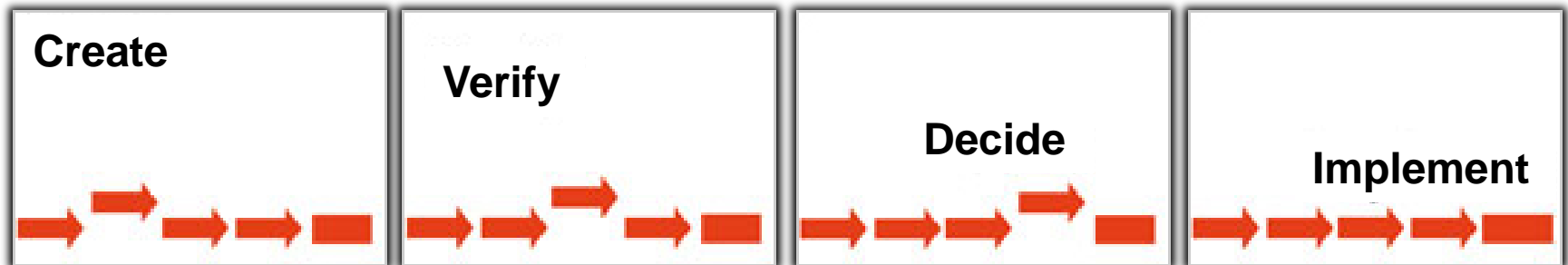


Marianne Friese Consulting Naming & Branding in China

Beijing, March 11th 2011



We Open Doors for You in China

Strategic Business Development

- Naming and branding strategies
- Market analysis and fact-finding
- Employer branding and positioning
- Defining and strengthening business strategies in China
- Development of marketing and communications strategies and plans
- Strategy development process support
- Executive and business coaching

Agency Services

- Communications strategy and planning
- Message structuring and development
- Media Relations and PR activities
- Communications tools e.g. web presence, presentations, brochures, flyers
- Chinese, English German copywriting
- Media analysis and issues management
- Crisis preparedness and training
- Event planning and management
- Tradeshow planning and support
- Consulting on internal communications
- Recommendation and supervision of specialized local service providers



Introduction

- Creating a good Chinese brand name is an important first step for any company wishing to drive sales in China and to make use of the huge market potential offered by the increasing buying-power of the Chinese population and Chinese companies.
- In any country, a good brand name needs to be memorable and emotionally appealing.
- However, given the added dimensions of the Chinese language, with characters and tones, brand names here need to be easy to pronounce, with characters that the target group can identify with.
- Ideally, this name will also have a similar phonetic sound to the original brand name.

What Needs to be in a Name?

Key aspects a Chinese brand name has to fulfill:

- Memorable
- Sound similarity or
- Meaning relevance (or both)
- Emotionally appealing
- Easy to pronounce

And to avoid:

- Negative connotations
- Possibility to change the name to a negative meaning through word play
- Possibility to change the meaning of the brand name through tonal adjustment

Four ways to transpose a foreign brand name into Chinese:



- Emphasis on brand values
e.g. Heineken -喜力: “Xi Li” or “happy strength”



- Translation of the brand content
e.g. 红牛: “Hong Niu” or “Red Bull”



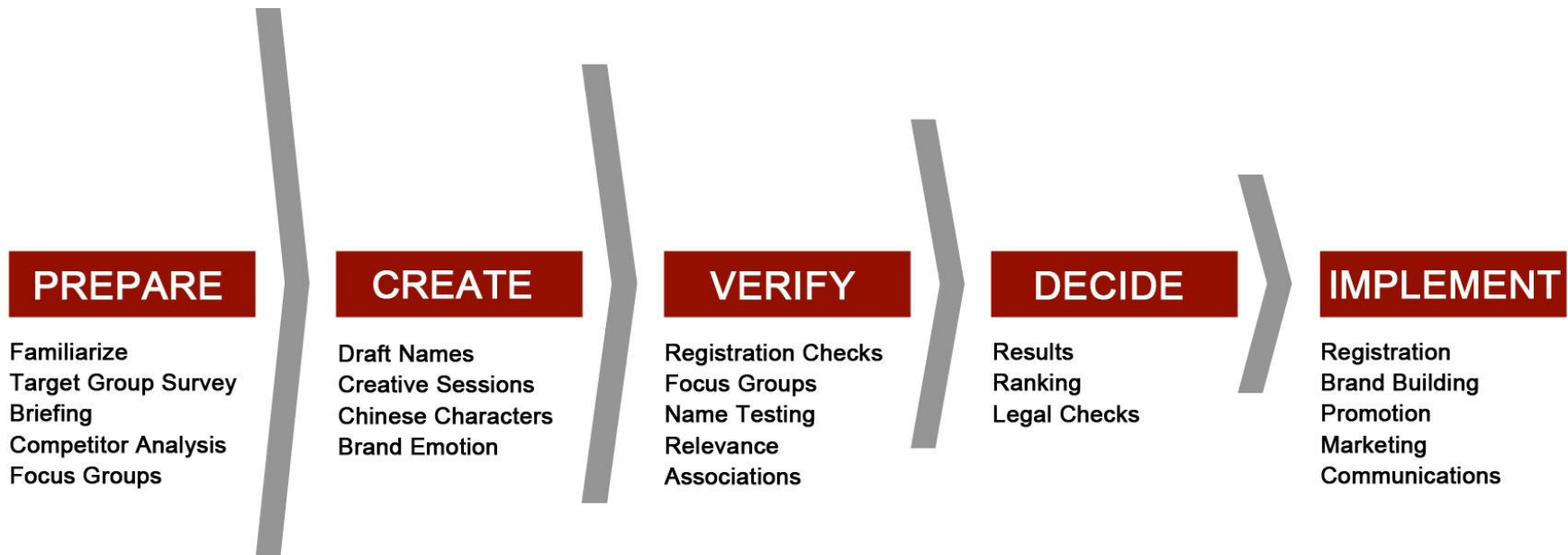
- Phonetics similar to those of the original brand name
e.g. 奥迪: “Ao Di”, or “Audi”



