5G
A household name

Bisqit for 3GPP

April 2016

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Okay we admit it. We're excited.

It's not often you get to name a generation of tech that the world and his wife will come to know.

Of course we'd be delighted to help.

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Now, a household name doesn't happen by chance

It takes creativity, measured thinking and a clear strategy. Part art, part science (if you'll pardon the cliché).

It's especially true when you want to create something relevant using feedback from so many stakeholders.

But, get this right and this could be the sort of name that grows into a verb over time.
Like Hoover, Google, and Bluetooth.

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That's a high standard

Which is great, because with
the right thinking it's very achievable.

We just need to remember four things

1. One name can't do everything

If Apple had tried to do it all they'd have come up with 'Innovative tech company that makes ergonomic phones, tablets, wearables and computers'. Less than catchy.

Instead, in a world of IBMs, NECs, DECs, ADPACs and Integral Systems, they came up with a radically different name that summed up their more human way to think about technology.

That was the most important thing their name needed to get across: their spirit.

The moral?

Don't try to do it all. We'll find the main ideas our 5G name has to get across, and not sweat the rest.
The context the name works in will do that work for us.

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2. Beware of grandma's cat

Let's say she had a cat called Rory.

Rory was horrible. Every time you saw him he hissed, scratched and tried to bite you. Chances are you're going to have some pretty bad associations to the name after that. In fact if you see the name Rory now, it's more than likely to conjure up all those feelings once again.

But Rory isn't intrinsically a bad name for a cat. It's just a personal feeling you have. And we all carry these prejudices around based on these kinds of subjective experiences.

The moral?

Fight the personal reaction. It's the enemy of good naming.

With so many stakeholders to manage for 5G, we'll need to be as objective as we can in how we judge our names.

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3. We're not respiratory biologists

Even though between us our agency has been breathing for a total of about 500 years.

We'd actually go as far as to say we're pretty good at it.

Sadly that doesn't make us qualified to inflate a collapsed lung.

It's the same with language. Because we all use words everyday, we all feel we're qualified to comment on it.

The moral?

Let us manage the process and the shortlisting. It's what we do.

We want to make sure all our stakeholders are heard, but we don't want to come up with a name by committee.

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4. Names inspire 20/20 hindsight

Facebook. That's a great name isn't it? Just look how much it's integrated it's way into our lives. 'Just Facebook me later', people say.

Only it isn't a great name. It's just a great product.

'Facebook' isn't abstract enough to be intriguing. It's not descriptive enough to be helpful. It's not evocative enough to be engaging. It's not experiential enough to tell you what it's like to use. It doesn't even get across an origin story.

The moral?

If your product is brilliant, your name is halfway there.
Just look at LTE.

So sometimes as long as it's distinct, memorable, or creates a vivid image in someone's mind, the name is doing enough.

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So that's the spirit of all this

One of ambition, openness, creativity and curiosity…

…just with a healthy dose of experience and pragmatism to keep it all on track.

How that spirit turns into process

It'll happen in three steps

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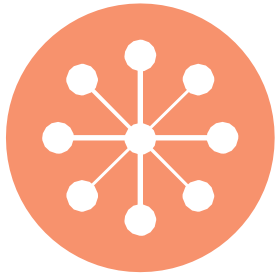
1. Discover

- Briefing, and setting up a steering group
- Desk research
- Prioritizing the name's contributors, and how we'll hear them (including events)
- Gathering the opinions
- Presenting the findings to you

2. Create

- 'Namestorming' the complete brief
- First shortlisting
- Language checks
- Workshopping with steering group
- Legal checks
- Focus groups
- Visual mockups of top names in context
- Touring the name around audiences
- Decision time



3. Communicate

From a separate budget:

- Developing messaging
- Creating a 3GPP 5G visual identity
- Launch and media support

The process in detail

Discover (1 of 5)

Briefing and setting up a steering group

We'll

- Get our team up to speed, fine-tuning the process and making sure we're all agreed on what success will be.

