



Episode 4.

Why your brands and products need a Chinese name to penetrate the Chinese e-commerce market?

#Crack the code of
E-commerce in China

Hosted by Sandrine Zerbib & Bruno Grangier

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THE HOSTS



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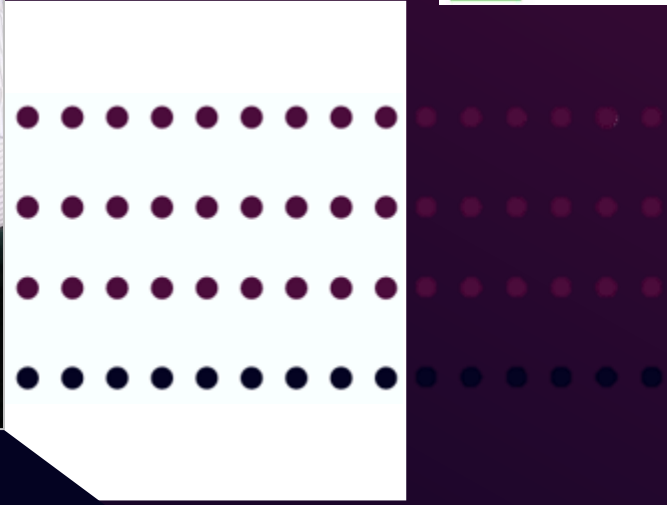
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THE CHALLENGES AND OPPORTUNITIES:

- Naming issues and opportunities to develop your brand online and in the digital space in China
- Naming is key to adapting to the Chinese market
- Registering your Chinese name is also a key asset



WHY DO YOU NEED A GOOD CHINESE NAME?

THE BUSINESS REQUIREMENT



SEARCHABILITY



SECURE BRAND EQUITY

THE ROI OF YOUR MARKETING



ENGAGE CONSUMERS



SHAREABILITY

BECOMING PART OF THE CHINESE CULTURE



EMBODY CULTURE & VISION



ACCELERATE GROWTH & AWARENESS



THE POWER OF CHINESE NAME

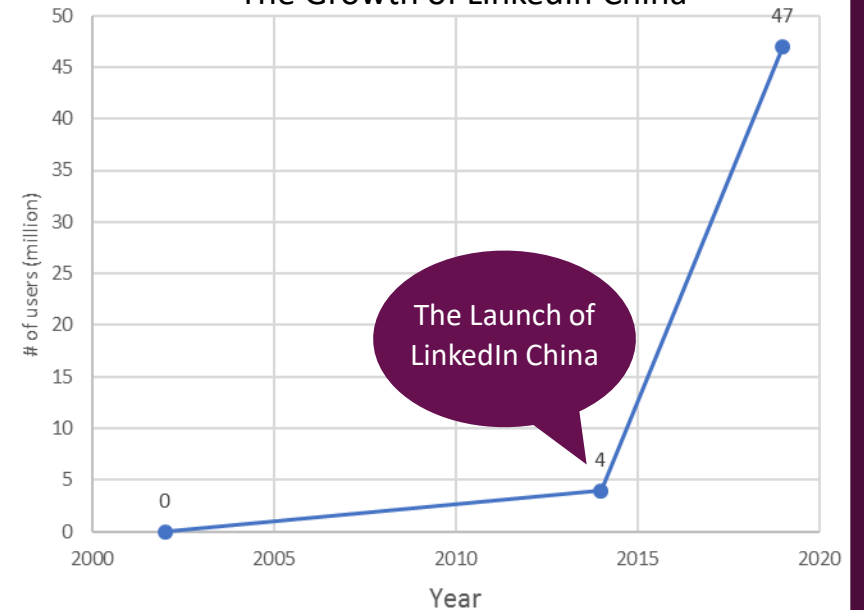
Baidu Search Index of LinkedIn vs. 领英



Baidu is China's dominant search engine. Baidu Search Index indicates how much Internet users are paying attention to or conduct related search about keyword, and their ongoing changes.



