HERE Naming Creative Brief

PRODUCT / SERVICE INFORMATION

1. What is being named? (check all that apply). If more than one item is being named, please answer all questions for each item to be named.
_____ Product Line
_____ Product
_____ Component
_____ Service
_____ Product feature *(or other term if more appropriate, e.g., component)*
_____ Solution
_____ Bundle
_____ Partnership / joint venture offer
_____ Other (e.g., internal or external program, event, etc.)

2. What is the product / service from a technical standpoint? (API, set of APIs, SDK, other? If other, please specify.)

3. Where is the product / service in the development life span?

4. How does product / service fit within HERE portfolio (check all that apply)
_____ New product or service within an existing line: (specify)
_____ Stand-alone product or service that does not fit within an existing product line
_____ First new product of several new, similar products
_____ Next generation of an existing product or service
_____ Related to an existing product or service (specify)
_____ Embedded feature: (list)
_____ Bundled with: (list)
_____ Designed for a niche or vertical: (list)

If it fits within an existing **Product Line**, please specify which one here:

_____

Please use the excel workbook on the Portfolio Management Site, under "Portfolio master workbook" to reference the current Product Line names.
https://in.here.com/sites/SPA/cppm/Pages/default.aspx

(Components ONLY) If it fits within an existing **Product**, please specify which one below, using the same workbook:

_____

5. Description
Provide a short, clear paragraph or positioning statement. Include the single most important thing you would want target customers / audiences to remember about the product / service being named. Make key point tweet-length, if possible. Avoid technical jargon.

6. Who is the target customer / audience?

7. Value proposition
Describe the primary benefit of this product / service for target customer. List other benefits, features, and attributes.

8. List competitive product / service names:

9. Where will product / service be sold / available:
_____ US / North America
_____ EMEA
_____ APAC
_____ ROW

NAME DEVELOPMENT

1. Name type
HERE products / services should be named descriptively e.g., HERE Parking, HERE Map Creator, HERE EV Charge Points. Certain criteria must be met in order to use a name that is suggestive or coined, e.g., HERE WeGo

Is there a reason that the product or service requires something other than a descriptive name? If so, explain why:

2. If name development is required, what should the name suggest (themes):
- What product / service is, what it does:
- Benefit product or service provides:
- Other:

3. What metaphors, industry terms, root words, would be appropriate to include in the name? Words or terms should be avoided (because they might be too narrow, or out of date, or owned by competitors, etc.):

4. Provide any proposed names or name candidates already developed (by product team, product marketing, etc.) Indicate top 3 candidates.

FUNCTIONAL CONSIDERATIONS

1. When does the official name need to be final, meaning approved by Brand, Legal and Business Unit?

2. Who from the Business Unit needs to review the name and ensure it makes sense? Who has is the Business lead and will have the final say?

3. List where name will be visible / be used (e.g., website, mobile interface, etc.):

4. Are there restrictions on name length, or space constraints, e.g. mobile UI.

5. What will be the degree of relationship to the HERE brand?
_____ HERE branded (as in HERE Traffic, HERE Data Lens)
_____ HERE endorsed (as XYZ from HERE, or "powered by HERE")
_____ HERE "invisible," (no visible link to HERE brand)

6. International considerations. Does the name need to be translated or transliterated (rendered in the corresponding letters of a different alphabet or language) in certain markets? If so, which ones?