



CASE STUDY: NAMING RESEARCH

Background

- A global cannabis company was launching a CBD beverage in the North American market
- The research needed to:
 - Identify the winning name,
 - Ensure the name aligned with the necessary brand territory, and
 - Identify any 'watch outs' associated with the winning name



Approach

Stated Reaction



Online survey examining unaided response to the name & aided associations once category is revealed

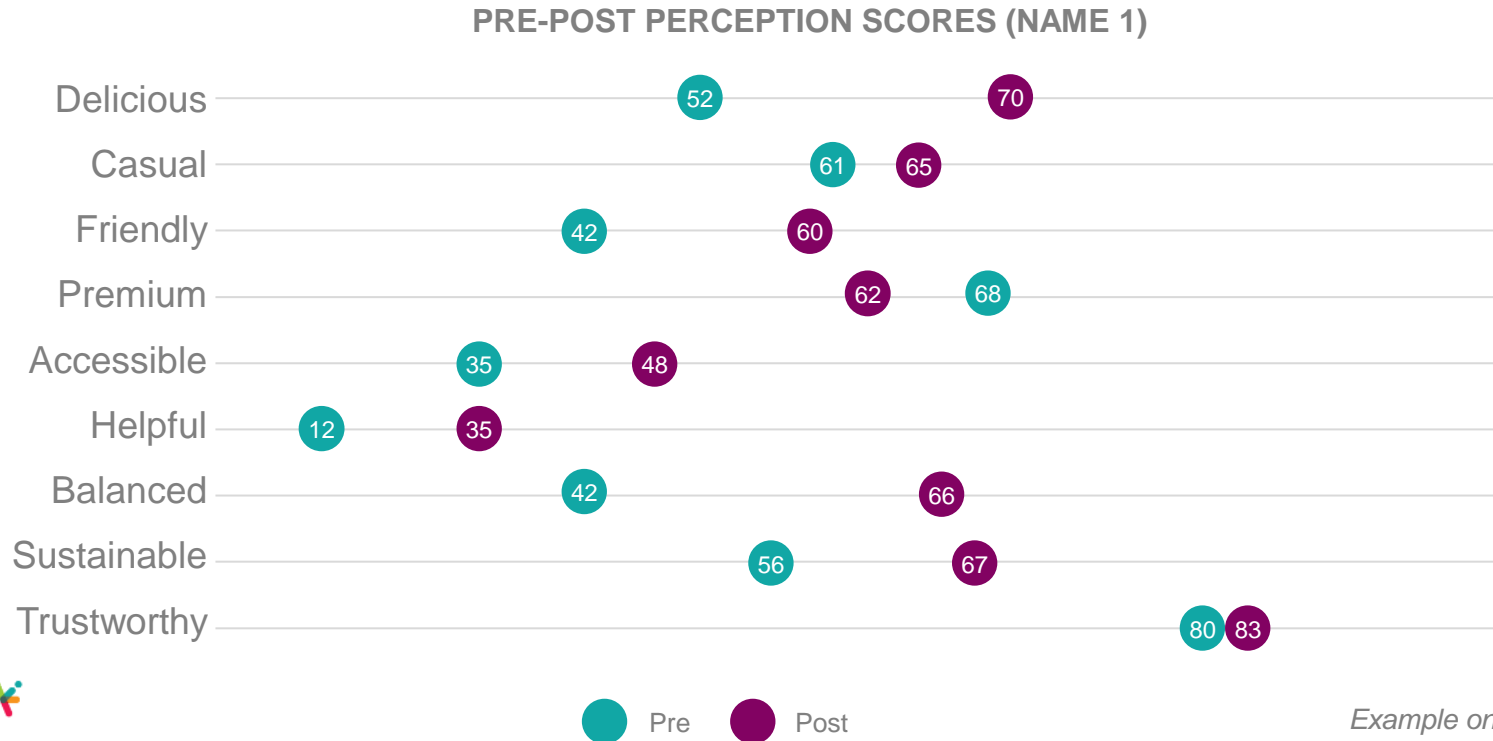
&

Biometric Reaction



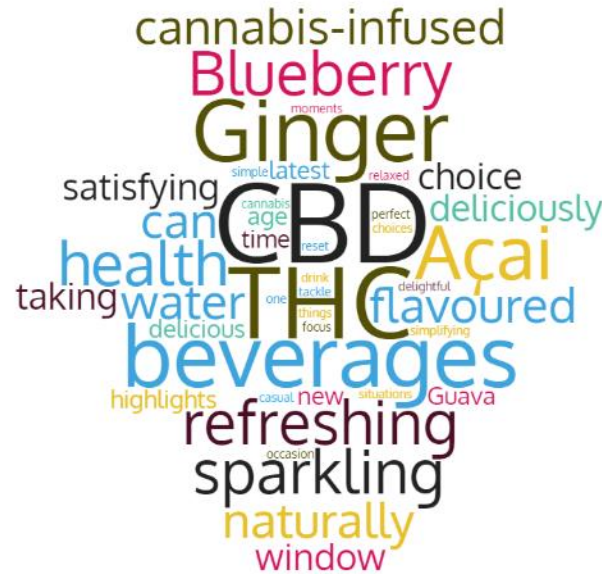
Timed association test to detect which name had the strongest implicit association with key brand equities

Associations pre and post category reveal demonstrated strong lift for 2 of 3 names

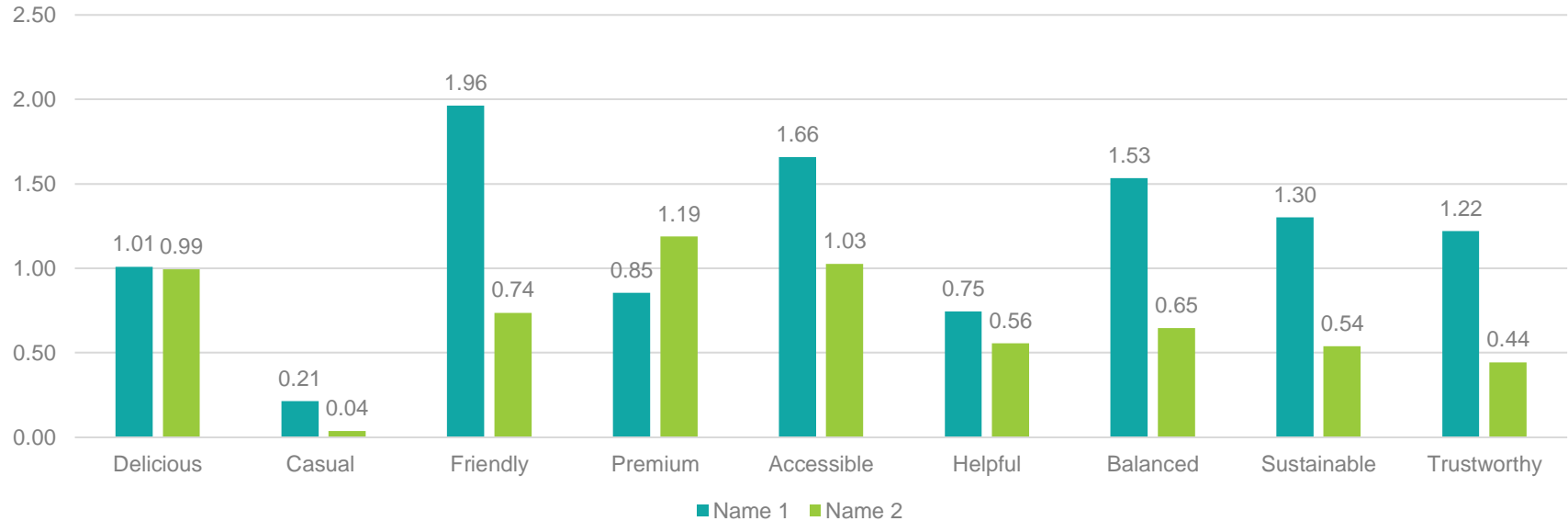


AI was used to code open ended responses and deliver sentiment analysis by name option

OPEN ENDED RESPONSE WORD CLOUD



Implicit testing quantified implicit positive (or negative) emotional associations



Findings

- One of the two names had strong unaided and aided associations with a brand in another category and was eliminated from any further testing
- The remaining two options evoked strong emotional associations, with one emerging as an effective match with the tone of the brand.
- Additional analysis revealed a significant connection with both current and aspirational consumer targets, solidifying it as the winner
- **The winning name has been used as part of the launch and the sub brand has enjoyed strong growth under this name**





Chicago

720 East Butterfield Road
Suite 110,
Lombard, Illinois 60148

Contact Us

Chicago: 630-519-3486
Toronto: 905-629-4639
Toll-Free: 1-855-251-5434

Toronto

2425 Skymark Avenue,
Unit 5, Mississauga,
Ontario, L4W 4Y6

www.explorerresearch.com