Background

Names are a very important part of branding and marketing. A name can guide customer orientation and provide consistency across a wider portfolio of products. A name can also give a product a greater meaning and differentiation vs. the competitive set.

This document will show you different approaches for name developments. Furthermore, we would like to show you the most important considerations to follow in developing names.
Three types of names are possible for Airbus:

1. **System-based names**

System-based names are relevant for products across Airbus sectors (i.e. A320 family, H125M military helicopter).

**Please note:** When a naming system already exists, it is important to adhere to the existing system as this provides customer orientation and consistency across the wider portfolio. Not adhering to an existing naming system can cause customer confusion and also damage the equity of related products. For example, if a commercial aircraft were to be named H320, customers would question if the product belongs to the A320 family or if the product is actually a helicopter.

2. **Descriptive names**

Descriptive names are most relevant for services. Descriptive names are inherently meaningful and easy for customers to understand (i.e. Flight Operations); in several cases, descriptive can also speak to the customer benefit (i.e. Predictive Maintenance). A descriptive, benefit led approach is preferred when clustering groups of services together (i.e. Optimised Availability).

**Please note:** Because the services portfolio is extensive and ever evolving, it is important to keep names as simple and descriptive as possible for a better customer understanding.

3. **Associative names**

Associative names are more creative and speak to the uniqueness of a product; they provide differentiation for ‘stand-out’ products and services. For example, the name Beluga highlights the shape of the freight carrier by referencing the Beluga whale; the name Skywise refers to the platform’s ability to leverage data in order to create safer, more efficient and ‘wiser’ skies.

Associative names can also be useful if it bundles different products and services. The associative name can be used as an umbrella and the single products and services belonging to it have descriptive names.

**Please note:** For a product to be considered ‘stand-out,’ it must meet the following criteria:

- One of a kind; does not belong to an existing family of Airbus products or services
- Offers a distinct proposition within the market
- Has the potential to create a positive ‘halo’ effect for the Airbus brand
Please consider the following guidance for developing names

**Internal project names**

- For internal projects, descriptive and associative names are allowed (as long as the name will not be used or published outside of Airbus it is considered internally).
- For internal projects/initiatives we highly recommend to organise linguistic and cultural checks upfront.

**Please note:** If your internal project develops into an external project, you may need to pursue further name developments for this step.

**General considerations for all types of names**

- Naming Brief to be completed by project lead. Please use Naming Brief template to be found on the HUB.
- Airbus is a global company with customers all over the world; consequently, it is important that names are well received in every relevant language and therefore the following is mandatory:
  - Cultural and linguistic checks in the main languages of Airbus: English, German, French and Spanish
  - Cultural and linguistic checks in every language of the markets relevant for the product / services
- Associative names must be approved by the Brand Management Team.
- Legal needs to be involved to decide on registration process and costs. All relevant costs need to be taken over by the project lead.

**Don’ts**

- Don’t change an existing system for naming, e.g. Aneo320 (instead of A320neo), AstroBus-Large (instead of AstroBus-L).
- Don’t use ‘Airbus’ in your internal project names (e.g. Airbus helps)
- Don’t use Acronyms (an acronym is a word or name formed as an abbreviation from the initial components in a phrase or a word, usually individual letters, e.g. NATO, GIF, LASER).
- Don’t use artificial names (artificial names are neologisms without any meaning or association with the product or service, e.g. Google, Spotify, vimeo).
Thank you