A Study Of The Strategies Used By Companies Creating A Distinctive Brand Image Through The Use Of Strategic Terminology In Product And Service Naming For Differentiation And Image Building

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Abstract

The use of strategic terminology in product and service naming is crucial for creating a distinctive brand image that sets companies apart from competitors. While brand naming is often prioritized, the importance of consistent terminology for product features and names is often overlooked. This study examines the strategies used by successful companies to develop a comprehensive approach to branding that includes a unique and consistent terminology for the brand, product, and product features. The thesis includes semi structured in-depth interviews with executives from Microsoft, Facebook, Sony, and Sisecam to explore the strategy of terminology management, the terminology creation process, and the internationalization and localization steps taken by these companies. The interviews highlight the importance of understanding the target audience and considering the internationalization and localization of terminology. Drawing on a literature review and case studies from a variety of industries, including technology, fashion, and food and beverage, this thesis provides evidence that companies use different terminologies for the same products of Technologies. The literature review reveals that the development of strategic terminology requires a deep understanding of the target audience, as well as the brand's values and personality. This study also provides evidence that companies show extensive care in naming their technologies, products, and services, and keep it in line with their brand image. The process of creating unique product terminology starts with the research and development stage, and the stakeholders involved in this process vary from in every company where marketing, localization, content teams, engineering, and research and development teams can be involved in the process.

Overall, this thesis contributes to the existing body of knowledge on branding by highlighting the importance of a comprehensive approach to branding that includes a unique and consistent terminology for the brand, product, and product features. The interviews with industry executives provide valuable insights and practical recommendations for companies seeking to develop a distinctive brand identity through the use of strategic product and service terminology.

INTRODUCTION

 Maybe the boldest comment on terminology is made by Sauberer (2011) "There is no knowledge without terminology." At first glance, the statement looks a bit exaggerated but the bigger the organizations get the more terminology needs arises. Terminology is one of the most typically used buzzwords. The significant numerous studies dedicated to terminology demonstrates that this subject has gained a great deal of attention and value in research and development, but one of the most essential functions of terminology can be consistent and sustainable communication for your brand and products.

Language is a fundamental tool for human communication, and the words we use are an integral part of this tool. The quality of the language we use has a direct impact on the quality of the messages we convey. When we communicate, the object, concept, or term we are using must be understood by the receiver in order to avoid misunderstandings and ensure clear communication. This is particularly important in technical, marketing, medical, sports, and other fields where consistent language is crucial for consistent communication.

In a digitally globalized world, the reach of our communication has expanded significantly. The internet allows us to connect with people in every corner of the globe in just seconds. This rapid advancement in connectivity has led to a transformation in the way we communicate, from dial-up internet to fiber optics, from simple websites to cloud-based applications, and from text-based social communication to social media. Despite these changes, the primary tool we use to communicate remains the same: language and the words we use.

As our connections become increasingly global, it is important to have the ability to communicate in the local language of our target audience. Creating unique terminology can help to create brand awareness and differentiate a company from its competitors. Unique terminology can also aid in customer understanding of a product or service and highlight its unique features. Consistent and unique terminology is important for branding and brand perception, as it can have a significant impact on how people view an organization. The terms used in product descriptions can shape the tone and image of a brand.

In addition to improving brand perception, unique terminology can also provide competitive advantages and improve search engine optimization. By introducing terms that are not used by

competitors, a company can differentiate itself in its industry. Unique terminology can also help to improve a company's search engine ranking by incorporating relevant and specific terms into product and service descriptions. Overall, the use of unique terminology can be an asset in the product and service communication process.

Consistent terminology is important for of several reasons, especially when it comes to brand image and perception. First and foremost, consistent terminology helps to establish trust with customers and clients. When a company uses the same language and terminology consistently, it conveys a sense of professionalism and expertise. Customers and clients are more likely to trust a company that demonstrates a clear understanding of its products, services, and industry through the use of consistent terminology. In addition to building trust, consistent terminology is also important for maintaining brand continuity and cohesiveness. Customers and clients should be able to recognize and identify a brand through the language and terminology it uses. If a company uses inconsistent terminology, it can be confusing and frustrating for customers, as they may not be able to easily understand what is being communicated. This can lead to a negative perception of the brand and damage the relationship with customers and clients.

Furthermore, consistent terminology is essential for effective communication within an organization. All employees need to use the same language and terminology when discussing products, services, and company policies. This ensures that everyone is on the same page and can communicate effectively with one another. It also helps to prevent misunderstandings and confusion within the company.

In conclusion, consistent terminology is important for brand image and perception because it helps to establish trust with customers and clients, maintains brand continuity and cohesiveness, and facilitates effective communication within an organization. By using consistent terminology, a company can effectively convey its message and build a positive reputation in the industry.

