

Catchwords

A newsletter focusing on news and trends in naming and branding.

Issue #4, May 2002

Happy 2002 and welcome to Issue Number 4 of Catchword's quarterly newsletter. It's full of information about names and trends in the branding industry. We hope you enjoy it!

- The Catchword Team

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The Name Game: 5 clues. 1 famous brand name. 0 shame in defeat.

- 1) A "Cheeky" discovery
- 2) Last drop is a winner
- 3) Hotel moniker
- 4) New brew
- 5) Up to or including

See if you can guess what famous brand name this is. When you think you've got it, check out the answer at

<http://www.catch-word.com>.

New Employee Welcome

Catchword is pleased to announce that Andrzej Olszewski has joined our firm as a Project Director. Andrzej comes to Catchword with extensive experience in the

naming arena. As managing director and project manager at three other naming companies, he developed naming strategies and names for global leaders such as Banco Santander (Spain), Barclays (UK), Visa, World Bank, and Zeborg. Andrzej has studied nine different languages, making him a valuable contributor to both domestic and international client projects. He holds an advanced degree in English and American Literature from Marie Curie University in his native Poland and a B.S. in marketing from Cal State University.

Pepsi's Happy to Get the Blues

In August, Pepsi will introduce a new blue, berry-flavored carbonated soft drink called Pepsi Blue. In addition to developing alternative names, taglines and a "tickler" campaign for this exciting new beverage, Catchword recommended adopting this simple, direct moniker. It references the most important aspect of the beverage, the color, while also capitalizing on Pepsi's strong brand equity in the color blue. The monosyllabic name also fits in well with established brands in the family of Pepsi products, such as Pepsi ONE and Pepsi TWIST.

Catchword Brand Architecture Case Study: Dockers

Levi Strauss' Dockers brand of pants for men and women has been a fashion standard almost since its first pair of khakis hit the stores at the beginning of

the “business casual” office trend. But with popularity comes proliferation: there are now Dockers for dressing up and dressing down, Dockers with pleats or a flat front, Dockers in twill or micro-fiber, etc. As new designs were introduced and new names coined either by the product manager or the manufacturer, the Dockers product team—not to mention the shopping-averse men who helped make the line so popular in the first place—had trouble keeping all the names straight. Impressed with Catchword’s performance on an earlier project, Dockers called on them to design a clear naming architecture for the Dockers line of pants.

Armed with a three-page spreadsheet listing all of the existing product names, we headed straight to the source of pant sales: the shopping malls. After looking at the pants, trying them on, examining the tags and talking to numerous salespeople, our team learned to differentiate the various Dockers brands from one another. Most importantly, we also learned how customers, especially men, ask for what they need. We then developed a naming system that replaced most of the old names—though a few old, high-equity names like Original Khakis were kept in place—with descriptive names like Flat-front Twill Khakis. Catchword also created a coherent system for naming new versions of established pant categories. Additionally, as Dockers introduces pant innovations, Catchword will craft the new name, like the recently announced Go Khakis, which will then be entered into the official Dockers naming system.

Have any names you'd like us to review? Send them to us by replying to this

email. Please be assured that your comments will be seen only by our team.

The .biz Dilemma

When seven new top-level domain extensions (.biz, .name, .info, .aero, .museum, .pro, .coop) were chosen last year, the idea was that they would ease the apparent shortage of desirable domain names. Yet of the seven, five (pro, .aero, .coop, .museum, and .biz) are to be restricted to members of specific professions or industries.

Though restrictions relating to .aero (for aerospace) and .museum (for museums) have been fairly well publicized, it came (and comes) as a surprise to many that .biz domains are also restricted. According to the NeuLevel registration agreement, .biz domains are to be registered and used only in connection with a “bona fide” business, and not registered specifically for resale. It remains to be seen whether NeuLevel will enforce this restriction — or whether it is even enforceable. Only 1-2% of .biz domains currently link to live sites, and thousands of .biz domains are already available for resale on sites like GreatDomains.com.

The domain resale business certainly has been through some growing pains. In the early days, opportunistic “cybersquatters” registered domains that matched corporate trademarks or celebrity names, and held them for ransom. Late in 1999, the Anti-cybersquatting Consumer Protection Act was introduced as part of an effort to crack down on such exploitation.

The ACPA seriously reduced cybersquatting. Since then, the practice

of selling domains has matured into a legitimate industry. Domain names are routinely bought and sold as real marketable commodities; price is determined by what the market will bear. (Though prices have dropped considerably with the downturn in the economy, in just April, Jobs.com reportedly sold for \$800,000!)

So how will restrictions on .biz domains impact the domain-resale industry? Will they preserve low costs for .biz names, and open the registry to a whole arena of potential businesses that formerly could not afford to compete for a desirable domain name? Or will it kill the market buzz, rendering the registry powerless and undesirable as a whole?

Those who grumble that speculation drives up the price of domain names must nevertheless concede that it also increases the value of that real estate (who wouldn't rather have the .com than the .org?). The market is, in this way, self-reinforcing. By disallowing speculation of .biz names, it may be that NeuLevel seals its own fate.

Naming Techniques

In our last issue we analyzed the oomph of onomatopoeia. This time we'll tackle the power of place. As carmakers have run out of theonyms "animal names", they've increasingly turned to toponyms. From the Greek words *topos* "place" (also the origin of the word *topographic*) and *onuma* "name", a toponym is any name derived from a geographic feature. Think of the Chevy Malibu, Monte Carlo, and Tahoe, the Dodge Dakota and Durango (an old Colorado mining town), the GMC Sonoma, Sierra, and Yukon,

the Subaru Outback (the Australian wilderness), the Kia Sedona and Sorento (an Italian city), the Hyundai Santa Fe, and the Toyota Sienna (another Italian city), Tacoma, and Tundra.

The attraction of toponyms is that they draw upon the unique emotional and aspirational appeal of the world's great places. You already want to go there. The danger is a disconnect with the target market. The Hyundai Tiburon, for example, may be treading on dangerous ground. Tiburon, an exclusive suburb of San Francisco with the highest real estate prices in California, is also the Spanish word for "shark"!

For more examples of our naming techniques in action, please visit our Naming Glossary at <http://www.catchword.com/lingglossary.html>



Connotation

Need an Internet-ready brand name in a hurry? Connotation, a division of Catchword, may be just the solution you're looking for. Connotation offers a selection of the highest quality, brandable domains, all created as part of Catchword's project work over the years and available for immediate transfer. For more information, please visit www.connotation.com.

Thanks for reading! We look forward to hearing from you, and we'll be back in the Summer with another edition. Please feel free to send us your comments and suggestions.

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