

Changing names

Introduction

1. With a partner, think of and write down the names and brands of a few well-known companies which:

a) have the same name for the company and its products.

.....

.....

b) have one name for the company and another or others for its products.

.....

.....

c) have one name for the company, use the company name for some products and other names for other products.

.....

.....

Now discuss and note down reasons why you think these companies have such policies for brand names.

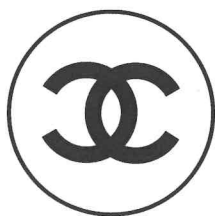
2. Once you have done this, discuss as a group:

a) Do some companies have too many brand names?

b) Why do some companies create new brand names or change their company or brand name?

c) What are the advantages and disadvantages of having the *same* name for the company and the products?

d) What are the advantages and disadvantages of having *different* names for the company and the products, and of having a range of brand names?



SONY®



Photocopiable

Business Roles
Changing names

© Cambridge
University Press
1997

Changing names

Situation

You work for Compagnia Europea di Biciclette, the biggest bicycle manufacturer in Europe. You have factories in Bologna and Siena in Italy, at Evreux in France, and at Cambridge in England. The head office is in Siena, Italy. You have six different brand names – *Bicibolo*, *Pedalissimo*, *Bachtung*, *Evélo*, *Rose* and *Wheeler*.

You are meeting today to discuss both the group name and the brand names. It has been suggested that your group name is unsuitable for the following reasons:

- it's Italian, so not really suitable for the European market leader
- it's too long and too difficult to say
- awareness of the name is poor

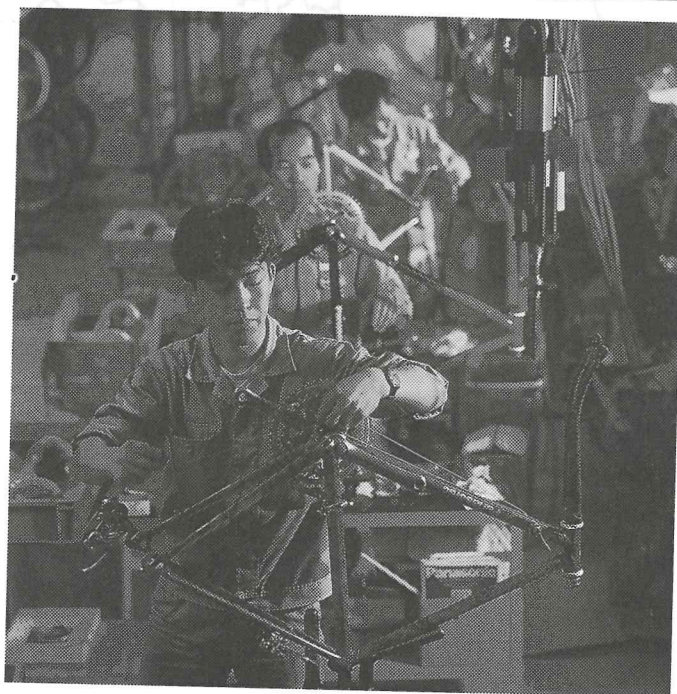


**Compagnia Europea
di Biciclette**

Some of your managers think the group has too many brand names. They argue that as the products are much the same whichever factory they are made in, sales would improve if you could concentrate advertising and marketing effort and budgets on fewer brands. The reason you have so many brand names is that when the different subsidiaries manufacturing bicycles and using their own brand names were taken over by Compagnia Europea di Biciclette, these names were kept. Different brands of bicycle are strong in the markets of different European countries, but at least three of your brands are available nearly everywhere.

