

**FOR IMMEDIATE RELEASE --**

**Elsie Maio quoted in Monday's most-read story in BusinessWeek**



**COMPUTERS** March 28, 2010, 10:51PM EST

## IPad's Widely Mocked Name Won't Stifle Sales

Branding experts say jokes that the iPad sounds like a feminine hygiene product won't keep women—or men—from buying the Apple tablet

By [Connie Guglielmo](#)

TECHNOLOGY

When [Steve Jobs](#) announced in January that Apple's new tablet would be called the iPad, some fans ridiculed the name, saying it conjured up images of feminine hygiene products rather than cutting-edge mobile gadgetry. Two months later, branding experts say the name has punchy appeal and that jokes won't deter women—or men, for that matter—from buying Apple's ([AAPL](#)) tablet computer, which [goes on sale in the U.S. Apr. 3.](#) ...

[Elsie Maio, president of branding agency Maio & Co. in New York](#), calls the puns "sad." She says they never occurred to her nor to female colleagues—one of whom, she notes, lives in Germany, where the word "pad" isn't used to describe feminine hygiene products. "It is short, distinctive, and memorable," Maio says of Apple's appellation. "It's a pad of paper that you grab and go."...

[Full Article](#)

\*\*\*

*Maio&Co is the management consultancy that positions companies and institutions into their sweet spot in the zeitgeist through its proprietary process called SoulBranding<sup>SM</sup>. For comment or inquiries contact: SoulBranding Institute International/Maio&Co +1 212 505 0404; or [info@soulbranding.com](mailto:info@soulbranding.com)*

SoulBranding<sup>SM</sup> Institute International/Maio&Co, Inc 501 Madison Avenue 14fl NY 10022 USA 212 505 0404  
[www.soulbranding.com](http://www.soulbranding.com)

Facebook: SoulBranding, twitter: soulbrand