

**Nieuwe naam, nieuw gebruik**

**Rebranding van een dierentuin**

## Brand names that carry valuable stories



# Strategize. Verbalize. Globalize.



Naming and verbal strategists, creatives, researchers and trademark attorneys who put your brand in motion.



9

Globranders

2

networks

1984

40 years of experience



**Verbal strategy and naming**  
*opens up hearts and makes markets move*

Our clients want to...

## Start

- New company
- New offering
- New quality standard
- New joint venture
- New feature or capability

## Grow

- Go international
- Scale-up, mature
- Reach new audiences

## Change

- Rebranding
- Mergers and acquisitions
- Reconnect with audience

We offer...

## Verbal strategy

- Verbal brand identity
- Brand positioning
- Brand architecture
- Naming system and verbal brand guide

## Verbal creation

- Company name
- Product or service name
- Brand story
- Tagline, slogan
- Concept development

## Verbal validation

- Naming audit
- Trademark screening
- Linguistic checks
- Audience and stakeholder research

# Only Globrands

Focus on long term ambition.

Strategy based, context aware. Discussing means refining strategy.

Verbal branding from a-z. Using naming scenarios and verbal brand layers.

Practical stakeholder involvement. Used to working with highly diverse interdisciplinary project teams.

Expert advice and guidance. Knowledge of research and implementation. Pre-screenings in early stages

A team with endless love for our profession.

# Brand expanding its playing field

- “We are **internationalizing our brand** and need to address an audience that speaks other languages.”
- “Our name is too much focused on the offering and **does not match the maturity and size** the brand is reaching for today.”



became



# Brands merge

- “We have multiple identities and brand names that we need to harmonize into one portfolio.”
- ”We need to find one new name instead of more existing ones.”



became



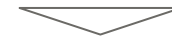
# Brands diverge

- “We are launching a spin-off”
- “We are selling a division.”
- “We are launching a sub-brand”

**AkzoNobel**

Specialty Chemicals

Base Chemicals



**Nouryon**

**◆ NOBIAN**

# Brand has a trademark or domain issue

- “We have received opposition to our trademark filing and need alternatives.”
- “Our trademark filing is rejected because it's too generic.”
- “We need to own a name as a domain name.”

modularbank

became

tuum

# Brand (re- )connecting with audience

- “Our current name **complicates** our communications.”
- “Our current name sounds bleak and generic compared to **what we actually have to offer.**”

Critizr.

became

 Gooddays

# Brand optimizes portfolio for clarity and recognition

- “Our brand portfolio is so diverse that our main brand is diluted.”
- “Our main brand conveys a message that doesn’t fit with all our offerings.”
- “Our main brand conveys a message that is irrelevant for some of our offerings.”

Diluted main brand, unclear unique names



Prelacto

Romelko

became

Clear descriptive names, brand is De Heus



Prelacto Dry Cow Plan

Milk Solids

Technical Advisors

Robotic Milking and Grazing

# A totally new branded proposition is launched

- "We need a **unique, international** brand name for a new apple brand that can convey **pure, sweet, juicy** and **crisp** goodness."



What makes a good brand name?

**Ready for the future**

**Engaging**

**Ownable**

Ready for the future

Café Crema

*or*

Café Solo

**Senseo**

Engaging

Geldservice Nederland

Geldmaat

Category word

Ownable name

**P.O.G.**  
“passion fruit, orange and guava”

**Flippo**



# Dierenpark Emmen bouwt aan de toekomst



Dierenpark  
Emmen





# ‘DPE Next’ assignment

Develop  
a brand name  
and a descriptor  
for a new ‘experience park’,  
to be built on the foundations of the current  
zoo in Emmen.





# Market situation

Emmen Zoo has always had good ideas and relatively much room to realize them.

