

Is this a brand?

iCar



What is the business?

**Online
car dealership** 

Why is it different?

**No need
for a sales
person**



What is the issue?

**Name not
unique
for market**



This was the insight...

**Pure joy
of driving**

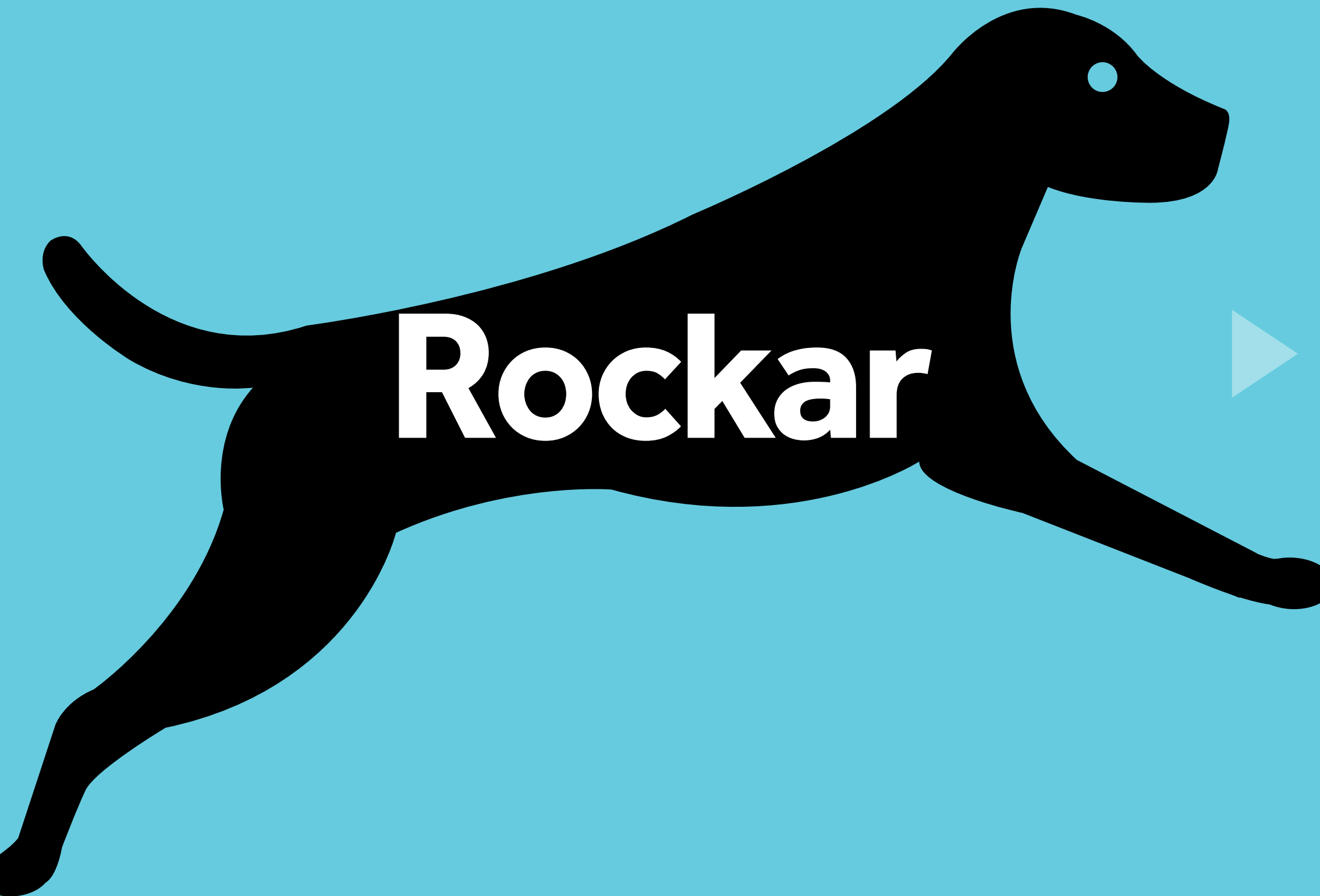


...which was expressed...

