



Project 1 : Phase 2

NAMING

Brainstorming Exercises



When naming a product, organization/company, service, campaign or event, you should consider it as the the seed that gives rise to your brand. It can reinforce the values of the brand and create an instant cognitive connection with your audience.

During these brainstorming exercises:

- / determine what your name needs to accomplish**
- / decide how it will work with an existing product, service, belief, activity or skill**
- / determine what kind of name to develop: descriptive, invented, expressive...**
- / develop objective criteria to evaluate the names you generate**

1. **BRAINDUMP LIST**

First things first: you want to bring up & let go of any naming baggage—current favorites, historic flops, or what seem to be the “perfect names” for your event.

Although early ideas can be on point, getting those initial thoughts all out on a page, you’re left unfettered and free to move into fresh territory.

2. **FREE-ASSOCIATION WITH POST-ITS**

Start thinking about your event differently with a free-association exercise: If your theme would have/ provide a superpower, which one would it be? Can you describe it through an activity? a feeling? a flavor? a geographical points? objects? a song?... there are countless scenarios that can put your event in a new light.

Use post-its and write down as many associations that come to mind in 5 minutes. One idea per post-it.

3. CONCEPT CLOUD

Create a mindmap based on your event's theme as the central idea. Develop a word-map that expands from that central concept.

Find connections between words, and show them visually with lines or arrows.

List interesting word/concept combinations that are created by those connections.

4. THE THESAURUS EXERCISE

Look up and list synonyms that relate to your event's theme, unique selling proposition, or message goal.

Align lists and combine words from each to make composite or coined names.

5. NAME EVALUATION SHORTLIST

Close the session by writing down your top five names onto Post-it notes. Share your process and ask two other people to do the same. If there are a repetition of names in that selection, that's a good sign.

Write the shortlist of 2-3 chosen names on a new sheet of paper and share it with the class.