



the starr conspiracy

Are **You** Having an **Identity** Crisis?

A CASE STUDY



It's Time to **Rename** Your **Product**. Now What?

The Name Game

As your business evolves, sometimes your product name has to as well. Great! What's more exciting than developing a new identity, right? You've got brainstorming sessions and mood boards and lists and word clouds! Hey, this is fun! It's like being on an acid trip without the acid (so you're told)!

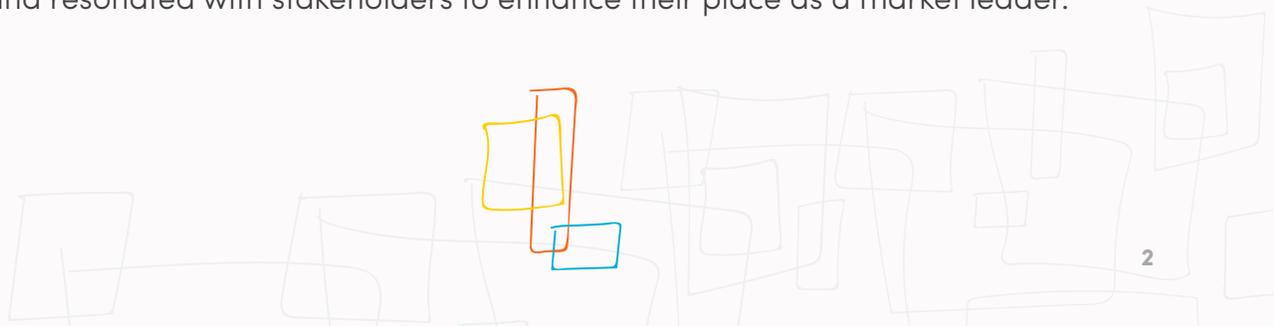
Until it's time to land the spaceship. Conceiving names is easy. Picking one, though, can quickly replace your brainstorming high with uncertainty, apprehension, fear, and anxiety.

All of which makes sense. When your product already has a name — particularly a well-known one — myriad “what ifs” swirl in your head: What if the new identity isn't as memorable? What if people don't realize it's the same product? What if they do? What if it's weird? Or not weird enough? Too provocative? Too bland?

The reality is that choosing a new name will always cause discomfort. And it should.

Your product's name is uber-important because it needs to say a lot in very few words. You've only got a few syllables to convey the right meaning and the right feeling to the right buyers.

Here's an example of how we worked with a client to rename their products in way that made sense and resonated with stakeholders to enhance their place as a market leader.



THE PROBLEM

Naming Nightmare

A prominent consulting firm had just gone through a merger. As a result, they faced significant challenges around product names. The company came to The Starr Conspiracy because they needed help renaming a range of software products in ways that would reduce confusion and increase value.

The firm's identity problems, however, began well before the merger. Though the organization was already regarded as a leading consultancy, they also sold a wide range of HCM software solutions. If only buyers knew that. *If only the firm's own employees knew that!* The lack of awareness caused many of the company's consultants to recommend competitors' software solutions.

Despite the organization's eagerness to position their software better in the marketplace and increase sales, they lacked a clear brand strategy. There was little cohesion, or even sense, around how products had been named. Which explained the confusion among buyers and employees – at least, among those who'd even been aware that the solutions existed in the first place.

The organization desperately needed a sensible, effective naming strategy to build greater awareness and recognition.

Easier said than done. It seemed like everyone in the firm had an opinion about how to name their products. But the problem was deeper than that. The company required an overarching framework to guide the naming of products across the entire enterprise. That's where The Starr Conspiracy stepped in to help. Read on to discover what happened next.

