



- CORPORATE
- PRODUCT
- BRANDCHECK
- BRANDCLASSIC
- BRANDSTORM

Portima accessible communication

Client: Portima C.V.
Client contact: Koen Depaemelaere
Name creation: Remarkable
Logo creation: Gramma
Advertising agency: Gramma
Website: www.portima.be



In 1986 a number of insurance companies founded a co-operative society named Assurnet. The objective of Assurnet was to develop a well structured and well secured telecommunication network that would make electronic data exchanges between societies and brokers possible. By the end of 1999, Assurnet merged with a number of partners in order to provide an even better service to the insurance brokers. Remarkable was called upon to create a new name.

Partners brainstorming together

Since the partners wanted to be involved in the name creation, they participated in a BrandStorm, lead by Remarkable. Names were created around concepts as quality and reliability. It was important that the new name was very different from the competitors' names in the insurance sector. Ultimately, the name "Portima" proved to be the best choice.

Powerful and accessible

The new name suggests openness, accessibility, and a promise of excellence. The stem "port-" evokes a powerful image, that of a harbour ("port" in French), a place accessible to everybody. A place where communication is very important.

REMARKABLE INFO:

What's in a name?

The new name suggests openness, accessibility ("porte" is French for "door") and a promise of excellence (the similar ending -issima in Italian is used to express a superlative). The name has a pleasant sound thanks to the alternation of the vowels O, I and A.

BrandStorm:

A BrandStorm, a brand brainstorm led by one of our experiences consultants, is the best choice if you want to be closely involved in the name generation process. The Remarkable team, together with the client's team and possibly the design and/or advertising agency, starts the search for the best brand name.

Remarkable N.V.
Onafhankelijkheidslaan 14
9000 Gent
Tel. +32 (0)9 220 06 19
Fax +32 (0)9 220 69 24
info@remarkable.be
www.remarkable.eu