

America's Next Top Namer Scholarship

Strategic Name Development (SND), a Minneapolis, Minnesota-based naming and branding firm in Minneapolis, MN, is offering the America's Next Top Namer Scholarship for \$2,500.

Undergraduate students majoring in Linguistics, English, Marketing, or Mass Communication, with a minimum cumulative GPA of 3.0 and above may apply. Interested individuals must complete the naming assignment and a 1,000-word essay by the deadline date below. The essay should include the rationale for each name candidate.

Direction

Develop five brand name candidates that would be alternatives for the global network, currently known as the Internet. Students are encouraged to create coined or suggestive names, with no obvious famous trademarks in the name.



Students should confirm that their name candidates do not use all or part of an existing trademarked brand name. For instance, the name Binger would not be accepted since Bing® is already trademarked by Microsoft®. A name like Storm would also not be accepted since Blackberry® already has the well-known Storm smartphone. Thirdly, avoid names that start with “i,” since Apple® would likely challenge the name.

Prize

1. \$2,500
2. Winner will have first priority for the 2011 Summer Internship Program

Eligibility

1. Open to all undergraduate students majoring in Linguistics, English, Marketing, or Mass Communication
2. Must have a minimum 3.0 Cumulative GPA
3. Applicants cannot be currently employed by Strategic Name Development

Deadline

August 15, 2010 at Midnight

Required Material

1. Five new coined names that would be alternatives for the global network, currently known as the Internet
2. A 1,000-word essay explaining and defending the names separately
3. Your name, gender, age, email address, phone number, permanent address, College, Year in School, Major, and Cumulative GPA
4. Please read and return a signed copy of the Scholarship Terms and Conditions, which can be downloaded from the scholarship page on our website, with your application

Submit all applications to ben@namedevelopment.com.