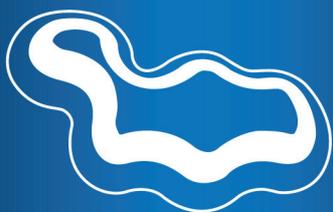


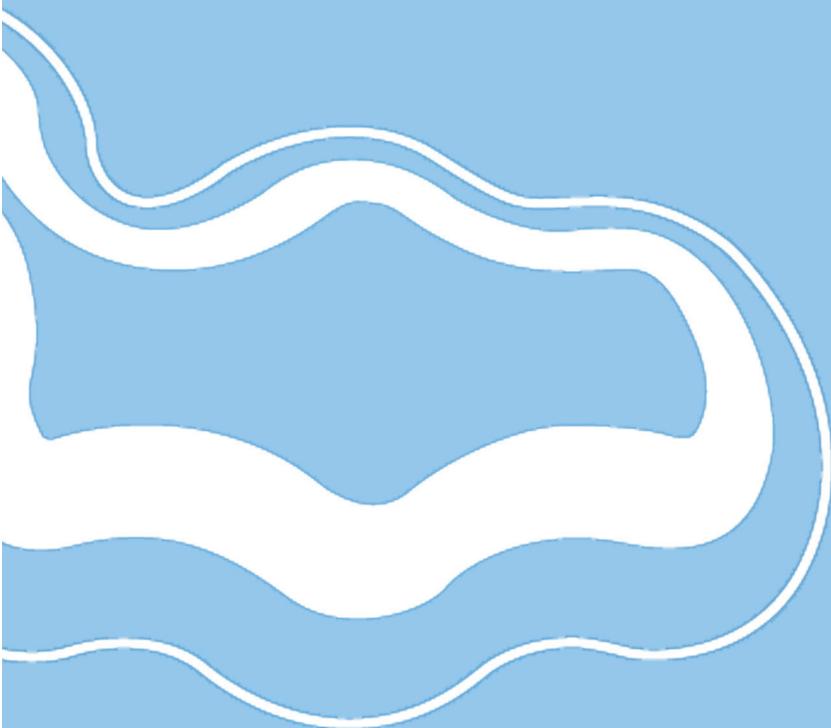
ANO 08 / VOL. 14 Nº 14
ABRIL / 18



BRANDTRENDS

JOURNAL OF
STRATEGIC
COMMUNICATION
AND BRANDING

Marca: avaliação e mensuração



B821

BrandTrends. -Vol. nº. 14 (2011)- . --Lajeado,RS:/
Observatório de Marcas, 2011-.

Bi-anual
ISSN 2237-8529

1. Comunicação estratégica 2. Branding 3. Marca
4. Marketing I. Título

CDU: 659:658

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ARTIGO

The brand name from the expert's view: a new analysis proposal for the measurement of opinions from professional branders

Alberto Pinillos Laffón¹
Daniel Rodríguez Valero²
Fernando Olivares Delgado³

Resumo:

Até agora, o mundo acadêmico não estudou o papel principal que os gerentes de branding profissionais desempenham, pois no final - e sem esquecer os juristas e especialistas em propriedade industrial - eles são as pessoas que criam, desenvolvem e comunicam as marcas, tanto as marcas corporativas quanto as de produtos e serviços. Neste artigo, propomos uma visão nova, refrescante e necessária sobre os parâmetros e critérios que alguns especialistas renomados de quatro campos profissionais diferentes consideraram sobre a disciplina de Naming. Por meio de uma pesquisa estruturada para 20 especialistas internacionais e espanhóis aclamados em branding e / ou nomenclatura corporativa, procuramos explorar as opiniões e visões dos especialistas criativos e gerentes de nomes sobre seus aspectos nevrálgicos. A pesquisa é estruturada em cinco blocos ou áreas temáticas de nomeação para descobrir quais critérios denominativos são valorizados para a construção da identidade verbal das empresas e organizações pelos especialistas.

Palavras-chave: nome corporativo, nome da marca, empresa familiar, gerenciamento de marca, especialistas.

Abstract:

Until now, the academic world has not studied the major role which the professional branding managers play, since in the end —and without forgetting the jurists and experts in industrial property—, they are the persons who create, develop and communicate the brand names, both the corporate brands and those of products and services.

In this article, we propose a new, refreshing and necessary view about the parameters and criteria which some renowned experts from four different professional fields have considered concerning the discipline of Naming. By means of a structured survey to 20 acclaimed international and spanish experts in corporate branding and/or naming, we seek to explore the opinions and visions of the creative experts and managers of names about their neuralgic aspects. The survey is structured into five blocks or thematic areas of naming to find out which denominative criteria are valued for the construction of the verbal identity of the companies and organizations by the experts.

Keywords: Corporate name, brand name, family business, brand management, experts.

Resumén:

Until now, the academic world has not studied the major role which the professional branding managers play, since in the end —and without forgetting the jurists and experts in industrial property—, they are the persons who create, develop and communicate the brand names, both the corporate brands and those of products and services.

