

Name That Athletic Shoe!

MIAMI, Fla., July 23, 2012 (SEND2PRESS NEWSWIRE) – Have you visited an athletic shoe store or department lately? “I recently walked into a retail outlet for athletic footwear and was overwhelmed by the number of shoes that were on display, too many to count,” says Emory Williams Jr., one of the founders of True Fan Sports, Inc., a Miami-based name development firm.

Although True Fan Sports develops names for products in various product categories, their main focus is on [athletic shoes](#) and wear. “We have worked with several of the largest athletic shoe companies in the industry,” says Williams “It’s a great feeling to see ‘high profile athletes’ as well as plain ‘everyday people’ wearing gear that you’ve played a part in the development of.”

What’s in a product’s name? Everything. A product name plays a key role in the success and/or failure of that product. Every athletic shoe on the market today has a name or sub-brand; this name is that product’s definition in the world, the name that identifies it to itself and the marketplace. Within the athletic shoe industry, there is a big demand for good quality names, familiar names that athletes and consumers can resonate with immediately. Good quality names with substance for athletic shoes are getting harder to come by.

With the [athletic shoe industry](#) growing by leaps and bounds, with no end in sight, new athletic shoe companies will find it a true task to break into the U.S. athletic shoe industry, mainly for basketball.

“It’s said to be easier to break into Ft. Knox rather than the U.S. basketball industry,” adds Williams. “Many new companies think that they can develop a shoe, sign an NBA player to wear and endorse it and they’re in, they will find that it is much more complicated than that. To add to your recipe for a successful shoe, try adding good designs and colors, sub-brands and names that are familiar and catchy, new technology, and a decent marketing campaign. These ingredients should help along the way.”

For more information or to see a listing of available trademarks/brands, visit True Fan Sports at <http://www.theplayshoes.com/> .

– *Photo Caption: The All-New Sky King Athletic Shoe.*

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