

2007 TippingSprung Brand Naming Survey: Final Results

Conducted in cooperation with Brandweek magazine.
 For a full survey report, contact us at Robert@tippingsprung.com

1. PLANE-SPEAK: Best new name for a low-cost airline

Response	Total	
go!	691	51.9%
Clickair	240	18.0%
Belle Air	184	13.8%
Mango	135	10.1%
SpiceJet	71	5.3%
SmintAir	10	0.8%
Grand Total	1331	100.0%

2. SPIRIT-SPEAK: Best new spirits or cocktail-mix name

Response	Total		
Spykes	434	32.6%	flavored beer
Kajmir	332	24.9%	vanilla liqueur
Modmix	217	16.3%	organic mixers
Lichido	179	13.4%	lichee liqueur
Navan	134	10.1%	vanilla cognac
Perique	35	2.6%	tobacco liqueur
Grand Total	1331	100.0%	

3. NEW KIDS OFF THE BLOCK: Best name for a spinoff or startup

Response	Total		
Tailwind	944	70.9%	Nike
Fresh & Easy Neighborhood Market	164	12.3%	Tesco
Gexpro	68	5.1%	GE
Carestream Health	60	4.5%	Kodak
Vuguru	54	4.1%	Michael Eisner
Covidien	41	3.1%	Tyco
Grand Total	1331	100.0%	

4. BRAND EVOLUTION: Which evolutionary name change is most overdue?

Response	Total		
1800Mattress.com	398	29.9%	1-800-Mattress
Mars	311	23.4%	Masterfoods
Crayola	218	16.4%	Binney & Smith
Macy's	183	13.7%	Federated
Apple	116	8.7%	Apple Computer
Citi	105	7.9%	Citibank
Grand Total	1331	100.0%	



5. DOWN ON THE PHARMA: Most consumer-friendly new drug name

Response	Total		
Enjuvia	334	25.1%	menopause
Reconcile	291	21.9%	anxiety - in dogs
Exubera	235	17.7%	insulin
Seasonique	210	15.8%	contraceptive
Acomplia	174	13.1%	obesity
Sprycel	87	6.5%	leukemia
Grand Total	1331	100.0%	

6. FIT-TO-FORM: Best cellphone/PDA name that fits product form

Response	Total	
BlackBerry Pearl	487	36.6%
PEBL	217	16.3%
Kickflip	188	14.1%
Chocolate	181	13.6%
Oystr	155	11.6%
Fusic	58	4.4%
Grand Total	1331	100.0%

7. COOL PUNNINGS: Cleverest ice-cream flavor

Response	Total	
Bohemian Raspberry	368	27.6%
Karamel Sutra	340	25.5%
Jamaican Me Crazy	229	17.2%
Diet Another Day	150	11.3%
Berry Me, Please!	97	7.3%
Stephen Colbert's AmeriCone Dream	89	6.7%
I Hate the French Vanilla	58	4.4%
Grand Total	1331	100.0%

8. REALITY STRIKES: Which new reality show would you check out based solely on its title?

Response	Total		
Are You Smarter Than a 5th Grader?	501	37.6%	Fox
Hell's Kitchen	323	24.3%	Fox
So You Think You Can Dance	182	13.7%	Fox
Beauty and the Geek	164	12.3%	CW
Engaged and Underage	161	12.1%	MTV
Grand Total	1331	100.0%	

9. SUITE DREAMS: Best new hotel brand

Response	Total		
Aloft	645	48.5%	from Starwood; launched in Second Life
Element	356	26.7%	from Starwood
Solage	227	17.1%	from Auberge Resorts
NYLO	72	5.4%	
Andaz	31	2.3%	from Hyatt
Grand Total	1331	100.0%	

10. HEAVEN-SCENT: Best new fragrance name

Response	Total		
CK IN2U	448	33.7%	Calvin Klein
Fleur du Mâle	249	18.7%	Jean Paul Gaultier
Jilt	248	18.6%	Crabtree & Evelyn
Zestini	201	15.1%	Body Shop
Flowerbomb	185	13.9%	Viktor & Rolf
Grand Total	1331	100.0%	

11. ROTTEN EGGS: Worst new fragrance name

Response	Total		
Ultraviolet Man Summer Pop	459	34.5%	Paco Rabanne
Intimately Beckham for Him	418	31.4%	
Perfect Man Alternative	221	16.6%	Bella Bellissima
I Love Marc	183	13.7%	Marc Jacobs
212 Men Splash	50	3.8%	Carolina Herrera
Grand Total	1331	100.0%	