

Brand Name Development

Strange Quark Distilling, LLC

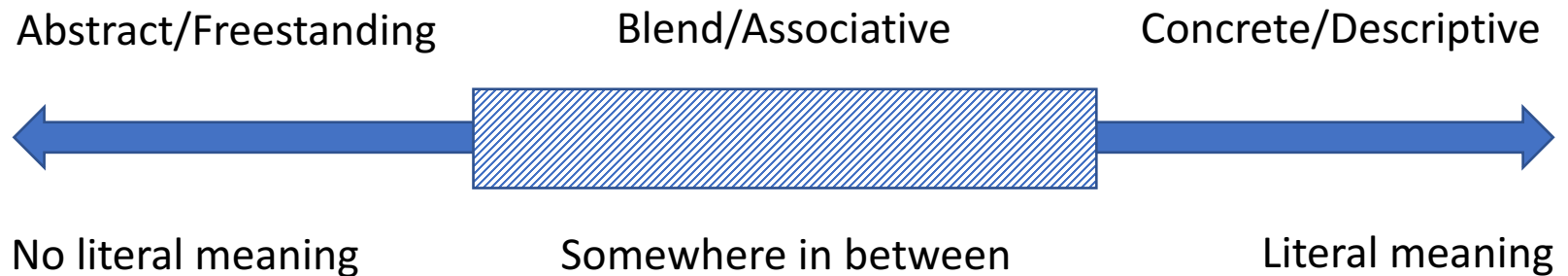
January 30, 2017

What's In a Name?

- It is most important in gaining loyalty because loyalty is value.
- It should reflect the personality of the brand.
- It must be meaningful, differentiated, stand apart.
- It must be free of negative linguistic connotation.
- It must be appealing to the target market.
 - Recognize the qualities and attributes inherent in the names since it will lead to trial and repurchase.

Creating the Name

- Brand names come from a spectrum



Abstract/Freestanding

- Pros

- Potentially the strongest kind of name to trademark. Totally unique.
- Highly distinctive and therefore more memorable.
- No meaning means more appropriate for international usage.

- Cons

- Names don't mean anything. Need larger investment in communicating the name.
- Even if the names means something, these kind of name take longer to become well established.

Blend/Associative

- Pros

- Has core meaning relevant to the product linking the name closely to benefits.
- More flexible, can endorse any products that has the attribute suggested by the association.
- Easier to protect as trademarks.
- More distinctive, more memorable.

- Cons

- New associative names are more and more difficult to find because of years of registration.
- May not cross international and cultural boundaries
- Because meaning may not be obvious, more communication may be necessary..

Concrete/Descriptive

- Pros

- Immediate communication of the product benefits.
- Such names do not require very much promotion.
- Unambiguous meaning results in very little confusion in the market.

- Cons

- They tend not to be very distinctive and easily copied by competitors.
- More difficult to register as trademarks.
- Limiting because they only describe one aspect of the brand.

Naming Strategy

The brand name should be based on an understanding of the product and the market in which it will compete.

Things to keep in mind about the product:

- What's the product's point of difference?
- What strategic intention is behind the brand launch?
- Will the product become international?
- Is it likely to extend to new areas, formulations, line extensions?

Things to keep in mind about the market:

