2020-10-01 Marketing Meeting Agenda/Notes

ONES Recap

- Announcement of merge by Arpit during keynote address
- Blog on LF Networking and Linux websites, cross-posted to the Meld Wiki
- Shout-out during CNCF keynote
- Discussion during press conference
- CNTT/Merge panel with Beth et al
- AMA with Beth and Al

Naming Next Steps

- We sent the total list from brainstorming through initial review through Creative Services, US PTO search, and Domain search
    - Recommended short list and information here: https://docs.google.com/spreadsheets/d/1BzZVywWfN5X2EcxQcyj5qGf1iUW9np3ETlmPmn7qx28/edit#gid=0
- Next step is to cut the list in half again to send through full legal and trademark review
- Present final shortlist to the community
    - How/when?
    - Recommendation to present to combined technical communities at the OPNFV TSC call next week
    - Engage with community in parallel with legal review – understanding that preferred choice might not survive the legal/trademark process.
- Language Validation
    - Chinese
    - Japanese
    - Hebrew
    - Russian
    - Finnish
    - Arabic
    - Swedish
    - Romance Languages
    - German
    - Hindi
    - Korean

Creative Brief Next Steps

The creative brief will be used beyond name choice to develop look/feel, logo, other brand elements. Please put your thoughts into the creative brief and utilize the branding whiteboard.

Mission Statement/Scope

- This is also a charter dependency