

## Brand name samples

1. **Crafts business**  
Naming a company making handmade paper flowers and ceramics
2. **Boys' outdoor footwear**  
Naming a pair of super-tough shoes for boys
3. **Wholemeal bread**  
Naming a new ultra-healthy brand of wholemeal bread

# 1. Company name: Crafts business

## The brief:

To conceive a name for the business of an artist, who specialises in the Japanese art of crafting handmade paper flowers.

The flowers are made from decorative papers and have a range of applications. They range from lasting wedding bouquets, posies and button holes to decorative homewares and Christmas wreaths.

She also creates ceramic ornaments, such as vases and Christmas tree decorations.

The client wanted something to sum up, succinctly, what her business was about.

There were no ideas on the table to begin with, so we needed an initial list to discover the kinds of names the client liked.

## My response:

I researched a range of names, using different categories to fully explore the possibilities. Some of the categories I used included:

- Japanese terms
- Crafting techniques
- Crafting materials
- Flowers

I came up with an initial list of 23 names that we could narrow down to find something suitable.

At this point we had not yet looked into the availability of names or domain names – it was purely an exercise to find something along the right lines.

As it turned out, the client loved the name **Paperamics** and this chosen name was found to be available.

## Suggested names for the company:

Floramics  
Flowerami  
Floweramics  
FlowerFold  
Flowerpot Designs  
Folded & Fired  
Folded & Moulded  
Handmade by Marie  
Kami (Japanese for paper)  
Kirigami (Japanese for 'Cut Paper')  
Kusudama (Japanese flower often made from paper)  
Paperamics  
Paper Bouquet  
Paper & Clay  
Paper Florist  
Paper Greenhouse  
Paper in Bloom  
Paper Petals  
Paper Posies  
Paper Rose  
Sakura Studio (Japanese for 'Cherry Blossoms')  
Sumire Designs (Japanese for 'Violet')  
The Paper Garden

## 2. Brand name: Boys' outdoor footwear

### The brief:

To devise a name for a new brand of shoes for boys aged six to eight.

The shoes are rugged, comfortable and suitable for the outdoors. The name should communicate fun, adventure, excitement and durability.

The shoes should conjure up the idea of an Australian daredevil hero, who overcomes dangers such as spies, crocodiles and harsh conditions. They will suggest jeeps, swaying rope bridges, the rainforest, lost cities, buried treasure, the desert and undiscovered temples.

### My response:

I researched the subject carefully and produced a list of 100 names for the client's perusal. As far as possible, the names included words that would be familiar to the age range, or of an appropriate phonetic simplicity.

I worked on a basis of categories to cover the brief from different angles. The categories I chose were as follows:

**Daredevil hero names.** I considered naming the shoes after a fictional Australian daredevil hero. A character would appeal to children and provide a range of opportunities for advertising, marketing and other branded products.

**Place names.** Australia has a wealth of interesting place names, many of Aboriginal descent. Using a place name would give authenticity to the product as well as providing a great-sounding brand name.

**Australian wildlife.** Animals are fascinating to young boys and provide an opportunity to promote the selling points of the shoes. For example kangaroos jumping (springy soles), snakes bending and twisting (flexible and durable), geckos climbing (non-slip soles) and crocodiles in the water (splash-proof).

**Outdoor adventures.** To represent the adventure side of the brief, I looked at the environment and the actions that may take place within it.

**Australia.** Names conceived with the Australian theme in mind.

This was copywriting course assignment based on a real project from Clark's. The name the client chose was **Trekkers**.

## Suggested names for the shoes:

### Daredevil hero names

Boomerang Jack	Discovery Jones
Oz Trekker	Brandon Bullwhip
Redd Raider	Snakeskin Charlie
Outback Zack	Taipan Troy
Swashbuckle Sydney	Redd Sands
Boolaroo Bill	Rocky Wild
Bungongo Joe	Crocodile Cain
Bushtucker Bob	Templeton Creek
Swampy Joe	Agent Hunter
Dingo Dan	Kalbarri Kyle
Blue Mountain Mick	Avalanche Canyon
Jett Torrents	Kangaroo Kelly

