

Bunna

Naming

Background

PortasCom represents a group of private companies based in Botoşani, Romania, which conduct business in the fields of animal breeding and agribusiness. Their target is becoming the most important player on Moldavia's regional market.

Challenge

Towards the end of 2003, the company intended to launch a range of dairy products on a highly competitive and price-elastic market dominated by well-established local and national brands. Under these circumstances, PortasCom estimated that the best approach would be to initiate the process of design and implementation of a proprietary brand, strong enough to have an important market impact within an ideal time frame. Grapefruit developed the new brand strategy and began implementing it by creating a new brand name.

Solution

After considering a significant number of potential candidates, the naming process resulted in the creation of an artificial name which is short and easy to remember, as well as pleasant and familiar. Its positive connotations (in Romanian, 'bunna' sounds like the words for 'goodness', 'delicious', and 'granny'), combined with the fact that it is easy to pronounce, contribute to the overall feeling that this new brand is truly trustworthy and attractive. The brand name sends out messages of warmth, closeness and safety which aim for a strong and lasting impact on the target audience and which significantly increase the chances of the brand to become very popular on the regional market.

