

Phase 1

Name Development Methodology

In Phase 1, we will gather all information necessary for the development of the new identity. This includes the product mission, positioning strategy, features, benefits, existing naming conventions, target market demographics, advertising strategies, promotional campaigns, pricing and competitive overview.



NeoLogix™

The proprietary methodology for developing, screening and market testing new trademarks, brands and corporate identities.

Ne-ol-o-gism *n.* **1.** A new word or new meaning for an established word **2.** the use of, or the practice of creating, new words or new meanings for established words

Phase 2

Name Development

In Phase 2, we will analyze the information gathered in the Project Mission Analysis and begin the creative process. Name development incorporates our collective expertise and our extensive resources on software and in print. The touchstone of our success focuses on hybrid and newly created words, or neologisms expressly originated for each and every project. The NeoLogix™ methodology is an interactive and refining process inspiring an array of viable naming solutions in a time effective manner.

Phase 3

Pre-Legal Screening

Pre-Legal Screening is a continuous monitoring system examining the legal availability potential of presented name candidates. We conduct various legal availability screens on every name candidate throughout the creative process. This system eliminates fruitless pursuits of legally unavailable names and, as a result creates a higher level of confidence in securing your new trademark.

The Well®

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