In this article, we propose a new, refreshing and necessary view about the parameters and criteria which some renowned experts from four different professional fields have considered concerning the discipline of Naming. By means of a structured survey to 20 acclaimed international and spanish experts in corporate branding and/or naming, we seek to explore the opinions and visions of the creative experts and managers of names about their neuralgic aspects. The survey is structured into five blocks or thematic areas of naming to find out which denominative criteria are valued for the construction of the verbal identity of the companies and organizations by the experts.

Palabras clave: Nombre corporativo, marca, empresa familiar, gestión de marca, expertos.

Résumé:

Jusqu'à présent, le monde académique n'a pas étudié le rôle majeur joué par les responsables de l'image de marque, puisqu'à la fin - et sans oublier les juristes et les experts en propriété industrielle - ce sont eux qui créent, développent et communiquent les marques, les marques d'entreprise et celles des produits et services. Dans cet article, nous proposons une nouvelle vue, rafraîchissante et nécessaire sur les paramètres et les critères que certains experts renommés de quatre domaines professionnels différents ont considérés concernant la discipline de Naming. Au moyen d'une enquête structurée auprès de 20 experts internationaux et espagnols renommés dans l'image de marque et / ou le nom de l'entreprise, nous cherchons à explorer les opinions et visions des experts créatifs et des gestionnaires de noms sur leurs aspects névralgiques. L'enquête est structurée en cinq blocs ou domaines thématiques de dénomination pour découvrir quels critères dénominatifs sont évalués pour la construction de l'identité verbale des entreprises et des organisations par les experts.

Mots-clés: Nom d'entreprise, nom de marque, entreprise familiale, gestion de la marque, experts.

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Introduction

In a previous research (Pinillos, 2014) we found a basic problem: *Naming* has traditionally been done without criteria and in a familiar way. Naming must be considered as the professional field which deals with verbal *branding*, the creation process and strategic management of the denominative universe and the verbal identity of the company, ranging from names and verbal identity parameters of the brand for products and/or services up to the specific name of the organization, and evidently, those of their affiliate companies or divisions. However, we must consider that none of the branding professionals and hardly any expert authors in *naming* pay attention to the differences or similarities between the *corporate* names and the *brand names*.

And what is the opinion of diverse experts about *naming*? Which is better, an acronym or a patronymic name? Questions which require prior clarifications. As noted by Olivares (2011), the name is the first element of the brand identity (product brands and corporate identity or the company name), in any case, assisted by the visual element, although at times, the name is selected by graphic identification (case of Nike). According to the experts from AE BRAND (Spanish Association of Branding Companies) such as Bouanich (2016), the patronymic brands tend to decrease because there are increasingly fewer qualified individuals to launch a product which bears their own name¹. For Costa (2004), the name or verbal brand is the most frequently repeated commercial communication («what does not have a name does not exist. And the brand name makes its own vocation feasible, which is simultaneously communicational and transactional»), something which other authors emphasize such as Keller (2008), who considers it to be an extremely effective means of abbreviated communication.

Hence, how a company is named is essential information, what its reference brands are to promote its commercial impact, its *target* or target market. Let's review, although briefly, several of the main classifications of *naming* so that based on the thesis by Pinillos (2014), we may

consider what is the perception of naming by different groups of experts.

Among the criteria for *naming*, Pinillos indicates that the individual name or patronymic name of the male or female founder is the most frequent. However what would the other criteria be?: Patronymic or contractive (initials or acronyms)? Fantasy or toponymic? Initials or descriptive? Are they mutually exclusive or interrelated elements? If the patronymic appears as an acronym, are we talking about initials or only the patronymic?

Theoretical framework

The different approaches of 'naming'

It should be noted that the majority of the works about names are usually carried out under linguistic, morphological or semantic prisms (Klink, 2000 and 2001; Chan and Huang, 2001; González-del Río and others, 2011); in philological terms, a specific branch of lexicography: onomastics and anthroponymy.

The studies performed to date about the commercial *brand names* —from linguistic approaches — do not usually establish differences between the *corporate names* —the name of the company — and names of a product or service. Muzellec (2006) does focus on the differences between the *brand names* and the *corporate names*. However the most numerous studies are the ones which have an influence on the commercial function of the company name (in their link with the external public), while at the same time, they focus above all on the impact of the commercial relations of the brand name. Hence, a corporate name becomes the ideal vehicle to transmit specific corporate associations to their *stake holders* (parties affected by the company's activities).

Following the same author, the brand name is the basis on which the brand image is built (Aaker, 1991), and a corporate name is the vehicle which expresses the corporate associations to the customers (Brown and Dancin, 1997; Dancin and Brown, 2002). Due to the above, Olivares (2011) points out that the use of the name or surname of the founder or family in the company name is perhaps the most common *naming* resource

in family businesses, however «if the founder possesses positive values and social recognition for the trademark, this will potentially increase the company's reputation, if other factors remain constant (...) if the founder or any member of the family is involved in any "murky" affair (...) the "good name" of the company will be directly harmed».

Patronymics and family businesses

The inclusion of the own name or patronymic to a company business, for Kashmiri and Mahajan (2010), «represents a crucial form of trust, the name thus guarantees fame». According to Olivares, Benlloch and Pinillos (2015; 2016), upon observing the abundance of patronymics in the Spanish company:

(1) The patronymic is the category with the most denominative variants in the names of the Spanish family businesses.

