



Lunch Event at Buca di Beppo in Eden Prairie

Research's Role in Name Testing

Presented by Diane Prange (*Chief Linguistic Officer*)

William Lozito (*Chief Branding Officer*)

Strategic Name Development

If you thought naming a child was difficult, wait until you enter the realm of product naming! After all, when naming a child, you only have to worry about which grandparent you are ignoring or being certain Uncle Ambrose is happy enough to leave your little one his entire fortune. When coming up with a product name—which has to be translated into many languages—the process is more complex.

Diane Prange and William Lozito will share some of the basics in name development and research:

- Left brain and right brain name types
- Linguistic analysis pitfalls to avoid
- Unintentional translation oopsies
 - They can tell you why naming a product Regus was NOT a good idea for Brazil.
 - I also remember when Chevy unveiled the Nova. Unfortunately, Nova means “no go” in Spanish, which is not the image one wants for a car.
- How to test potential names
- How Strategic Name Development arrived at the name “Baconator” for Wendy’s new cheeseburger.

Please join us on Thursday, March 18 at Buca di Beppo, 7711 Mitchell Road, Eden Prairie, 55425, 952-934-9463. We’ll have registration from 11:00-11:30 am, lunch from 11:30 to noon, with the presentation from noon to 1:00pm.

Note—there will be **door prizes!!!!!!**

The price is \$40 for MRA members, \$50 for non-MRA members or guests, and \$15 for students enrolled in a higher education program and not currently working for a research company. Please mail a check with your name, email address, and a note/email referencing the March event to:

Carol Duling, Registrar
Questar
2905 W Service Road
Eagan, MN 55121
651.683.8687

Cancellations received less than 48 hours prior to the event are non-refundable. No shows will be billed. Credit card payments are accepted via PayPal.

Visit www.mnmra.org for details/registration info or contact CDuling@questarweb.com.