### Australian place names

Bungle Bungles	Mission Beach
Flinders Peak	Wongo Creek
Kakadu Trail	Blue Mountain
Kangaroo Island	Kangy Angy Valley
Kings Canyon	Bondo Forest
Lightning Ridge	Ulu-Roos
Kalbarri Trail	Boola-Roos
Ningaloo Reef	Golden Outback
Red Rock	Coral Coast
Tirari Ridge	Riverland
Shark Bay	

### Inspired by Australian wildlife

Kangatreckers	Gecko Trekkers
Flying Fox Footwear	Crocodile Creek
Wild Dingo	Python Chase
Gecko Gripsoles	Whipper Snappers
Bandicoots	Goannas
Croc-hoppers	Cobra Canyon
Kangaroo Trail	Kanga Skippers
Kanga Kickers	Sharkies
Snakies	Redbacks
Skippers	Brumbies

## Inspired by outdoor adventures

Ridge Runners	Sole Searchers
Terrain XS	Sand Hoppers
Intrepid Sole	Terrain Tamers
Sand Kickers	Sandstormers
Temple Travellers	Rocky Ridge
Mine Raiders	Ravine Runners
Reef Riders	Rapido
Bridge Striders	Leaps and Bounds
Sand Surfers	Storm Searchers
Dirt Trekkers	Jumping Jacks
Sand Sprinters	Peak Sneakers
Crag Climbers	

## Inspired by Australia

Bushwhackers	Diamond Diggers
Outbackers	AustraVenture
Didgerishoes	Outlanders
Bushwalkers	Bush Buddies
Bushtrekkers	Terra Australis
Outback Spirit	Swampies
Opal Hunters	

### 3. Brand name: Wholemeal bread

#### The brief:

To devise a name for a new bread.

The bread tastes better than existing loaves and is healthier, because the new process doesn't destroy the goodness of the wheat, as the normal Chorleywood process does.

The bread contains less air and water than normal, which gives it a better, more granular texture. In short, it's a better bread.

#### My response:

I researched bread terminology and ingredients to come up with a list of more than 80 possible brand names.

I worked on a category basis, using the following categories:

- Ingredients
- Eating
- Health benefits/nutrition
- Quality
- Traditional
- Modern
- Processes
- People
- Nature

## Suggested names for the bread:

### Ingredients

Wheatbake  
Fibrefresh  
Wheatfeast  
Good Grain  
Wheatful  
Wheatfresh  
Grainful  
Bettergrain  
Golden Grain

### Eating

Digest  
Good Taste  
Nourish  
Simple Pleasure  
Harvest Bite  
It's Delicious!  
Fibre & Flavour  
Satisfibre  
Flavourgrain

### Health benefits

Nutureblend  
Goodness Grain-cious  
Nutri loaf  
Healthy Choice  
Nutriwheat  
Wholeblend  
Balance  
The Whole Truth  
Healthy Appetite

### Quality

Premium Grainbake  
Optigrain  
Bettergrain  
Opticrumb  
Premicrumb  
Upper Crust  
Fine Choice  
Finegrain  
The Real Deal  
Better Bread

### Traditional

Country Crust  
Bakermill Farm  
Country Crumb  
Fibremill Farm  
Morning Gold  
Cottage Crumb  
Luncheon Loaf  
Windmill Farm  
Taste of the Country  
Wholesome

### Modern

Deli Fresh  
Sustenance  
Simple  
Deli Blend  
Right Start  
Fibre First  
Delicatessence  
Pro-grain  
Wh:eat  
Better Bread

### Processes

Good Harvest  
Goodness Rising  
Harvest Blend  
Cream of the Crop  
Harvest Choice  
Harvest Grain  
Wholewheat Bake  
Croptimum  
Harvest Mill  
Harvest Slice  
Square Deal  
Baked to Perfection

### People

Miller's Choice  
Auntie Millie  
Baker's Choice  
Miller's Loaf  
Betsy Miller  
Baker's Crust  
Baker's Finest  
Farmer's Friend  
Miller's Best  
Bread Expert  
Ploughman's Choice  
Millie Baker

### Nature

Nature's Kitchen  
Pure & Simple  
Nature's Harvest  
Natural Choice  
Pure Goodness  
Golden Sunrise