(2) The denominative category in the names of the Spanish family businesses is presented in a non-exclusive or hybrid way with other categories.

(3) The patronymic is presented in a direct or indirect, complete or contractive way.

The classic categories

Reviewing the bibliography, we note that the majority of authors (Fox, 2002; Kohli and LaBahn, 1997; Kohli and Suri, 2000; Mollerup, 1998; Room, 1987; Swystun; 2008; Fontvila, 2013; Olins, 2014) contemplate at least these categories: patronymics or names of persons, toponymics (or allusions to a place or to the gentile), descriptive names (of the activity or sector), fantasy (creative, evocative, suggestive, etc.), with some variant (abstract, symbolic, etc.) and initials or acronyms (contractive or abbreviated with the above mentioned criteria). It can be verified that no typology contemplates that sometimes people do not rely on only one creative motive, but several criteria can coexist in the same name. They are not exclusive categories.

For this reason, Pinillos (2016) recreated a new denominative classification more in accordance with the studied reality, which precisely

contemplates this mixture. Hence, he develops a denominative taxonomy more nuanced in categories, especially considered for the scope of the family business but applicable to companies of another nature and to products or services and which is based on a survey to the experts.

Objectives and Hypothesis

The main objective is to analyze all the essential questions about corporate names and their verbal criteria: evolution of the use of patronymics, if the denomination affects in any way the general success of the companies, the naming as an important element for the commercial strategies of If the name fulfills a more relevant function in family businesses than in non-relatives, if the use of surnames is a good criterion for naming a family business, the assessment of the patronymic, toponymic, acronym and Fantasy or fiction to name a family business, and so on.

As we explained previously, the experts in this field do not establish substantial differences between the concepts of *corporate naming* and *product naming*. Based on this fact, we can deduce (1st hypothesis) that the vision of the name varies depending on the expert's profile, as is the case of the four profiles of the experts surveyed for the preparation of this article. Likewise, we can assume (2nd hypothesis) that the group of experts surveyed to a large degree tends to assess the category of names which we have categorized as fantasy or fiction more than the remaining categories, such as the patronymics.

Methodology

To underpin the thematic basis of this study and after having carried out exhaustive research based on the rare literature on our object of analysis in this article, we have consulted primary sources: recognized experts who work in the *naming* field. We decided to use a meticulously prepared survey to cover practically all the essential questions about *corporate names* and their denominative criteria, since this involves a tool with proven effectiveness and ideal to successfully carry out this type of research through the statistical treatment of the obtained data.

The Survey

The survey was prepared, comprised by 195 questions² structured in five interrelated thematic blocks, measuring the experts' opinions about the main questions of interest concerning the company name:

- (1) Name management and commercial and business success.
- (2) Naming and the family business.
- (3) Assessment about *naming* techniques and strategies.
- (4) Assessment about royal names.
- (5) *On-line and off-line naming*.

The key questions included in these thematic blocks deal with:

- (1) Concept and role of *naming* in the current business context.
- (2) Name as the factor of a company's success.
- (3) *Naming* as a relevant factor for corporate strategy.
- (4) *Naming* as an important factor for commercial strategy.
- (5) *Naming* and the family business.
- (6) If the name in the family businesses fulfils a more relevant function than the non-family businesses.
- (7) If the company name should aspire to geographical universality.
- (8) If the use of surnames is a good criteria or motivation to name a family business.
- (9) If the use of the founder's name or surname as the company name fulfils the strategic function to pay tribute to his/her legacy and take advantage of the reputational wealth of the founder or family. And if the name is a more important asset in family businesses than in non-family businesses.
- (10) Strategic criteria which motivate the name change in the family business.
- (11) What assessment do the experts make for the techniques and strategies of *naming*.
- (12) Opinion about the common denominative criteria in the family business.

The Sample

The survey, prepared *ex professo*, was carried out with 20 recognized international and national experts¹ in branding and/or corporate *naming*, segmented in four specialization profiles, foreseeing that there is not a univocal view about the object of the study, with nuances according to the perspective or profile:

- (1) Academic scholars³.
- (2) Jurists and experts in corporate law and in family business topics⁴.
- (3) *Branding and Naming Consultants and Marketing Managers*⁵.
- (4) Copywriters, designers and advertising agents⁶.

Specific variables handled in the study.

An independent variable is one whose value does not depend on another variable: the ones considered as basic or crucial for this statistical research. A dependent value is one whose values depend on those taken by another variable. In this field work, they are all observable response variables and influenced by the values of the independent variables mentioned above. Hence, the nominal-metric integrates and measures three types of parameters or well differentiated variables: business, corporate *naming* and linguistic variables.

The first two aspects belong to the strategic dimension of the name, in quantitative aspects—such as economic factors—and qualitative aspects (the denominative homage to the respective founders). In relation to the parameters of the last variable, they would be included within the required approximation to the linguistic dimension of the name and they correspond only to the aspects of the use of grammar.

