

Name(s): _____ Date: _____

Marketing Function - Choosing a Brand Name

When you go to the store and see a dozen different bottles of ketchup from which to choose, how do you decide? BRAND! In this assignment, you will work with a group of your classmates to create brand names for a list of new products. Each team will share its brand name for the products, and, as a class; we will select the best name for each product.

When coming up with your brand names, remember the following characteristics of a good brand name:

- It should be distinctive. The market is filled with overworked names. A unique and distinctive symbol is not only easy to remember but also a distinguishing feature.
- It should be expressive. A well-chosen name should be indicative of quality, value, desirability, or whatever buying criteria the target market will be using.
- It should be easy to remember. It should be easy to read, pronounce, and spell.
- It should be adaptable and expandable to new products. For example, Hotpoint is a great brand name for stoves but probably not as applicable to refrigerators.

Suggest an appropriate brand name for each of the following consumer products:

1. A television network targeted at new parents, with shows and infomercials about babies and toddlers.
2. A coffee-flavored vitamin drink.
3. A sports car targeted at middle-aged women.
4. A glow-in-the-dark light switch.
5. A breakthrough prescription drug to treat male pattern baldness.

6. A restaurant serving Japanese and Mexican food.
7. An inexpensive line of cosmetics featuring vibrant colors.
8. A magazine targeted toward pet owners who are on a tight budget.
9. A high-end line of athletic shoes for children under the age of ten.
10. A banana-flavored breakfast cereal.
11. A mobile dental clinic.
12. A squirrel-proof bird feeder.
13. A laundry detergent that contains both non-chlorine bleach and fabric softener.
14. An electronic device that monitors your pet's moods according to the sounds they make when they are left home alone.
15. A potting soil containing fertilizer and flower seeds that is guaranteed to grow beautiful flowers in any climate.