

NAMING STYLES

	Utilitarian	Metaphoric	Evocative	Storied	Coined	
++	PlayStation Facebook MasterCard Xbox Clinique	Sunkist Greyhound Jaguar BlackBerry Corona	Apple Virgin Cracker Jack Tabasco Shell	Adobe Wells Fargo Jack Daniel's Ferrari Patagonia	Kodak Oreo Google Wii Swiffer	A
+	Cool Whip Land Rover In-N-Out Wheaties Orient-Express	Rainbird Red Bull Visa Dove Pop Tarts	Land O Lakes Cheerios Cuties Viper Ding Dongs	M&M's Nike Dr. Pepper Jamba Juice Kahlúa	Pixar Snapple Lexus Trix Intel	B
+ -	SnackWells 7-Eleven General Mills Whole Foods Subway	Tide Crest Taco Bell Explorer Target	Amazon Canada Dry Kirkland Target Tundra	Dell Starbucks Sony Lowe's Dos Equis	Acura Gatorade Sony Accenture Infiniti	C
-	Microsoft Southwest Wal-Mart Pepsi Home Depot	Burger King 4Runner iPod Bullets Probe	Sprite Tacoma Cisco Heat Passat	Volvo Colgate Gucci Kashi Subaru	Exxon Enron Hummer Altima Xerox	D
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