The variables of the contemplated corporate *naming* were:

- (1) Patronymic (or matronymic) in a strict sense⁷
- (2) Patronymic (or matronymic) honorary
- (3) Patronymic (or matronymic) of syntagmatic parentage
- (4) Patronymic (or matronymic) acronym or covert
- (5) Patronymic (or matronymic) alphanu-

meric

- (6) Strict toponymic
- (7) Acronym or covert toponymic
- (8) Topo-gentilic
- (9) Fantasy or fiction name
- (10) Descriptive name of the activity

The variables were mainly categorized according to the values: no = 0 / yes = 1. However with a series of peculiarities which can be studied under other parameters. Hence, although they are the topic of another potential article, as an example, we use the Fantasy or Fiction criteria, a delicate variable for its qualitative analysis and assessment, since in the creative field, the intersubjectivity could follow paths which are not necessarily convergent. The used criteria was that if one or two names (corporate or commercial) respond to the characteristics of the variable, we considered the nominal register of the fantasy or fiction (creative, original or arbitrary name –distant from any common name – and not necessarily derived from the semantic field of the noun). In the opposite case, if the names analysed in this category were formed by any type of derivation of a patronymic, toponymic or matronymic or of their relation with the activity; we considered that this did not respond to what we understand by names of fantasy or fiction.

Results

The expert's view

In the following graph of our own preparation, we can view the evolution of the use of patronymics in the family business, analysed by 25-year periods, although the final period comprises a greater interval (since 1976).

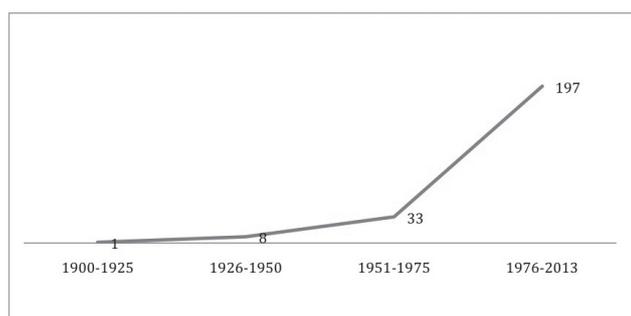


Figure 1. General evolution of patronymic

We verified that the Spanish companies use increasingly more patronymics, in a country excessively dependent on the primary sector in most of the century, with a civil war and its respective post-war (during World War II). The policies by the Franco government at the end of the Fifties decade managed to activate the services sector and accordingly, the industry.

And what are the expert's opinions about naming? The following graphic representations, of our own preparation, with a variable which allows us to notice, first that by adding the two highest values of the scale, 70% of the surveyed parties consider that in some way, the name does affect the general success of companies (here, there were no abstentions in the answers).

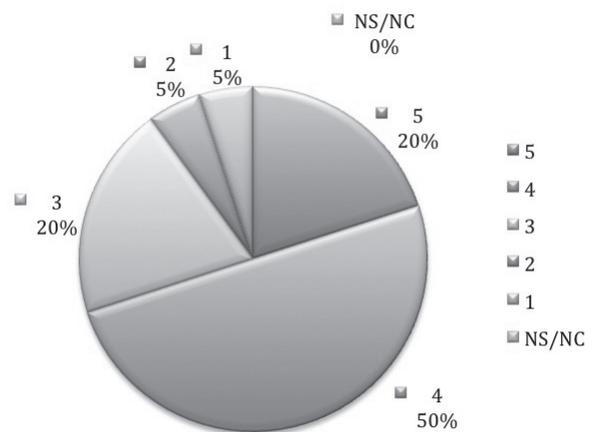


Figure 2. Does the name affect the general success of the companies?

In addition, 90% of the experts consider naming as an important element for the commercial strategies of the companies (there were also no abstentions in the answers).

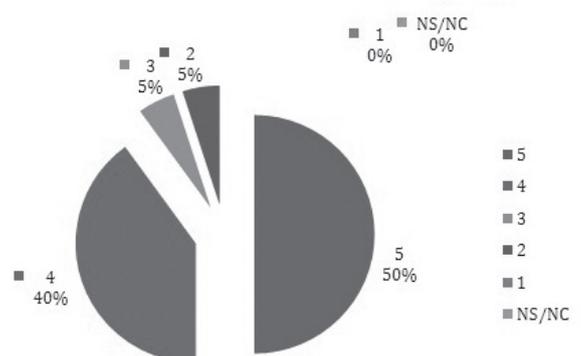


Figure 3. Is naming an important element for business strategies of companies?

Furthermore, only 10% of experts quite agree or highly agree with the hypothesis that the name fulfils a more relevant function in family businesses than in non-family businesses. 35% are only moderately convinced, but it draws our attention that 50% completely disagreed or quite disagreed with this statement. The abstentions of answers amounted to 5%. Do these results correspond to the praxis? In a family business which can use the same name for generations, the public highly values this intangible asset as a symbol of tradition and the guarantee of confidence in its commercial management.