**Pure joy
of driving**



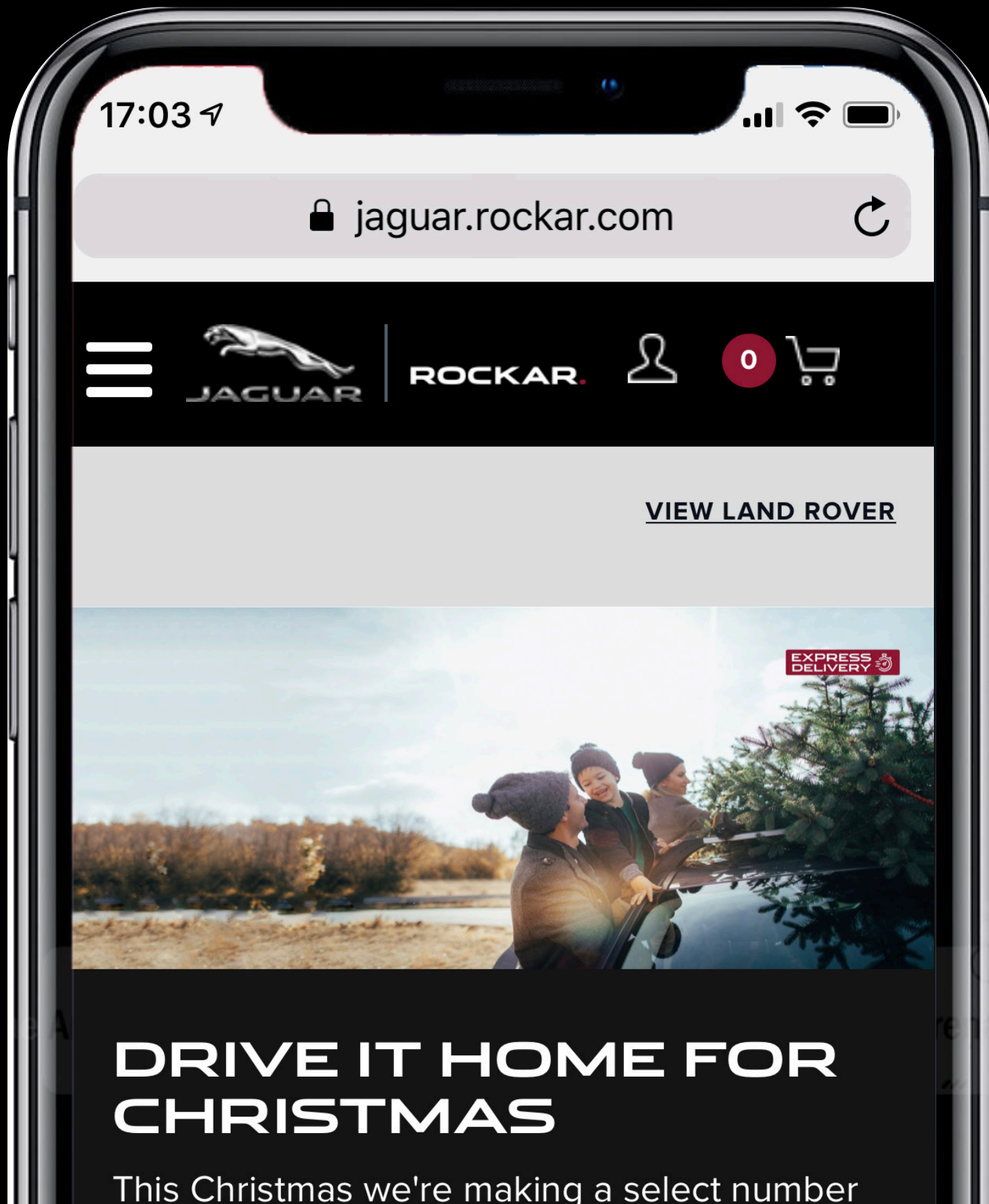
...with a new name.



And the result?

**A partnership
with Jaguar** 

Is this a brand?



Get in touch

**Looking for
a new brand
name?**

**Strategy and naming by PIN Creative
Design developed by other agencies**