You must decide:

- if the group needs a new corporate name
- if you should keep all the brand names
- if you could use the same name for the corporation and for a brand



Photocopiable

Business Roles
Changing names

© Cambridge
University Press
1997

Compagnia Europea di Biciclette



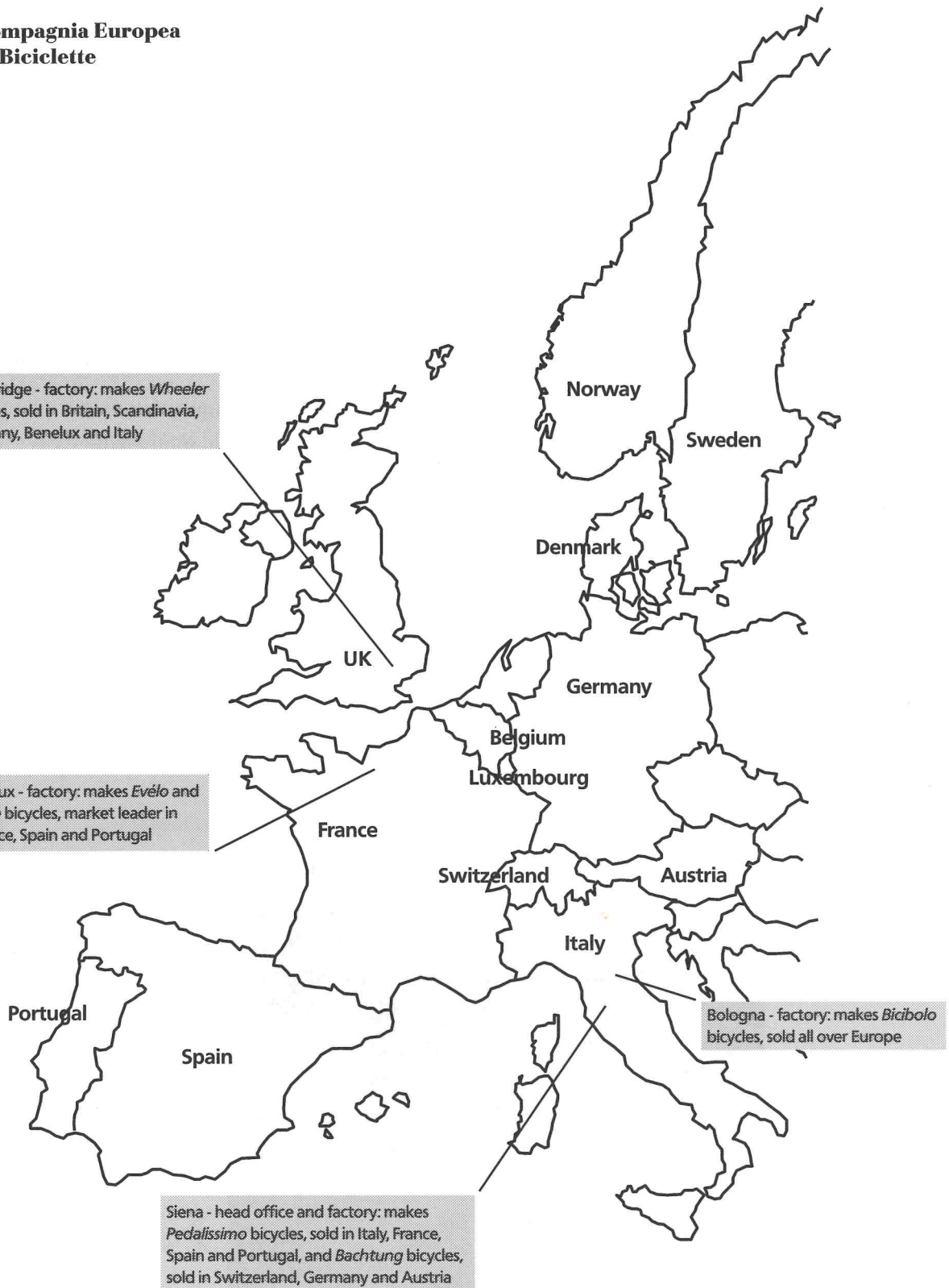
**Compagnia Europea
di Biciclette**

Cambridge - factory: makes *Wheeler* bicycles, sold in Britain, Scandinavia, Germany, Benelux and Italy

Evreux - factory: makes *Evélo* and *Rose* bicycles, market leader in France, Spain and Portugal

Bologna - factory: makes *Bicibolo* bicycles, sold all over Europe

Siena - head office and factory: makes *Pedalissimo* bicycles, sold in Italy, France, Spain and Portugal, and *Bachtung* bicycles, sold in Switzerland, Germany and Austria



Photocopiable

Business Roles
Changing names

© Cambridge
University Press
1997