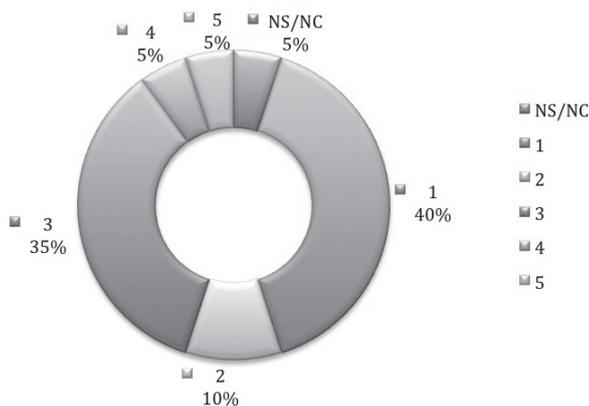


Figure 4. Does the name play a more relevant role in family businesses than in non-family firms?

Regarding whether or not the use of surnames is a good criteria to name a family business, only 55% moderately agree. Only 10% quite agree and no one completely agrees.

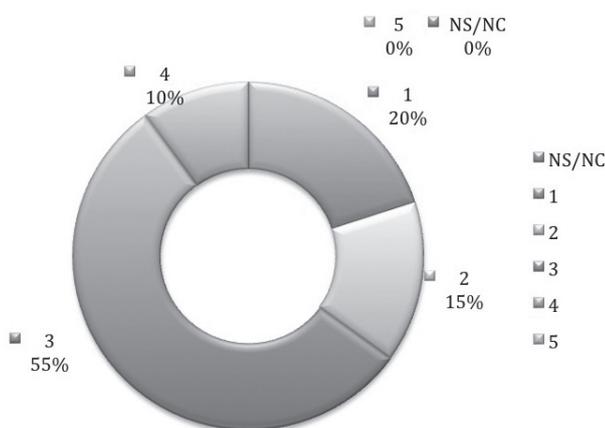


Figure 5. Is the use of surnames a good criterion for naming a family business?

What about the use of the surname or name as recognition or tribute to the founder? The majority —60%— do not completely agree or only slightly agree with this statement, compared with 40% who moderately or almost completely agree. However no one fully or completely agrees.

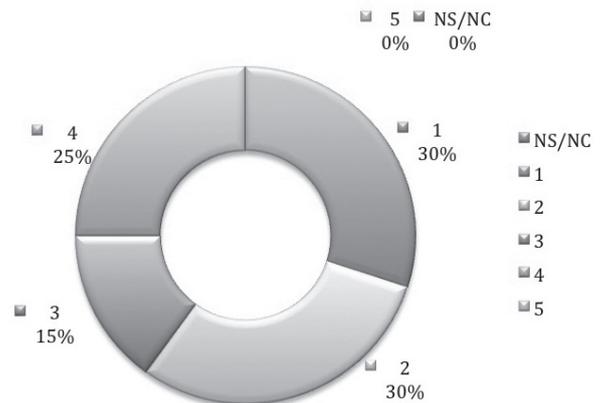


Figure 6. Is the use of surnames a good criterion for naming a family business?

What assessment (where 1 is the minimum value and 5 is the maximum value) do the experts provide to the patronymic criteria to name a family business? Concerning 60% of the answers, the dominant result is a low assessment. Only 15% considered the option quite suitable to name a family business, and 30% thought that it was very or quite unsuitable. In general, with an excessive dose of prudence and reserve, either they did not express an opinion about the topic or they are not in favor of this option for the small and medium family companies.

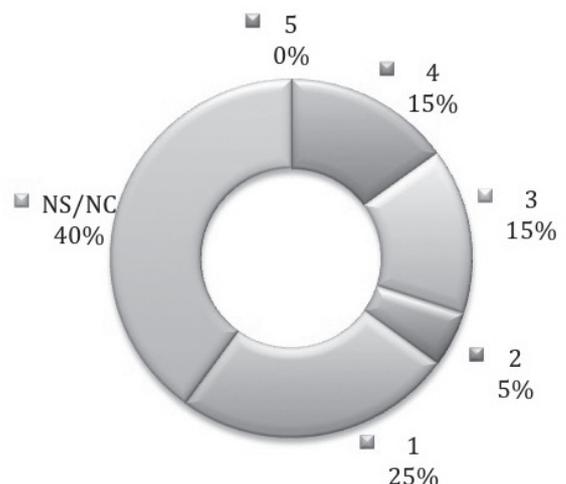


Figure 7. Patronymic. What assessment do the experts deserve the patronymic criterion for naming a family business?

And what about the toponymics? With the same abstentions as the former question (40%), we verified results quite similar to those of the patronymics. Only 15%, considered them quite suitable, and none of them, very suitable. Approximately 35%, considered them very or quite unsuitable.

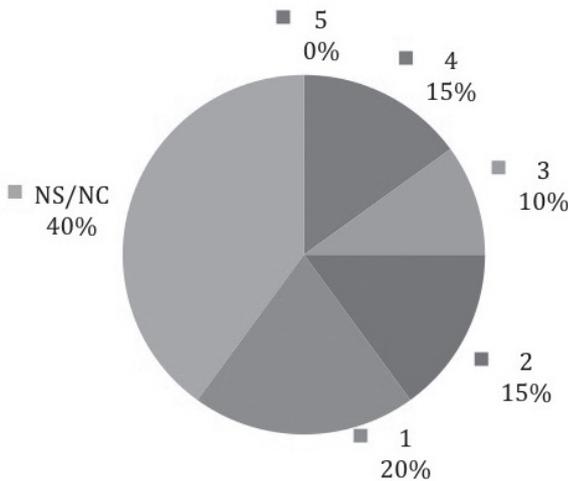


Figure 8. Toponymic. What value do the experts deserve the TOPONYMIC criterion for naming a family business?

