
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: Pick a sensible name for your business
DATE: Today
CC: Everyone else who might otherwise miss it



Don't try to be too clever with your brand name, especially if you are dealing with ordinary people

Remember how we had a short and extremely expensive (not for the brand identity people - they laughed all the way to the bank) opportunity to purchase stamps and postal orders from Consignia? The suited, overpaid and underutilised powers that were, decided that to buy stamps and postal orders from a business merely called the Post Office, a business that said what it did over the door (since 1840), was no longer sustainable.

These extremely wise people felt the consumer had become fed-up visiting a Post Office, and would much prefer to visit an infinitely superior-named Consignia Office instead from which to purchase their stamps.

Now despite its new name, the Consignia Office refused point blank to sell any Consignias. And this lack of availability of Consignias for purchase might have gone a long way to explain why the Consignia name lasted about 4 minutes before re-emerging from the howls of laughter and bucket loads of derision as the re-named Post Office.

Now, you may have missed that Hibu arrived a couple of years ago. Or should I say, while holding down the "Alt" key on my keyboard and typing 129 on my numerical pad to produce an um-lauted ü - Hibü.

Back in May 2012, the company chief executive of the then newly proposed Hibü, Mike Pocock, admitted that the name was rather meaningless, although he

did back-pedal as quickly as he could (*"I was only going one way officer"*) to insist the word told a story and the new 'soft-shouldered' edges of the logo (hurrah for the brand ID people again!) *"represented the people behind the identity"* (soft as you-know-what!) and that as a word, it was no more meaningless than Google or Yahoo when first introduced.

Oh sorry! I completely forgot. None of you know what a Hibü, is. It's the former Yell. The little yellow finger that does the walking for Yellow Pages online. Yellow Pages itself wasn't renamed, but no longer used yell.com. You headed for the altogether more sensible (for the brand peoples' bank accounts, that is) Hibü - umlaut and all. Or you won't anymore now. Because the company has admitted that two years down the line, people haven't a clue what a Hibü is.

You could be forgiven for thinking that both the Post Office and Yell.com senior executives had relatives in corporate ID, hence they were thrown bucket loads of nepotistic money to come up with these fatuous and meaningless names to help pay their mortgages.

Or you might think that the directors of the Post Office and Yell.com had the combined intelligence of a house brick.

Oh, and keep away from "solutions" in your company title. Utterly meaningless and proves only one thing –

a total lack of creativity on your part. Look around
and see the number of ridiculous solutions out there!