

TIME

LEGACY

The Names

BEHIND THE BRANDS



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A Legacy Begins

Eureka! You have found it—your million-dollar idea. You feverishly get to work, making your idea a reality. You name the product after yourself and **market** your concept. Then it happens, your product is a success. Everyone is talking about it. Your creation spreads worldwide, and **consumers** cannot get enough of it.

In fact, consumers love it so much that in **time**, they know everything there is to know about **your product**. But they forget about you—the person **behind** the creation. Your idea has developed a life of its own, and your product is bigger than you **ever** dreamed possible. It's bigger than you!

Overnight Success

Sometimes something comes to public awareness in a flash. It is called an “overnight success.” But really, a huge amount of work took place over a long period of time prior to when people became aware of it. Although it seems quick to everyone else, it is usually a long process for the creator.





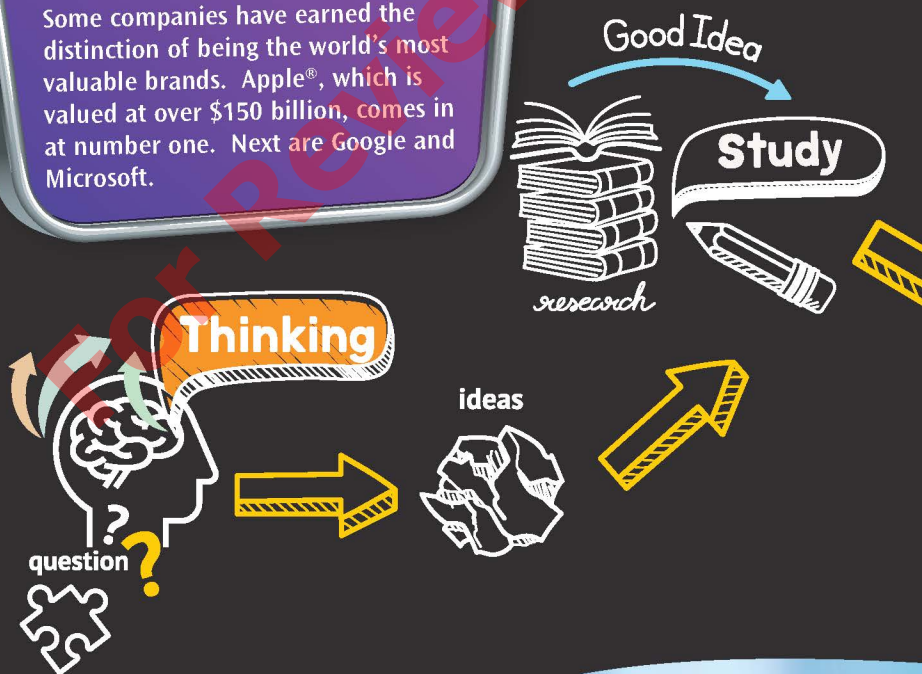
Jerry Greenfield (left) and Ben Cohen (right) started their ice cream business in 1978.

Behind every huge success is a person with a vision. He or she has the **drive**, **persistence**, and maybe even a little bit of luck to make that vision a reality. These people believe in their dreams. They do what it takes to bring them to life. They also have the **resilience** to continue even when they encounter setbacks.

Ironically, these dreamers are most successful when their vision outgrows them. People do not live forever, but their legacies can. A legacy is something memorable or impactful that starts with a person. But a legacy stays in effect long after that person is gone.

MVBs

Some companies have earned the distinction of being the world's most valuable brands. Apple®, which is valued at over \$150 billion, comes in at number one. Next are Google and Microsoft.





THINK LINK

In the telephone game, people share information in a chain. Usually, the message changes a little bit with each share. Life can sometimes be like the telephone game.

- How does the meaning of something depend on the creator or speaker?
- How about the receiver or listener?
- What impact might the telephone-game concept have on branding?

sales & marketing



business growth

Solution





Are Brand Names Better?

Some brand names are so commonplace that their names become the **generic** names for the products. The companies that own these brands spend time and money defending their brands. Here are several brand names that are usually misused as generic names.



Linoleum

Linoleum is thought to be the first product whose brand name became the legal generic name for all products like it.

Brand**Generic Name**

Bubble Wrap

inflated cushioning

Frisbee

flying disc

Kleenex

facial tissue

Memory Stick

flash drive

Play-Doh

nontoxic modeling clay

Popsicle

ice pop

PowerPoint

slide-show program

Q-tips

cotton swab

Rollerblade

inline skate

Scotch tape

clear adhesive tape

Sharpie

permanent marker

Styrofoam

extruded polystyrene foam

Tupperware

plastic storage container

Velcro

hook-and-loop fastener

Zamboni

ice resurfacers