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## **Speaking of branding, what's in a name? - by Stanley Hurwitz**

August 28, 2020 - Front Section



Stanley Hurwitz

Finding a name, logo or trademark for a new product doesn't happen overnight. It can involve hundreds of hours of creative staff meetings and legal research, and can cost millions.

The amount a company spends on branding depends on whether the product has limited competition in a small geographic region or has major competitors all over. The budget can vary depending on whether you can reach your market through digital communications and social media or whether you invest in traditional media like print, radio or TV ads. Larger businesses may spend \$10,000 - \$75,000 on name development and \$3,000 - \$150,000 for logo creation. The Nike swoosh logo was designed by a graphic artist in 1971 for \$35. Pepsi's newest logo and rebranding cost \$1 million.

Today, companies with iconic brands are under pressure to change their names or logos. To fix the racist stereotype of Uncle Ben's Rice trademark, owner Mars, Inc., agreed to "evolve" the brand's identity. New branding is in the works. The same with Aunt Jemima's pancake mix – created in 1889 – as Quaker Oats plans to rebrand "to make progress toward racial equality."

Have you noticed the disappearance of other disparaging stereotypes from your favorite foods? Miss Chiquita (introduced in 1944) was retired when consumers complained that Hispanics toiling in banana fields often became ill or died from pesticides. Also gone is Land O' Lakes' Native American woman (updated a few times since 1928). And what's going on with Eskimo Pies? After 100 years, Dreyer's agreed to review this brand imagery in response to protests against "derogatory" racial injustice. The name "Eskimo" was used in Alaska to refer to Inuits.

Smith Brothers Cough Drops were the first trademarked product (1879), showing two bearded gentlemen humorously referred to as Trade and Mark (actually William and Andrew Smith).

Before WWII, Henry Ford was a staunch Nazi sympathizer. His views changed at the start of WW II. There were also reports that Walt Disney attended US Nazi Party meetings in the 1930s.

Many pro sports teams are reviewing their names and logos. The Washington Redskins are planning to replace offensive logos and names with PC ones. We'll see how things evolve with names and logos for Braves, Indians, Chiefs, Blackhawks.

I never considered my name to be anything but cool – an English 11th century contraction of "stan" (stone) and "leigh" (meadow). I liked seeing my name on so many tools, and it's the surname of the #1 most famous Stanley, Kiss musician Paul Stanley. And Scottish missionary/explorer Sir Henry Stanley (knighted in 1899) who rescued David Livingstone. But what about Stanley Williams, L. A. gang leader executed in 2005?.

Great branding / PR doesn't happen by itself. To get better known and tell your story, you need a proven PR pro – preferably named Stanley.

Stanley Hurwitz is principal of Creative Communications in Plymouth, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540