

New universal name identities

Without a doubt, major brand name identities will be arriving at the precipice where they will be lined up for a freefall from grace, some will fall and some will have a parachute. This scene will be repeated all over the world, as new ultra-modern-cyber-age-branding-platform being structured & ICANN introduces new policies that will dramatically change the old-fashioned thinking of global branding.

 By [Naseem Javed](#) 19 Dec 2008



In most cases, this platform will drastically cut up to 95% of the traditional costs of global branding and equally cut up to 95% of the time involved in creating global presence. The races to get these name approvals are delicate, the fees and procedures are complicated, the rules of global naming are ultra sophisticated, but these new tools will create the new global status of powerhouse names for the next level of intricacies of the cyber-age-branding platforms.

Today 99% of brand holders worldwide are not even aware of the fact that ICANN, the global Internet Authority will be accepting applications mid 2009, on first come serve basis, for a non-refundable fee of \$185,000 USD each, to provide exclusive global ownership to any root suffix.

Own a suffix

Simply put, you may now exclusively own a suffix like dot com of your own choice, like dot jobs, dot dubai, dot hotel, dot arabian, dot ibm or dot sony, or dot casino. No one in the world will have that suffix but you, enabling extraordinary control to build, global brands, corner markets with far reaching cyber power while creating hundreds of your own sub brands to generate new revenue streams.

The overall costs of acquiring exclusive global rights under this platform are highly affordable as compared to millions wasted in advertising or fighting trademark and domain battles.

'An international advertising program will commence with ads in major publications explaining the details and procedures' say Paul Levins, Executive Officer and Vice President, Corporate Affairs of ICANN, he further adds 'however the progress to this mega-global movement is at the right speed, with years of thinking and planning behind, it is moving on very solid grounds'

With old-fashioned monster brands under financial meltdowns, this now offers a very fresh and agile platform to spread a global name-identity. This is one of those events of 2009 that would cause a massive tremor with alarm bells ringing in every major corporation of the world. However, the result of this policy will prove to be extremely positive. The marketing and online front will utilize the new platforms with new power there will be an energized re-branding to ensure global positioning, while thousands of seriously duplicated

brand name identities all over the world will have to step aside.

New languages, new interactions

Names like Sony or Panasonic or Rolex are exclusively 100% owned by the company and are Five Star Standard names; as a result, this stringent standard acts like a parachute and ensures a brand the 100% ownership of the name identity with global respect and recognition. However, common names based on family, geographic or dictionary words like, United, National, Eastern, Central, General Pacific, Dynamic or Quantum, are all heavily duplicated and therefore face an uncertain future in this open global bidding. Any major player with a diluted name will need a professional game plan to address these sensitive issues.

The opening of the Internet to Chinese, Arabian and Cyrillic, languages also will open up a tidal wave of new interactions. A billion new users will come online, millions of new portals will erupt and e-commerce activity will shoot up. The overall policies of ICANN and the prices just released www.icann.org are fair and they are designed to bring the Internet to a much higher next level.

In this new mode, names like ultimate flag carriers of the brand will skate around the world and tap the right customers, using the latest online multimedia-searching and cyber-branding tools, the exclusive control of the root suffix will propel any brand to new stratosphere overnight.

Billions in fees

After years of research in the making, according to a latest study by ABC Namebank, entitled 'The New-Name-Economy & 2010 Cyber Branding Strategies' estimates that this new ICANN process will generate \$33bn in fees in the first three years. <http://www.abcnamebank.com>

The public at large will become the real beneficiaries as a billion new users will come online, millions of new interactive gateways will open and thousands of new global brands will emerge. There are already some 18,700 companies in the world today with diluted names that will apply under this new policy, either by choice or forced by competitive elements, they need to secure layers around their existing brand name identity. Most big companies are already spending millions pushing poorly crafted names or spending millions on defending trademark fights and domain issues, so the fee for \$185,000 USD is just a bargain. The global scale bidding for highly popular names and special categories as catalogued by ABC Namebank will be challenging and very entrepreneurial.

Three tough questions

Corporations must proceed immediately for an authoritative name evaluation of all their name identities. Under qualified leadership, this naming process requires a proven methodology to relate to languages, phonetics, translations, global availability, secondary meanings, trademark laws, domain registration laws, and creative naming architecture all under commanding knowledge of this global issue but never to be confused with graphic expertise of making schematic logos with slogans.

The current brand holders must face three tough questions; what are the immediate and future threats to their current name identity? What are the options they have for a partial or a full name change? Under what global rules or 'the laws of corporate naming' will they find the perfect solution acceptable to their wider customer base, internal marketing goals and equally passable under the new ICANN policies? Currently, ABC Namebank is conducting exclusive seminars on these issues.

This is indeed a rare opportunity for dynamic businesses during this current worldwide meltdown of market along with old established brands where global image shifts are now creating new voids in need to be filled with new global icons.

This policy finally proves that 'marketing is not only global but without global naming, there is no marketing at all'. Denials and unnecessary justification to self-righteously prove any existing name has little practicality, from now on, it's all about global naming laws, ICANN and its strict allocation of exclusive name licenses designed to connect with billions of new customers and also the ultimate tests and evaluations of The Five Star Standard of Naming.

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