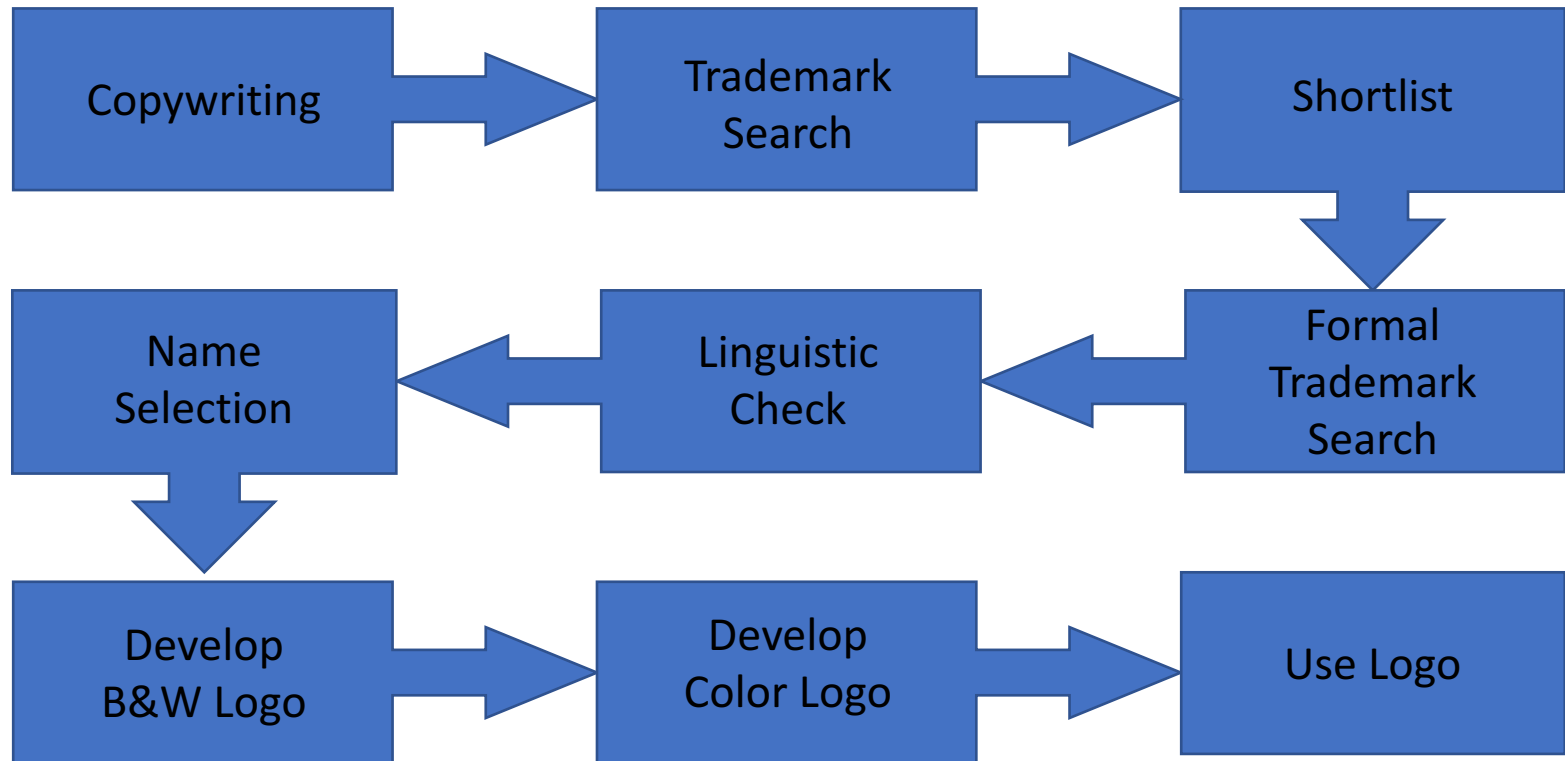
- What are the trends in the market of interest?
- What is the competition doing?
- What is acceptable and credible?
- Understand the age, social class, gender and purchasing power of your intended customer.