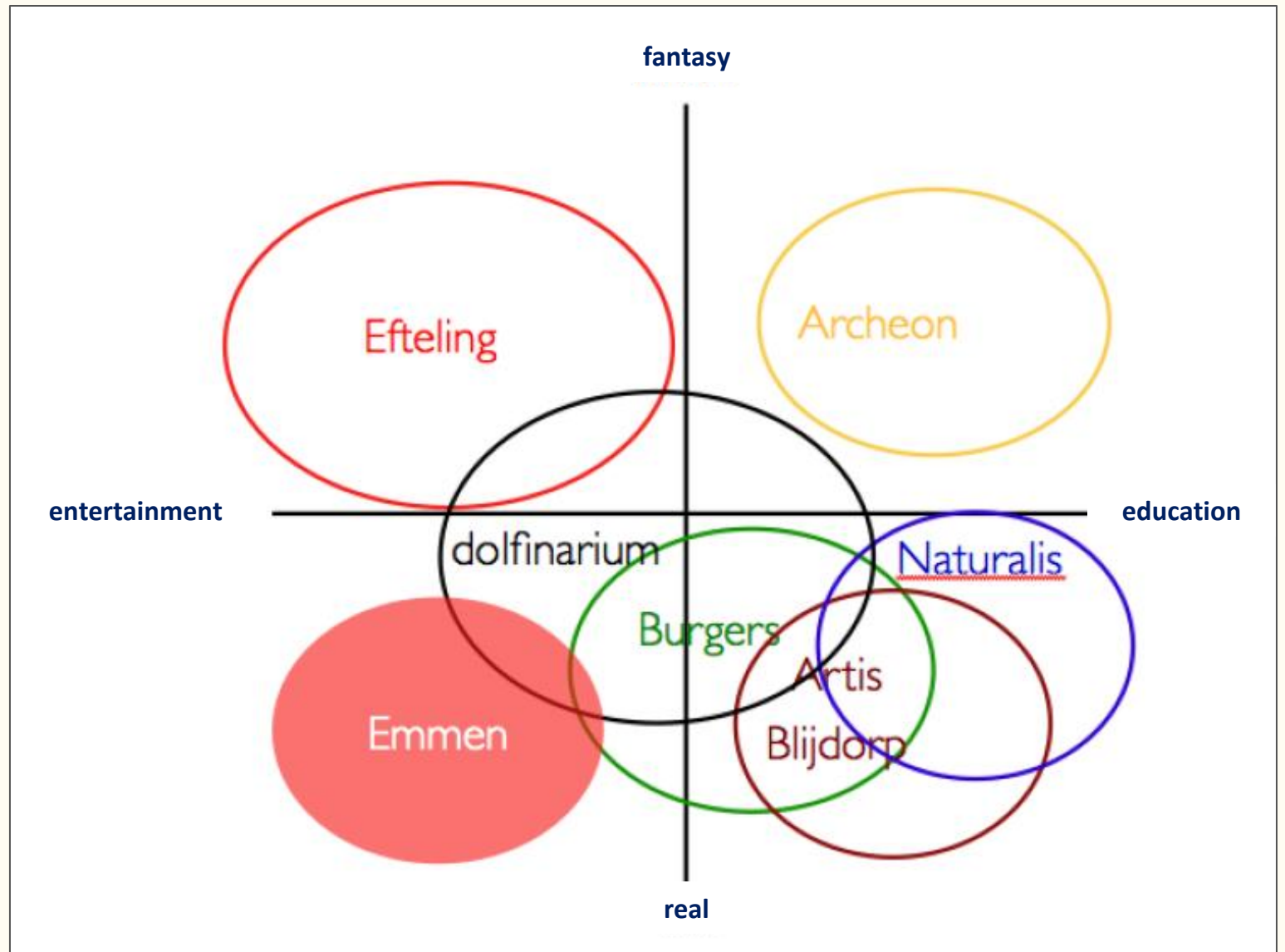
But more and more

- there is competition by theme parks
- visitors expect interactive experiences
- caging animals is being frowned upon.