The initials continue to provide even more accentuated results of significant discredit on the part of experts. None of them considered the initials as the most suitable option, and only 5% think they are a quite suitable option. The abstentions were 40%.

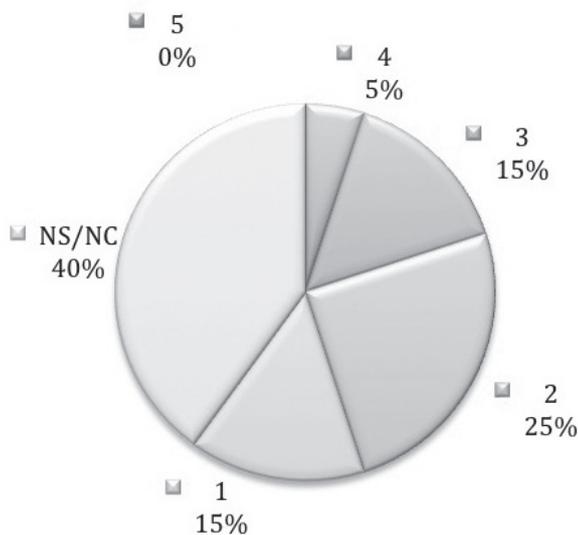


Figure 9. Acronym. What value do the experts deserve the ACRONYM criterion for naming a family business?

What about the fantasy or fiction names? Concerning 70% of the answers, we have an intermediate assessment of the experts (35%). Once again, they either did not express an opinion about the topic due to excessive prudence or reserve, or those who answered are quite in favor of these names for small and medium family businesses.

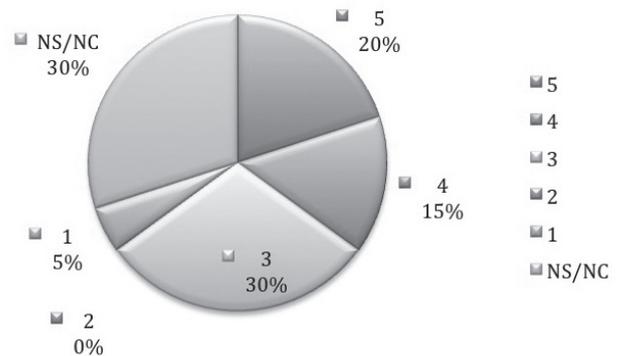


Figure 10. Fantasy. What value do the experts deserve the FANTASY criterion for naming a family business?

And what about the possibility of other options to name a company? With a highly meaningful abstention of 40%, the experts provided a very discrete assessment in favour (30%), leading us to understand that there are more and different options to name a family business, although none of the interviewed parties suggested any alternative in the optional comments section.

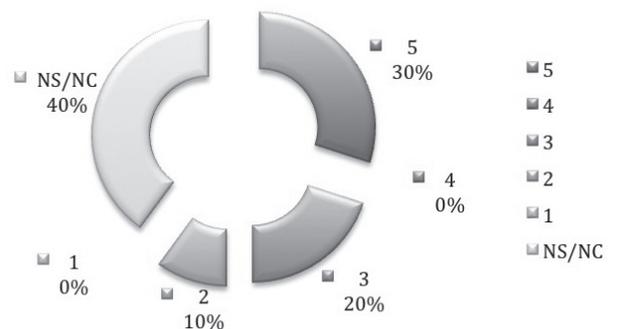


Figure 11. And the possibility of other options to name a company?

Regarding whether the inclusion of syntagmas such as “widow of”, “children of”, “successors of” or “heirs of” contribute value in the public, we verified that a majority (85% adding the values 1 and 2) completely or almost completely disagree.

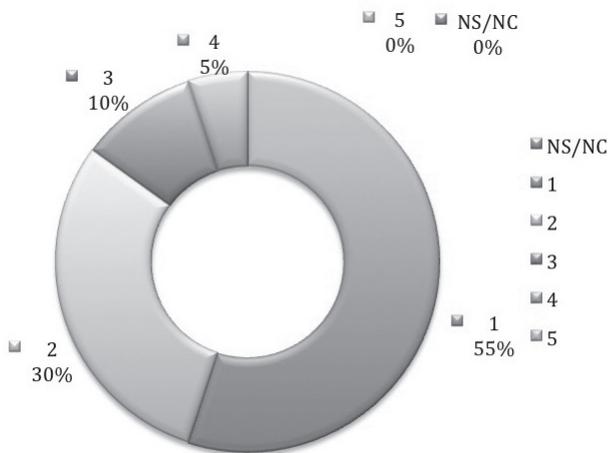


Figure 12. Syntagma. Does the incorporation of phrases like “sons of”, “successors of” or “heirs of” add value to the corporate name?

