

Overview: Company was seeking a name for its new corporate offices, which were to be a satellite office of their main location. I came up with the name Corporate Campground, which encompasses several aspects of the space. It directly conveys the corporate aspect of the area while sticking with the company's support of camping through its products. The campground aspect of the headquarters name is effective in two conceptual arenas. The headquarters office is a campground from the main location home base and it is also an effective name to help corporate employees get into the mindset of the consumers' utilization of the product which is used almost exclusively for camping.

