps getting the brand name spot on as people can relate to the product rather than the meaning of the name.

Thus, a brand name plays an important role in carving a place in the market. It helps the businessmen to create awareness among the targeted audience when the product is launched and helps the targeted audience to recognize the product immediately on a long run. Without a proper brand name, a product gets lost among the myriad competitors that it has. Learn more on the importance of brand names through what the experts has to say on television and internet by subscribing for deals like the Time Warner Deals.

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