

TOKU

BRAND NAME DIAGNOSIS & NAMING FOR BRAZIL

Research & Diagnosis · Naming Sprint for Brazil (optional)

Commercial proposal · No. 168.26 · November 6, 2026

SCOPE

What we want to achieve

Toku grows in Brazil with a name that builds trust from the first contact.

Overview

Investigate the associations, interpretations and possible noise the name triggers in the Brazilian business context.

Toku is expanding into Brazil and starting its first enterprise deals there. That raises a question about its identity: how will the name be received in a new cultural and linguistic context?

- What does the name communicate?
- What perceptions does it trigger?
- Could it become a barrier to building trust and credibility with the brand?

The two phases

	Phase	Stages
01	**Research & Diagnosis** In-depth interviews with senior executives to understand how the name Toku is perceived in Brazil and whether it should stay.	Starting point · Blind name test · In-depth interviews · Analysis + strategy
02	**Naming Sprint for Brazil · Optional** Creation of a new name for the Brazilian market, only if the diagnosis recommends a change.	Briefing · Name creation · INPI search · Up to 5 options

PHASE 01

RESEARCH & DIAGNOSIS

A qualitative study with senior executives within Toku's ICP. It maps how the name is perceived before and after people know the brand, and turns what we hear into a clear recommendation: keep, adapt or change the name in Brazil.

1 · Objectives

- **Perceptions.** Map spontaneous associations, meanings and possible connotations linked to the name.
- **Credibility.** Understand how the name relates to trust and to the attributes expected from a B2B brand.
- **Direction.** Identify risks and opportunities, and turn them into a clear recommendation: keep, adapt or change the name in Brazil.

2 · Who we will talk to

Profiles. Mid-level to senior executives at enterprise companies, from manager to C-level. Most will be CEOs, CFOs and leaders in Finance and Financial Operations. The sample also includes leaders from Operations, Commercial, HR and Technology.

Cross-cutting criterion. Professionals who place strong value on technology and innovation, and who weigh digital experience, usability and a sense of the future as much as traditional attributes.

Industries. Insurance · Banks and financial institutions · Telecommunications · Real estate · Consumer goods · Security and alarm systems · Irrigation.

3 · Sample & recruitment

Sample: 16 in-depth interviews. An exploratory investigation that maps the main perceptions and possible noise associated with the name.

Recruitment. The sample mixes two groups:

- **Toku clients:** about 10 executives, referred by Toku.
- **Non-clients:** executives within Toku's ICP, recruited by our team in the market.

Non-clients have no previous exposure to the brand, so their perceptions are free from existing relationship bias. A participation incentive for the executives is included in the investment.

Interviews happen within a fixed fieldwork window, so the timeline is protected.

4 · Workflow

4.1 Starting point

We review the business landscape, Toku's institutional materials and positioning, its operating context, and possible cultural issues related to the name.

4.2 Blind name test

Before introducing the brand, we investigate what the name “Toku” triggers on its own: first associations, sound, interpretations and possible cultural references.

4.3 In-depth interviews

We run 16 individual interviews with senior executives. They explore perceptions, meanings, trust, credibility and the name's relationship with Toku's business universe.

4.4 Analysis + strategy

We cross-reference context, spontaneous perceptions and the interviews. The result is key findings, opportunities and strategic direction for the brand.

5 · Deliverable

Brand Name Perception Diagnosis

A strategic report that turns the conversations into learnings and recommendations for Toku.

- 1. Perception and association map.
- 2. Key findings.
- 3. Points of attention and possible noise.
- 4. Opportunities for the brand.
- 5. Strategic recommendation on the name.

Includes 1 presentation of the final results to the Toku team and 1 round of adjustments to the material.

