



Example Product Name Test Report

29 July 2022

N = 189 feedbackers (convenience sample of English speakers)

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Product Name Test

Comparison of product names tested

Feedbackers (N = 189)

	Arrizo	Mirai	Baccarat	Average
KPIs				
Relevance	74%	73%	67%	71%
Interesting	81%	79%	67%	76%
New and different	66%	83%	77%	76%
Likeability	71%	74%	66%	70%
Superiority	66%	76%	77%	73%
Easy to remember	68%	77%	69%	71%
Clarity	69%	79%	62%	70%
Pronounceability	74%	74%	62%	70%
Unpriced perception	68%	76%	80%	75%
Comment and share	73%	70%	64%	69%
Visit the website of	66%	82%	75%	74%
Summary KPI performance	71%	77%	70%	72%
Emotions				
Happy	71%	74%	64%	70%
Joyful	65%	64%	52%	60%
Content	18%	27%	25%	23%
Silly	3%	3%	8%	5%
Sad	3%	3%	3%	3%
Angry	0%	2%	2%	1%
Worried	3%	2%	0%	2%
Confused	8%	12%	23%	14%
Surprised	31%	33%	26%	30%
Embarrassed	2%	2%	7%	3%
Nervous	3%	3%	3%	3%
Calm	24%	20%	11%	18%
Excited	19%	32%	21%	24%
Disgusted	2%	0%	3%	2%

Product Name Test: Mirai

Associations

Feedbackers (N = 189)

*“Mirai sounds like a **luxurious** and **innovative Japanese** car model. The product name has a **feminine** sound to it. As a car, it could provide a **smooth** driving experience for customers.”*

First comments (full comments available in full report)

1. The Mirai is the best off them. So I choose to them.
2. The Mirai is very nice. It is good.
3. its may be a girl name
4. Mirai Clinical provides natural body care products, hair care products and more.
5. Some fashionwear/apparel brand
6. it has become popular as a given name for females.
7. smoothly drive car and safe travel
8. mirai is a car name ,it engine is good
9. It means "future" and is part of the Sino-Japanese vocabulary (its cognates include Mandarin Chinese weilai and Korean mirae).
10. The first thoughts that come to my mind is all about innovation
11. The name looks very confident and thought full meaning.
12. Name Mirai is generally in search for freedom. Mirai with numerology 5 doesn't like to be bounded by others. Mirai has an open mind for matters of romance
13. I THOUGHT IT WAS A MOVIE
14. Cars and looking to buy a car or cars
15. IT IS A NEW CAR NAME FOR ME
16. Expecting for a new luxurious brand car
17. It is a very expensive car
18. It should be a very safe and good looking car.
19. NICE NAME AND I THOUGHT THIS NAME WAS A ONE POPULAR PERSON
20. mirai sounds like a japanese cars brand name
21. new model car that is not yet been launched
22. Mirai is a piece of software that is used to form a malicious botnet; a large number of connected devices (bots) that can be controlled to attack others on the Internet.
23. small car perfect for ladies
24. My first thought since its a female name guessed the product would a makeup

Product Name Test: Mirai

Likes and dislikes

Feedbackers (N = 189)

Likes

People like the name "Mirai" because they think it sounds **nice**. Other people think it is a **unique** and **attractive** name for cars. Some people think it is **easy to remember**.

Dislikes

Some people dislike the name "Mirai" because the **meaning of the word is unclear**. In addition, other people are **not certain how the name should be pronounced**.

First comments (full comments available in full report)

1. good (6 responses)
2. Easy to remember (3 responses)
3. Easy to pronounce (5 responses)
4. Catchy and interesting
5. concept of the name like that Mirai new
6. Have not really heard anything similar so it sounds unique
7. I like the name, it sounds different and cool.
8. It's short.
9. Sounds modern and mystic
10. The l's sounds like royalty.
11. The name sounds fancy
12. This is an appealing and good name for cars.
13. this name is like fuels names for circulation of the engine
14. ...

1. Nothing (25 responses)
2. Unusual
3. DISLIKE FOR THIS NAME WAS NOT IN BRANDED FORMS OF NAMES.
4. is to feminine
5. It is unconventional.
6. It just sounds like a weird name to name a car
7. It sounds like a fashionwear brand
8. It's too short
9. it's very generic
10. its forgettable
11. LITTLE DIFFICULT TO PRONOUNCE.
12. this name does not fit to a brand name
13. Would be difficult to pronounce and type right off
14. ...

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