

PRODUCT NAMING BRIEF

VERSION 1.0

CLIENT / INNOCENT DRINKS

PROJECT / 4 RECIPES x 3 TERRITORIES – NAME PROPOSALS

TARGET / FRANCE

STRAWBERRIES & BANANAS

	CATEGORY	NAME PROPOSAL	BACK TRANSLATION & RATIONALE
1.	1. Emotive colours	Rouge aux lèvres	From « rouge à lèvres »
2.	1. Emotive colours	Rouge de plaisir	Expression about an emotion with an added physical feeling caused by the number of strawberries in the smoothie
3.	1. Emotive colours	Rougissime	
4.	1. Emotive colours	Votez rouge	Reference to the slogan "Vote far left" which is a traditional aspect of French politics
5.	1. Emotive colours		
6.	2. Juice bar	Rafraisissant	Rafraîchissant/fraise/saisissant
7.	2. Juice bar	Petit air fraise	From the expression "petit air frais"
8.	2. Juice bar	Rubis sur langue	From the expression "rubis sur l'ongle"
9.	2. Juice bar	Aux fraises de la princesse	From the expression « Au frais de la Princesse » meaning government expenses
10.	2. Juice bar		

11.	3. Hero ingredient	Très frais-e !	« Très frais »/fraise
12.	3. Hero ingredient	D'amour et de fraises	From the expression « Vivre d'amour et d'eau fraîche », fraises replacing simple eau fraîche in Innocent smoothies
13.	3. Hero ingredient	Il fait fraises	From the expression "Il fait frais"
14.	3. Hero ingredient	Notes de fraises	From the expression "Notes de frais" meaning business expenses
15.	3. Hero ingredient	Fraises d'entretien	From the expression "Frais d'entretien" meaning running costs. Entretien meaning keeping fit. Strawberries help you to keep you fit

N.b. you are not obliged to provide a set number of names for each territory – provide as many or as few as you think are worth consideration.

POMEGRANATES, BLUEBERRIES & ACAI

	CATEGORY	NAME PROPOSAL	BACK TRANSLATION & RATIONALE
1.	1. Emotive colours	Pur pourpre	
2.	1. Emotive colours	Trié sur le violet	From the expression “Trié sur le volet” meaning picked from the very best
3.	1. Emotive colours	Virez au violet	Meaning turning blue
4.	1. Emotive colours	Bouquet de violettes	Popular expression
5.	1. Emotive colours	Figure de pourpre	From the expression “Figure de proue” meaning bow
6.	2. Juice bar	Baies des anges	From the famous place in France “La Baie des anges”. Ties with the Innocent logo/angel
7.	2. Juice bar	Le bar à baies	From “parapet”
8.	2. Juice bar	Vitamines baies	From the expression “Vitamines B”
9.	2. Juice bar	Bouche baies	From the expression “Bouch bée”
10.	2. Juice bar	À baies C	From A B C

11.	3. Hero ingredient	Ah ça ĩra !	Play on words with açai and the famous revolutionary chant Ah ça ira !
12.	3. Hero ingredient	Éclats de grenade	French expression relating to the weapon
13.	3. Hero ingredient	Plein de baietises	From the expression “Plein de bêtises”
14.	3. Hero ingredient	Baies baies	Play on words with “bébé”
15.	3. Hero ingredient	Tout baiénéfice	From the expression “Tout bénéfice” meaning full of benefits

N.b. you are not obliged to provide a set number of names for each territory – provide as many or as few as you think are worth consideration.

MANGOES & PASSION FRUITS

	CATEGORY	NAME PROPOSAL	BACK TRANSLATION & RATIONALE
1.	1. Emotive colours	Or et olé	Play on words with the colour gold, the Spanish expression and “aureolé” meaning wearing a halo like an angel. Ties with the innocent logo
2.	1. Emotive colours	De l’or en bouteille	Gold in a bottle
3.	1. Emotive colours	1-2-3 soleil	From a traditional French playground game
4.	1. Emotive colours	Doré à souhait	Expression meaning well roasted
5.	1. Emotive colours		
6.	2. Juice bar	Désir et passion	
7.	2. Juice bar	Papassion et mamangue	Play on words with (fruit de la) passion, mangue, and “Papa et maman”
8.	2. Juice bar	Mangue à gagner	From the expression “Manque à gagner”
9.	2. Juice bar	Mangue et bois	From the expression “Mange et bois”
10.	2. Juice bar		

11.	3. Hero ingredient	Mangaga	Made up word with mangue, manga (the Japanese comic books) and gaga
12.	3. Hero ingredient	Mangue de passion	Play on words with Mangue, (fruit de la) passion and the expression “Manque de passion” meaning lack of passion, although it doesn’t sound as negative in this case
13.	3. Hero ingredient	C’est passionmange	Play on words with (fruit de la) passion, mangue and passionnant
14.	3. Hero ingredient	Mangue à go go	
15.	3. Hero ingredient		

N.b. you are not obliged to provide a set number of names for each territory – provide as many or as few as you think are worth consideration.

EASY GREENS

	CATEGORY	NAME PROPOSAL	BACK TRANSLATION & RATIONALE
1.	1. Emotive colours	À vertser	Play on words with vert (green) and verser (to pour)
2.	1. Emotive colours	Vertueux	Play on words with vert (green) and virtuous
3.	1. Emotive colours	Vertige Vertigineux	Play on words with vert (green), tige (stem), and vertigo/vertiginous
4.	1. Emotive colours	Vert pomme Vert tendre	Apple green Tender green
5.	1. Emotive colours	Un verre de vert	A glass of green
6.	2. Juice bar	Des verts qui riment	From the expression “Des vers qui riment” meaning rhyming verses/greens
7.	2. Juice bar	Un vert des verres	Play on words with green and glasses
8.	2. Juice bar	Véritable !	Phonetic play on words with “vert” and “veritable”
9.	2. Juice bar	Mettez-vous au vert	French expression
10.	2. Juice bar	Passez au vert	French expression

11.	3. Hero ingredient	Pommes, poires et scoubidou	Popular expression from a 60's hit by Sacha Distel
12.	3. Hero ingredient	Pommes et vertsets	Play on words with "pommes", "poèmes", "vert" and "versets"
13.	3. Hero ingredient	Verti-go !	
14.	3. Hero ingredient	Un vert plein	Play on words with "vert" and "verre"
15.	3. Hero ingredient	Ta pomme ma poire	From expressions meaning face

N.b. you are not obliged to provide a set number of names for each territory – provide as many or as few as you think are worth consideration.