

HAMISH CHADWICK

— powerful messaging —

BRAND NAME SCORECARDS™

*Determine your best brand names for more effective marketing and powerful brand messaging.*



[www.hamishchadwick.com](http://www.hamishchadwick.com)

These Brand Name Scorecards™ are designed to help you remain objective in determining your best brand name candidates. Great names are a balance of technical, legal and emotional components. In other words, is it easy to pronounce, is it available to use and will it strike a chord with your audience?

It can be easy to get caught up in your ideas and lose sight of the commercial objectives of your naming brief. On the surface a name may look fantastic, however, unbeknownst to you they may be unintentionally inappropriate or you simply can't own the intellectual property.

Whether you're working with a brand name consultant or developing a name yourself, use these Scorecards throughout the project to ensure your focus isn't held up with names you can't market with.

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# Brand Name Scorecard 1

## IP Ownership & Interpretation

Component	Parameters & (Score)	Your Score
<b>Alternative meanings or Connotations of your name</b> (English Language)	<ul style="list-style-type: none"> <li>• Strong in local markets <b>(0)</b></li> <li>• Moderate in local markets <b>(3)</b></li> <li>• Weak in local markets <b>(6)</b></li> <li>• None in local markets <b>(10)</b></li> </ul>	
<b>Alternative meanings or Connotations of your name</b> (Foreign Languages)†	<ul style="list-style-type: none"> <li>• Strong in overseas markets <b>(0)</b></li> <li>• Moderate in overseas markets <b>(3)</b></li> <li>• Weak in overseas markets <b>(6)</b></li> <li>• None in overseas markets <b>(10)</b></li> </ul>	
<b>Intellectual Property Availability</b>	ASIC Company Name <b>[Yes: 2] [No: 1]</b>	
	State Government Business Name Register <b>[Yes: 5] [No: 3]</b>	
	.com.au Domain Name* <b>[Yes: 5] [No: 4]</b>	
	Trademark (IP Australia)** <b>[Yes: 10] [No: 3]</b>	
<b>Total Score</b>		

### What Your Score Means:

**30 - 42:** HIGH POTENTIAL *Go to Brand Name Scorecard 2 >>*

**19 - 29:** Your name has potential with further research or development

**0 - 18:** Your name has low potential, discard or develop the idea further

† Foreign language definitions or connotations are important if you plan to sell products and services into overseas markets. In order to avoid embarrassment, cause offence or become the target of ridicule, it's best to carry out research first.

\* Domain name availability and ownership although important, should not be the sole deciding factor in choosing a brand name. A large number of domain names are taken by squatters who hope to profit from their sale. If you have a great name that is available as a trade mark but not a domain name, you should consider finding a compromise with the domain name. The asking price for squatted domain names can vary immensely and you should seek advice prior to making an offer or purchasing a domain name that is not available from an authorised domain name registrar.

\*\* Ensure you check that your brand name is available to trademark in the classes that you require. Please seek legal advice before you submit any trade mark application. For more information go to :<https://www.ipaustralia.gov.au/trade-marks> or consult your trade mark attorney.

# Brand Name Scorecard 2

## Brand & Marketing Suitability

Component	Parameters & (Score)	Your Score
<b>Syllables</b> (Name Length)†	<ul style="list-style-type: none"> <li>• 1 Syllable <b>(10)</b></li> <li>• 2 Syllables <b>(8)</b></li> <li>• 3 to 4 syllables <b>(6)</b></li> <li>• 5 or more syllables <b>(0)</b></li> </ul>	
<b>Visual Perception</b> (Pronunciation)*	<ul style="list-style-type: none"> <li>• Simple - easy to say <b>(10)</b> (Customer instantly pronounces the name correctly)</li> <li>• Realisable - requires customer to think <b>(5)</b></li> <li>• Demanding - customer unsure of pronunciation <b>(0)</b></li> </ul>	
<b>Auditory Perception</b> (Spelling)**	<ul style="list-style-type: none"> <li>• Unambiguous / Easy <b>(10)</b> (On hearing the name the customer can spell it correctly)</li> <li>• Acceptable / Intermediate - requires customer to think <b>(5)</b></li> <li>• Demanding / Obscure <b>(0)</b> (Customer has great difficulty spelling the name correctly)</li> </ul>	
<b>Total Score</b>		

### What Your Score Means:

**25 - 30:** FINALIST (the makings of a great brand name)

**16 - 25:** POSSIBLE (depending on brand strategy)

**0 - 15:** Develop the idea further then reassess with Scorecard 1

† The longer a brand name is the more likely it will end up being abbreviated. Memorable and effective brand names are typically between 1 and 4 syllables. For example; Toyota (3 syllables), Rolex (2 syllables) Bunnings (2 syllables) and Commonwealth Bank (4 syllables). There are some exceptions to the rule where brand names that don't exceed 4 syllables are shortened into nicknames such as 'CommBank' and 'Woolies'. Some brands are lucky that an acronym works on its own merits as a word and is easy to pronounce. QANTAS is a great case in point. Other well known examples are AMEX and KFC.

Why is any of this important? You want to retain as much control over your brand image as possible. If you put a name in front of customers that runs the risk of being shortened, then you may find it difficult and expensive to gain preferable marketing positioning. The sound and look of a name (its imagery) can be a vital ingredient in your brand strategy so you need a name that will help you achieve your desired price point.

\* What does the brand name sound like, and is it easy for the customer to pronounce? The easiest way to determine this is to show someone the name and ask them to say it. This is important because what looks straightforward to us may provide some interesting results when you test them.

\*\* Another key element in determining an effective brand name is Auditory Perception. Never assume anything. Say the name to someone and ask them to spell it. Brand names can be invented words so it's wise to test their phonetic clarity.

# WORK WITH HAMISH

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*"Hamish did not stop until we got the ultimate brand name. When Hamish 'Hit the nail on the head', I was close to tears..."*  
- Ben Hyde (Inventor)

*"Hamish came up with incredibly appropriate names that both describe the essence of their point of difference and positioned them above their competitors to increase their perceived value. ..."*  
- Scot Farley (Product Designer)

Hamish's blog:



Hamish's podcast:



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