

coming up with a

**NAME**

for your campaign

# 1

## Unique and Unforgettable

The name should be “sticky.” Every campaign should stand out from the crowd, a catchy handle that will remain fresh and memorable over time.

# 2

## **Avoid Unusual Spellings**

Stay with words that can easily be spelled. Some unusual word spellings make a name stand out, but this can be trouble when people “Google” it and can’t find the campaign.

# 3

## Easy to Say and Remember

Forget made-up words and nonsense phrases. Make the name one that people can pronounce and remember easily. Skip acronyms, which mean nothing to most people. When choosing an identity for a campaign, simple and straightforward take much less time to successfully develop.

# 4

## Keep it Simple

The shorter in length, the better. Limit it to two syllables. Avoid using hyphens and other special characters.

# 5

## Give a Clue

Try to adopt a name that provides some information about what the campaign is about. Your tagline will help with this, but the campaign will be stronger if you can come up with a name that describes what the campaign stands for.

# 6

## Shop the Name Around

Come up with a few different names and try them out on the public. Ask questions about the names to see if they give off the impression you desire.

# Your Turn

Spend 15 minutes coming up with 25 names in your small group. We'll look at a few of your best ideas.



- 1. Unique and Unforgettable**
- 2. Avoid Unusual Spellings**
- 3. Easy to Say and Remember**
- 4. Keep it Simple**
- 5. Give a Clue**
- 6. Shop the Name Around**

# Tagline

Spend 10 minutes coming up with three taglines that clearly describe your campaign