



# 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

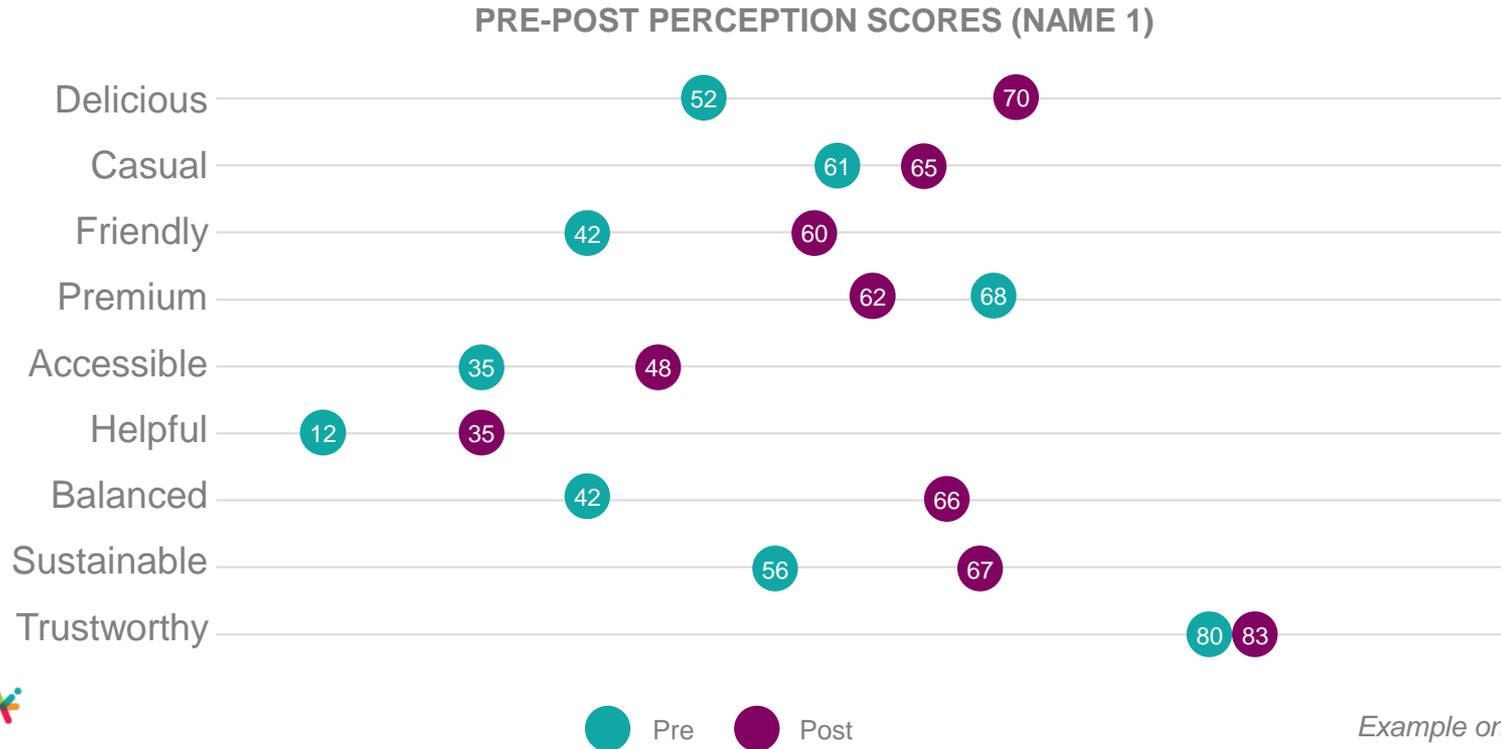
&

## Biometric Reaction



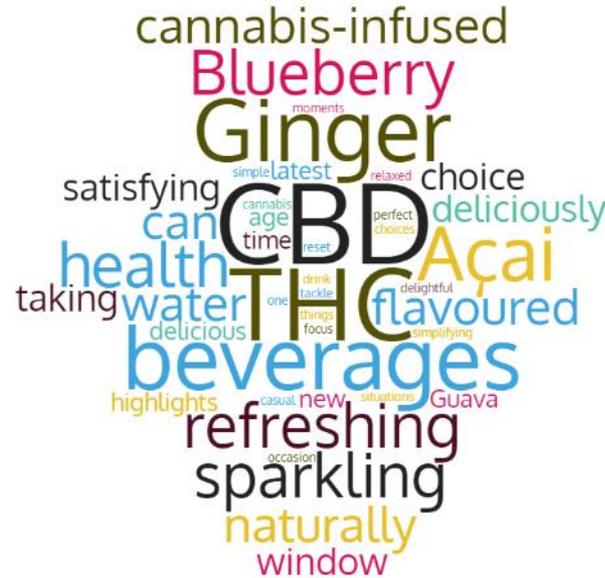
Timed association test to detect which name had the strongest implicit association with key brand equities

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

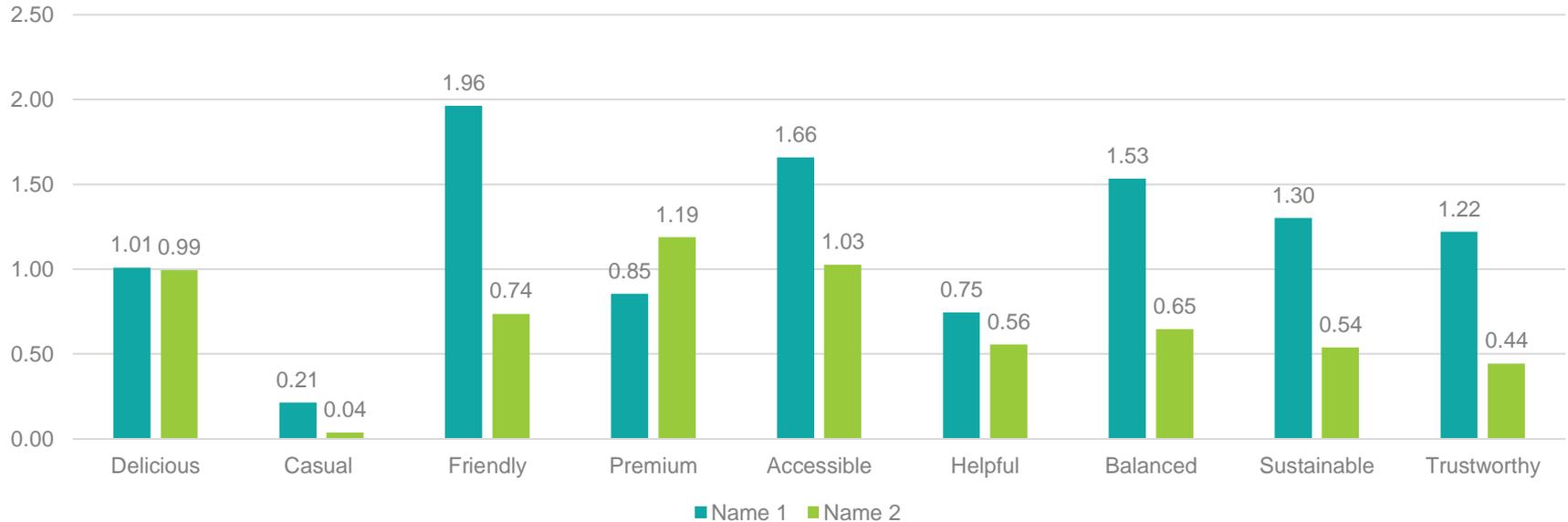


# AI was used to code open ended responses and deliver sentiment analysis by name option

## 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**





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