

Linguists play a unique role at Lexicon.



Creative Development

On every project linguists are a part of the team that develops solutions, and our thirty years of linguistic research into sound symbolism and structure enables us to **create names** that reflect natural language patterns. Our most recent achievement is NeuroCreative, a set of neuroscience-guided analytics that we use to both develop and select the best solutions. We develop NeuroCreative profiles for our clients' top name candidates, explaining the science behind them in addition to their creative and strategic qualities.

Language Checks. Cross Cultural Checks.

Before you launch your next brand name, you will want to know just how well it will travel across languages, cultures and markets. In today's digital, global and cross-cultural marketplace every new brand goes global instantly. You can't afford to make a mistake.

WorldBrand® Network

Our WorldBrand® Network evaluates the linguistic and cultural assets and liabilities of names, headlines and taglines in the world's leading languages. All evaluations are completed in country by our linguists and include interviews with native speakers. Our network can also conduct in depth interviews with specific audiences to gain additional insights. Most evaluations take 5-7 days and conclude with a written report or verbal presentation.

We have completed comprehensive language and cultural evaluations for most of our clients including Intel, P&G, Facebook, Toyota, Subaru, Microsoft, Constellation Brands, Beam Suntory, BlackBerry and Nokia.