



Example Business Name Evaluator Report

8 July 2022

N = 196 feedbackers (convenience sample of English speakers)

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Business Name Evaluator

Comparison of business names evaluated

Feedbackers (N = 196)

	Arrizo	Mirai	Baccarat	Philomene	Efris	Average
KPIs						
Likeability	88%	78%	86%	64%	61%	75%
Interesting	83%	80%	86%	71%	67%	77%
Dynamic	70%	73%	78%	61%	57%	68%
New and different	80%	73%	81%	68%	76%	76%
Trustworthiness	60%	63%	81%	46%	45%	59%
Easy to remember	85%	68%	78%	64%	63%	72%
Recall percentage	68%	68%	68%	64%	71%	67%
Pronounceability	85%	70%	78%	71%	71%	75%
Intent to learn more	80%	68%	78%	71%	63%	72%
Summary KPI performance	78%	71%	80%	65%	64%	71%
Emotions						
Happy	48%	38%	46%	50%	33%	43%
Joyful	43%	28%	38%	39%	24%	34%
Content	28%	28%	32%	14%	20%	24%
Silly	5%	5%	5%	4%	16%	7%
Sad	0%	3%	3%	7%	4%	3%
Angry	5%	3%	3%	4%	12%	5%
Worried	0%	8%	0%	7%	6%	4%
Confused	13%	10%	8%	21%	27%	16%
Surprised	30%	28%	32%	54%	20%	33%
Embarrassed	3%	5%	5%	4%	2%	4%
Nervous	3%	8%	3%	0%	8%	4%
Calm	35%	35%	27%	25%	27%	30%
Excited	33%	28%	41%	4%	16%	24%
Disgusted	5%	3%	0%	4%	8%	4%

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Comparison of business names evaluated

Feedbackers (N = 196)

Company industry	Arrizo	Mirai	Baccarat	Philomene	Efris	Average
Accounting	3%	0%	0%	0%	4%	1%
Advertising	0%	0%	3%	0%	0%	1%
Agriculture/Fishing	3%	0%	0%	0%	0%	1%
Architecture	0%	0%	0%	0%	0%	0%
Automotive	5%	5%	0%	0%	2%	2%
Aviation	0%	5%	0%	0%	2%	1%
Banking/Financial	3%	3%	5%	0%	2%	2%
Bio-Tech	0%	3%	0%	4%	4%	2%
Brokerage	0%	3%	0%	0%	2%	1%
Carpentry/Electrical installations/Plumbing	3%	0%	0%	0%	0%	1%
Chemicals/Plastics/Rubber	0%	0%	3%	0%	4%	1%
Communications/Information	3%	0%	0%	4%	2%	2%
Computer Hardware	3%	3%	0%	0%	2%	1%
Computer Software	5%	0%	0%	11%	4%	4%
Computer re-seller (software/hardware)	0%	0%	0%	0%	4%	1%
Consulting	5%	0%	5%	0%	6%	3%
Consumer Electronics	0%	0%	0%	0%	6%	1%
Consumer Packaged Goods	5%	3%	16%	11%	0%	7%
E-commerce	8%	3%	3%	0%	2%	3%
Education	0%	3%	0%	4%	0%	1%
Energy/Utilities/Oil and Gas	0%	3%	0%	0%	0%	1%
Engineering	3%	0%	0%	0%	0%	1%
Environmental Services	0%	3%	0%	0%	0%	1%
Fashion/Apparel	5%	15%	11%	7%	8%	9%
Graphic Design	3%	5%	5%	4%	2%	4%
Healthcare	0%	3%	0%	7%	2%	2%

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Company industry	Arrizo	Mirai	Baccarat	Philomene	Efris	Average
Hospitality/Tourism	3%	0%	0%	0%	0%	1%
Human Resources	0%	3%	0%	4%	2%	2%
Information Technology/IT	0%	5%	3%	4%	12%	5%
Insurance	3%	3%	3%	0%	0%	2%
Legal/Law	0%	0%	0%	0%	0%	0%
Manufacturing	13%	8%	0%	4%	0%	5%
Market Research	0%	0%	0%	4%	2%	1%
Marketing/Sales	5%	5%	3%	0%	4%	3%
Media/Entertainment	3%	5%	11%	7%	2%	5%
Military	3%	0%	0%	0%	0%	1%
Personal Services	0%	0%	0%	4%	0%	1%
Pharmaceuticals	0%	0%	3%	0%	4%	1%
Printing Publishing	0%	3%	3%	14%	2%	4%
Public Relations	0%	0%	0%	4%	0%	1%
Real Estate/Property	0%	0%	0%	0%	0%	0%
Retail/Wholesale trade	8%	5%	11%	4%	2%	6%
Security	0%	0%	0%	0%	2%	0%
Shipping/Distribution	0%	0%	3%	0%	0%	1%
Social services	0%	0%	0%	0%	0%	0%
Telecommunications	0%	0%	0%	0%	4%	1%
Transportation	5%	3%	0%	4%	2%	3%
Construction	5%	5%	0%	0%	2%	2%
Internet	0%	0%	5%	0%	2%	1%
✗ None of the above	3%	3%	5%	0%	2%	2%

Business Name Evaluator

Comparison of business names evaluated

Feedbackers (N = 196)

