



what's in a

NAME?

Exploring the history and meaning behind everyday names



WHAT'S IN A NAME?

What's in a Name? takes viewers on a fun and exciting romp through history, telling the stories of the names we know best—from perfume to hockey teams, cars to cocktails. Every episode begins with someone who needs to name something: a newly invented electric car, a mouth-watering chocolate bar, a baby about to be born. Along the way, experts and celebrities offer advice. Actor George Wendt (Norm from *Cheers*) gives tips on naming beer, wrestling legend Bret Hart and Hulk Hogan weigh in on punchy names in the ring, and Randy Bachman gives a young band tips on finding a name that rocks. We look at which names have worked throughout history, which haven't, and why it matters.

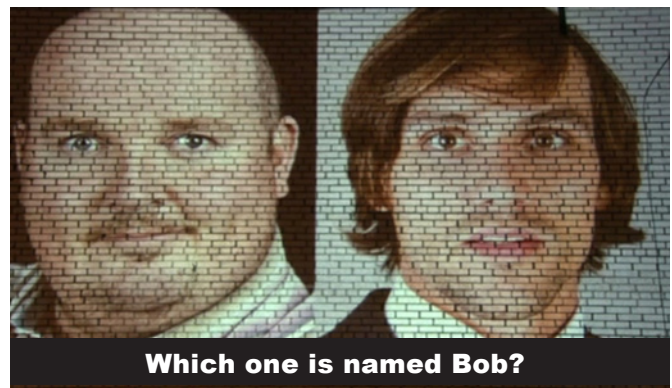
The *WhatsInAName.com* immersive website offers a cool dashboard of interactive elements including polls, quizzes and social media modules. In the game *Nomatics*, players solve fun puzzles to discover the history of iconic personalities. The site also allows users to discover the meaning, popularity and origin of their own names, create and submit stories on names, and explore other users' name stories. Experts from the *What's in a Name?* TV series contribute to a name-themed blog, giving users the opportunity to write in and have their questions answered. Viewers can also catch up on missed episodes and web-exclusive videos.

13 x 30' Episodes

Available in HD

Interactive Elements: Flash game; quizzes; polls; social media modules; blogs; bonus video content

Target Audience: 25-55 yrs



Produced by marblemedia



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