Naming Strategy

A good naming strategy should contain:

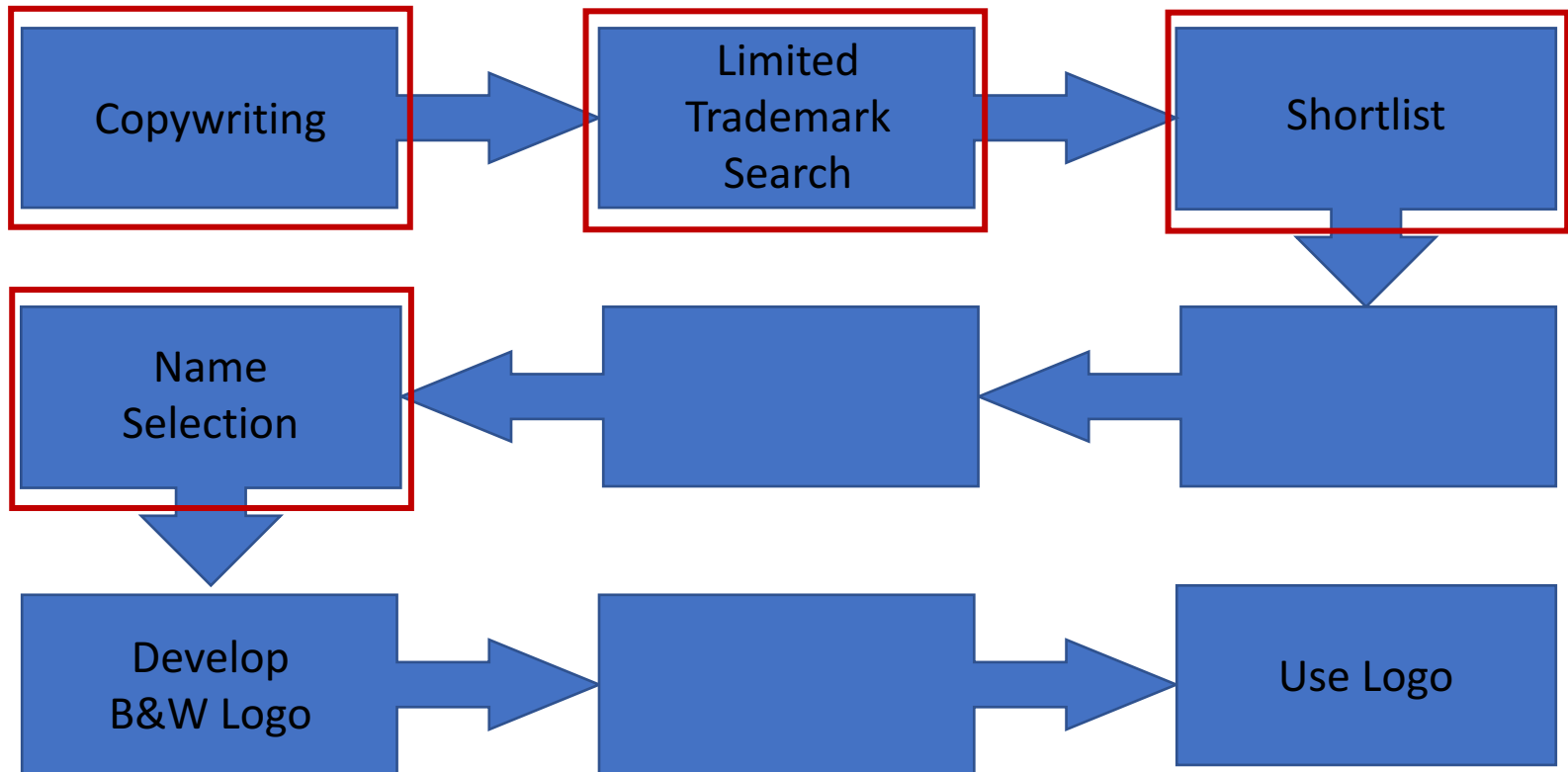
- The brand's proposed positioning and personality.
- Identification of the target audience for the brand.
- A review of the product and market opportunities.
- A consideration of any likely international spread of the brand name.
- A guide as to sort of the name that is likely to work most effectively.

The Process



The Process

Considering our tight timeline, we must adjust and shorten the process.