The Growth of LinkedIn China



- **2014**, LinkedIn launched Chinese version 领英
- **2017**, the Chinese Name 领英 surpassed LinkedIn on Baidu Search Index
- **2019**, the total users of LinkedIn China has increased by 1075%

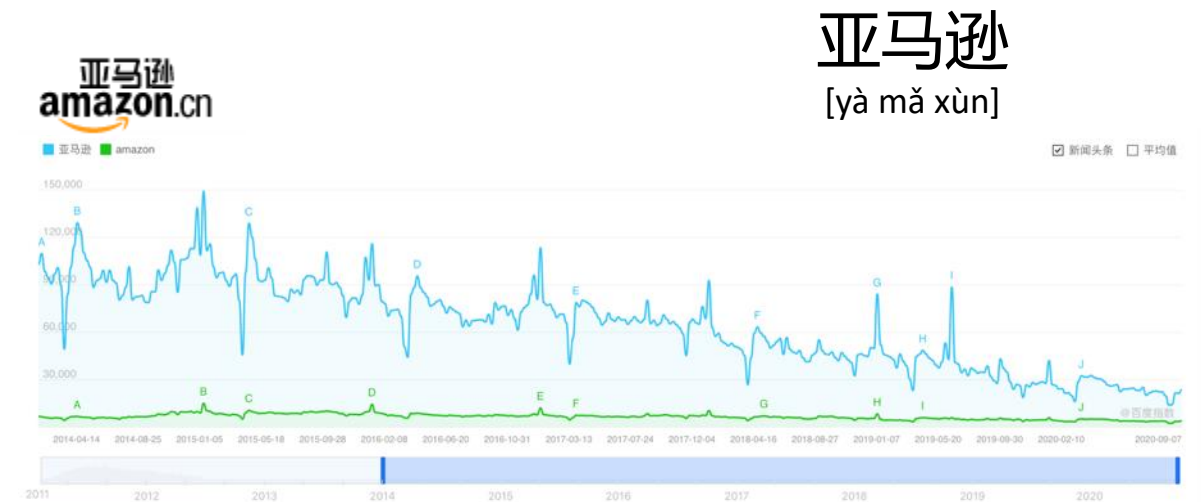
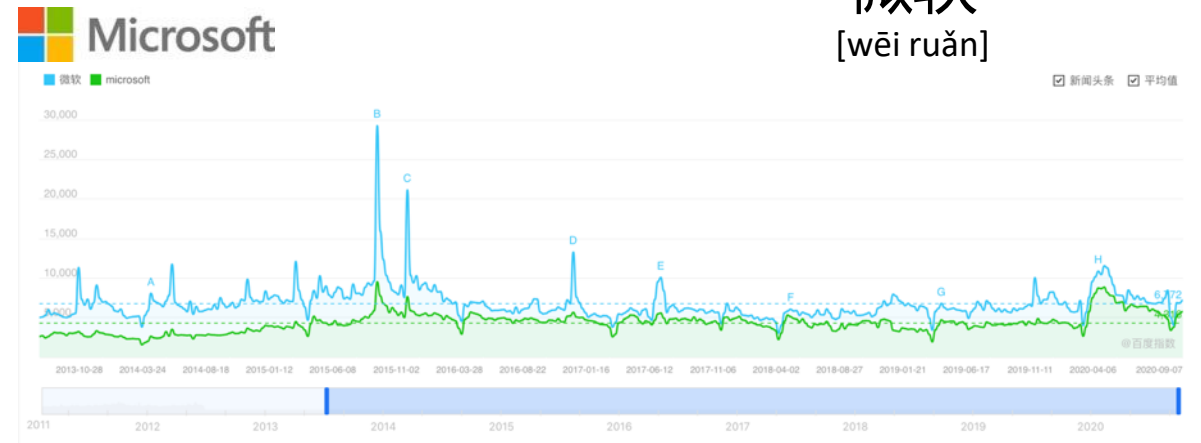
REASON 1

Business Requisite: Chinese consumers are increasingly using Chinese brand names to look for brand information.



