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# A HUNDRED MONKEYS

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A NAME SHOULD BE YOUR BEST FRIEND





## **FIGHT THE COMPETITION, NOT YOURSELF**

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**The first job of marketing is to distinguish you from the competition. That means doing something different. Don't pick a name that makes you one of the trees in the forest and then spend the rest of your marketing budget trying to stand out. Fight the competition, not yourself.**



## **A NAME IS NOT TWEAKABLE**

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**Naming your business is one of those existential moments that defines the rest of the life of your company. This is not something that you float out there, see what happens, and change if you don't like it. A name is not tweakable. You only get one chance to do the right thing.**

# WHAT'S YOUR STORY?

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**Your name and your brand are living, breathing things. You can't develop a strong name from a list of attributes on a research report. It needs to come from someplace deeper. We think that every name should tell a story. And we have yet to meet a client who doesn't have a good one. (Sometimes it takes a little digging.)**

# WHERE THE BEST NAMES COME FROM

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**The best names come from thinking about the whole problem. We help you think about how you are different, and what that means for your positioning and branding. Then we help you find the best way to live in the hearts and minds of your customers. We do naming. And we partner with designers to build out entire brands. That choice is up to you.**



## WHAT WE REALLY DO

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**As with any creative process, there are a million ways to screw it up. So a big part of our job is to keep you out of trouble. We drive the process. Frame the problem. Point out the pitfalls. Give you a lot of choices. Make sure the best names stay on the table.**



## **WHY IS THIS HARD?**

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**Companies find that naming is a hard thing to do well since there are often a lot of people around the table. Because the discussion seems so subjective, it tends to revolve around comments like “I like it” or “I don’t like it.” Typically everyone has veto power. This tends to sweep the most interesting names off the table.**

# HOW MUCH FLAVOR?

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**If there are a dozen people in the room and you all have to agree on a flavor of ice cream, it's going to be vanilla, not Cherry Garcia. Nobody's excited about it, but you can all agree on it. Our job is to make sure this doesn't happen.**

## NO GIMMICKS?

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**Naming is tough enough without the gimmicks, buzz words, and shake ‘n’ bake formulas. We go a long way on common sense, asking tough questions, and digging until we get to the heart of the matter – something we manage to do without employing account executives or consultant-speak.**

## FREE SAMPLES

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**Our names are guaranteed not to put people to sleep: Riverbed, Seven, 98point6, Doodad, Maggie's Farm, Ruckus, Broad Daylight, Breadbox, Clutch, Cruel World, Kiddo!, Zatso, Inkling, Front Porch, Raindance, Jamcracker, Steelhead, Wiggle Wiggle, Stoke, Open Book, Left Field, Sledgehammer, Ironweed, [your name goes here].**

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**A Hundred Monkeys is a naming company with  
a knack for coming up with names that are  
provocative and human.**



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