

Product Naming Guidelines



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Product Naming Guidelines

Choosing a product name is one of the most critical success factors for your product. It's difficult to find a name that is available and meets all of the possible criteria (though sometimes you can pull it off).

Following are the criteria you want to consider when choosing a name:

- Easy to remember: Memorable
- Easy to pronounce: not confusing
- Available worldwide after doing full trademark search
- URL available
- Is 3 syllables or less (otherwise people will make up an acronym or shortened name of their own)
- Not offensive and doesn't convey negative aspects in foreign languages/countries that matter
 - o Example: Chevy Nova. Nova in Spanish means "No Go"
- Doesn't confuse customers with a competitive product (otherwise they might purchase the competitive offering)
- Clarifies things for the customer:
 - o Describes what the product does
 - o Conveys benefit
 - o Provides immediate and compelling reason to buy it
 - o Describes who should buy it
- Creates both logical and emotional appeal

Alternatively you can use a name that is a unique word or concept unto itself and conveys some intrigue, emotional appeal or logical connection (Examples: Excel, iPod, Adobe Acrobat, Zune, Tivo, Napster). It should be noted, however, that this approach requires an immense amount of marketing and negates many of the benefits of the criteria above.