Then, a few years ago, a large new area in Emmen became available.



# Naming starts with positioning





# Consumer needs

- Everybody likes to go on a real expedition and experience natural life. Just like being on a trip with Crocodile Dundee.
- The best moments are the ones when you have real contact with the animals. These make for an enriching and unforgettable experience.
- The place where you can have such an experience is nearer than you may think.



# What is it?

- Expedition, experience, adventure (animals come next)
  - Special, unforgettable
  - Big, powerful, unique
  - Rough, pure, real
  - Passionate, enthusiast, inviting
  - Intriguing, but accessible and recognisable.
- 
- Target group: Young (advanced) families, Netherlands, Germany

<b>shared end values</b>	nature life freedom
<b>brand personality</b>	engaging, inviting passionate, enthusiast cool, daring true, frank
<b>emotional benefits</b>	adventure special, wonder impressive, amazing
<b>functional benefits</b>	experience, discovery educational, real a day out, trip
<b>description</b>	entertainment park with animals a zoo, but not really

# Abstraction level



# The Name Strategy session



# Explorative names

- These names are examples.
- They are not proposals, but illustrate ways to name a brand. They serve to explore possibilities.
- The outcome is not **preferences**, but **argumentation**.



# Which are promising naming directions?

1. animal world, the real thing
2. adventure, 'around the world in half a day'
3. trip, experience, something you do
4. special place, not here, different world
5. entertainment, fun

**Xoo**

**Mondira**

**Biotopeia**

**Animalia**

**AnimalTracks**

**Animal World**

**Het DierenRijk**



adventure, 'around the world in half a day'

**Globio**

**Arcadië**

**Avonturia**

**Zooniverse**

**Animondo**

**ZooZone**



trip, experience, something you do

**Avanzi**

**Experia**

**WorldAdventure**

**AnimalWorld Adventure Emmen**

**Emmen's AnimalWorld**

**Exploris**

**AnimalQuest**

**ExpeditieParkEmmen**

**Discovery Drenthe**



trip, experience, something you do

# AnimalWorld

Adventure Emmen



Emmen's

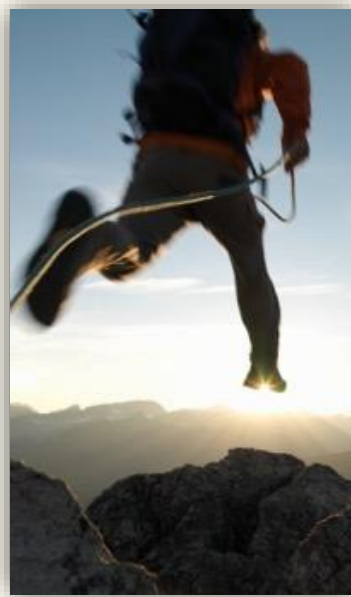
# AnimalWorld



special place, not here, different world

**Paradisa**  
**Verborgen Vallei**  
**Bijzondrië**  
**Emminals**  
**AnimalValley**  
**Zootopia**





Zenzazia

The Earth

Animany

Funturio

Animarika

Amazica

Animazia



# Naming directions

1. **animal world, the real thing**
2. **adventure, 'around the world in half a day'**
3. **trip, experience, something you do**
4. **special place, not here, different world**
5. **entertainment, fun**

# Preferred abstraction level





## ✘ Characteristics to avoid

- constructed (Emminals, Zenzazia)
- not real (Zootopia)
- complicated (Funturio, Exploris)
- too specifically about animals (Animal World, Het DierenRijk)
- not at all about animals (Experia, Exploris)
- the whole world (The Earth, Globio)
- Dutch (Het DierenRijk)



## ✓ Characteristics we are looking for

- easy to understand
- a place you can go to
- real
- slight reference to animal life

# Name creation

Eureka!

