

**What do you really  
KNOW  
about the future  
of your current brand  
NAME  
and the secret  
powers it carries?**

# A Confidential Executive Summary Report



**30th Year**

### **Discover**

the strongest or the weakest points of the hidden meanings of your brand name

### **Find out**

what possible secret signals your name is emulating and what perceptions it is really creating

### **Explore**

how your brand name's alpha-structure is coping in comparison to other similar name-identities in the market

### **Determine**

how secure your name identity is under regional and global expansion or at what point will it get seriously trapped?

### **Establish**

how much positive or negative power its domain name has on e-commerce today

### **Identify**

how easy or difficult it is to find your domain name on search engines

### **Prove**

how much of the absolute, 100% brand name ownership is really in your hands, and how much is it shared by others

### **Face The Reality**

How does your name rank according to The 5 Star Naming Standard and why?

# **The Future of Your Brand Name-Identity**

## **A Confidential Evaluation Report & Executive Summary**

Prepared exclusively for the **CEO** and frontline management

Upon submission of your business name identity, within 48 hours, you will receive a customized, in-depth, 3000 Word, confidential executive summary report.

This authoritative analysis will reflect on the hidden powers and weaknesses of your submitted name, it will explore alpha-structural benefits or problems, check linguistic advantages or disadvantages, review translation issues with negative or positive messages, plus other possible global perceptions and connotations. This will also include non-partial authoritative comments on the overall name-suitability of that name and how does it match positively or negatively with its targeted business activity.

This objective review will clearly provide a guide to identifying the strong points and overall personality of your name identity, allowing you to take advantage of its full potential, for expansion into national and international markets. In case there is a domain name for the same name identity this review will also check how your current domain name will fare within the fiercely competitive E-commerce maze, while analyzing the strength of its searchability options and limitations. Equally, this report will enable you to take precautions against any negative pitfalls which may hinder the progress of your name-identity, overall branding and its long term success.

This impartial review will also help replace any other lingering emotional issues or a variety of mixed expressions floating around the corporation that often splits the opinion among frontline managers. This is your opportunity to take advantage of this opportunity to get clear, authoritative ratings as you pinpoint the strengths and weaknesses of your brand name.

To receive a report just submit your name identity, if applicable; include its domain name, with brief details on the business activity in which the name is primarily used.

**A 3000 word name analysis and evaluation report will be ready in 48 hours.**

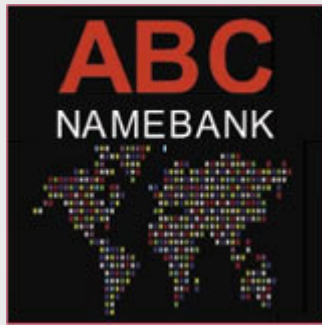
**Fee: \$2000 USD**

### **ABC Namebank International**

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## **ABC Namebank International - 30<sup>th</sup> Year** [www.abcnamebank.com](http://www.abcnamebank.com)

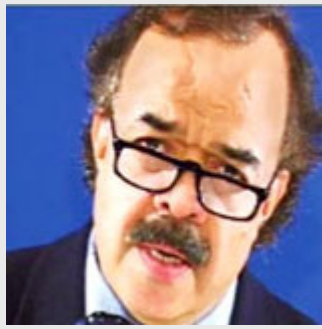
Toronto - New York

ABC Namebank is a world-recognized authority on exclusively creating, analyzing and managing international name identities and global domain name management.

ABC Namebank has advised companies such as: **IBM, General Motors, Texaco, Honeywell, Bell Canada, Ford, BellSouth, Rothmans, Genra. CenterPost, Rogers, Royal Ban, Saskatel, Molson, CIBC, Johnson & Johnson, Air Canada, Radio Shack, Merck, BBDO, PetroCanada, General Mills, Paramount, Comporium** and hundreds of others

ABC Namebank has also created international iconic brand names, such as **TELUS, CELESTICA, INTRIA, GENNUM, VINCOR DUPLIUM, AGRICORE, POLLARA, KEYBASE, ZARLINK, OMNI-TV, PRIMECODE, INTEQNA, VISATRONIX, TRANZUM** and hundreds more.

100% percent satisfaction is guaranteed



## **Naseem Javed**

Recognized as a world-authority on creating global name identities and building corporate image and brands, Naseem introduced “The Laws of Corporate Naming” in the 80’s and also founded ABC Namebank, in Toronto and New York, a quarter century ago. The author of “Naming for Power” and “Domain Wars”, his cutting-edge research on cyber-branding and on building image on e-commerce is published around the globe just about each and every single day of the year.

Enter his name in Google and some **50,000** plus pages about him will pop up.

Naseem is a powerful Keynote speaker who has been invited to speak at over a hundred of the world’s top conferences, and has been profiled in hundreds of articles around the world. He has also appeared on hundreds of Radio and TV programs, circumnavigating the globe most of the times he brings an extremely rich international flavour to his work.

Today, he is responsible for personally creating brand name identities. When all combined, these names conduct an annual turnover of some **\$40** billion USD every year.

His interview on **CNN** (10 minutes) is available at the website.

