What you need to know about...

Naming in China

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Creating a brand name in China is an art where **phonetics**, **meaning**, and **culture** intertwine

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We Are Naming member **Judy Wang,** based in Shanghai, shares what you need to know the next time you’re developing a name for the Chinese market.

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Chinese is the only remaining ideographic language, **where each character carries specific meaning.**

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A name is never **"empty"** but evokes emotions, imagery, and values.

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Carrefour 家乐福

家 [jiā] family
□ [lè] happy
福 [fú] luck

Coca-Cola 可口可乐

可口 [kě kǒu] delicious
可 [kě] can, possible
□ [lè] happy

LinkedIn 领英

□ [lǐng] lead
英 [yīng] elite

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Three core approaches to develop **Chinese names** for global brands.

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01 Phonetic driven weak meaning or no meaning

Aim for high phonetic similarity with the global name

Hilton
HOTELS & RESORTS
希尔顿酒店及度假村

希 [xī] hope
尔 [ěr] and
□ [dùn] pause

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02 Phonetic + Semantic Invented word

Maintain a certain degree
of phonetic association while
conveying the brand message

Pampers
帮宝适

帮 [bāng] help
宝 [bǎo] baby
适 [shì] comfortable

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03 Translation of the Existing word

Set aside phonetic association and focus primarily on conveying the brand identity

RedBull
红牛

囧 [hóng] red
牛 [niú] bull / cow

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Unique cultural quirks

Historical names often carry deep symbolism or refer to founders' ideals, while modern names are shifting towards clarity and directness, particularly in tech.

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Want more insights on naming around the world?

Visit **www.wearenaming.com**

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Xiexie! (Thank you!)