

**Email 1**

**If you're targeting international markets, have you thought about the impact of your brand name?**

Dear First Name,

If you're planning expansion into new global markets with a new brand or a new product, you'll be well aware of the possible hurdles. Not least of these is predicting how the name of your brand or product will be perceived in other countries and other languages.

Does the name have a negative connotation in that culture? Is it easy to pronounce? Should it be translated or maybe even a new name used?

**The effects of choosing – albeit unintentionally – an offensive, controversial or awful-sounding name can be very damaging.**

A multilingual brand and product name check with t'works can go a long way to avoiding this. We have expert linguists rooted in the language and traditions of each respective country who can spot any potential pitfalls and understand the nuances of the name in that cultural context. They will also advise on whether the name should be translated or left in the original language.

Our recently published white paper, **Brand Check: navigating the path to success**, written by our in-house specialists, will also give you an insight into what to think about when naming a brand or product for global markets, as well as helpful examples of both successful and unsuccessful brand launches.

Download it [HERE](#).

If you have any questions about our Brand Check or any other of our language services at t'works please don't hesitate to get in touch.

Best regards,

**Email 2**

**What factors determine brand name success?**

Dear first name,

Predicting the success of your brand or product name in another language or country is difficult.

Many companies have faced brand name hurdles – Pfizer, Airbnb, Bing, to name a famous few – and some only became aware of their mistakes when it was too late.

**The issues around branding and names can be complex:**

- Could external factors influence public perception of your brand name?
- What's the writing system in your target market? Do you understand the challenges of getting it right in Asian and particularly the Chinese markets?
- Are translation, transliteration or transcreation a good option?
- Do you have a head start because of country-of-origin prestige?
- Will people have a positive impression of your brand simply because they see it on packaging or signs?

**Don't fall at the hurdles. t'works can help you answer these questions and find the right brand name strategy for you.**

Our recent white paper, **Brand Check: navigating the path to success**, written by our in-house specialists, provides further insight on these points and more. Download it [here](#) for free.

And if you have any other queries on how a brand check could benefit your company, or our extensive other language services, we'd love to hear from you. Just reply to this email.

Best regards,

**Email 3**

**The name of your brand or product is your magic power**

Dear first name,

**The right brand name in international markets will make selling your product much easier.**

Did you know that before adopting the name 'Accenture', Anderson Consulting conducted an extensive name investigation that covered 60 languages and 50 countries? Or that Amazon used to be called 'Cadabara'? Even a brand name as simple as 'Persil' is changed to, among others, 'Wipp' in Spain and China and 'Dixan' in Italy and Greece.

These companies didn't underestimate the power of a name and invested time and resources in making sure they got it right.

**So how can you be certain your name is spot on in new markets?**

There are many considerations and potential strategies when it comes to brand names. Negative associations, pronunciation, memory value, design, to name a few, need evaluation. Will translation, localization or a name change work? Does country of origin play a part?

Doing it without expert help can be challenging. This is where t'works can step in. Our **Brand Check** service offers a thorough investigation into all the pitfalls and possible solutions of choosing a name, and over the years we've been able to help many clients avoid an expensive and time-consuming rebranding process further down the line.

Our recent white paper, **Brand Check: navigating the path to success** will give you a further insight into the issues involved and how to approach them. Download it now free of charge.

And if you'd like to talk to us about a Brand Check or any of our other language services, please just get in touch. We're always happy to hear from you.

Best regards

**Email 4**

**Can you risk *not* doing a multilingual brand name check?**

Dear first name,

**Brand or product names should be memorable, sound good, elicit meaning, and stand out from the competition. In all your markets.**

Naming is a fundamental building block of the brand framework, and the search for a suitable name can be complex and sometimes cause headaches. In most cases, the perfect idea doesn't just come along, but is the result of careful investment in time and resources.

**So don't neglect this process when you target international markets.**

We've recently published a white paper to help businesses gain some insight into how to approach the naming process when they start expanding globally. It covers the problems you might face and strategies to overcome them, together with useful examples of brand name failures and successes. Perhaps most importantly it gives you a list of **all the important questions** you should be asking yourself before finalizing your name choice.

Download our white paper, **Brand Check: navigating the path to success**, [HERE](#).

**If in doubt, ask the experts**

t'works has many years' experience of helping its customers find the right name in for a product or service in a multilingual setting. If you really want your brand to hit home in multiple countries, languages and cultures, just talk to us about our **Brand Check** service. We'd love to help guide you on the path to brand name success.

Best regards