



Example Brand Name Test Report

22 July 2022

N = 200 feedbackers (convenience sample of English speakers)

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Brand Name Test

Comparison of brand names tested

Feedbackers (N = 200)

	Barnley's	Cholean	Clair Dairy	Almond Day	ZeroLac	Average
KPIs						
Likeability	74%	64%	78%	85%	86%	78%
Interesting	85%	70%	81%	88%	81%	81%
Dynamic	64%	58%	68%	81%	77%	69%
New and different	79%	67%	78%	83%	72%	76%
Trustworthiness	85%	67%	78%	90%	77%	79%
Easy to remember	85%	76%	84%	88%	88%	84%
Recall percentage	51%	79%	62%	60%	72%	65%
Pronounceability	87%	73%	92%	88%	88%	86%
Pricing perception	72%	61%	73%	77%	60%	69%
Intent to learn more	77%	55%	76%	81%	70%	72%
Summary KPI performance	76%	67%	77%	82%	77%	76%
Emotions						
Happy	51%	33%	49%	67%	65%	53%
Joyful	36%	36%	30%	56%	33%	38%
Content	33%	21%	35%	33%	33%	31%
Silly	8%	9%	5%	2%	5%	6%
Sad	0%	6%	0%	0%	7%	3%
Angry	0%	3%	0%	0%	5%	2%
Worried	5%	12%	5%	0%	0%	5%
Confused	18%	30%	8%	8%	12%	15%
Surprised	31%	39%	27%	35%	21%	31%
Embarrassed	13%	3%	3%	2%	5%	5%
Nervous	5%	9%	3%	2%	2%	4%
Calm	33%	36%	38%	21%	26%	31%
Excited	26%	21%	32%	38%	33%	30%
Disgusted	3%	12%	5%	0%	7%	5%

Brand Name Test: Almond Day

Associations

Feedbackers (N = 200)

*“Almond Day sounds like it’s a brand that sells **candy bars** or almond-based **beverages**. Its products would likely be delicious, versatile and **highly nutritious**.”*

First comments (full comments available in full report)

1. It makes me think of an almond milk of some sort.
2. I think of chocolate candy.
3. On February 16th each year, National Almond Day recognizes the versatile and healthful almond. This delicious nut is native to the Middle East and thrives in warm, dry climates with mild winters. The day celebrates the benefits and uses of almonds.
4. ALMOND DAY IS THE MOST VERSATILE AND DELICIOUS OF THE NUTS
5. Fresh and fun drink.
6. I like the name, but I want to keep saying "Almond a Day". It makes me think of a clean and refreshing almond milk that I can drink daily.
7. national almond day February 16. day of year
8. almond day first and comes to history of almonds and almond health benefits .the day fully almond dishes is prepared any places many variety dishes to cooking all areas.
9. IT MAKES THOUGHTS ABOUT ALMOND DRINKS
10. They're good for you. If you look at the nutrition label of a package of raw almonds, you'll find one ounce
11. Sounds like some kind of town holiday. And also that I love almonds
12. I have never heard the name before. I wonder if its a food. I wonder if its a candy bar. It sounds like the name of a candy bar.
13. It is very nice to Hear
14. It reminds me of the vegan-trader joes style of branding. I imagined a minimalistic cardboard packaged almond milk.
15. The first thing I think of is Almond Joy. It is also just seems a strange combination of words
16. My first thought was it was a new candy bar. I did not think about milk at first.
17. I think that it is a new brand of Almond milk and that it is fresh.
18. Sounds like a candy bar

Brand Name Test: Almond Day

Likes and dislikes

Feedbackers (N = 200)

Likes

*People like the name “Almond Day” because they think it is **memorable** and it makes it clear what **the products would contain**. Other people like the word “Day” because they find that it implies **brightness and positivity**.*

Dislikes

*Some people dislike the name “Almond Day” because it might be **mistaken for “Almond Joy”**, which is an existing candy bar brand. In addition, other people do not see the **relevance** and **purpose** for including the word “Day”.*

First comments (full comments available in full report)

1. good (6 responses)
2. Easy to remember (4 responses)
3. cool name
4. Easy to pronounce
5. I like almond benefits and known the history of almond
6. I like that it includes Almond which I assume mean it is made of almonds
7. I love what it actually is and what it reminds me of. It's a fun name and it just makes me feel happy.
8. It has a very fresh sound to it. It's memorable, and gives you a good idea of the product itself.
9. The name is short and to the point.
10. The feel and easy sound.
11. It's somewhat descriptive
12.

1. Nothing (17 responses)
2. Some people may mistake it for the candy
3. I am unsure of why it is called Day.
4. I don't understand why the word "day" would be included for milk. It just seems a bit odd to me
5. I feel like it's missing a word...like it's not a complete name.
6. I think it is very similar to Almond Joy which might be a little confusing as to what this product is.
7. It's very similar to Almond Joy.
8. Not clear what form of almonds
9. The two words flow together too much. It sounds like almondy. Consumers would get confused. additionally, I don't associate the name with milk.
10. ...

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