

Name/Tagline Evaluation Methodology

This evaluation methodology will help determine whether a potential name and tagline are appropriate in the marketplace and if the combination has the power to support your goals for the future.

When considering a new name, tagline, or logo for an organization, it is important to distinguish between **objective and subjective** responses. Objective comments take into account the audience point-of-view and desired outcomes. Subjective comments, along the lines of “I like it” or “that color bugs me” are not particularly useful in the evaluation process because they don’t allow the options to be judged strategically.

With that in mind, we have created a methodology to **objectively** evaluate the names and tagline using seven categories. This will help your organization weigh the pros and cons of each option and determine which ones will serve your constituents best.

Clarity — How clear or understandable are the name and tagline? Will there be any misunderstanding or confusion?

Appeal to Audiences — Setting aside personal preferences, put yourself in the shoes of an individual in your target audience and then consider the appeal of the name/tagline combination. It is important to **note your first impression**, as this is almost always the lasting impression.

Distinctiveness — How unique or memorable are the name and tagline, especially among the competition for your audience’s attention?

Credibility — Is your **first impression** of the name/tagline a professional and credible one? Or does it have qualities that are amateurish or not trustworthy?

Humanity — Does the name/tagline combination convey warmth or “humanness,” as opposed to words that seem cold or unemotional?

Positioning — How relevant is the name/tagline combination to the positioning of your organization? Furthermore, do the name and tagline correlate to your mission, values, and key messages?

Sound — The name and tagline **will** be said and heard aloud. Sound is twofold — not only how a name sounds, but how easily it is said by those who matter most: employees, partners, game changers, and referral sources. Word of mouth is a big part of marketing a program, but if people aren’t comfortable saying the name, the word won’t spread as easily.

