

HERE IS WHERE YOUR

brand's reputation is born

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“Your brand’s reputation is born the very first moment your brand’s name comes to your customers’ minds for better or for worse.”

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1. About me

How I became a one-man naming agency

Hello!

Back in 2018, I landed a gig as an English Copywriter with one of the largest developers in the world, EMAAR. On my first day, they asked me to come up with a few building names, so I did. They loved my suggestions and the sales went well, so I ended up naming over 70 communities, buildings and apps, and they never used a naming agency again. And that's how I became a one-man naming agency.



72 names given

And counting!



2. The work

What are some of the names I produced
and why they worked

The Valley: A wholesome new town in Dubai



Why the name works:

EMAAR wanted to launch a new town with a focus on nature, sports and the good old days of close-knit neighbourhoods. The founder, Mohamed Alabbar, handpicked 'The Valley'.

Measure of success:

50% of The Valleys' first villa community sold in just a few weeks.



THE VALLEY

EMAAR

Burj Royale: A residential tower with Burj Khalifa views



Why the name works:

The name is both descriptive and suggestive. 'Burj' describes the building's location near the Burj Khalifa, while 'Royale' suggests an opulent lifestyle.

Measure of success:

Despite lacking in luxury amenities and average build quality, Burj Royale generated global interest.

◆ BURJ ROYALE ◆

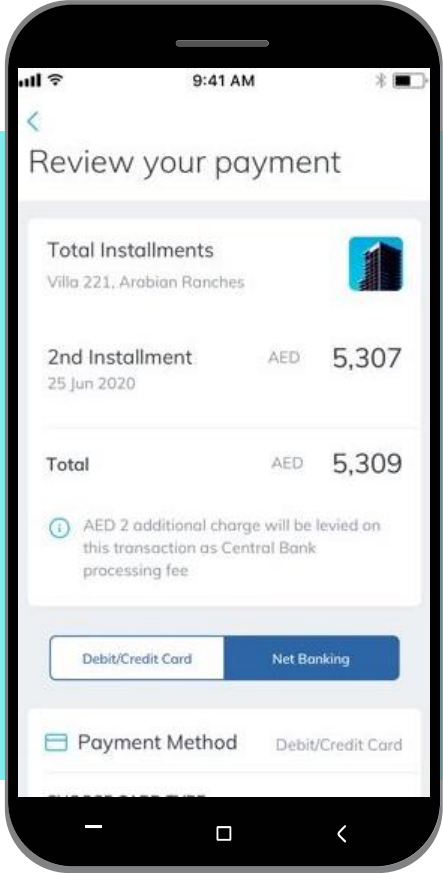
EMAAR



The all-in-one app for property management

Why the name works: With countless services in a single app, Emaar One perfectly encapsulates the idea of a 'one-stop-shop'.

Measure of success: Tens of thousands of EMAAR's homeowners and tenants use the app. It quickly replaced a number of their e-portals.



Collective: Dubai's premier co-living experience



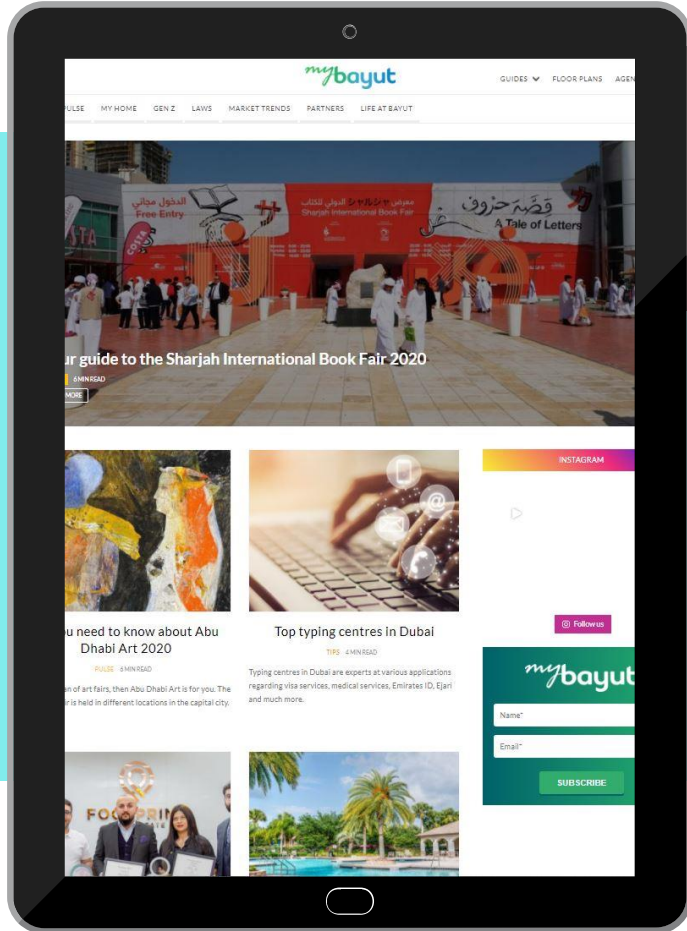
Why the name works:

'Collective' illustrates the idea of a shared living experience in a very simple way. It's also very unique - there's nothing like 'Collective' in Dubai.

