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8 Small Businesses With Memorable Names

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...ate last year America's Best Companies shared tips on naming a business. At the top of their list was to make it "memorable, quirky, and unique."

Much more recently (on Tuesday) I saw this post from Lennie Rose on her blog for Big Ooga, a Chicago area resource for finding and connecting with accomplished entrepreneurs, in which she shares how she came to choose that name. Big Ooga "sounded so Google, so Yahoo, but with a honk," she writes. You have to admit, that name is definitely memorable in the vein of those other, now household name sites/businesses.

This got me thinking about applicant firms for our workplace award over the years that have succeeded – in addition to because of their progressive employee engagement, team building, and other people practices – by choosing a name that stands out in the minds of stakeholders including customers, suppliers, and investors.

Here are 8 such companies (* indicates an award winner; follow the link to learn more about them on our website):

1. Big Ass Fans
2. Boingo Wireless
3. Gentle Giant Moving*
4. iRobot*
5. Jump Associates*
6. King Arthur Flour*
7. Skullcandy
8. The Redwoods Group*

How important was being "memorable, quirky, and unique" when it came to naming *your* business?

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