Creating consistent and unique terminology is a way to create brand awareness and differentiate in competition. By developing unique terminology, you can help customers understand your product or service, and what makes it special. It is one of the most important parts of your product and service communication process. As well as your direct messages to your target audience there is a direct correlation between the product and service terminology used in your product and services and how customers perceive your organization.

The product terminology is part of the perception of your brand. The terms you use in your product descriptions can have a big impact on how people see your brand. The right terminology can create the right tone of voice you are trying to achieve. The unique terminology that is being used in the product or service can create two valuable benefits. The differentiation is possible by adding a unique term or terms that are not being used by the competition. This will help you to have a competitive advantage in your industry. The second way is to use your unique product terminology as an opportunity to improve search engine optimization.

This comes to a point that a sender must send a consistent message to multiple receivers and consistency is a key factor when we are trying to send a message. Schmitz (2003) explains that terminology is a key factor in technical communication. In order to create a healthy message, the sender and the receiver must have a common terminology. According to Schmitz consistency can be obtained by a terminology work which is defined in "Concept, Object and Term" for a constant and sustainable terminology. As an example, we can think of word "Table". As an object table can be material or immaterial. As an example of material word, table is furniture, which can be wooden or metal. Immaterial example of table is matrix of data in rows and columns. Table concept is independent from languages. International Organization for Standardization (2000) defines concept as "Unit of knowledge created by a unique combination of characteristics", so concept sense is more cultural, sectorial, and fractional than language itself. For this reason, term is the naming of a concept for a specific subject or field. When we iterate one more level dinner table and chess table are different terms for different concepts. Also, there are many table forms in science and mathematics studies such as HTML table, (W3Schools, 1999-2013) minimalist table, multiplication table, floating table, and nested table (Oracle Corporation, 2002). In any communication well-managed and organized terminology will obtain efficiency and accuracy. Terminology management is being used in many areas: localization, research and development, production, governmental communication, advertisement, commercial and education. It can be said that whenever someone wants to communicate in any field or sector, well-maintained terminology work will give you an efficient communication. Terminology for Large Organizations (TerminOrg, 2012), a "consortium of terminologists and other communications professionals who promote terminology management as an essential communications strategy in large organizations" explain the benefits of well-managed terminology in headings in their periodical publish: efficient

production cycle, increasing the quality of documents, improving brand awareness, protecting intellectual property, preserving know-how.

Brand image and brand perception happens inside the mind of the consumer. The attitude and the manner of the integrated marketing and brand strategy is the main agent that drives this image. In every strategy and every channel when a message reaches your target audience that can be your consumer or your potential consumer, your message mostly goes with video, music and words. There are 5 senses in human beings: sight, hearing, taste, touch, and smell. Human communication is multisensory, involving visual, tactile, and sound cues (National Institutes of Health - USA, 2013). Senses are the first touch points that lead to message perception. Although touch, smell and taste are being used as a message receiver the mainstream channels address sight and hearing.

Bearing these in mind, it is important to note that for the companies to convey their messages, they should make use of centralized terminology, which in turn enables them produce effectively and efficiently, as well as providing the chance to distribute multilingual content. These also help them draw more and more people into their global websites and let them introduce their products more easily - all of which also help to sustain a loyal customer experience, eventually enabling them to ensure stability and growth in their businesses. (SDL, n. d.)

RESULTS

Broadly speaking, terminology has been an important element in creating a brand, and companies have been using their own terminologies to create the perception they wish for. It is not possible to talk about a successful brand without a consistent terminology; and to achieve this success; companies need to deliver consistent information, thus establishing a brand in the minds of existing and potential consumers.

Creating a specific terminology for a technology or product that a company creates can be important for several reasons. It can help to establish a unique brand identity, differentiate a product from competitors, and create a cohesive language for communicating about the product.

One of the main benefits of creating a specific terminology for a technology or product is that it can help to establish a unique brand identity. By using proprietary names or branding for a product,

a company can create a distinct image and personality for their product, which can be appealing to consumers and help to differentiate the product from similar products on the market. For example, Nike's "Air" technology for cushioned soles or Apple's "i" prefix for many of their products have become well-known and associated with these brands, helping to create a strong brand identity and loyalty among consumers.

In addition to helping to establish a unique brand identity, creating a specific terminology for a technology or product can also be useful for differentiating a product from competitors. By using a proprietary name or branding for a product, a company can create a sense of exclusivity and make their product stand out in a crowded market. This can be especially useful for companies that are introducing a new product or technology, as it can help to draw attention to the product and make it more memorable to consumers.