Copywriting

- We first began with reviewing the key points to creating a great brand name that included all of your input regarding the personality of the brand and the target audience(s).
- For the copywriting exercise, we developed some categories based on your desired personality for the brand and its core attributes.
- Then we incorporated all of your name suggestions into these categories along with further concept exploration so that when we place the names on the spectrum, we have something in each section to consider.

Copywriting

- Categories
 - Science/Scientific – this is what's at the heart of the brand's creator
 - Tech/Technology – this is what differentiates the brand from the competition, the how.
 - Contemplative/Thinkers/Lifestyle – this is about the target audience's experience.
 - Foreign Languages – this is about imported cache and also style that pushes us toward the abstract end of the spectrum.

Science Category	
Algorithms and Alchemy	
Delta Spirits	
Differential Spirits	
Equilibrium Spirits	
Kinetic Spirits	
Quantum Spirits	
Reaction Spirits	
Strange Quark Spirits	

As you can see this is our biggest category and that's not surprising, but when we place all of these on the spectrum, they all lean toward abstract. Even though they have meaning, it's just not meaning associated with this industry.

Tech or Technique Category	
Advanced Spirits	This name is tied to what drives the company, ever better though R&D in the science of distilling.
Digital Spirits	(put a microchip in the glass of the bottle or even inside a glass bead inside the liquid)
Mechanized Spirits	Has a “ <i>Metropolis</i> ” angle to it. Not steam punk but industrial revolution advancement kind of better that has status. Perhaps some “Ghost in the machine” romance.
Precision Distilling	This is very descriptive and surprisingly not trademarked. (previous TM canceled 2010)
Precision Spirits	This is about a technique guided by science and technology.

This naming category was important to consider because it brings the descriptive side into the mix. It’s also why the descriptive list is often the shortest for reasons we have already reviewed. These would be more affordable to promote.

Contemplative Category

Enlightened Spirits

(Poetic) to shed light on. This also has value to the social approval strategy. (better educated about what's important)

Intelligent Spirits

This can be about understanding. Not just the way it's made but the reason it's made. Local, sustainable, informed.

