



# TimeShift Productions

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## Product Naming

### How do we *NAME* our new product extensions to amplify our positioning?

A leading semiconductor test equipment company has a series of new product extensions releasing soon but the customer sub-segment focused organization is producing competing naming.

The Company general manager invites TimeShift to evaluate the current choices and suggest alternatives. Help his team find solutions. Fast.

#### Project

TimeShift works with marketing, engineering, and marketing communications to:

- articulate the pros and cons of the existing choices,
- remind the Company of their existing overall product positioning,
- suggest alternative extension names.

As naming choices converge, TimeShift continues to provide an external view, *asking questions customers will ask* to help strengthen the stories behind the names.

#### Results

The Company settled on a series of names and met their marketing release dates. Besides providing alternatives for consideration, TimeShift acted as an external catalyst to spur the internal groups to action.

#### Value

Naming is tricky. One word can evoke strong feelings in your customer that can aid or tear down your positioning. Consistent, pertinent, emotional naming with the positioning and story-line to back it up is key to keeping customer mindshare. And team alignment allows work to shift to selling and support, rather than being trapped in the name exercise.

#### See your future... get there sooner

Too many or uncomfortable naming choices? Frustrated with the process? Want to help your team but still keep them accountable? TimeShift will help you get on with *business*.

Contact [TimeShift](#) today.