# PRE-MEETING EXERCISE

*This is a sample pre-brainstorm exercise for a naming session. Edit to fit your situation.*

This is a **word-association exercise** that we’d like you to complete prior to the branding and naming workshop on (date). Please set aside a few minutes to put aside your day-to-day work to answer the following questions. Even better, brainstorm answers to the following questions with colleagues, friends – or best of all, children. We will use your pre-work for the brainstorm after we review the naming process and methodology at the beginning of the meeting.

If you have any questions in advance of the meeting, please contact (name) at (phone).

1. What are the specific or symbolic functions of (organisation name) now?
2. Who are the specific or symbolic target audiences of (organisation name)?
3. Who is the competition? What specific attributes or elements make (name) different from the competition?
4. Choose several **nouns** that describe what (organisation name) does or suggests.

(Ex., Bandwidth, telecommunications, talk?)

1. Choose several **verbs** that describe what (organisation name) does or suggests.

(Ex., Run, drive, communicate?)

1. What is the **feeling** of the target audience who uses (organisation name)?

(Ex., Helpful, enabling, accommodating)

1. What is the **exact opposite feeling** of the target audience who “uses” (organisation name)?

(Ex., alone, isolated, singular?)

1. Personify our (organisation name) as one of the types of people below:
2. If (organisation name) were an actor or actress, who would it be? (Someone “adventurous” like Harrison Ford? “Sophisticated” like Hugh Grant?)
3. Historical character
4. Author
5. Scientist
6. Discoverer
7. Philosopher

(*The people may real, historical, or imaginary.*)

1. “Personify” our (organisation name) as a:
2. Place (Somewhere revolutionary, like the Berlin Wall?)
3. Symbol or gesture (Something accommodating, like a “shaking hands”?)
4. Object (Something enabling, like a “house key”?)
* Food (Something special, like a “based Alaska?” Or something comforting, like “Macaroni and cheese”?)

[AndyEklund.com](https://rebrand.ly/2245f6)

[How To Generate Names](https://rebrand.ly/bdd95d)