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

a. Do you buy things because of the brand name? Why?
b. 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.

CHEVROLET

OMAN SAIL

adidas

الطيران العماني
OMAN AIR

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