- We'll establish the ultimate decision-makers for the name. (Is it the OP? The fewer the better!)

- We'll talk about what kind of name would work best, whether it's:
  - Descriptive (like British Airways)
  - Abstract (like Kodak, or Häagen-Dazs)
  - Experience/image-based (like Safari, Gateway, or VISA)
  - Evocative (like Yahoo! or Virgin)
  - Origin-based (Like Champagne, or Selfridge's)

Or another initialism, like LTE. We'll talk about the benefits and weaknesses of each to hear your instincts on which feel right for 5G.

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Discover (2 of 5)

Desk research

Now we'll make sure we know the world the name needs to work in.

We'll research the:

- Audiences for the name
- Contexts it'll be seen in
- Any other uses for it
- How it needs to be future-proofed
- The current industry feeling about 5G

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Discover (3 of 5)

Prioritizing the name's contributors and how to reach them

Then together, we'll:

- Identity who we need to hear from and plan how we'll hear them. The three main ways being:
  - Face to face meetings and interviews
    (for important people we can easily reach)
  - Video conferencing
    (for important people we can't)
  - Surveys
    (for everyone else)
- We'll also go to events to hear from stakeholders, including:
  - GTB's Technology and Innovation Summit, London, 25th May
  - Critical Communications World, Amsterdam, 31st May
  - 5G World, London, 28-30th June
  - ETSI BOARD#108, Sophia Antipolis, 8th – 9th June
  - 3GPP Plenary meetings, Busan – 13th – 17th June
  - ETSI Security Workshop, Sophia Antipolis, 13th – 15th June

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Discover (4 of 5)

Gathering their opinions

With our investigation booked in, we'll get it done.

Finding out:

1. The main messages people want the name to get across
2. How each group will use the name when it exists
3. Similar tech names they love and hate, and why

They're the main things we need, but the conversations will be flexible enough to flow naturally with each.

By the end we'll have a really clear idea of the main messages your audiences need the name to get across.

And that means our creative team will has a lovely clear brief to work with.

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Discover (5 of 5)

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Presenting the findings to you

We'll take the research away, and digest it; looking for themes and inconsistencies in the feedback that help us pin down the right routes for the name.

We'll pull our findings into a presentation for the steering group, and discuss what we can glean from the information.

You can tell us what's important, what's not, and therefore what are the main things our creative team needs to consider when they're shortlisting names.

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Create (1 of 7)

‘Namestorming’ the complete brief

Now comes the magic bit. And when it comes to coming up with names, many hands make light work.

We’ll gather our creative team and run one of our ‘namestorms’, (you’re you’re welcome to join us for it, Kevin).

We won’t give away all its surprises, but after a detailed briefing based on our research (and a few creative shake ups) there’ll be just four rules:

1. Speak only in names
2. Every idea’s a good idea
3. Get it out of your head
4. Equal airtime for all

It’s best you don’t quite know what they mean yet. But we promise by the end we’ll have hundreds of ideas to work with.

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Create (2 of 7)

First shortlisting

- The first part of shortlisting happens in the namestorm.

  At the end, we'll ask each person to choose between 5 and 7 favourites (making sure they can't just tick their own).

  It gives us a first clue of what's objectively feeling right for people.

- Then we'll take the long list away and cross-check it against the investigation we did in the Discover phase to see which names are fulfilling most of your audiences' feedback.

Language checks

We don't speak Arabic or Mandarin, but we do need to make sure this name doesn't mean 'coffin' in one of 3GPP's big markets.

So we'll hire a 'transliteration' agency to strike off the names that are internationally contentious, leaving us with the strongest.