	Arrizo	Mirai	Baccarat	Philomene	Efris	Average
Company ownership						
Co-operative	13%	10%	14%	7%	14%	11%
Owned by a group of employees	33%	23%	14%	14%	14%	19%
Owned by a group of non-employees	5%	3%	14%	11%	16%	9%
Owned by an individual or a family	15%	15%	19%	32%	14%	19%
Owned by a private equity or venture capital fund	10%	15%	16%	11%	10%	12%
Listed on stock exchange	10%	5%	5%	7%	10%	7%
It is a non-government institution or a charity	3%	5%	3%	4%	12%	5%
It is a government-owned enterprise	3%	8%	5%	0%	2%	3%
It is a government or public authority	8%	13%	8%	4%	8%	8%
Other	3%	0%	0%	0%	2%	1%
✗ None of the above	0%	5%	3%	11%	0%	4%
Company age						
It's a newly founded start-up	10%	13%	11%	29%	27%	18%
1 to 5 years ago	40%	38%	24%	36%	31%	34%
6 to 10 years ago	13%	13%	16%	14%	6%	12%
11 to 20 years ago	3%	18%	14%	11%	8%	10%
21 to 40 years ago	13%	8%	8%	4%	16%	9%
40 to 100 years ago	20%	13%	11%	4%	8%	11%
100 or more years ago	3%	0%	16%	4%	4%	5%
Company size						
1 to 10 employees	3%	10%	3%	11%	20%	9%
11 to 50 employees	30%	28%	16%	32%	27%	27%
51 to 200 employees	23%	23%	30%	29%	22%	25%
201 to 1000 employees	20%	28%	24%	21%	18%	22%
1001 or more employees	25%	13%	27%	7%	14%	17%

Business Name Evaluator

Comparison of business names evaluated

Feedbackers (N = 196)

Company origin	Arrizo	Mirai	Baccarat	Philomene	Efris	Average
USA or Canada	40%	33%	32%	50%	33%	38%
UK or Ireland	3%	3%	8%	4%	8%	5%
Europe (but not UK or Ireland)	8%	3%	22%	11%	12%	11%
Africa	0%	0%	3%	0%	4%	1%
Japan	5%	15%	0%	7%	4%	6%
China	5%	5%	3%	0%	6%	4%
India	3%	13%	5%	11%	8%	8%
Asia (but not Japan, China, or India)	5%	8%	3%	0%	2%	3%
Australia or New Zealand	5%	8%	0%	4%	4%	4%
Oceania (but not Australia or New Zealand)	3%	3%	3%	0%	2%	2%
Latin America	23%	8%	5%	4%	12%	10%
Middle East	0%	5%	14%	4%	6%	6%
Other	3%	0%	3%	7%	0%	2%

Business Name Evaluator: Baccarat

Associations

Feedbackers (N = 196)

“Baccarat is the name of a card game played at casinos. A company with that name would seem involved in gambling, or produces luxury items like crystals or perfumes.”

First comments (full comments available in full report)

1. I thought it is a good name.
2. a gambling game with the same name. but very prestigious
3. gambling and casinos
4. very impressive. i love the game.
5. Baccarat or baccara is a card game played at casinos
6. it is good product . this is very good useful. this is very comfortable
7. It sounds like a company that produces alcohol
8. Thid pronoun is very good,and nice.
9. Baccarat was the first crystal manufacturer to introduce chandeliers, lighting up the world with majestic creations
10. baccarat meaning is bet game
11. BACCARAT IS A GAME. THIS IS VERY INTERESTING GAME.
12. Did you know “Baccara” in Italian means zero? And since the worst hand you can have in Baccarat is zero, well, it makes for an unusual choice for the name
13. I first thought of a card game with the similar name.
14. I THINK GAMBLING. I THINK GAMING AND MONEY COMES TO MIND.
15. I THINK BACCARAT IS A GAME
16. Thought of gambling and placing of stakes in casinos to win lots of money
17. luxury brand and manufacturer of fine crystal located in Baccarat,
18. Its really amazing i really appreciate it.
19. different company name
20. perfume smell like amazing sint
21. End for the pursuit of perfection is here Luxury, a richer life
22. Baccarat is a French luxury brand and manufacturer of fine crystal located in Baccarat, France
23. My firs thought is casino game.
24. IT IS LUXURY CRYSTALS BRAND NAME IN FRANCE
25. my first thought was perfume
26. FANCY, HIGH END, PERFUME, JEWELRY, CRYSTAL
27. Decoration, scented perfume

Business Name Evaluator: Baccarat

Likes and dislikes

Feedbackers (N = 196)

Likes

*People like the name "Baccarat" because they think it sounds **luxurious**. Other people like the name because they find the name **easy to remember**. Some people also feel that it is a fun name.*

Dislikes

*Some people dislike the name "Baccarat" because it is **hard to pronounce**. In addition, other people find the meaning of the name is **not very clear** and does not give a sense of what the company does.*

First comments (full comments available in full report)

1. attractive (4 responses)
2. easy to remember (3 responses)
3. nice (2 responses)
4. fun (2 responses)
5. I LIKE THIS BACCARAT
6. I like this name because it starts with letter b
7. IT IS GOOD RETAIL BRAND NAME
8. It is new name for any company
9. It rolls off the tongue and is easy to remember. Very uncommon.
10. It sounds high end and expensive.
11. THIS NAME IS UNIQUE AND NEW
12. Very different\
13. ...

1. Nothing (10 responses)
2. Baccarat means bet game
3. difficult to pronounce for kids
4. game is gambling
5. I DONT KNOW WHAT IT MEANS OR IS
6. I'M NEUTRAL WHEN IT COMES TO THE NAME. I DIDN'T EVEN KNOW OF THE COMPANY UNTIL NOW. I HAD TO LOOK IT UP.
7. it alludes to gambling
8. meaningless word
9. sounds bad
10. The name is too short.
11. This name is not catchy
12. ...

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