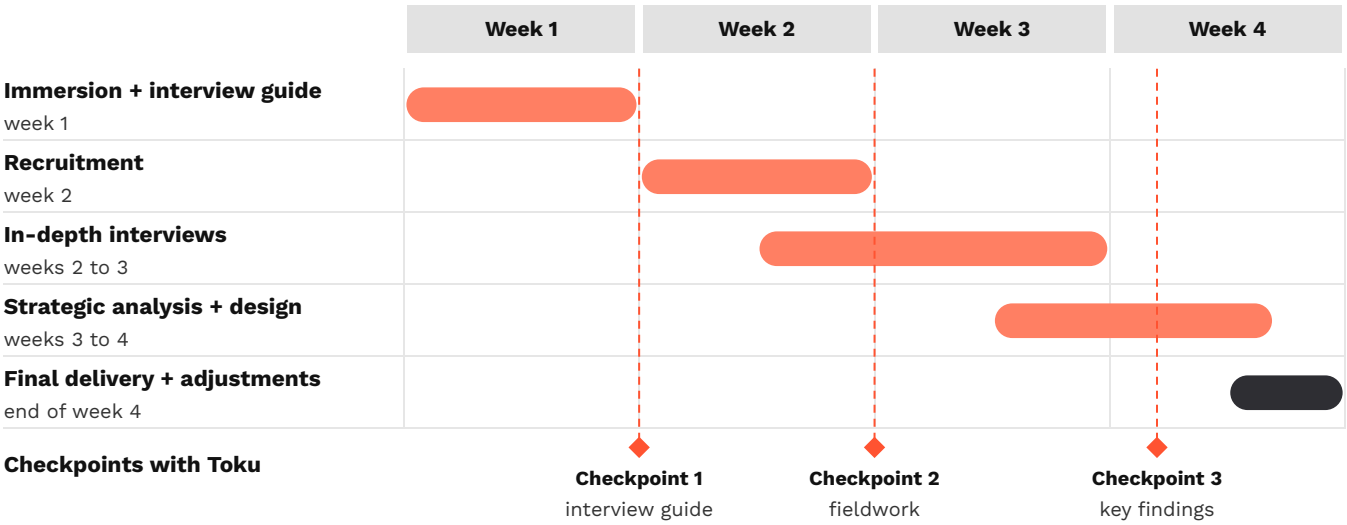
Project team · Research & Diagnosis

- 01 Strategic Planning Director
- 01 Senior Project Manager
- 01 Brand Strategist
- 01 Lead Researcher
- 01 Recruitment Specialist + team
- 01 Graphic Designer

Project timeline · Research & Diagnosis

Kickoff: upon approval of this proposal.

Ideal timeline of 4 weeks. Optimized: 3 weeks, with some stages running in parallel.



Three checkpoints with Toku along the way. The timeline may change according to holidays and approval times.

PHASE 02 · OPTIONAL

NAMING SPRINT FOR BRAZIL

Overview

Create a name for Brazil that keeps the spirit of Toku and leaves the noise behind.

Phase 2 starts only if the diagnosis recommends a name change. If the conclusion is that “Toku” works in Brazil, the project ends in Phase 1.

A good name carries the strategy in just a few letters. Phase 2 starts where the diagnosis ends. The new name is created for the Brazilian market, and Toku keeps its name in Chile and Mexico.

1 · Briefing & naming criteria

Names are created from the briefing, which brings together the research findings and Toku's brand references (values, personality and voice). One premise comes first: adaptation, not revolution.

Options Toku already holds, such as “Toko”, are evaluated against the same criteria as every new proposal.

The new name must:

- 1. Stay close to “Toku” in sound and spirit.
- 2. Carry zero noise in Portuguese.
- 3. Keep a clear, recognizable connection with the Toku brand in the rest of Latin America.

2 · Naming options

In 2 weeks, we develop up to 5 naming options, from which Toku chooses 1 name to adopt in Brazil.

Each option is presented with a conceptual rationale that supports its creation.

Second list. If needed, a second list brings 3 additional options in 2 more weeks, following Toku's direction.

3 · Preliminary trademark search

We run a preliminary availability search in the INPI database (Brazil's trademark office), checking for identical trademarks in the classes indicated by Toku.

Important. We recommend a full legal search of the intended name(s) with a law firm specialized in trademark registration, for in-depth legal validation. Rastro can recommend trusted firms for this work, and Toku is also free to engage a partner of its choice.

Whichever firm conducts the process, Rastro acts as the point of contact with the supplier, handling communication and alignment to ensure the work stays consistent with the naming strategy. The legal search and the registration fees are not included in this proposal.

