

**A Go Global
Checklist
for the next
big thing brands**

A strong brand builds loyalty. To tackle the company branding strategy and achieve consistency in the long run takes a lot of work. This is even more true for a brand aspiring global reach. Use our Go Global Checklist to see whether your company has it (all) right.

Is your brand ready to grow?

BRAND NAME READY FOR BUSINESS GROWTH

Our brand name does not contain the subject or category of our business in the name, and therefore we know that we can expand our range of products and services in the future.

YES | NO

BRAND NAME READY FOR LEGAL PROTECTION

We own trademarks for our brand name not just on our market but also on markets we could enter in the future.

YES | NO

We have not just registered our trademark, but we are active in protecting it.

YES | NO

BRAND NAME READY FOR TOP OF MIND

We have checked the name with potential competitors' names in other markets.

YES | NO

BRAND NAME READY FOR BRAND MONITORING

Our name is unique with unique tagging and hashtag opportunities, so we can easily monitor our social mentions and measure brand sentiment.

YES | NO

BRAND NAME READY FOR EXPANSION

We have checked the cultural evocations and local significance of the name in foreign markets our company can potentially grow.

YES | NO

We have checked the pronunciation and spelling of the name in our target markets.

YES | NO

BRAND CODES READY FOR OTHER COUNTRIES

We have checked the meaning and possible connotations of not only the name but also the brand codes, brand symbols, distinctive elements etc.

YES | NO

ALL POSSIBLE NAMES CHECKED TO BE READY FOR THE EXPANSIONS

We have checked for all of the above - and not only regarding the company naming, but also product naming, service naming, ingredient naming, technology naming, etc.

YES | NO

GLOBAL BUSINESS OPPORTUNITIES BRANDING

We are creating our own sub-brands of products and services to reach new target groups. (Amazon Prime, eBay Now, Alza Drive, Exponea Purigado)

YES | NO

We are creating our own ingredient brands for our technologies, approaches, procedures, and know-how to protect them globally.

(GORE-TEX, Lycra®, Windstopper®, YKK zipper).

YES | NO

WEB DOMAINS WITH CONSISTENCY EVEN DURING EXPANSION

We own local domains on the markets we could be expanding to in the future.

YES | NO

All of our local domain names are the same to leverage the power of one brand while saving costs. (We don't have different names/domains in different markets, increasing our marketing costs and reducing brand awareness.)

YES | NO

To avoid paying an unnecessarily large amount later, we chose a name with an available .com domain.

YES | NO

A GLOBAL BRAND WITH CONSISTENT DISTINCTIVE ELEMENTS

Our communication is connected by distinctive elements/brand codes: (a color, package, symbol, character, illustration, photography, sonic branding...)

YES | NO

Our brand communication maintains visual consistency (in the style of illustrations, photos, icons, graphs, and other visual elements).

YES | NO

Our brand communication has a "fluent device" connecting our campaigns.

YES | NO

A GLOBAL BRAND WITH GLOBAL BRAND GUIDELINES

Our brand guidelines are updated and ready for new communication formats, from mobile to social.

YES | NO

Our brand is digital-first but works great even in physical space and with physical objects.

YES | NO

We are able to deliver the brand to all markets consistent with local requirements and on time thanks to the brand assets management tool for brand alignment with access, usage and availability control, quality control, real-time changes, sharing, etc.

YES | NO



GoBigname® clients can benefit from the combination of the practical approach to design, linguistic and marketing experiences, and legal services provided by one team.

If you struggled to answer these questions above or couldn't answer them because you don't have a company name yet, it's time to make some changes. You're missing valuable opportunities to connect with your customers and move your business level to a global one.

GoBigname clients can benefit from the combination of the practical approach to design, linguistic and marketing experiences, and legal services provided by one team.

Go Global **GoBigname®**