

# Brand Name Creative Brief

A Brand Name Road Map

This brief will help you define exactly what you want the brand name to convey. Equally important, it will help you stay focused and prevent you from choosing the wrong name.

Think of this brief as the ingredients list of everything you need to cook up the perfect name: goal of the assignment, information on your target audience, consumer insights, desired brand positioning, competitors names, words to explore and avoid, and more.

## GOAL OF THE ASSIGNMENT

# What do you want to accomplish?

To make investing in real estate a very easy and accessible process to the average investor.

Wanting to make real estate investment as familiar and as easy as investing in stocks or cryptos

“I want when people think of simple investing they can think and consider real estate just as they do with other forms of investments.” – the owner

IN A NUTSHELL

# Sum it up in a sentence

We are making investing in real estate an easy accessible process to everyone who wants to invest in real estate.

No Banks, No Mortgages, No Down Payments.

## BRAND POSITIONING

# How do you want your brand to be positioned in the marketplace?

Real estate is the king of investment

## TARGET AUDIENCE

# Who are the customers you want to reach?

In a nutshell\*

- 25 – 39 years old
- Both males & females, early estimates show 65% men & 34% women. (this is based on numbers from similar competitors)
- Canadians first

\*More in-depth Target Audience Analysis will be conducted in the discovery phase, and can't be shared with the public yet.

## CONSUMER INSIGHTS

# Consumer insights reveal people's behaviors, as opposed to their preferences.

- People coming out of university, who can't invest in the current real estate market yet.
- They don't have enough cash or credit to go with a traditional way of buying a house (mortgage)
- People who bought one property or two

## COMPETITION

**List your competitors to help you steer clear of similar names, which could pose trademark conflicts.**

- Addy
- Willow – Stock Market Version
- OurBoro
- Pacaso
- Key – Life at Key

## DESIRED BRAND EXPERIENCES

# How do you want people to feel when they see or hear the name?

- That it is modern. It is friendly, creative, and simple.
- They can trust it. It is not the complicated cliché investment firm with sleazy financial / sales advisors in suits and ties.
- To want to give it a try, and be part of it

## BRAND PERSONALITY

# The 5 to 10 adjectives that best describe the tone and personality of your brand.

- Modern
- Non-traditional
- Customer obsessed
- Welcoming
- Transparent
- Trustworthy
- Simplicity
- Straight Forward
- Clean
- Easy to use
- No obligation
- Freedom

## WORDS TO AVOID

# List any words you would NOT want to have in your name

- Crowdfunding
- Home
- Tycoon
- Empire
- Luxury
- Realtor
- RealEstate

## NAME STYLE LIKES

# List 5 brand names you like the style of

### 2 Name combos:

- DoorDash
- WealthSimple
- FaceBook
- PartyCity

### 1 Word Names:

- Uber
- Wasabi
- Windows
- Amazon
- Robinhood

## NAME STYLE DISLIKES

# List 5 brand names in your industry you dislike the style of (and why)

Traditional Institutional names. Because they sound so 1970s. They sound boring, stiff, and outdated.

- KingSett Capital
- Toronto Investment Real Estate
- Vistance Capital Advisory
- Starlight Investment
- ....etc.

ACID TEST FOR USING THE NEW NAME

# Write how the name will be used in a sentence

\_\_\_\_\_ is the easiest way for anyone to invest in real estate without signing their life away. No Mortgages, No Banks, No Down Payments.

## ANYTHING ELSE WORTH NOTING

# Write any concepts or ideas in your head that weren't covered above

- We will start with Single Family Homes, and then expand into Commercial Real Estate
- Canadian Market first, with the potential of expanding to the US Market
- Liquidity. We buy the property in cash. We don't deal with banks. So this allows for liquidity, unlike other real estate platforms, you can cash out whenever you want.

# Thank You

Now you have all the information to start brainstorming naming ideas