



Naming for a new travel bags & accessories brand

Deadline: 27.02.2010 23:59 GMT

Brand: FPM

Sector: Luxury

Country: Italy

Category: Below The Line

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Budget: \$800

Status: Closed

Language of Solutions: English, French, German, Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

We are a travel bags & accessories producer with a very distinctive offer. Our goal is to distinguish ourselves – thanks to the design dimension that we added to our line and create a new trend in the market.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

We would like to identify an outstanding brand name for our luggage and accessories line – one that has to be innovative, edgy, memorable and inspiring.

3 Step Target Audience

[who should you influence ?]

Our main target includes cosmopolitan people with high incomes attracted by innovative and captivating design; people who travel a lot both for leisure & business. We are addressing those that are tough to please and require a balanced mix of elegance, performance and design; naturally interested in and attracted to beautiful things.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The name itself should recall edginess, innovation, design and should wink at the customer. A touch of irony is welcomed as well.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Our professional experience in the accessories and luggage business all over the world is a guarantee for the products and quality we would like to offer.

6 Step Character

[what are the features that define the personality of the Brand ?]

- ∞ Innovative
- ∞ Design
- ∞ Edgy
- ∞ Colorful
- ∞ Open-minded
- ∞ Fresh
- ∞ Inspiring
- ∞ Aspirational

7 Step Media Plan / Placement

[where will your work appear?]

We will use the brand name on all our products and in the ATL and BTL activities.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

The name should be:

- ∞ correct in English
- ∞ easy to memorize
- ∞ easy to pronounce
- ∞ not similar to any Competitors name
- ∞ available as a domain name (.com, .it, .eu)
- ∞ short