Refined Spirits

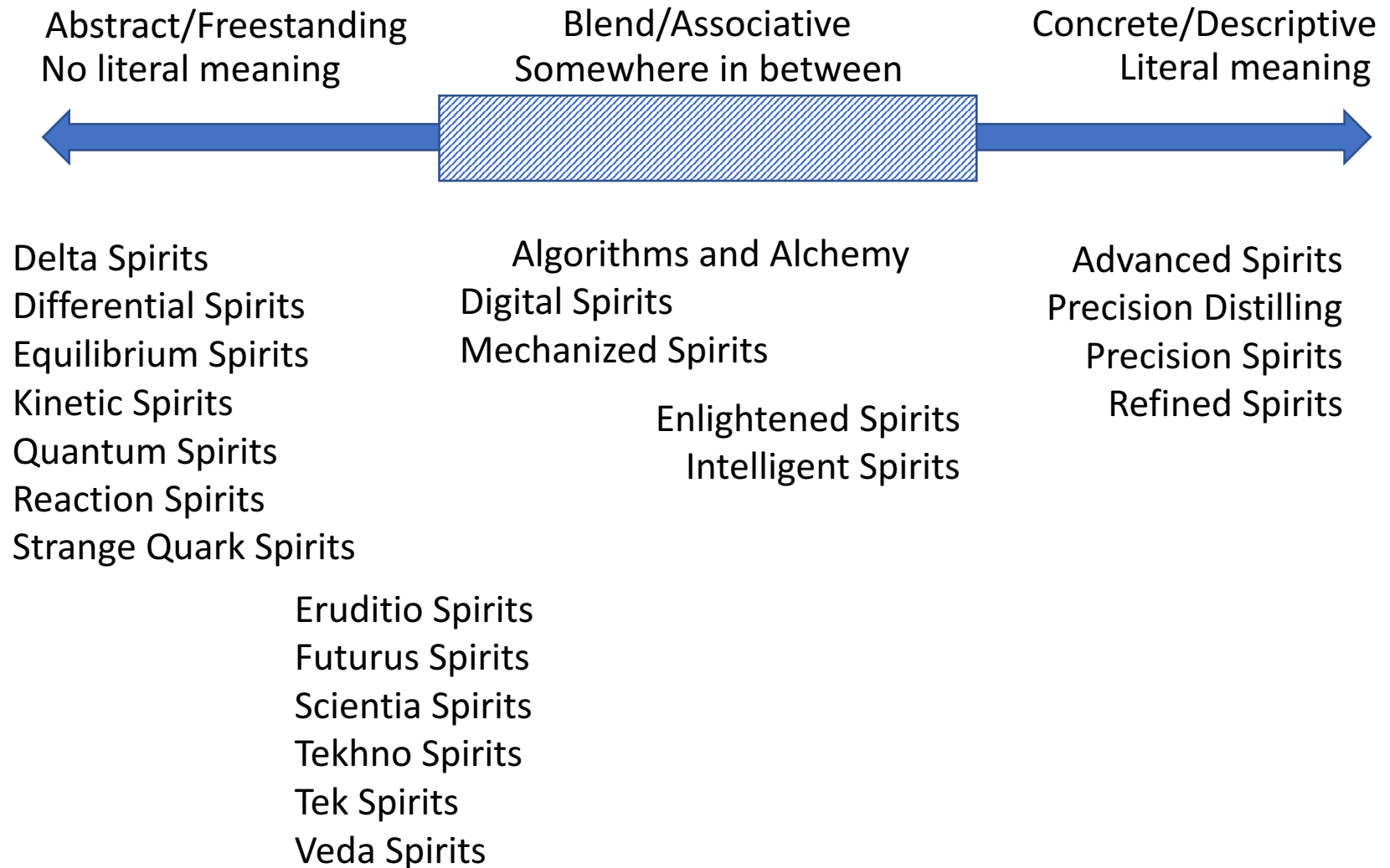
This is all about social approval. To be a part of a smaller group and have an appreciation for all the pleasures that go with group.

When it comes to a lot of what you were describing about the experience of dining with good quality spirits, it deserved a more heady exploration. This is a more reflective area for the consumer.

Foreign Language Category	
Eruditio Spirits	Latin, learning ,knowledge, that which removes one from ignorance,
Futurus Spirits	Root of future, Latin meaning going to be, yet to be
Scientia Spirits	From Latin for knowledge, knowing, expertness
Tekhno Spirits	From the original Greek for technology
Tek Spirits	From the original Greek tekhnē art, skill
Věda Spirits	Czech for Science

I always like to consider foreign language options as long as they don't mean something horrible in their native tongue. Foreign language brings a romance to the process that adds sophistication. Down side is pronunciation and of course the meaning needs to be explained.

Names on the Spectrum



Considerations

- If there were more time, we would of course ask our target audience what resonates with them. Given the shortened timeline, that is not possible, but we still wanted to make sure to fully explore a variety of naming options.
- While I am a big proponent of the descriptive/concrete end of the spectrum, and would recommend something that quickly spells out why this is a better product, the abstract side of the spectrum is always sexier, more unique and more ownable.

Recommendations

- I like the merits of **Precision Spirits**. It comes from the more descriptive end of the spectrum and is available from a trademark status which is rare with such common phrases. No need to explain what you are doing, the brand name embodies the kind of scientific effort associated with its creation.
- Since you have already named the company **Strange Quark Distilling**, we must evaluate the merits of it as a brand name. It accomplishes several things a good name should if not overtly. Paired with a good tagline it can potentially capture the understanding of the consuming public.