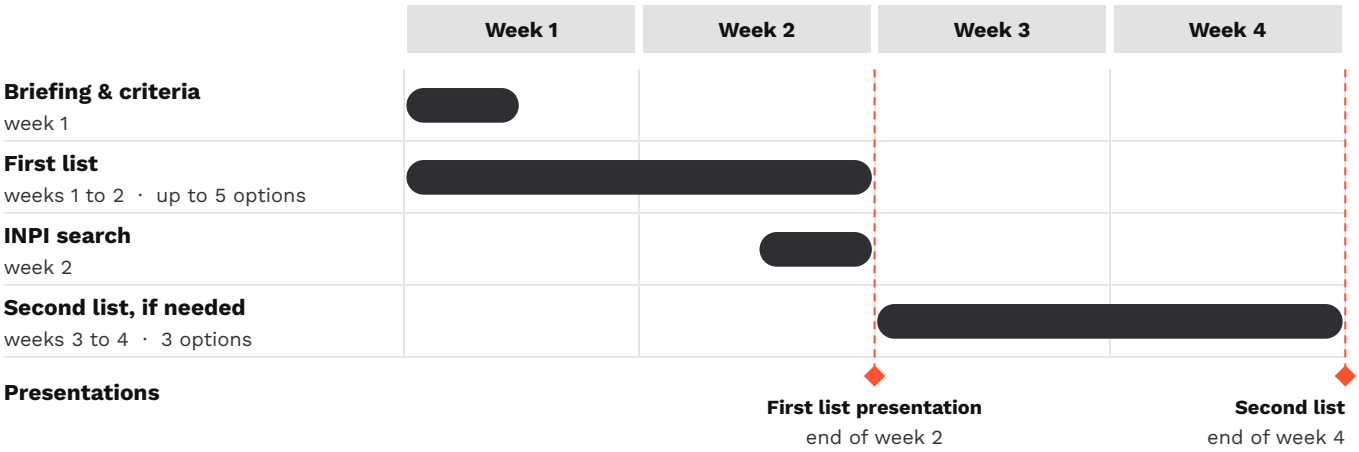
Project team · Naming Sprint for Brazil

- 01 Strategic Planning Director
- 01 Senior Project Manager
- 01 Brand Strategist
- 01 Design Manager
- 01 Verbal Identity Specialist

Project timeline · Naming Sprint for Brazil

Kickoff: after the diagnosis presentation.

Phase 2 starts only once the decision to change the name is made. Up to 4 weeks: 2 weeks for the first list of names and 2 weeks for a second list, if needed.



The timeline may change according to holidays and approval times.

INVESTMENT

Two phases, one decision

Service	What is included	Payment terms	Investment
Phase 1 · Research & Diagnosis 16 in-depth interviews	– Starting point: business landscape, institutional materials and positioning review – Blind name test – 16 in-depth interviews with senior executives – Participation incentive of R$ 1.100,00 per executive interviewed – Analysis + strategy – Brand Name Perception Diagnosis, with 1 presentation of the final results and 1 round of adjustments	35% upon approval of the proposal and 65% upon delivery of the final presentation, against invoice.	**R$ 129.200,00**
Phase 2 · Naming Sprint for Brazil Optional	– Up to 5 naming options with conceptual rationale – Preliminary INPI search – If needed, a second list of 3 options	50% at kickoff and 50% upon final delivery, against invoice.	**R$ 53.800,00**

– Phase 1 includes a participation incentive of R$ 1.100,00 per executive interviewed. Amount estimated for a sample split evenly between participants referred by Toku and executives recruited in the market. The final amount may vary according to the actual split between the two recruitment methods.

– Phase 2 is contracted only if the diagnosis recommends a name change.

– All taxes included.

ASSUMPTIONS

– The timeline starts upon approval of this proposal and the project kickoff.

– Each stage begins after Toku validates and approves the deliverables of the previous stage.

– Toku refers about 10 of its clients for the interviews and makes the first introduction.

– Interviews are conducted in Portuguese. Final materials are delivered in English.

– Additional presentations to other teams or partners can be quoted separately.

– This budget covers the scope, sample and timeline described in this proposal. Changes to these parameters may require a review of the investment.

WHAT IS NOT INCLUDED

Unless quoted separately, this proposal does not include:

- Full legal search and trademark registration of the chosen name, which are conducted by a specialized law firm (recommended by Rastro or chosen by Toku), with Rastro managing the relationship.
- Visual identity, logo redesign or a full rebranding.
- Rollout of the new name across channels, materials and digital assets.
- Quantitative research (surveys) and structured brand tracking studies.
- Brand architecture, messaging and positioning across markets.



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