

Choosing a brand name for a global audience

When setting up a new company, thinking of the perfect name of your brand is also a tough task. Not only naming a company but also if you are planning to launch any product then it is quite hard to find a name for your product that defines it perfectly.

Marketers and their team spend more time on carrying out research, analyzing data, and conducting interviews to find a suitable name to set themselves apart from competitors and a brand name that can define your product and your company in every aspect with a deep meaning.

But no matter how thorough you are trying to give a perfect name to your brand or product, if your research is biased towards your home market, then you will run into challenges when you expand your business in the global market. So before coming up with a name you need to think about starting, What can marketers do while deciding names, if in future they will expand globally?

Here are some of the factors that you need to consider before coming up with any brand name.

1. **Choose the brand name after considering the global shelf life**

If you are sure that your brand name will stay in global circulation for a longer period, then you need to decide the brand name more carefully. You must ensure that the selected name should take international considerations into account.

If your top priority is not selling abroad, then there is less urgency. But still thinking about these questions will help you in avoiding extra rebranding work in the future.

Otherwise, in the future, you will run into many risks and challenges and at that time, it will be too late to discuss these matters. So, you need to pick an appropriate name for your brand.

2. Gather information regarding international customers

Before starting anything, at first, make a list of candidate names for your brand or product. After that, you can think about their input or which name is more appropriate because it will help you to find more viable options globally.

If still you are not sure with any name, then consider the markets, pick those countries where most of the customers are present. If you don't have any customers outside your home country yet, then just research the top global markets of your industry. Still, if you don't get anything, then see in which top countries most of the competitors or industry-adjacent companies work.

3. Understand the uniqueness of the name

Once you will learn about the top name candidates, then consider the implications of every targeted country and language. Try to choose a unique brand name which can attract more audience by its unique name, in this way your company can quickly become a top search result for that term.

4. Take legal team advice

After gathering customer's input and conducting online research for a potential name, you will be able to come up with 3-4 names. Once you have decided to stay confident in the global viability, for more advice ask your legal team for the trademark and intellectual property front.

However, sometimes legal teams don't say yes to work with you until you've settled on your final name. This is because international trademark research will consume significant time and resources, so it is important to ensure that your legal

bases are covered.

In this case, you can also ask your legal team if they'd prefer to have the full list of candidates, or they want to get involved when you've compiled a shortlist, or they want to wait until you've made your final selection for a name.