HOW DO YOUR CONSUMERS FIND YOU?

- The easiest way is through **search engine**:
- The data in the charts is collected from Baidu, the biggest search engine in China.
- We can see from the result, there is significant search volume in the local language.
- Average weekly search volume on Baidu.com



REASON 2

Business Requisite: If you do not give your brand a Chinese name, someone else will (clients, competitors, distributor, counterfeiters).



POSSESS YOUR OWN CHINESE NAME WITH LEGAL PROTECTION

- For international brands doing business in China, having just the alphabetic name is not enough...
- If you do not propose and promote your brand through its Chinese name, your customers and/or partners will choose one for you.



HOW TO AVOID THESE POTENTIALLY COSTLY PITFALLS?

- Develop your own Chinese name
- Register your Chinese name as a trademark

The following cases demonstrate the importance of owning the legal rights to the created names.

CASTEL LOSES TRADEMARK INFRINGEMENT CASE IN CHINA

2013/07/18

French wine merchant **Castel** has lost its lengthy trademark infringement lawsuit on the Chinese trademark Kasite (卡斯特) in China.

The Chinese entrepreneur Li Daozhi registered the trademark Kasite (卡斯特) in 2000 and began to import French wine to China under the brand name Kasite (卡斯特) in 2008. **Castel** began bottling wine in China in 1999, and the Chinese translation was known as Kasite (卡斯特) in China.

So Li filed the infringement lawsuit in 2009, claiming a compensation of 40 million CNY for its unlawful use of the trademark Kasite (卡斯特). Wenzhou Intermediate People's Court adjudicated Cavesmaitre to win the case with a compensation of 33.73 million CNY on April 10th, 2012. Afterwards, both parties appealed the case to Zhejiang Provincial Higher Court, which ruled that Castel must stop using the Chinese trademark Kasite on its wines and also to pay the fine of 33.73 million CNY (over £3.6 million) to Panati Wine and its Spanish-Chinese owner LI Daozhi, as well as issuing a public apology.

The Castel Group announced its new registered Chinese trademark **Kasidaile** (卡思黛乐) in March 2013.



PORSCHE'S SUBSIDIARY BRANDS

PORSCHE put the alphabetic names of its subsidiary brands into trademark registration soon after its launch but did not pay equal attention to the Chinese names and failed to register the Chinese names.

718 Cayman Models



卡曼

卡 [kǎ]: card

曼 [màn]: handsome, large, long

卡曼 now is used as Chinese equivalence for Cayman but was registered by a Chinese individual before PORSCHE took action.



718 Cayman Models



卡宴

卡 [kǎ]: card

宴 [yàn]: feast, banquet

卡宴 now is used as Chinese equivalence for Cayenne, but someone else has registered the name in 2009, much earlier than PORSCHE's application in the May of 2012.



PORSCHE

718



911



Taycan



Panamera



Macan



Cayenne



REASON 3

ROI Booster: Having a Chinese name will help you build your brand equity.



TWO SIMILAR VITAMIN WATER BRANDS

- How do you distinguish the above two vitamin water products?
- By bottle? Hard to tell the difference.
- But luckily, they have different brand names!

Producer:
Nong Fu
Spring
(农夫山泉)

Brand name: **力量帝**
力 [lì]: power, force, strength
量 [liàng]: quantity
帝 [dì]: emperor, God

Producer:
Coca-cola

Brand name: **酷乐仕**
酷 [kù]: cool, awesome
乐 [lè]: happy, cheerful
仕 [shì]: official



THREE CROCODILES



Origin: France

English name: LACOSTE

Chinese name: **拉科斯特**
 拉 [lā]: outstretch
 科 [kē]: subject, science
 斯 [sī]: this, such
 特 [tè]: special, especially

The Chinese name is actually a transliteration, but the name is still easy for Chinese consumers to read and remember.