DISCUSSION

Creating a specific terminology for a technology or product can also be useful for creating a cohesive language for communicating about the product. By establishing a consistent set of terms to describe a product and its features, a company can help to ensure that everyone within the organization is using the same language when talking about the product. This can be particularly important for companies that have a large number of employees or operate in multiple countries, as it can help to ensure that everyone is using the same terminology when discussing the product.

Overall, creating a specific terminology for a technology or product can be an important and effective way for a company to establish a unique brand identity, differentiate their product from competitors, and create a cohesive language for communicating about the product. By carefully considering the terminology they use to describe their product, companies can help to build strong brand perception and create a lasting impression with consumers.

From interviews, we understand that there are several factors that a company should consider when creating a new terminology for the features of a product under their brand.

Clarity: Clarity, the communication and terminology technology and the workflows used show that clarity is an important factor. We can see this especially in the streams used by Facebook and Şişecam. The terminology should be clear and easy to understand so that consumers can quickly

grasp the key features and benefits of the product. Avoid using technical jargon or complicated terms that may be difficult for the average person to understand.

Consistency: It is understood that it is essential to be consistent in the terminology used to describe a product's features. This helps create a cohesive language for communicating about the product and avoid confusion among consumers. It is understood that the terminology tool is used especially in the localization departments of all interviewed companies and a serious effort is made to keep the terminology consistent.

Relevance: The terminology should be relevant to the product and its features. It should accurately describe the key benefits and differentiating factors of the product, and should not be overly broad or generic. In the terminology creation process of all companies, research and development, marketing and language units are sensitive about the use of appropriate and relevant terminology. In particular, companies such as Sony, which implements blacklists, make an effort to determine what should be used as well as the terminology that will not be used.

Brand alignment: Especially Microsoft and Facebook act with the concern of creating a brand perception in all processes. Therefore, the marketing department has access to the entire system and has the right to have a say in these business processes. Therefore, we can draw the following conclusions from the interviews, the terminology should be aligned with the overall brand identity and messaging of the company. It should fit seamlessly with the company's branding and tone, and should help to reinforce the key brand attributes and values.

The significance of these factors to brand perception is that they can help to create a strong and consistent image for the product and the company. By using clear, consistent, relevant, and brand-aligned terminology to describe the features of a product, a company can create a lasting impression with consumers and help to build strong brand perception. This can be particularly important for companies that are introducing a new product or technology, as it can help to establish a clear and differentiated position in the market and build trust with consumers.

To form a thorough connection and communication, especially in this day and age where communication is extremely global, instant, and thus highly consumable, it is of great importance

that companies build their own communication style and fix that in their customers' minds as well as to reach larger and in some cases specific audiences.

So, what does a company need to have in order to create visibility for its brand in international markets? This question has been the core of this study, in general terms, since it has lots of dimensions and it goes in parallel with many other elements – as stated before, fancy advertising is not enough. To create visibility, companies need to know exactly how to address the consumers and many other factors should be taken into consideration other than just creating a consistent communication strategy. They need to know their audiences' age group, their cultural necessities, their expectations, and make sure to use a clear, understandable, at times catchy language and definitely maintain the same tone of voice throughout the process.

CONCLUSION

Creating a consistent and clearly defined terminology, therefore, stands as one of the most important parts of this communication process. This allows them to form a unified and familiar language; helping the consumer to form some kind of a relation with the product; therefore making it more preferable. Of course, companies need to be aware of the fact that this process requires certain specialty teams (such as localization, content management and product management) to work collaboratively towards a unified language and communication on an international scale and their risks must be evaluated greatly. These mentioned teams should work through glossaries, form style guides, brand identity guides and as a result, dramatically improve the brand's visibility, reliability, quality and enhance its value on a global scale.

We have long passed the phase where the importance of terminology creation is discussed; as we have seen from the interviews, it is now an accepted fact that clear communication requires a clear, defined and fixed terminology, especially a marketing terminology to be more precise. To manage a proper global customer experience, companies need to come up with a methodology that contains multiple perspectives and integrate these throughout their organizations. In this sense, it is significant to know the dynamic nature of change in customers' use of channels and devices, their ever-changing expectations (in addition to their fixed expectations) and also the dynamic nature of technological advances across the globe. Since every culture and every country is different,

companies need to invest substantial amount of work towards creating the language each consumer group needs.

At this point, applying a true localization stands as a significant figure in the whole process. It extends beyond just carrying out a simple and conventional translation and includes culture, customs and other important elements that make up the target locale. All of this is to offer a service that is specifically designed for that local market – this in turn brings effective communication and accomplishes the strategy of being visible in the international market. With proper localization, brands expand their accessibility, they become more convenient, more reliable; further the communication between the brand and the consumer, and maybe most importantly, proper localization process that includes the use of consistent terminology preserves the brand integrity. When brand integrity is preserved, companies maintain their position in global markets.

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