Tag Line Exploration

Copywriting

- Taglines

- In order to accelerate the process, we also explored some taglines to add extra dimension to the brand in its very embryonic stages.
- A tagline is not a positioning statement. Far from it. A tagline is a piece of marketing that becomes directly associated with the brand name.
- The value of a good tagline is in its ability to distinguish the brand because no other brand could be substituted with our tagline.
- The tagline validates the brand and in many cases helps explain the brand.
- A tagline helps to associate the brand with its characteristics and what makes it better and/or different.
- The best taglines are between 5-7 words in length because the human brain best remembers phrases that are this length.

When reviewing a tagline, include the name of the brand as if always associated together. A very abstract name will need a tagline to explain the brand, but a descriptive name could use the tagline to add further dimension to the brand.

Advanced Distilling

Better Booze through Science

Better Booze through Technology

Better Spirits through Technology

Distinction Through Science

Distinction through Technology

Distinction in The Science of Spirits

Engineering Better Spirits

Engineering Local Spirits of Distinction

Engineering Spirits of Distinction

(too casual?)

(too casual?)

(category mention)

Highly Developed Spirits Local Spirits of Distinction Local Spirits Made with Science Precision Spirits from Science Precision Spirits Made with Science Precision Sprits Technology Precision Spirits from Technology Quality Neighborhood Spirits The Science of Precision Spirits Sprints made with Distinction Spirits Made with Advanced Science	
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Considerations

- Our tagline must do some explaining about the brand and does not leave room for augmenting with additional information.
- We need to consider a tagline that explains what the abstractness of SQD means to the customer.
- The tagline falls under two possibilities: One that includes the local market value and one what that is broader.

Strange Quark Distilling

Engineering Local Spirits of Distinction

vs

Strange Quark Distilling

Engineering Spirits of Distinction

Recommendations

Strange Quark Distilling

Engineering Local Spirits of Distinction

Strange Quark Distilling

Engineering Spirits of Distinction

Strange Quark Distilling

Spirits Made with Advanced Science

Strange Quark Distilling

Advancing the Science of Spirits

Precision Spirits

Distinction Through Technology

Precisions Spirits

Advancing the Science of Distilling

Precision Spirits

Distinction in the Science of Distilling

Positioning Statement Exploration

A brand's positioning is an essential element of each brand's marketing strategy and must precede the development of all sub-strategies (product, pricing, service, advertising and promotion.)

To ₁ (target market), **name** is the brand of
(₂ category/frame of reference) that (₃ point of
difference.)

Example:

To ₁ lactose concerned dairy drinkers, **Lactaid** is the
brand of ₂ milk that ₃ is lactose free.

Considering your desire to appeal first to a commercial customer who's business model centers around the local movement, initial positioning can be in that direction. This assumes a target that serves food and not just spirits.

To dining establishments that are focused on the
1
local movement, ??? is the brand of spirits that is
2
better because it's made locally.
3

When developing a broader positioning for consumers, the local movement has limitations should you wish to grow the brand beyond city limits. Differentiating because of the production process, the how it's made to be better, would mean a very different positioning statement.

To adult beverage drinkers concerned with quality,
1
??? is the brand of spirits that is better because
2 3
it's made with the innovation of science and
technology.

But ultimately, does the promise of science and technology provide enough of a differentiator to be more appealing to those seeking better taste and/or a lifestyle associated with all things high tech? Is science an expectation at this point and therefore this brand must be perceived as having superior science (Tesla or NASA?) and the cool that comes with it.

To consumers seeking the latest in what

1

technology can provide, ??? is the brand of spirits

2

that is better because it's made with the most

3

advanced science and technology.

All consumers is probably too broad a target. Narrowing the target to “those who drink spirits and seek out quality” feels like a solid niche because we can let the science define the quality.

To consumers whose enjoy adult beverages, ??? is
1
the brand of spirits that delivers better taste
2 3
because it's made with *the most advanced* science
and technology.