Origin: Hong Kong

English name: CROCODYLE

Chinese name: **鳄鱼恤**
 鳄鱼 [è yú]: this is a fixed phrase means “crocodile”

恤 [xù]: T-shirt



卡 帝 乐 鳄 鱼

Origin: Singapore

English name: CARTELO

Chinese name: **卡帝乐**
 卡 [kǎ]: card
 帝 [dì]: emperor, God
 乐 [lè]: happy, cheerful

The English names of the three brands above are difficult for the Chinese consumers to read and remember, and the logo marks are also hard to differentiate. However, the Chinese consumers are able to distinguish the brands easily by their unique Chinese brand names.

REASON 4

ROI Booster: Your Chinese name should be appealing to your target market.



SEMANTIC AND PHONETIC CONSIDERATIONS

CHANEL
香奈儿

[xiāng nài er]

Fragrant/ Despite All /
Modal Particle, son

KEY MESSAGES

- 香 [xiāng] which means fragrant is often used in phrases 香水 [xiāngshuǐ] : perfume; 芳香 [fāngxiāng]: fragrant scent.
- With its gentle pronunciation, it adds a certain feminine touch to the name.

BRAND RELEVANCE

- The 香 [xiāng] character well relates to CHANEL's fragrance line.
- The name is feminine, romantic and exotic, corresponding well to the brand's graceful and mysterious image.



BRAND SNAPSHOT

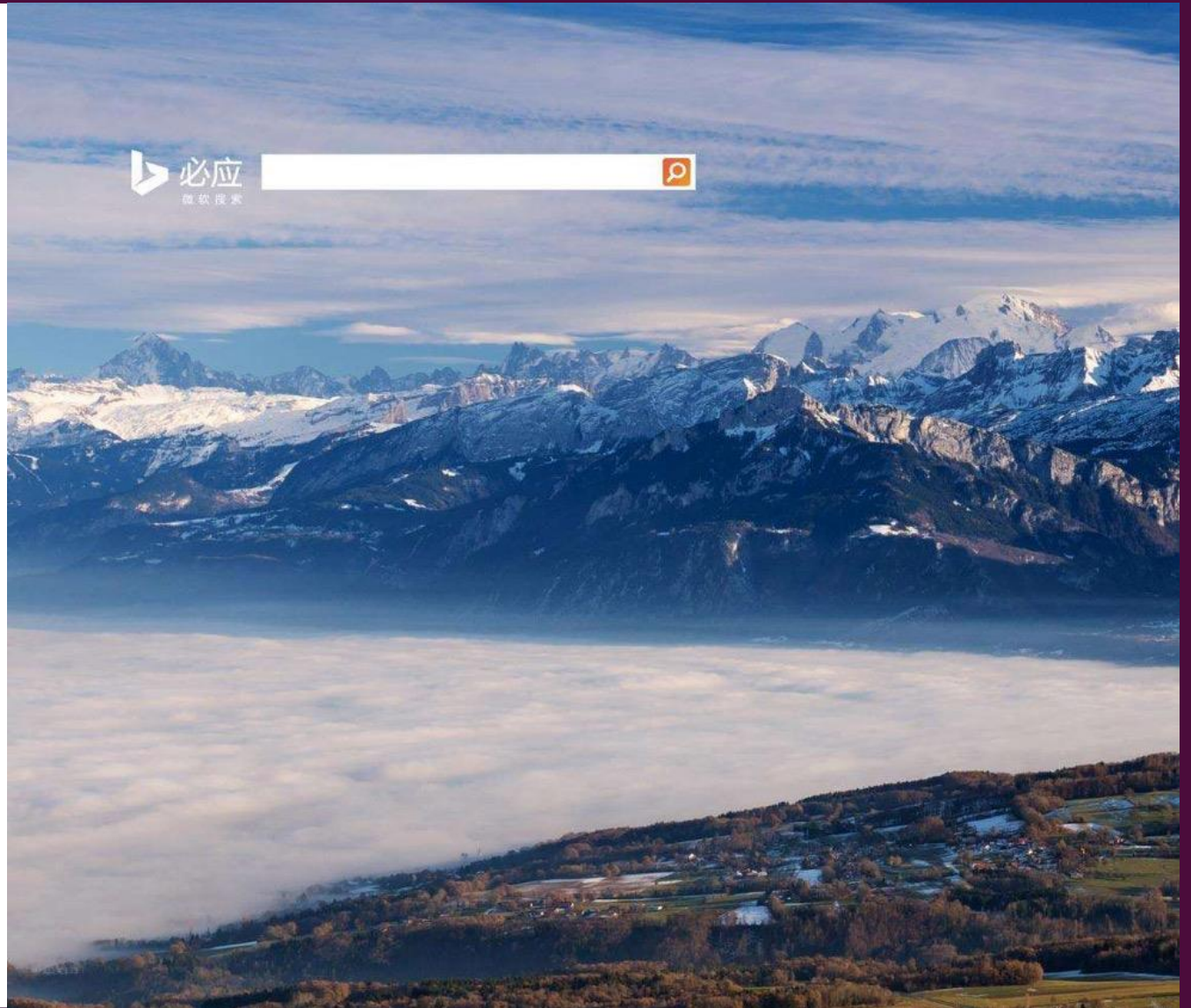
- Early comer in China (just before the 21st century). High brand awareness among Chinese consumers.
- Famous in China for its elegant style, N5 perfume (and others), 2.55 bag and suits.
- The brand aims at building up an implicit and low-profile brand image. But in the eyes of Chinese consumers, Chanel is a prominent luxury brand and is on the must-buy list upon entering the upper-class society.