**Love at first sight  
means nothing in naming**

Asito namen

- (MKB) Focus, Bloom
- (Toegankelijk, persoonlijk) Match, MTouch
- (Geen gebod, simpel, direct, duidelijk, flexibel) Tixer, &Klaar Bins -> Bink
- (Vooruitstrevend)
- (Helden, kampen, markt, talent) RegelMaat, Binker, Helder, Teamer

Betrokken

Elkt  
Toegankelijk, persoonlijk, match

Namen:	Compans	Frisseam	Pracht	Superflex
Aangemaak	Contact	Gedaan	Presta	Swifta
Akkoord	Djinn	Gloem	Presto (snel, presteren)	Swisher
Blikers	Done!	Glimmer	Prider	Tacter
Blikem	Eastrect	Glint	Proclean	Teamby
Bliket	Easter	Handy	Prompt	Teamer
Blink	Flewer	Hartelijk	Pronter	Teamny
Blinka	Flosser	InPersoon	Proovs	Teamny
Blinka	Flexity	Kanjer	Ready	Tainner
Blinkers	Flexmaat	Keurig	Reddy	uMatch
Blinking	Flexer	Klafris	Reiner	Uitflex
Blinkly	Flexo van	Elkt	Reyn	Uptear
Blinkaar	Flexteam	Kompaan	Schoon	Voorf
Blinkt	(bestaat?)	Kwiek	Selenta	Wefly
Blinkt	Flexer	Mackler	Shimmer	Wefl
Blinkt	Flexers	Skakkers	Shine	Wit
Blinkt	Fluer	Makik	Shinepro	Wit
Blinkt	Fluex	Masterly	Skip	Wit
Blinkt	Fluex	Matchers	Skipper	Wit
Blinkt	Fluex	Matchy	Skoon	Wit
Blinkt	Fluex	Matchmate	Soepel	Wit
Blinkt	Fluex	Matchy	Soflex	Wit
Blinkt	Fluex	MetMekaar	Spander	Wit
Blinkt	Fluex	Monter	Spanner	Wit
Blinkt	Fluex	Netter	Spanners	Wit
Blinkt	Fluex	Ofschoon	Soukers	Wit
Blinkt	Fluex	Aalto	Sparly	Wit
Blinkt	Fluex	Paraat		Wit
Blinkt	Fluex	Personiek		Wit

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Onderwerpen

1.0 -> Best  
Race Fly  
Partyen  
Der Spo  
comper  
univers  
system

1.0 -> be  
Erdin  
Ruden  
Chimp  
manne

speed

lightnin  
supern  
acceler

shif

full th  
gear: w  
oil

drive, r  
rally, ra

auto

pit stop

finsh

Drive  
Gear  
racing  
Race  
Road  
Steer

name suggestions

linguistic kung fu

associations

naming directions

Aalto namen Markt 08-02-2018

ASpan	I	Glanich	X	Smarter	X
Ace	X	Glorlan	I	Smartly	X
Amico	X	Goochem	X	Smetteloes	X
Astu	X	GoodDays	X	Snuggers	I
BestDays	I	Gunster	X	Span&Spik	I
Bijdehand	X	Heldens	X	Spark	X
Blinker	X	Helderder	X	Sprank	X
Blinkers	X	Helders	X	Stralers	X
Blizers	I	Heros	X	Superhelder	X
Concerner	I	InOrde	X	Superkracht	X
Dappers	X	Jofel	X	Superstar	X
Daybright	I	Kloek	X	Tiptop	X
De Keien	X	Koen	X	Treffens	X
De Kernploeg	X	Koester	X	Truvestars	X
De Optimaat	I	Kompaan	X	Trustar	X
Eindbazen	X	Koplopers	X	Twinkel	X
Enspan	I	Matchup	X	Ultimunt	I
Ferner	X	Monter	X	Van Helden	X
Fier	X	Paladijn	X	Vedettes	X
Flair	X	Pit	X	Victor	X
Flicker	I	Primus	X	Vleckeloes	I
Flonker	X	Pronkers	I	Vleckenloos	I
Flonkers	I	Pronto	X	Wiedes	X
Fonkel	X	Regelrecht	X	Yesday	I
Fonkels	X	Schitterend	X	ZGAN	X
Frischer	I	Sidekick	X	Zuivers	X



