



NAMING PROGRAM

FOR
Jazz Hipster Corporation

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OBJECTIVES

As determined from internal communications, understanding of the goals, relevant market situation and a study of name evaluations & preferences, the follows distinct objectives can be identified to guide us through the naming process. These are:

1. To select a name which create feeling of power, energy and dynamic
2. To develop a name that allows the product to represent both professional and domestic.
3. To select a new name which convey the technology, craftsmanship, precision and performance.
4. To choose a name which will not serve to identify the product itself, but also come to identify this entire industry – much as the names “BOSS”, “MARANTZ” and “YAMAHA” have in the market.

CRITERIA

To meet the objectives, all name recommendations – should be measured against a set of criteria. All suitable names should therefore:

1. Be unique and easily memorable
2. Avoid confusion with any other existing products
3. Equally serve to identify all lines of product – professional and domestic
4. Powerful and louder than other on the market
5. “Look good” typographically as well as “sound good’ visually,

NAME GENERATION

As the first step in developing a new name for Jazz Hipster Corporation, a number of concepts, words, terms and word combinations were assembled, based on the literal meaning, implied meaning, sound ... etc.

The following edited list an overall indication of directions and subjects taken into consideration during this step:

ARCHITECT	structure, skilled in the art of building
ARTISTRY	creative skill, brilliance, proficiency, craftsmanship and workmanship
AARON	highest mountain, name , high priest
ABBA	religious superior, an intimate term for God as a father
ABSOLUTE	unconditioned
ARENA	a place where the show were exhibited
ACOUSTICIAN	an expert in the branch of physics concerned with properties of sound
ACOUSTIZONE	acoustic area that differs in some respect, or is distinguished for some purpose

BONANZA	prosperity. US famous episode cowboy/western series (1961) also first hours long Network TV series filmed in color.
BOOM	a hollow roar, as of waves or cannon
BEL AIR	known as an exclusive residential community
COOBA	stone house (Kooba)
CODAK	(Kodak)
CHIEF	leader, the head principal
CHOMATIC	color, music
CIVIS DIGITAL	a city or citizen (civisound)
CMYK	abbreviation of cyan, magenta, yellow and black
CONNOISSEUR	one well versed in any subject
CONSUMMATE	carries to highest point and degree, highest quality
CORONET	crown worn as marking high or lower rank
CRACKAJACK	an individual of marked ability, Crack – sound, snap superior excellence

HERO outstanding achievement, noble qualities,
champion

HIGHBORN noble birth

HOPPER Hops

HUBHUB a noise as many with shouting

ISACOUSTIC Intensity of sound

INTERGATE to form into on whole

INTELLECT power or faculty of knowing a person of
intellectual ...

JACK & GILL proper name for names for any lad and less
ie. ack & Gill went up the hill

JACK-IN-THE-BOX

a tropical tree, a toy consisting of a box from
which an enclosed figure springs up the lid is
opened/activated

CREATIVE DEVELOPMENT
EVALUATION AND SCREENING

EVALUTION AND SCREENING

Using the previously listed naming directions and components, we next generated a pool of potential naming candidates, reviewing them for appropriateness and screening them against the criteria list in the Needs Assessment section of this proposal.

A number of names were developed along various directions:

ARTISTRY	creative skill, brilliance, proficiency, craftsmanship and workmanship
ACOUSTIZONE	acoustic area that differs in some respect, or is distinguished for some purpose
ACOUSTICON	musical radio program during 1927-1928 on NBC offer selection from music, orchestra favorite
AFFINITY	spontaneous or natural linking for someone or something, relevant to music and language
APACHE	indians orig. of new Mexico and Arizona, the Apache tribes were historically very powerful

EXQUISITE	accurate surpassing quality, appreciate excellence
FANDANGO	Spanish dance
FEDERAL SOUND	sound union
GALAXY	the milky way, the star, a system of billion or billion of star
GOLDFINCH	golden song bird
HEADSHIP	a position of leader or chief
HERO	outstanding achievement, noble qualities, champion
HUBHUB	a noise as many with shouting
ISACOUSTIC	Intensity of sound
INTERGATE	to form into on whole

CREATIVE NAME DEVELOPMENT
FINAL NAMING RECOMMENDATION

FINAL NAMING RECOMMENDATION

Follow a series of critiques, we've carefully assessed the potential and appropriateness of each name created and identified the most promising name candidates.

These names were then subjected to another final screening, evaluating them with regard to such aspects as slang, double meaning or other unintentional or unconscious positive/negative connotations. Based on these results, a final list of recommended names was compiled for review. These names are:

ARTISTRY (AAA)

Creative skill, brilliance, proficiency, craftsmanship and workmanship

(Artistry Acoustic Audio) .com.tw/.tw

ACOUSTICON (Acoustic Icon)

musical radio program during 1927-1928 on NBC offer selection from music, orchestra favorite, show was sponsored by a hearing aid called acousticon

(Acousticon Inc.) .com.tw/.tw/.net/.net.cn

ACOUSTIZONE (Acoustic Zone)

acoustic area that differs in some respect, or is distinguished for some purpose

(Acoustizone Inc.) all available

AFFINITY

spontaneous or natural linking for someone or something (relevant to music and language)

(Affinity Acoustic Systems) .tw/,et.cn

BONANZA

prosperity. US famous episode cowboy/western series (1961) also first hours long Network TV series filmed in color.

A situation that creates a sudden increase in wealth, good fortune.

(Bonanza Audio Systems) .tw

BELAIR

known as an exclusive residential community (Beverly Hill)

An affluent residential section of LA, California

(Belair Audio Inc.) .tw