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Open for Business: Pollywog

Pioneer Press

Updated: 11/22/2008 03:17:32 AM CST

Business name: Pollywog Inc.

Owners: John Stucker and Devon Thomas Treadwell**Type of business:** Naming and branding agency**Number of employees:** 2**Locations:** Minneapolis**Contact Information:** 612-326-4207; pollywoginc.com

Tell us what your business does. Pollywog works with brands in their formative stages. We create brand names that are memorable, instantly meaningful to the target audience, available for trademark and connected to the brand promise in effective and sometimes surprising ways.

Why are you launching it now? The world has changed and the practice of brand naming hasn't kept up. We're mired in a branding glut, with more than 5.5 million names trademarked worldwide. Businesses are running out of words to use for names. That's why we see so many meaningless and nonsensical brand names that are hard to remember.

Where did you get the idea for your business? We just looked around us. Most of today's new brand names are terrible. It's tragic because a product's name lasts its entire lifetime. Brand naming is the most important marketing decision a company will make, and today's over-communicated marketplace demands more effective names. We created Pollywog to meet that demand, working directly with companies and partnering with agencies that don't do naming.

How did you develop your business plan? We drew on our experience as ad-agency

Advertisement

veterans and independent creative consultants, as well as feedback from peers and similar agencies in other geographical markets.

How are you financing your business? Self-financed.

How do you see current economic conditions affecting your business? Business goes on, even during a downturn. Companies will be looking for the smartest ways to spend their budget, and there's no bigger bang for your marketing buck than a powerful brand name.

What makes your business unique? We are the first agency to recognize that a new era in naming has begun and the old methods don't work. Plus, our patent-pending process evaluates name options based on the 17 characteristics we've identified that contribute to the strength of a brand name. There's nothing else like it in the industry.

What was the biggest obstacle you had to overcome to get this business going? Being in front of the right people at the right time — when a naming project is just beginning.

How did you overcome the obstacle? By making potential clients aware of Pollywog through networking, PR efforts and lots of presentations.

What will tell you the business is successful? When all of our work comes through referrals from clients whose Pollywog-created brand name has helped build their business.

Interested in taking part in Open for Business? If your business is less than one year old, e-mail us at businessnews@pioneerpress.com.



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All Listings

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