- Phonetically similar sounds combined with meanings relevant to the brand
e.g. 宜家: “Yi Jia” or IKEA: “Suitable Home”

The MF Consulting 5-Step Plan

- MFC's tried-and-tested 5-Step Process guarantees highly qualitative research, analysis and recommendations to provide the smartest naming solutions to our clients:



Client References

MF Consulting has successfully created consumer/product and corporate brand names for several prominent clients, adapting and tailoring projects to exactly fit client needs and expectations.



野格
Yě Gé



Rothaus
罗德豪森



Jägermeister

Background

- No consistent Chinese name: Names for the brand varied from city to city and even from bar to bar
- Product referred to as “holy stag”, or “holy stag herbal liquor”, provoking connotations of medicine and old age



The Task

- Create a new Chinese brand name for Jägermeister, based on focus group research, in-depth stakeholder questionnaires and discussions and extensive market research

Jägermeister

The Process

- Findings from Shanghai, Beijing and Guangzhou were pooled and closely analyzed, serving as a basis for the name creation process
- Regular legal checks were conducted as part of the verification process, along with name and connotation tests in the major Chinese dialects (Mandarin, Shanghainese, Cantonese)
- The client was consulted and updated regularly as part of the action plan to ensure full clarity and participation throughout the process



Jägermeister

The Result

- An all-new, consistent name for Jägermeister on the Greater China market, fulfilling all the characteristics of the “ultimate” Chinese brand name for a foreign brand, where similar sounds are used in combination with relevant meanings
- This new short, snappy name sums up the characteristics of Jägermeister’s target market and is easily understood and pronounced even in a busy bar with loud music.
- Insight into consumer group consumption patterns and preferences, derived from extensive market research, influencer / stakeholder (e.g. bartenders, suppliers, etc) questionnaires and discussions and focus group feedback
- Base for further branding initiatives

野
格

yě gé

Wild
Character

Jägermeister – Client Feedback

“MF Consulting were given a brief by Mast-Jägermeister to develop a Chinese brand name for Jägermeister in preparation for the re-launch of the brand in China in December 2006. Based on quality target group research and focus group meetings, a number of highly suitable brand names were created. Extensive feedback was provided for all naming options, including various character choices, possible negative connotations, sounds in different Chinese dialects, multiple meanings and recommendations. MFC was a great partner, their professional project team gave us the best possible solution based on highly valuable insight.

The Jägermeister brand has been built in China and we are confident that our Chinese brand name aligns with the brand essence and brand image we communicate to Chinese consumers through our marketing activities.

MF Consulting delivered 100% on the project brief they were given and it was a pleasure to work with them.”

David Bell
Regional Director Asia Pacific Region
Mast-Jägermeister AG

Betula, Papillio, Birko

- Chinese brand names for three distinct brands
- Comprehensive market research in Beijing and Shanghai
- Language suitability tests for Mandarin, Shanghainese, Cantonese
- Interviews with influencers
- Brainstorms with target group representatives, language experts
- Chinese logo creation
- Full registration support



Betula, Papillio, Birko – Logo Design



Betula, Papillio, Birko – Client Feedback

“We were very impressed by the way the Chinese brand names for our companies Betula, Papillio and Birko were developed in such a well-structured and transparent way, narrowing the gap between Germany and China. The results delivered by MF Consulting were solid and the explanations for name choice connotations for non-Chinese speakers were very well-founded. We felt very well-advised throughout!

Many Thanks!”