Dierenpark Emmen kl:	kl:	.nl	.nl =	BX	CTM	IR	Total	identiek =	google =
Animal Area	!								
Animal Capacity	!								
Animal District	!								
Animal Domain	!								
Animal Fields	!								
Animal Nations	!								
Animal State	!								
Animal Trip	!								
Animal Trips	!								
Animal Universe	!								
Animal World Experience	!								
Animal World*	x		gekkoeten, diorampens, Panini tees, stickers	1	4		5		
AnimalIA	!								
AnimalIAventure	!								

Dierenpark Emmen kl:	kl:	.nl	.nl =	BX	CTM
Livingstone's Park	!		Livingstonepark.nl ook vrij		
Live of Wildlife	!		lowl.nl is bezet		
Livingstone	x		automatisering	12	3
Livingstone's	x		te koop		
Noort	x		Elektrotechniek	1	
Noort's Adventure Zoo	!		Noorts.nl vrij		
Planet Wildlife	!				
Wild Wild World	!				1
Wild Zoo	!				
WildereWereld	!		Wildewereld en dewildewereld.nl zijn bezet		
Wildlife Adventures	!				
WildWereld	!				
World Zoo	!				3
Zoo Planet	x		Alles voor je huisdier		
ZooWorld	x		niet in gebruik		2
AnimalAdventure	!				
AnimalEmpire	!				
AnimalParadise*	!		EU inschrijving, New World IP: boeken, games		2
WildLifeWorld	!				
<b>p2n2</b>					
Atlas*	x			31	80
Atlas Zoo	!				
Bizoo	!				
DiscoveryZoo	!				
Explora*	x		Explora Werkplaatsoptimalisatie	2	9
ExploraZoo	!				
Life of Wildlife	!				
Livingstone Park	!				
OntdekkingsZoo	!				
van Noorts Expeditie	!				
WereldZoo	!				
Wildlands	!				
Wildlife Zoo	!				
Xoo	fs				
Zoolands	!				

Wildlife Zoo	!								
Xoo	fs								
Zoolands	!								
Zoolands	!								
Zoolands	!								



# NewName

DiscoveryZoo





# Shortlist



- engaging
- ownable
- ready for the future
  
- animals are central

- yes
- not really
- slightly
  
- yes

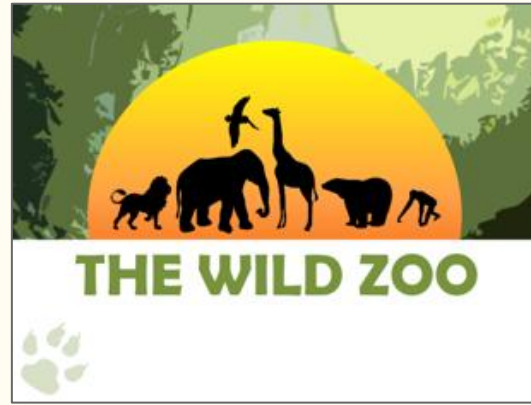


- yes
- a bit
- a bit
  
- yes



- yes
- yes
- yes
  
- no

Winner





# Textual layers

mother brand / endorser brand

(none)

Brand name

descriptor



slogan / tagline / brand statement

Een werelds avontuur!

elevator pitch

This is a world expedition in one day. Travelling through the jungle, the savannah and the polar region, you experience exciting adventures face to face with wild animals.

A good brand name



Ready for the future  
Engaging with the audience  
Ownable