
Case Studies

3 exemplary name developments of
Corporate Naming briefly explained:

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CLIENT

ABB

SITUATION

Relays are electro-magnetic switches. They form the control backbone in infrastructure projects (e.g. power plants). ABB's newly product family with unprecedented wear resistance and thus massively increased reliability was looking for a name.

VISION

- conspicuous in an environment saturated with technical terminology
- directly descriptive, i.e. associating the product type
- naming reliability (= unique selling proposition)
- assuming English as the leading language

LÖSUNG

Relion®

APPROACH

Modified amalgam of "RELais" and "reLY ON":

- "relay" = product genus
- "rely on/ reliable"
- > concise name with English roots;
pronounced identically in key target markets
- > short, clear, crisp

> <https://new.abb.com/substation-automation/products/protection-control/relion-product-family>

2

CLIENT

BMI

SITUATION

In simple terms, the non-profit organization to be named was a spin-off of Bethlehem Mission Immensee (BMI). The focus is development aid in Latin America. The repositioning with ambassador Röbi Koller was already lived - but not yet named.

VISION

- new name with a human, contemporary address had to connect with to the professional fundraising level of other relief organizations
- self-evidently for Spanish-speaking "recipient market" Latin America
- self-referential for trilingual "donor market" Switzerland (fundraising)

SOLUTION

Comundo®

APPROACH

Amalgam of "COMMun-" and "MUNDO":

- Commune/ COMMunità: expression of communality.
- MUNDa/ Monde: global dimension
- > analogously: "common world", "world of all".

> <https://www.comundo.org/de>

3

CLIENT

Clientis Zürcher Regionalbank

SITUATION

The once independent Sparkasse Zürcher Oberland, the largest regional bank in the canton of Zurich, had joined the Clientis Group at the beginning of the millennium. In order to regain full freedom of action and stand on its own two feet again, the bank is striving for independence in 2019. For this purpose, it was looking for a name.

VISION

- The new name is intended to convey the company's self-image, which diametrically opposed to the coldly rational banking world, above all:
- strong local roots in all activities
- considerate customer bank with a long tradition

SOLUTION

Bank Avera®

APPROACH

Amalgam from it./lat. "AVere" and "vERA":

- meaning: "to have the true".
- feminine ending causes person-relatedness, humanity
- contrary approach to generic tonality of the banking world
- > personal, warm; with high unique selling proposition potential

> <https://bank-avera.ch>
