

The Brief

An Australian shoe manufacturer asked me to produce a brand name for a new range of shoes for boys aged six to eight. The shoes were pitched as rugged, comfortable, and suitable for the outdoors. The shoe manufacturer wanted to capitalise on young boys' interest in adventure and the outdoors.

The shoes were based on the idea of an Australian daredevil hero who overcomes dangers such as spies, crocodiles, and harsh conditions. They should conjure up images of swaying rope bridges, the rainforest, lost cities, buried treasure, the desert and temples.

No samples or pictures of the shoes were available, and the name would have to cover new launches over several years. The shoes would have various designs, including lace-up shoes and shoes with Velcro fastenings.

The name should communicate fun, adventure, excitement and durability.

Process

After generating over 134 brand names I whittled this down to a shortlist of 30 which I have included below.

Words in **green** and **bold** on the shortlist appear on my recommendations list of the top 5 brand names. I have also offered suggestions for a tagline, product ranges, and TV ad campaigns.

Shoe Brand Name - Shortlist

Initial Ideas

1. Climbers
2. Explorers
3. Indies

Outdoors

4. Mountaineers
5. Wilds

Adventure

6. Adventurers
7. Epics
8. Discoverers
9. Roamers

Australia/Location

10. TasManiacs

11. Bonzers

12. Mates

13. Frontiers

14. Darwins

15. Dusties

16. Outbacks

Daredevil

17. Daredevils

18. Tearaways

Hero

19. Heroes

20. Defenders

21. Legacies

22. Myths

23. Prodigies

Danger

24. Ruins

Spies

25. Rogues

Crocodiles

26. Species

Jeeps

27. Crossovers

Desert

28. Storms

29. Rockies

30. Grits

Shoe Brand Name - Recommendations

1. Darwins

Tagline:

‘The natural selection.’

Product ranges:

Darwins - Evolutions, Darwins - Discoveries, Darwins - Descendants,

Darwins - Ancestors, Darwins - Origins, Darwins - Species

TV ad campaign:

A disinterested young boy eyes a row of dull shoes until he sees a pair of Darwins. He puts them on and evolves into an explorer, then the shoe shop surroundings are replaced with a jungle.

2. Dusties

Taglines

‘Explore new ground.’

‘Leave everyone in the dust.’

Product ranges:

Dusties - Deserts, Dusties - Valleys - Dusties - Dunes

TV ad campaign:

A young boy puts on his Dusties and speeds off into the distance, leaving a cloud of dust behind him.

3. TasManiacs

Taglines:

‘Go crazy.’

‘Go wild.’

‘Explore your wild side.’

Product ranges:

Tasmaniacs - Devils, Tasmaniacs - Dingos, Tasmaniacs - Roos

TV ad campaign:

A young boy puts on the shoes and turns into a hurricane speeding along the ground.

4. Heroes

Taglines:

‘Not all heroes wear capes.’

‘Wear the heroes, be the hero.’

‘Heroes aren’t born, they’re made.’

‘Adventure awaits.’

Product ranges:

Heroes - Super, Heroes - Everyday, Heroes - Villains

TV ad campaign:

1. A young boy puts on his Heroes and his clothes are replaced with a generic superhero outfit (with or without a cape depending on the tagline).
2. Two young boys - one dressed in a superhero outfit, the other in plain clothes. The boy dressed in a superhero outfit pretends to have powers, but when the second boy puts on a pair of heroes he does have powers.

5. Outbacks

Taglines:

'Get back out there.'

'Adventure at your feet.'

Product ranges:

Outback - Adventurers, Outback - Explorers, Outback - Heroes, Outback - Ozzie, Outback - Tough, Outback - Tougher, Outback - Toughest, Outback, Outback II, Outback III, Outback - Apprentice, Outback - Pro, Outback - Master, Outback - Expert

TV ad campaign:

Close-up on a pair of feet wearing the shoes walking along a dry, red sandy plain. We pull out to reveal the young boy who is wearing the shoes approaching Uluru/Ayer's Rock in the distant.