SEMANTIC AND PHONETIC CONSIDERATIONS



Bing's Chinese name, **必应** [bì yìng] is from the Chinese idiom, **有求必应** [yǒu qiú bì yìng], which means respond to every plea; grant whatever is requested.

That idea is the essence of Bing and the Chinese name is also phonetically similar to the original name, Bing.



REASON 5

Becoming part of the Chinese Culture: Your Chinese brand name is the local embodiment of your brand's culture, values, personality and vision.



SEMANTIC AND PHONETIC CONSIDERATIONS

HSBC manages to achieve the brand's localization through auspicious Chinese characters without mentioning Hong Kong and Shanghai in its Chinese name.

汇 [huì] means converge, and 丰 [fēng] means rich, good harvest. This name delivers the message of “accumulate wealth” to its target audience. It is also in line with the brand positioning.

HSBC  HSBC  汇丰
The world's local bank 环球金融 地方智慧



LOCAL AND INTERNATIONAL BALANCE

The Chinese name of MasterCard 万事达 [wàn shì dá] literally means “ten thousand (endless) things can be achieved”. This name carries a strong auspicious feeling which is an important element in Chinese culture, especially the traditional culture.

The Chinese name shows the brand's determination to approach the Chinese consumers by respecting their culture.



REASON 6

Becoming part of the Chinese Culture: Brands without Chinese names run the risk of being perceived as brands that are distant from Chinese consumers.



GET CLOSER TO CHINESE CONSUMERS

More and more luxury brands use their Chinese names in advertising and communication nowadays. Luxury brands do not want to be perceived as giant international brands that are distant from the Chinese consumers.

Having a Chinese name is a crucial action to eliminate the sense of distance between brands and the Chinese consumers.



SUMMARY: BENEFITS OF A CHINESE BRAND NAME

- Chinese brand name can:

1. Empower your consumers to find, recognize, remember, and talk about your brand easily

2. Allow you to have your own legally protected Chinese name

3. Distinguish your brand from similar brands (similar English names, logos, products, etc.)

4. Attract more Chinese consumers with an enticing name

5. Reinterpret your brand in a way that fits with Chinese culture and business environment

6. Enable your brand to be closer to your target consumers



See you soon for our 5th episode of
#CrackthecodeofecommerceinChina!

Guest and topic soon to be revealed...
Stay tuned!



#CRACK THE CODE OF E-COMMERCE IN CHINA

Episode 5.

WEBINAR
LEAF & FULL JET



Sandrine Zerbib
Founder and Managing Partner
FULL JET



Bruno Grangier
Founding Partner
LEAF

Work in progress...

Our guest



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