Concerning whether the name is a more important asset in family businesses than in non-family businesses, the experts were cautious: 40% only moderately agree and only 15% show quite agreement although not completely in favor. 45% do not share this affirmation.

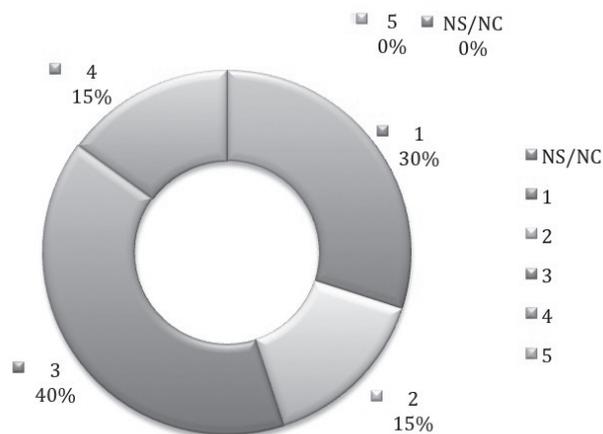


Figure 13. Is the name a more important asset in family businesses than in non-family businesses?

Other parameters for the survey

In other relevant parameters, 50% of the surveyed parties consider that the initials only possess a relative or moderate mnemonic effectiveness, with an equally intermediate or debatable differentiating power. Likewise, 65% consider that, in line with what occurs with the initials but with greater agreement, the acronyms only maintain a relative or moderate mnemonic effectiveness. And 60% consider that brevity is quite

important to select a suitable name (only 10% believe the opposite). With regard to pregnancy («quality of visual forms which capture the attention of the observer due to the simplicity, balance or stability of its structure»), a well-established concept used in the professional field of graphic design; 85% consider it a mandatory condition to select a suitable name (no one, 0%, disagreed).

The gurus of simplicity such as John Maeda consider that this constitutes a determining and unavoidable action principle in many fields of life and especially in business. For this reason, it is necessary not only to know the current theories of simplicity, but also to apply them, 80% (60 and 20) consider this essential to select or construct a good brand name.

And the so-called «strategic coherence»? 65% of the experts (55 and 10) agree that in order to be coherent with the context, it is always necessary to select or build a good brand name with guarantees of success. Meanwhile, mnemonics refers to the association procedure in order to easily remember something, an essential quality for every brand name which aspires to fulfil its commercial function. And thus this is confirmed by 80% of the experts (50 and 30), with a practically unanimous criteria (only 20% of the intermediate assessments).

And what about euphony, the proper combination of the acoustic elements of the word or words? 80% (75 and 5) grant it a high value to select and/or construct a suitable brand name, which, if there is no opposing opinion, provides a significantly unanimous criteria.

And to facilitate the maximum legibility, pronounceability and visibility of all brand names appears to be a logical and evident question: 95% (50 and 45) are in favor that the brand names are easily legible and pronounceable to obtain a higher level of recall of the potential recipients. Likewise, all brand names with aspirations to be launched in globalised markets must function properly at the international scale, hence 75% (45 and 30) validates the spatial universality of the names. No one provided negative assessments.

Every brand name with aspirations of permanence must equally consider the temporary

universality of the name, since the name more or less aspires to be imperishable. And the majority, 85% (55 and 30), support this at the time of selecting the most suitable option.

And as expected, 85% of the surveyed parties (60 and 25) highly agree or quite agree that an unsuitable name can weigh down or hinder new business opportunities. Finally, we recorded that an overwhelming majority (85%) consider that at present, creative names and/or fiction names tend to be used more than proper names for traditional usage.

Responses by Sectors

Academic scholars:

(1) Importance of the name as a factor which affects the success: 60% quite agree or highly agree, without abstentions.

(2) Patronymics. 40% quite agree and 20% only moderately agree. 20% abstentions.

(3) Toponymics. The same assessments are exactly repeated.

(4) Initials. Low assessment: only 40% consider them moderately recommendable. 20% abstentions.

(5) Fantasy or fiction: 40% are highly or quite in favor and 40% are moderately in favor. 20% abstentions.

Jurists and experts in corporate law:

(1) Importance of the name: 100% agreement, perhaps due to the exhaustive knowledge of the legal and registry aspects of the brands.

(2) Patronymics: 50% assess it in a very negative way and only 25% in an intermediate way. 25% abstentions.

(3) Toponymics: the same results.

(4) Initials: 75% assess it quite negative or highly negative. 25% abstentions.

(5) Fantasy or fiction: the highest valued option, with 75% highly or quite in favor and 25% moderately in favor, without abstentions.

Branding Consultants and Marketing Managers:

(1) Importance of the name: 64% in favor, without abstentions.

(2) Patronymics: only 9% assessed it quite

favorable and 27% in an intermediate way. 55% abstentions.

(3) Toponymics: only 9% assessed it quite favorable and 18% in an intermediate way. 55% abstentions.

(4) Initials: 9% assessed it quite favorable and 27% slightly favorable. 55% abstentions.

(5) Fantasy or fiction: 36% are highly or quite in favor and 18% are moderately in favor. However with a significant 46% abstentions.

Copywriters, designers and advertising agents:

(1) Importance of the name: 75% quite agree, without abstentions.

