



NameStorming® Price List

Call us right now for a great name at 512-267-1814

Developing Names For You Until You Are Happy **\$13,000**

Our standard and most popular NameStorming service includes the following:

• Information Gathering & Competitive Research

We interview you, your team and perhaps a few partners or customers to gather background information. We will also visit competitor web sites and often conduct field trips to view your products and those of your competitors in different retail settings while preparing a Briefing.

• Ideation, Preliminary Legal Screenings & Presenting The Names

After refining the Briefing with you, we use it as the “blueprint” to guide our name development, internal brainstorming and ideation sessions. As we develop names, we screen our better ideas for U.S. federal and Canadian trademarks as well as Internet hits, knocking out those that don’t pass and wordsmithing others to improve their chances of trademark registrability. We provide a tag line idea and rationale for most of the names that make it through our legal screening and pitch each name to you, presenting them in an easy-to-evaluate format.

• Fine Tuning and Then Deeper Legal & Linguistic Screenings

After we pitch the names, we collect feedback from each of your team members and use it to develop additional sets of names. We repeat this process as many times as needed, at no additional charge to you, until you tell us you are satisfied. Typically, most clients ask us to develop two or three rounds of names over a two to three week time frame. Once you have a short list of favorite names, we will take up to 10 of them through a deeper preliminary U.S. and international trademark, Internet and linguistic screening, if desired.

Name Testing Research **\$12,000 & up**

We will conduct two different studies when testing names for you. The initial study typically involves 600 targeted customers. It evaluates how well your top names perform against many other names we have tested over the years. The follow-up study evaluates the “stickiness” or memorability of each of your names. Together, these two studies usually give you a clear picture of which name will perform best for you. Pricing varies based on your specific needs.

Budget-Priced Name Development **\$8,000 - \$10,000**

Based upon your timing, we may be able to offer reduced priced options which don’t provide unlimited creative but still give you a tremendous set of names.

Name Architecture & Nomenclature Systems **\$15,000 & up**

We offer a variety of customized services ranging from name architecture and nomenclature system development to auditing and pruning your brand portfolio. We will quote a price in advance after discussing your needs.

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NameStormers
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Samples of our work:

Agility

Hoover

Carmax
Circuit City

Edge
Frito-Lay

Fortra
Temple-Inland

FlixMix
Universal Studios

FreeUp
Compaq

Power Shot
Canon

Inroads
BlueCross

Itzakadooie
Nestle

OneTouch
Dial

Privacy Wall
AOL

Suits Me
Jantzen