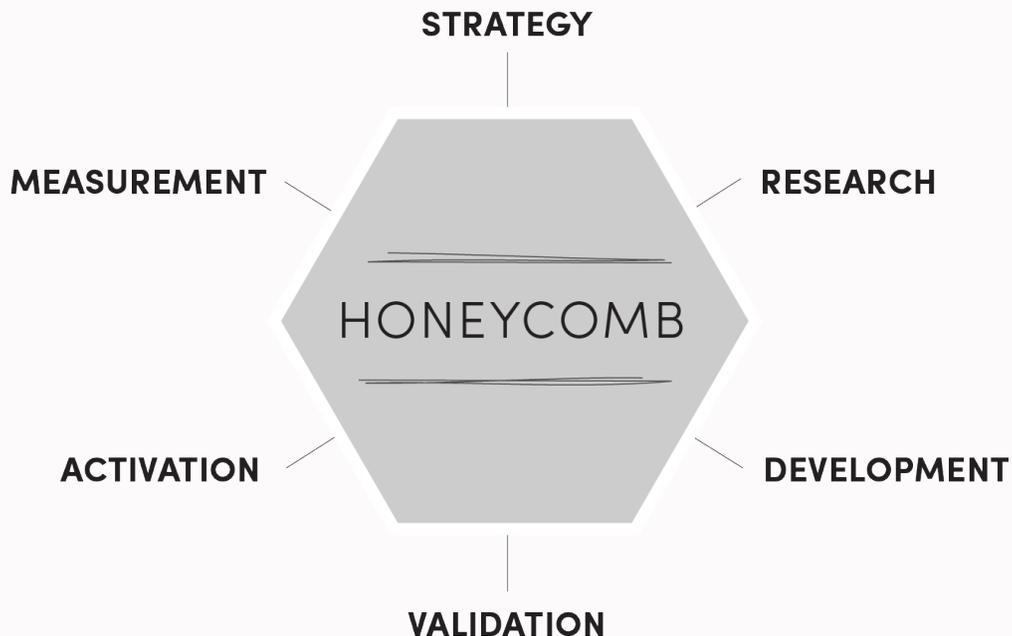


THE SOLVE

What's in a Name?

To help the organization develop an impactful naming strategy, The Starr Conspiracy took the company through our Honeycomb Process. It's a vital journey to help the enterprise discover their Drive,¹ develop impactful messages, and engage with radical buyers — those who share the brand's opinions, beliefs, and attitudes.

HERE'S WHAT WE DID:



¹ A company's Drive consists of the internal factors that define a client's voice. Those factors include: obsession (core desire), gifts, traps, fears, legacy (goal), and archetype.



Strategy: We first guided the company through various naming conventions. The firm could choose an abstract approach by using words as metaphors, or by not using real words at all. Or they could pick a more concrete option to describe the product or play to the firm's established heritage.

In the end, the company decided to ensure that each of their products began with their prominent corporate name, followed with words that described the product, and ended with "software." For example, Acme Performance Management Software or Acme Compensation Software.

Not so sexy, huh? That's OK, because in place of sex appeal, the company ensured that buyers and employees would clearly understand the products they offered. Plus, the names conveyed that a brand best known for consulting also sold a suite of software.

Research: The Starr Conspiracy conducted extensive internal and external stakeholder interviews, as well as a competitive analysis, to inform naming recommendations.

Development: The Starr Conspiracy identified a range of characteristics and variables to improve the organization's perception of themselves and their buyers, including:

- **Drive Variables:** Defining who the company is
- **Message Variables:** Detailing what the company does
- **Functional Associations:** Primary features the business wants to be known for
- **Brand Attributes:** Main characteristics of the brand
- **Brand Archetype:** Overarching personality

Validation: The Starr Conspiracy validated the new naming framework with the client's senior leadership and major customers.

Activation: The Starr Conspiracy produced naming recommendations and a messaging guide to drive marketing and product development.

Measurement: The Starr Conspiracy engages in continued measurement studies to bolster brand awareness, functional association, and brand affinity.

THE RESULT

Transcending a Merger

The company's new naming approach not only bolstered awareness but immediately boosted sales as the organization began promoting complementary software to address the needs of buyers already engaged with the consulting division.

Plus, the company was no longer losing — or recommending — clients to the competition as a result of a lack of product awareness. It was now much easier for employees and buyers alike to find relevant software.

And what about that merger? Because the company had already established a three-pronged naming convention that highlighted the company name, the product description, and software, they simply adjusted the first part of that trifecta to accommodate their new post-merger name. Easy. Done.

A great success story, right?
Let's discuss creating one of your own.



Are **You** Sure **Your Products** Have the **Right Names**?

We'll help you figure it all out.

We could write about renaming products forever, but we'd rather have a conversation. Let's talk about your naming needs and how to connect better with your buyers. We'd be happy to help.

LET'S TALK

About The Starr Conspiracy

The Starr Conspiracy embraces the humanity in business to build brands that have emotional resonance. More than a global business-to-business marketing agency, we're a movement. We're changing the way technology companies view themselves, their customers, and the world. Unlike conventional agencies, we fuse advertising, technology, and advisory services in completely new ways — ways that defy categorization and challenge the old-school agency structure.