

Unit 2 What's in a Name?

- 1** In groups, look at the quotation below from Juliet's speech in *Romeo and Juliet*. Discuss what you think Juliet means. Then discuss questions a and b.

"What's in a name? That which we call a rose by any other name would smell as sweet."

— William Shakespeare, *Romeo and Juliet*, Act II, Scene 2



- Do you buy things because of the brand name? Why?
- What brand names do you like/dislike?

- 2** Read the text about branding. Then answer the questions under the text.

A Short History of Branding

- Branding is not new. In ancient times, people burned marks on things, animals and even other people to show **ownership**. But branding in business **was not developed** until the early nineteenth century, when **trademarks** and logos **were introduced**. Today, the right brand name sells the product. It burns a mark into the mind of the consumer, so we **associate** the brand name with the product.
- It can take a company a long time to find the right brand name. Many businesses are now global, so the name has to travel well too. But sometimes companies make mistakes. There is a story about the American car company, Chevrolet. They chose the name 'Nova' for a new version of their car. 'Nova' is from Latin and means 'new', but **unfortunately**, in Spanish 'no va' means 'it doesn't go.' So the *Chevrolet Nova* did not sell well in Spanish-speaking markets like the countries of Latin America.
- It is interesting to learn how famous companies got their brand names. Adidas **was taken** from the name of its **founder**, Adolf Dassler. His first name, Adolf, **was shortened** to the nickname 'Adi.' Together with the first three letters of his surname, Dassler, it made the name 'Adidas'. The name 'Coca-Cola' **was derived** from the coca leaves and kola nuts which **were used** to flavour the drink. The founder of Coca-Cola, John S. Pemberton, changed the 'K' in Kola to 'C' to make the name look better.
- Logos are just as important as brand names. A range of attractive logos is used by companies in Oman. Some have a special meaning to Oman, such as Oman Air's logo. This **was created** in 2008, when the airline **was given** a new brand identity – the 'new wings of Oman'. Oman Air's logo represents a **swirl** of frankincense smoke in a modern design.
- Frankincense **was chosen** because it is an important symbol of Oman's traditional heritage, and is still part of Oman life today.



- How many companies are mentioned in the text?
- Why didn't the Chevrolet sell well in Latin America?
- What is Oman Air's logo?