Measure of success: Due to a sell-out response, Collective 2.0 was launched soon after, and Collective 3.0 is on the way.

COLLECTIVE





MyBayut: The UAE's #1 property & lifestyle blog

Why the name works: The UAE's leading property portal Bayut wanted a warm-sounding name that will simultaneously promote the website itself. And voila, MyBayut.

Measure of success: MyBayut has been the leading depository of real estate and lifestyle articles for well over 3 years.

Marina Vista: A luxury beachfront tower



Why the name works:

EMAAR wanted a descriptive name that situates the building near Dubai Marina. The simplicity of 'Marina' and the elegance of 'Vista' proved to be a winning combination.

Measure of success:

Despite having a less than perfect location on Emaar Beachfront, it sold well.

MARINA VISTA

AT

EMAAR
BEACHFRONT

**A picture is worth
a thousand words**

The image features the iconic Coca-Cola logo in its classic script font. The logo is rendered in a metallic, three-dimensional style with a brushed metal texture and a slight shadow, giving it a sense of depth and weight. It is centered horizontally and occupies the middle portion of the frame. The background is a dark, textured surface that resembles a weathered metal or stone, with a bright, circular light source or reflection in the upper center, creating a dramatic, atmospheric effect.

**A name is worth a
thousand pictures**

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3. About you

How you can get the perfect name

How I do it

There are 5 popular types of brand names.

Generic (Hotels.com, Cars.com)

Descriptive (Toys R Us, General Motors)

Suggestive (Amazon, Facebook)

Arbitrary (Apple, Shell)

Fanciful or Inventive (Google, Kodak)

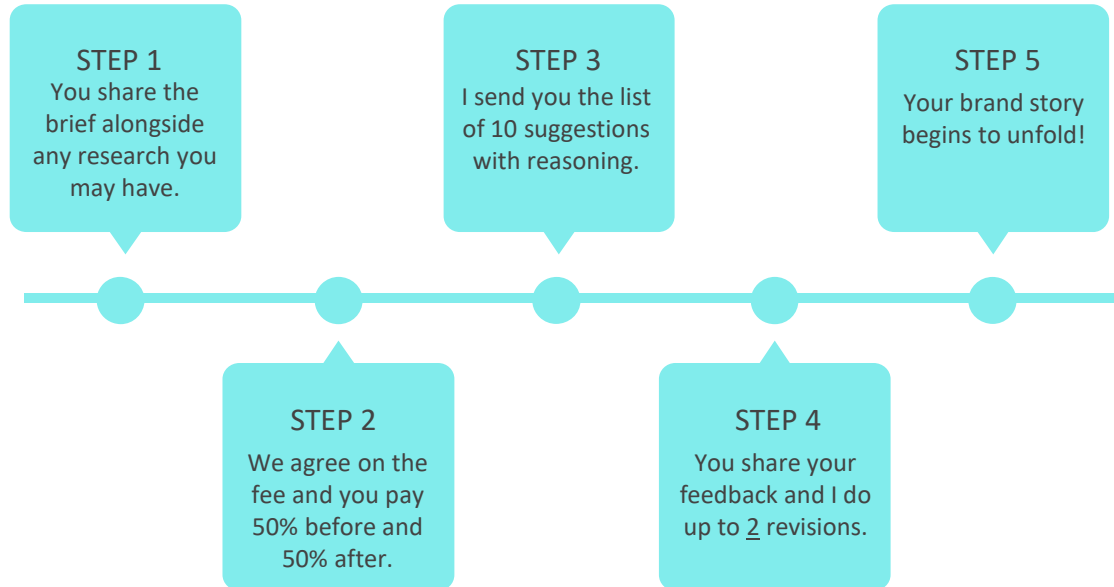
What type works best for your company?

Do you know what helps you make your naming brief super clear? Directions like these:

- **"I want options of descriptive, suggestive and inventive names"**
- **"Our research shows that our audience is 75% male, so we're looking for a sporty, masculine-sounding name"**
- **"I'd like my customers to feel empowered when they buy my product"**

And the most important thing: tell me as much as you can about your company and the kind of brand you're looking to build

What's the next step?



My associates



Liz – Editor

Liz is based in the UK. She's that person I call when I need an help with the volume of copy.



Heba – Arabic Copywriter

My Arabic copy guru, Heba has 10 years of experience across London and Dubai.



Augustine – Designer

Need a logo for your new name? Auggie is literally the best designer in Dubai.



Hassam – Animator

Want some cool logo animation or a website video? Then meet my man Hassam.

Get in touch

I love working with companies on their brand and product building.

If you need my naming skills to grow your business, [get in touch today](#).

Credits

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