(2) Patronymics: 50% highly against or quite against and the other 50% did not respond.

(3) Toponymics: identical results.

(4) Initials: the proportions were repeated.

(5) Fantasy or fiction: 37% highly or quite in favor and 13% are moderately in favor, but with 37% abstentions.

Conclusions and Implications

As the first conclusion, a relevant discovery: the collectives directly involved in the naming preparation process are also the most critical concerning the criteria to name the family businesses, which responds to a clear logic of praxis.

Regarding the first hypothesis (the vision of the name varies depending on the expert's profile), the fantasy or fiction criteria is the highest valued. However, if we understand this as a synonym of creativity and imagination compared with the merely descriptive, it is surprising that the profiles such as the copywriters (37%) and the branding consultants (36%) value this name option so low in comparison with the jurists and experts in the legal field. With regard to the patronymic names, it is the academic scholars who most appreciate this traditional naming option (40% quite agree and 20% only moderately agree). If due to reasons of extension, the members of the profiles are necessarily reduced quantitatively but not qualitatively, and the academic scholars and the researchers are also who seem to be more in line with the reality of the current

naming criteria of the family businesses.

Regarding the second hypothesis (the group of experts tends to assess the category of fantasy or fiction names more than the remaining categories), we can verify in figure 10 that only 20% of the experts give the maximum value (5 points) to the names of fantasy or fiction, reason why the second hypothesis is refuted or invalidated.

However it is fitting to add an additional reflection about the underlying issue which we address in this article. In practice, above all when we refer to the scenario of company names, the namers have also been the individual employers, partners or the family as a whole, selecting this name by means of consensus or more or less recreational processes, with a participative or inclusive nature, which explains the generalized scarcity of consistent creative criteria (such as fantasy names) and likewise, this would explain the predominance of logical criteria such as the patronymic, toponymic or descriptive names of the business activity.

In other words, the naming panorama of Spanish family companies corresponds more to logical than necessarily creative criteria. And this tells us more about employers and family businesses than the *branding* and *naming* consultants. In the creation of the corporate name in Spain, the employers and the individual employers and their most intimate circle, partners and family members are the parties who have participated in this process.

Notes

1. In <http://aebrand.org/historias-de-marcas/> - Conclusions -
2. The complete survey may be queried in the doctoral thesis.
3. Joan Costa, Honorary Doctorate (*Doctor Honoris Causa*) by the Universitat Jaume I, writer, sociologist, University professor, corporate consultant, business consultant and international expert in global communication and *branding*. Juan Rey Fuentes, writer and PhD in Philology and Advertising. Rafael Alberto Pérez,

Professor Emeritus of Advertising Strategy by the Complutense University and founder of FISEC (International Forum on Communication Strategies). Manuel Castilla, Director of the Chair in Family Business at the University of Granada.

4. Fernando Fernando López de Rego, lawyer, main Administrator of the Legal Unit for Directorate Generals, Cooperation and Foreign Relations of the European Commission and head of the Legal and Litigation Service of the Office for Harmonization in the Internal Market (OHIM, European Union Agency). Esperanza Gallego, Chaired Professor of Commercial Law of the University of Alicante. Enrique Martín, lawyer and managing partner of *Ibídem Consulting*, a company specialized in *marketing* law and industrial property.

5. Luis Miguel Bernardos, Brand Project Manager of *Villafañe y Asociados*, and national and international *branding* consultant. Javier García, expert in strategic management of brands and intangible assets, University professor and founding partner of *Nítida Branding*. Nuria Vila, Brand Consultant and Head of the management and development of research projects and creation of new brands. Gabriela Salinas, Brand Consultant and Intangible Assets Assessment, *global brand manager* of *Deloitte*, specialized in internal brand, brand measurement and assessment projects for internal and external customers member of the ISO PC231 International Committee, in charge of the standardization of brand assessment methodologies. Iván Díaz González, *Branding* Consultant at *Morillas and Interbrand*, specialist for Manchester Metropolitan University as well as Founder of *The Branding Academy*. Paul Marshall, International *Branding* Consultant at *Interbrand* and Creative Director at *Glaizer Business & Brand Consultants*. Paqui Antón, Marketing Manager of the *Antón Comunicación Group*.

6. Fernando Beltrán, expert in product and service *naming*, as well as author, poet and philologist (he defines himself as a «namer»). Pepe Crespo, Employer and Professor at the CEU and at FUNDESEM. Alfonso Castoverde, entrepreneur and graphic designer, managing-partner of

the Business Group, Camaleón Creativos. María García, Director General-Partner of Tábula Comunicación and Quinta Impresión, Founding Member of FUNDESEM Business School and President of her Corporate Group in the Chamber of Commerce. Ignacio López de Zamora, Partner in Small, Where Brands Grow and University Professor. Juan Aís, *Branding* Consultant, Founding Partner of Wussic.com and Researcher in disciplines such as painting, collage, photography, engraving, poetry, narrative, conceptual art and music.

7. With regard to matronymics, in some countries, women subsequently use the husband's name after they marry. In the business and corporate context, this represents a serious problem for the Women founders of companies.

8. All the figures of this article are self made by the authors

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