THE PLAYBOOK MEMBERSHIP

BRANDING | MODULE FIFTEEN

Brand Naming

THE PSYCHOLOGY OF A BRAND NAME

AFFORDABLE VS LUXURY: TWO DIFFERENT APPROACHES

THE BRAND NAMING FORMULA

CHOOSING YOUR NAME & REBRANDING CHECKLIST

THE PSYCHOLOGY OF A BRAND NAME

There's more that goes into it than you think

Your brand name is doing more than introducing your business.

It's creating expectations about your price, personality, audience and experience before someone has even seen what you sell.

Glow Club

Fun. Familiar. Accessible.

£12



Maison Éloise

Refined. Romantic. Exclusive.

£68

A great name doesn't just sound good. It makes strategic sense.

Before asking what sounds good, ask what makes sense.

01
Positioning

Where do you sit in the market?

02
Personality

What should your brand feel like?

03
Audience

Who needs to connect with it?

04
Ambition

What could your business become?

A great name doesn't just sound good. It makes strategic sense.

AFFORDABLE VS LUXURY: THE NAMING DIFFERENCE

The two are very different

Affordable brands often aim to be understood. Luxury brands often aim to be remembered differently.

Affordable naming often leans towards...	Luxury naming often leans towards..
Familiarity	Distinctiveness
Playfulness	Sophistication
Descriptive language	Evocative language
Approachability	Exclusivity
Immediate understanding	Storytelling and heritage

4 ways accessible brands make names stick.

01. Descriptive

Tells you what to expect.

The Body Shop

02. Conversational

Sounds like everyday language.

HelloFresh

03. Playful

Uses humour, wordplay or surprise.

Too Faced

04. Benefit-led

Hints at the result or transformation customers want.

Sleep Number

5 ways luxury brands build meaning into a name.

01. Founder Led

Chanel · Prada · Dior

02. Heritage & location

Burberry

03. Foreign language

Maison · Atelier · Casa

04. Evocative & abstract

Diptyque

05. Linguistic details

Pronunciation · Accents · Rhythm

Sometimes the language changes the entire perception.

Flower

↓

Fleur

House

↓

Maison

Workshop

↓

Atelier

Love

↓

Amore

Let’s talk about the Accent trap...

Chloé

Adding an é doesn't add £500 to your price tag.



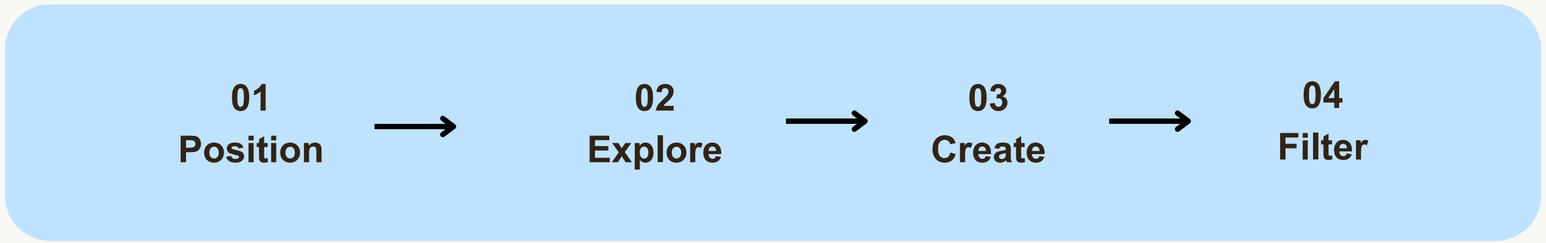
Luxury isn't a language. Affordable isn't a personality.

A playful name can become iconic. A founder's surname can become a global brand. A made-up word can become instantly recognisable.

THE BRAND NAMING FORMULA

You know I love a formula

The Formula



Position

Start with a naming brief, not a list of pretty words.

Complete these five prompts:

- My brand feels...
- My ideal customer is...
- My price positioning is...
- I want people to associate my brand with...
- In five years, my brand could...

Explore



The 5 Word Banks Exercise

EXAMPLE - PREMIUM SKINCARE BRAND

Industry: Skin, ritual, form, care
Emotion: Calm, confidence, ease
Lifestyle: Linen, morning, stillness
Personal: Names, places, memories
Language: Origin, essence, lumière

Create



6 formulas for generating brand names.

Descriptive + Category: Everyday Rituals
Emotion + Object: Quiet Form
Place + Concept: West House
Founder + Descriptor: Ellis Studio
Unexpected Pairing: Sunday Theory
Invented / Blended Word: Lumora

Filter

6 questions that eliminate the wrong names..

1. Will people remember it?
2. Can they pronounce and spell it?
3. Does it match your positioning?
4. Will it allow your brand to expand?
5. Does it stand out from competitors?
6. Will customers be able to find it online?

The Expansion Test

The Candle Edit

Candles today. But what about furniture, ceramics or fragrances tomorrow?



Sunday House

A broader name that could accommodate multiple lifestyle categories.

The SEO Reality

A name like **London Luxury Skincare Shop** might describe your business, but it isn't automatically a better SEO choice than a distinctive brand name.

What matters?

- Searchability and spelling
- Confusion with existing brands
- Relevant website content
- A consistent online presence



Before you get emotionally attached, check the boring stuff.

- Trademark searches
- Domain availability
- Social media handles
- Competitor names
- Company registers
- Meanings in other languages

CHOOSING YOUR NAME

& Rebranding Checklist

Your Score Card

Name 1	Name 2	Name 3
Positioning X/5	**Positioning** X/5	**Positioning** X/5
Memorablity X/5	**Memorablity** X/5	**Memorablity** X/5
Pronunciation & spelling X/5	**Pronunciation & spelling** X/5	**Pronunciation & spelling** X/5
Future flexibility X/5	**Future flexibility** X/5	**Future flexibility** X/5
Distinctiveness X/5	**Distinctiveness** X/5	**Distinctiveness** X/5



Rebrand or not?

Maybe your name isn't the problem.

Before you change it, ask:

- Has my audience or positioning changed?
- Does the name misrepresent my business?
- Is it limiting my growth?
- Is it difficult to find or remember?
- Could a stronger identity solve the problem instead?

Changing your name? Don't forget to change the following...

Legal & Admin

Trademarks, company details, banking, contracts and invoices.

Digital

Domains, website, SEO redirects, email addresses and social handles.

Brand Assets

Logos, packaging, templates, printed materials and marketing.

Communication

Customer announcements, FAQs, email sequences and launch messaging.

YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these:

Is your brand name working for you?

If you already have a brand name, it's time to put it to the test. If you're starting from scratch, use the naming formula from this lesson.

1. Analyse: Does your name reflect your positioning, personality and target audience?
2. Evaluate: Is it memorable, easy to find and flexible enough for future growth?
3. Take action: Identify whether your existing name needs refining, or create and shortlist three potential names using the formula.



TURN THE PAIGE

and follow The PlayBook

NEXT UP: BRANDING 2027 TRENDS