

Establish the Perfect Brand Name for the Chinese Market

Develop the Most Suitable Chinese Brand Name with MFC's
Tried-and-Tested 5 Step Process

A Chinese Brand Name is...

Core of effective China branding

- Chinese consumers: highly sensitive to the connotations of brand names
- Choosing the wrong one can have a significant impact

Key aspects it must 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

Chinese language:
characters
and tones

MFC
5 Step
Process

A Chinese Brand Name that...

- Highlighting brand's best quality
- Tailored to your target audience's expectations
- Based on solid market insights
- Verified for the perfect fit

Four ways to transpose a foreign brand name into Chinese

1

Emphasis on brand values

e.g. Heineken - 喜力: “Xi Li” or “happy strength”

2

Translation of the brand content

e.g. 红牛: “Hong Niu” or “Red Bull”

3

Phonetics similar to those of the original brand name

e.g. 奥迪: “Ao Di”, or “Audi”

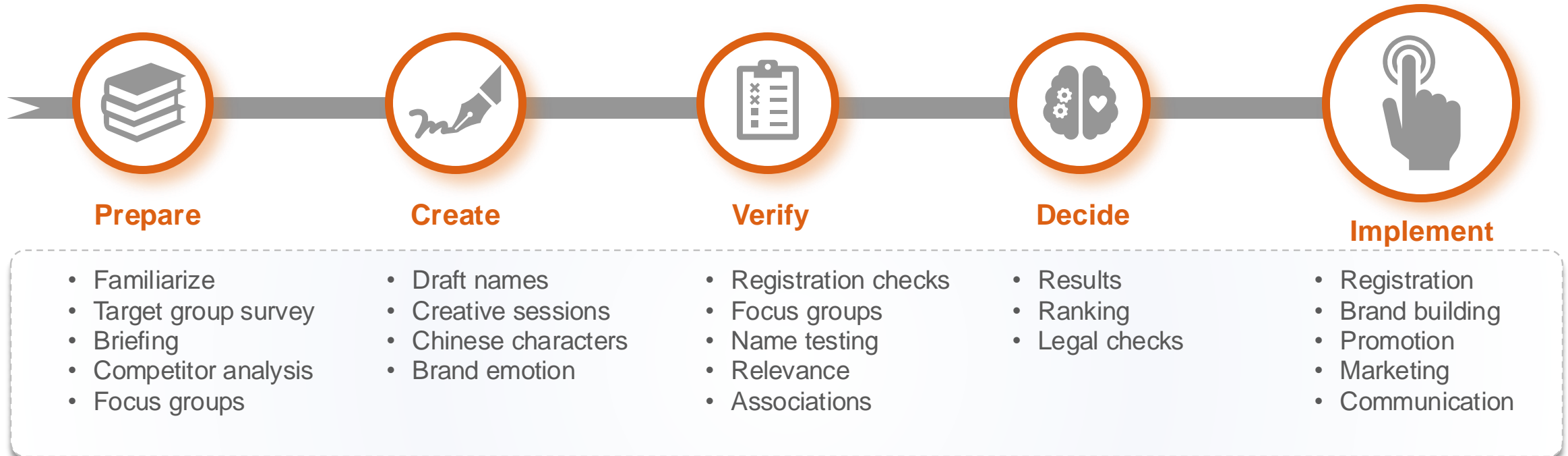
4

Phonetically similar sounds combined with meanings relevant to the brand

e.g. 宜家: “Yi Jia” or IKEA: “Suitable Home”

Highly qualitative Research, Analysis and Recommendations

Provide the Smartest Naming Solutions



Chinese Brand Name Creation

Naming and Branding

Objectives:

- Establish an official name for the company in the Chinese market
- Ensure the Chinese brand name accurately reflects the intended image of the company.

Process:

A suitable brand name was developed following MFC's 5 Step Process, including the following activities:

- Comprehensive market research and competitor analysis
- On-site consumer research and target group surveys
- Creative sessions
- Linguistic analysis and legal checks
- Market perception testing
- Registration checks

Result:

The product received a new name that swiftly replaced unofficial names in the market. The new brand name has been well-received by Chinese clients. It not only captured the essence of Jägermeister but also reflected the German pronunciation of Jäger.



Old brand name created by consumers:
Product referred to as “holy stag”, or “holy stag herbal liquor”, provoking connotations of medicine and old age.



New and highly relevant brand name created by MFC delivering against core brand values:

野格 Wild Character
Yě Gé

