

# **Brand name and Brand image, between Linguistics and Marketing**

**PAOLA COTTICELLI KURRAS**

**VANIA VIGOLO**

**ALFREDO TROVATO**

The creation and management of brand names represent an extremely relevant process for the obtainment of a competitive advantage. In fact, a brand name does not only identify a product, but also evokes associations that contribute to the creation of the brand image as well as to the development of consumers' attitude and behaviour towards a specific brand.

Theory and research in brand management have shown that consumers draw inferences from brand names; that is why the linguistic features of the brand name (e.g. memorability, simplicity, distinctiveness or meaningfulness) and their implications should be carefully analysed before undertaking the branding process.

In the last decades, several studies have dealt with the creation of brand names, but most of these papers are characterized by a one-sided approach to the topic, i.e. Marketing investigates branding strategies without dealing with linguistic features of the brand name, whereas Linguistics tends to analyze brand names characteristics without considering their marketing implications. This study aims at integrating the two different perspectives of Linguistics and Marketing for the study of Italian brand naming.

In this paper we pursue two primary objectives. The first one is to provide a critical review of the existing (Italian) literature on brand name strategies. The second is to propose a new methodological framework for a joint (Marketing and Linguistics) approach to branding that will enable us to describe the linguistic features of the brand name as well as its marketing implications.