For more information email [info@abcnamebank.com](mailto:info@abcnamebank.com) or visit: [www.abcnamebank.com](http://www.abcnamebank.com)



## KEYNOTE SPEAKER

**Naseem Javed is invited to speak all over the world, following are some of his lectures....**

**Global Image & Identity of Islamic banking.** The Islamic Banking Summit. Terrapin Four Seasons Toronto May 2-22 2007

**Arabian Iconization.** Arabian Hotel Investment Conference-AHIC- MEED. Midanet, Dubai 28-30 April 2007

**Cyber-Branding & Global Corporate image.** MECOM Abu Dhabi April 22-23 2007

**Global Branding Magic.** Food Arabia. Dubai February 20-21 2007

**Powers of Name Identity & Corporate Image.** SMEEXPO Intex Dubai January 14-16 2007

**Image & IPO Branding.** GCC IPO Summit. IQPC, Dubai Shangrilla December 11-12 2006

**Building Super Icons for Super Success.** Cityscape IIR Dubai December 4-6 2006

**Role of Corporate Image & Branding for IPO.** IPO Conference IIR Riyadh November 19-22 2006

**Why High-Class Products Need High-Class Names?** Branding Luxury Products Jacob Fleming Dubai Nov 14-15 2006

**The Role of Cyber-branding in Retail Banking.** Retail Banking IIR Dybai September 6-18 2008

**History & Future of Branding for Banks.** Bank's Branding, Jacob Fleming, June 28th Beirut 2006

**How to Create Global Brand in Real Estate.** Real Estate Msddle East, Jacob-fammg Jane 27th Beirut 2006

**Islamic Image & Business Iconization.** Islamic Banking IIR 24h June Singapore 2006

**The Role of Corporate Naming in Business.** Insurance Branding Conference, 5th June Singapore 2006

**Future of Retail Branding in Middle East.** In Retail Conference & Expo June 4th Dubai 2006

**How Image Leadership Can Create Citizen's Icons.** 10th E-Government GCC Conference May 20th Dubai 2006

**Why Future Demands Image Savvy Teams.** HR Challenges in Petroleum Jacob flemings April 06 Muscat 2008

**Top Ten Steps to Retail Success.** Retail Professionals Conference 21st March Sharjah 2006

**The Latest Trends in Image & Branding Wars.** Gulf Wealth Forum itlala Grand Hytt Feb 17 Dubai 2006

**The Role of Corporate Image in Middle East.** GCC Branding Datamatrix Burj Al Arab Dec 12 Dubai 2006

**Corporate Image & Naming for Power.** Octara Seminar, 26th May Sheraton Karachi 2005

**How to Win or Lose Corporate Image.** Corporate Communications Conference. 20th May Old Mills Toronto 2004

**Unleashing the Power of Corporate flame.** The Canadian Institute. Metropolitan Hotel 23 September Toronto 2003

**Why Corporate Images Die A Slow Death.** IABC 2003 International Conference Sheraton. 8th June Toronto 2003

**Unlock the Magic of Cyber-Marketing,** Global Interactive Gaming Summit 20th May Toronto 2003

**Consumer Attitudes to Naming.** The Conference Board of America inter-Continental 18th April New York 2002

**Digital Branding.** Keynote. BradSlam Summit Marcus Evans. Biltmore. 3rd Juno Arizona 2001

**Turbo-Branding in the Future.** Keynote. The Conference Board ANA Hotel, 28th Feb Sydney 2001

**Naming in the Future Economy,** The Conference Board Four Seasons Hotel 8th Feb Toronto 2001

**Cyberbranding.** The Conference Board The Waldorf-Astoria Hotel Nov 28-29 New York 2000

**Branding for E-Commerce Success.** Keynote The Conference Board Royal Garden UK 16th Nov London 2000

**Domain Bubble.** Keynote Digital Living Room Ritz Carlton Laguna Niguel 19th Jun California 2000

**Domain Bubble.** Forbes President Forum Plaza Hotel 12th Apr New York 2000

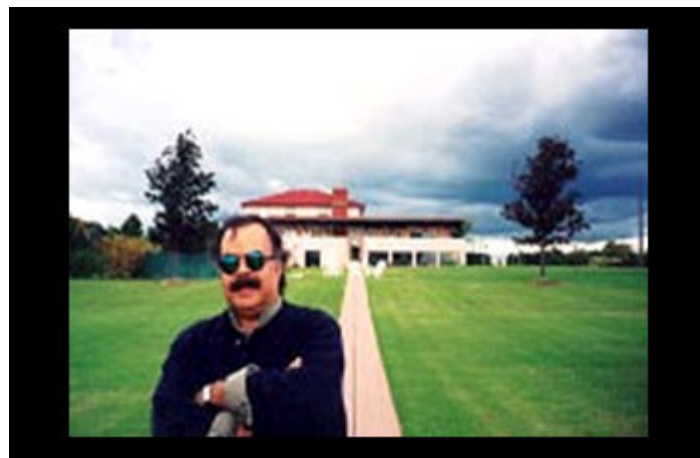
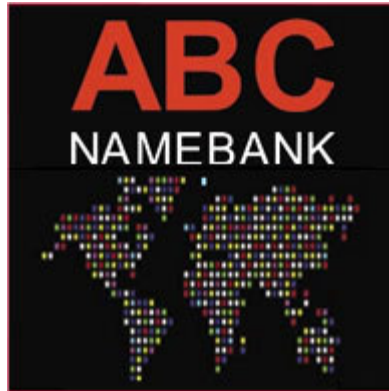
**Successful Global E-Naming.** Keynote Korea Trademark Association & Korea Economic Daily 11th Feb Korea 2000

**Domain Name Crisis in Asia.** Keynote Hong Kong Industrial Technology Center 28th Jan Hong Kong 2000

**Global Cyberbranding.** Keynote Hong Kong General Chamber of Commerce 26th Jan Hong Kong 2000

**The Naming Challenge.** Keynote Digital Living Room Ritz Laguna Niguel 20th June California 1999

**Impact of Electronic Commerce on Naming.** Fortes Presidents Forum Ritz Carlton Hotel 14th April Chicago 1999



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