Create (3 of 7)

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Workshopping with the steering group

- We'll present those strong, surviving names to you; each with a clear rationale as to why they could be the winner.
- We'll facilitate a short discussion about which routes are feeling right, which aren't, and what's emerging as a strong route to go down.
- Then we'll get scientific, using a checklist system to rank each name out of 10 against a list of criteria:
  Appearance
  Content coverage
  Humanity
  Sound
  Distinctiveness
  Energy
  Positioning
  Flexibility
- That will give each name a score out of 80, making them easy to rank.
- By the end we'll have struck off a lot of names, and have feedback that helps us explore the most successful routes further.

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Create (4 of 7)

Legal checks

Now the survivors have to run the legal gauntlet.
You've said you'll take care of this part of the process in-house.

It's worth saying there are lots of different stages we can do this part of the process. So why are we suggesting now?

Because we'll have less than 50 names to check at this point, and the more we whittle down the list now, the lower the cost of the focus grouping that happens next. And of course the less time it'll take.

But if you'd like to move this part of the process,
we're happy to do that.

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Create (5 of 7)

Focus groups

We'd suggest focus grouping the name with the general public, and some of your most influential stakeholders at this point.

It'll give us evidence on which names people most understand, and which they most like. We can use the scientific approach again here to get quantative data, as well as qualitative.

This is really going to help bolster the arguments behind the best names and mean a few more fall by the wayside.

By the end we'd like to have between 5 and 10 stand-out choices to work with.

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Create (6 of 7)

Visual mockups

We'll take the final shortlist and mock up the names into the contexts the name needs to work in.

It really helps to see what it would really look like if we were to go with each name, and it could steer a future visual style for each.

Touring the mockups around the Discover phase audiences

One of the golden rules of projects like this is to make sure your stakeholders are in the loop throughout so they feel ownership of it.

So the final step will be to present our final shortlist to the most influential stakeholders from the Discover phase.

How? We'll present to them the rationale behind each one, the mockups, and the evidence from our workshops and focus groups.

They'll tell us which they prefer. But the ultimate decision lies with you.

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Create (7 of 7)

Decision time

Okay, now it's October, and the OP are about to vote.

This is it. The big moment.

Now it's usually fairly clear which is our winner by this point.

We've got evidence from your stakeholders, the public, the lawyers and the transliteration agency to work from, and it's likely the cream will have risen to the top over the past few weeks.

If it hasn't, we can facilitate a final working session with the OP to thrash out everyone's opinions, so we can come to a clear consensus. And vote.

Congratulations. You've got yourself a name!

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Communicate – optional

Life goes on after we've made a decision. And once we've chosen a name you're happy with it'll need to live and breathe on its own.

We can help it do that. But for now this section is optional, because it will need to come from a separate budget later on.

The reason is it's an entirely new brief.
One where we brand and launch the name.

If you'd like us to help you with it, our work will do three main things:

1. Create messaging around the name and the 5G service
2. Give 3GPP 5G family a distinct visual identity (if it needs one)
3. Support the family's launch, and media management.

In a nutshell: getting the word out the way you want, when you want, to who you want.

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A quick word on the steering group

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Who's in it?

- MCC and PCG: Kevin Flynn and Adrian Scrase
- 1 spokesperson from each of the 7 OPs (7 spokespeople in all)
- 1 spokesperson from technical leadership

They'll meet 4 times throughout process

1. At the first Discover kick-off meeting
2. To hear the findings from the Discover phase
3. At the workshop in the Create phase
4. At the end of the Create phase:
   To review the evidence from tour and focus groups. And vote.

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The timeline

Start:

9th of May

Finish:

10th of October

The cost

£50,000 ex.VAT

The long story short?

We see this as an exciting project for us as both.
So we're happy to do whatever it takes within your budget.

Though we will charge for travel and accommodation separately.

The next steps

Next steps

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Well, we hope you'll say 'yes'.

To get started, give George a call on +44 (0)20 7973 4442

Or drop him an email at george@bisqit.co.uk

After that we'll:

1. Sharpen up the process
2. Draw up a scope of work
3. Get the contracts signed
4. Kick off from May the 9th.

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Thanks.
We'd love to help

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