



# Naming for Gruppo di Profumerie

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Brand: riccardomuzio

Sector:

Country:

Category: Specific Creation : Naming

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Budget: \$1 200

Status: Closed

Language of Solutions: Italian

## 1 Step Brand Builder

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

The Group was founded in **Rome** with the aim of optimising the supplies of individual members by purchasing directly from suppliers.

The company is characterised by a complete range of products, professional service developed over 50 years of experience and the specialisation of each sales point.

The Group is made up of 8 historic perfume shops which have been run as family businesses for over ----- years. These shops, present all over the Lazio region (and Rome) have been handed down from generation to generation.

This is why each of the perfume shops still maintains its own family name.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

The aim is to unite the Group (composed of the individual shops, each with its own independent name) by creating a **Brand Name** to be added to the individual brands already established.

In this phase we would like to focus your attention and creative efforts on developing the *Brand Name* (later to be transformed into a logo) for the Group.

The name must represent all 8 of the perfume shops.

It will be placed alongside the shops' own logos, established for 50 years, so that each shop will maintain its own identity while simultaneously recognised as being part of a Group.

The purpose is to strengthen communication to targets, in addition to commercial and economic benefits for the companies.

Please avoid using generalised or generic concepts such as words directly associated with: flowers, plants, colours, single adjectives. We are looking for a *Name* that: communicates our history in the sector and expresses the concept of a group - therefore, we would prefer a name that is not singular, unless it signifies the union of many.

The Name must be simple and easy to remember: it could be invented, as long as it remains inherent to the world of perfume shops and in line with the instructions above.

## 3 Step Target Audience

[ who should you influence ? ]

Men and women with medium/high social status. of an average age between 25 and 50 years.

People who give a lot of importance to their personal image, who always turn themselves out well and who also like to receive advice and updates on the latest accessories and products available.

We establish a very close, almost *ad personam* relationship and knowledge of our target clients, and we have a lot of returning customers.

#### 4 Step Proposition

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

Reading our new name, our targets must associate the existing brands with their history and long-lasting presence in the area, while also distinguishing them from competitors (all newer chains, recently created).

Priority should be given to transmitting: experience and tradition, in addition to evoking or suggesting excellent advice for each individual client.

Of course, it must also communicate that we are the same as always, while improving our offer by working together. In addition to quality and wide-ranging assistance, targets must now perceive that by working together we have become stronger and we can also provide our clients with better offers and more advanced services.

#### 5 Step Support

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

We have been present in the area for 50-60 years. We are the historic perfume shops in an historic city.

Our staff are well qualified experts, capable of providing better, more accurate advice than any of our competitors.

We have a vast range of products and assortment.

We also show our attention to clients with surprise presents and free gifts.

We offer advice for purchases according to client requirements, not just to encourage them to buy, but to ensure that customers return.

At the same time, we guarantee lower than market average prices.

#### 6 Step Character

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

We provide excellent professionalism, historical authenticity, tradition and a vast assortment of products.

#### 7 Step Media Plan / Placement

[ where will your work appear? ]

In particular, the *Brand Name* will be placed next to the existing brand name on each shop sign.

Of course, it will also feature on all the promotional or advertising material possible,

including both ATL and BTL advertising.

#### 8 Step Additional Executional Elements

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

For more information, please see:

<http://www.gruppomuzio.it>

<http://www.muzioprofumi.it>