Currency: The Most Valuable Naming Trends in 2010

Economic fallout, changing of the guard, natural disaster...

In little over a year, our confidence has been shaken but our values have become more solid than ever.

TREND THEN THEN THEN AGAIN NOW

Back to Basics

Brand names used to separate the in crowd from everyone else. Then they became a way for every individual to create a signature style. Now they have become more basic and uniform (no matter who you are).

Everyone who matters



Everyone is special



Everyone is the same



Don't Sweat the Small Stuff

If you look at almost any brand five years ago, you would see names everywhere for every little thing. After suffering from naming exhaustion, brands started shedding their names almost entirely. Now we are starting to see brands pick up naming again, but in a more understated way (lesson learned).

Over branding



Un-branding



Understating



Get Real

When times were good, reality was boring. We gave brands highly abstract or outrageously coined names. Then the dot-com bubble burst and things got real (including names)—it was just the spelling and punctuation that got crazy. And now that housing bubble has burst, everything is feeling really real.

Unreal



Hyper-real



Really real



Trust Again (Cautiously)

It used to be that a namer could invent a brand's heritage. Then consumers began demanding more transparency, so brands started flaunting any element of their heritage to prove authenticity. Now, trust is earned through universal truths rather than surnames and places of origin.

Faux Heritage



Glorified Heritage



Trusted or Universal Heritage



Getting Established

In B2B categories, like retail banking, to be taken seriously, brands had to prove they were a part of the establishment with buttoned up names. In the aftermath of some very public B2B scandals, antiestablishment, consumer friendly names emerged. Then the market tanked and we started seeking names that felt established (but not part of the establishment).

Pro-Establishment



Anti-Establishment



Established





Emerging Trends

Too new to know for sure...

TREND	THEN	NOW	NEXT
We are living longer	Disposable Branding	Staying Power	How will the slow branding movement impact naming and design?
Brands are being built to last	EnV, Chocolate	Palm, Blackberry	
People are staying	Fierce Independence	Bee Hiving	When the economy picks up will
home or moving back	neree independence	Decv.iig	we go back to solitary life?
There is a shift from me to we	myspace, ipod	facebook, Wii	
Environmentalism	Creamunghing	Craho ddod Mosso cos	Million continue to mode an original
isn't optional	Greenwashing	Embedded Messages	Will we continue to need a special visual or verbal vocabulary for "green"?
Green is increasingly embedded in everyday	ecomagination, Greenworks	SmartCar, Method	
New Technology has huge impact on TM law	Internet	Mobile	Will App names be considered trademarks?
The distinction between what is and isn't a TM is becoming even fuzzier (again!)	URLs	Apps	
For more details on naming trends in your industry, just contact us:	Paola Norambuena Senior Director, Head of Verbal Identity	Rachel Bernard Director, Naming	Annie Ly Manager, Client Services
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