



EXERCISES ON INTERNATIONAL BRAND NAMES

Jean-Claude Usunier prepared this case solely to provide material for class discussion. The author does not intend to illustrate either effective or ineffective handling of a business situation. The author may have disguised certain names and other identifying information to protect confidentiality.

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1/ Discuss the international transferability of the following assemblages (product, company, country of manufacture, brand name).

Generic product	Company name	Brand name	Made in
Pizza	<i>Dr Oetker</i>	<i>Pizza Rustica</i>	Germany
Computer chip	<i>Intel</i>	<i>Pentium</i>	United States
Drilling tool	<i>Bosch</i>	<i>Fuchsschwanz</i>	Spain
Car	<i>Daewoo</i>	<i>Daewoo / Nexia</i>	South Korea
Tomato sauce	<i>Mars</i>	<i>Dolmio</i>	The Netherlands
Insecticide	<i>Bayer</i>	<i>Baygon</i>	Germany

2/ A very large German food company, Dr Oetker, still sells its products in France under the name Ancel (the brand name of a French company taken over many years ago). Why?

3/ Discuss the relationship between a country's image (through its people, its history, its political and social situation, etc.) and the image of products known to be made in this country.

4/ Discuss the possible international extension of the following company and/or brand names:

- Müller (German yoghurts)
- Barilla (Italian pastas and cookies)
- Procter & Gamble
- Teysseire (French syrups)
- Kuoni (a Swiss tour operator)
- Schimmelpenninck (Dutch cigars and cigarillos)
- Ishikawajima Harima Heavy Industries (a Japanese industrial equipment company)
- Roi des Montagnes (French dried mushrooms)
- Hewlett-Packard
- Douwe-Egberts (a large Dutch food and tobacco company)
- Club Méditerranée (a French tour operator)

5/ Given the increasing importance of China as a consumer market, Nestlé has decided to stop using the category brand name for milk-based products it used world-wide, Chambourcy, a brand with great recognition in Europe and Latin America. The name was deemed too difficult to transfer in the Chinese linguistic context. Furthermore, Nestlé maintained advertising spending at three levels (corporate name, category name, and product name) and decided to use the Nestlé name directly for all its milk-based products in addition to a brand name for the particular product in some cases. Discuss the marketing and management implications of such a decision.