


# Massachusetts Library Service: Naming

**Objective** Determine the most appealing name and positioning for the state's new library service which allows people to find information online and at libraries

**Data Source** Surveys among library visitors and people walking by libraries in Massachusetts

**Question** *"What's your reaction to this new service now that you've read this list of the benefits?"*

	<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
	easy	54
	find	39
	search	32

**ThoughtTalk** *"They make it **easy** to **find** things."*  
*"**Searching** is **easier** this way."*  
*"It's free and it makes **searching** faster and **easier**."*

**Results** One of W&W's suggested names, "**EasySearch**" was a runaway winner because it conveyed the key benefits. The name has been expanded to the entire portal system.  
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