Christoph Schachtner
General Manager
Betula, Papillio, Birko Germany

Desitin / Orfiril Long

- Streamlined 5-step plan
- Snapshot analysis of competitor brands
- Phonetic names with connotation tests and target group research within limited time period
- Internal and external brainstorming with target group members and language experts
- Name registration checks on short-listed names
- Recommendations on brand registration procedures

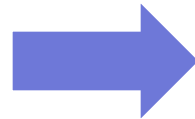


Desitin - Brainstorms

- Brainstorming I focusing on:
 - Phonetic transliteration
 - Associations / Connotations
- Brainstorming II focusing on:
 - Target group suitability
 - Product suitability
 - Phonetics
 - Connotations



Desitin – Logo Design



Desitin – Ranking & Recommendations

Orfiril®long DESITIN

Es gibt zwei Möglichkeiten die Bezeichnung für die Wirkung des Medikamentes ins Chinesische zu übertragen:

- 缓释片 huan3 shi4 pian4 > **Retard**
huan3: langsam, verzögern; shi4: freisetzen, pian4: Tabletten
- 长效药 chang2 xiao4 yao4 > **Long**
chang2 xiao4: „long-acting“, yao4: Medikam

Sobald es sich bei beiden Bezeichnungen „Retard“ und „Long“ handelt, empfehlen wir die erste Möglichkeit, da es bereits dieser Zusatzbezeichnung auf dem chinesischen Markt g

Bsp: Depakine Retard, 德巴金®缓释片 (De2 ba1 jin1)

Der Wirkstoff „Sodium Valproate“ wird ins Chinesische
丙戊酸钠 bing3 wu4 suan1 na4

22. Februar 2015

- Clear ranking with all information needed to make a decision, including back-up name choices with high target group suitability
- Recommendations based on market and target group insight

Orfiril

Chinesischer Name (Pinyin)	Chinesischer Name (Schriftzeichen)	votes	Bedeutung	Pro	Kontra	Registrierung
wei1 fan1 na4	威凡纳	5	威: Stärke 凡: all 纳: enthalten	<ul style="list-style-type: none"> + "凡" und "纳" machen deutlich, dass es sich um eine Arznei handelt + Mit "凡" wird die positive Wirkung in Zusammenhang gebracht + "纳" wird sehr häufig in Zusammenhang mit Medizin verwendet 	- Keine 100%ige phonetische Übertragung	Sowohl ermittelt registrierbar
wei1 fan1 na4	威凡纳	4	威: Stärke 凡: all 纳: enthalten	<ul style="list-style-type: none"> + Name klingt eindeutig nach einer Medizin + "凡" macht deutlich, dass es sich um eine Arznei handelt + "纳" wird sehr häufig in Zusammenhang mit Medizin verwendet + "威" sehr positiv besetztes Zeichen, kann als „gut für die Gesundheit“ interpretiert werden 	- Keine 100%ige phonetische Übertragung	Sowohl ermittelt registrierbar
wei1 fan1 na4	威凡纳	3	威: Stärke 凡: all 纳: enthalten	<ul style="list-style-type: none"> + "威" macht deutlich, dass es sich um eine ausländische Arznei ist + "凡" wird sehr häufig in Zusammenhang mit Medizin verwendet + Mit "凡" wird die positive Wirkung in Zusammenhang gebracht 	- "凡" steht oft in Bezug zu chinesischer Medizin	Sowohl ermittelt registrierbar

22. Februar 2015



Marianne Friese
CEO



Helen Lei
Senior Consultant
and Office Director



Simone Peters
Senior Consultant



Lily Zhou
Senior Consultant



Shufen Tan
Senior Consultant



Sarah Ma Wei
Metropolis
Publishing & Media



Martin Stegelmeier
Consultant



Dionne Holder
Consultant



Huan Chen
Senior Account
Manager



Zhengqi Gao
Senior Account
Executive



Julian Schwabe
Junior Consultant



Yue Zhang
Junior Consultant

About Us

The tri-lingual team at MF Consulting provides expertise in market entry, strategic business development, agency services such as media relations as well as Chinese naming. From market insight to event support, media analysis to PR, Chinese naming to logo design and branding, our local insight combined with professional experience in European, American and Asian markets delivers great results, leading our clients' businesses and brands to success in China.

Client References



Thanks!

Marianne Friese Consulting GmbH
Berlin Office
Tieckstraße 2
10115 Berlin
Germany

Marianne Friese Consulting
Beijing Office
Jianwai SOHO
Building 14, Suite 1606
39 Dongsanhuan Zhong Lu
Chaoyang District
Beijing 100022, P.R. China

Tel: +86 (0) 10 5869 7160 or 61 or 62
Fax: +86 (0) 10 5869 7150

谢谢

Marianne.Friese@m-f-consulting.com

www.m-f-consulting.com