

# Commercial television brand names with supportive slogans in South Africa: an analysis

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All across the world companies make use of electronic media such as television to bring their service or product to the attention of would-be consumers. Television time is hugely expensive and both television and economic enterprises rely on one another: television is dependent on the income generated by advertisements produced by companies (and supporting entities), whereas the advertising companies depend on the support of television watching consumers. The duration of a television commercial to publicise the relevant brand name is relatively short in order to cut costs, hence the effect of the advertisement is likely to be maximised through using appropriate images and language use to drive home the message regarding the effectiveness, the attractiveness, or necessity of the service or product. A fairly common practice is the way in which companies end the advertisement, by stressing the brand name of the product or service audibly and visibly, which is finally followed by a supportive slogan (also audibly and/or visibly), emphasising the true nature or possibilities of the product. On the television screen, the slogan usually follows at the end of the commercial, alongside or below the brand name. The purpose of this contribution is to analyse a number of these commercials covering a great variety of products, trying to assess the role of the brand names. By incorporating an appropriate supportive slogan, the onomastic character of the commercial name is expanded.

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## Introduction

Names in the economy, often referred to by using the acronym NITE, has become one of the most important and popular onomastic categories over the last two decades. Such names are also called commercial names (see Sjöblom 2016). It is not surprising, because company names, often producing more than one product, have to formulate and create brand names that appropriately describe or refer to the product or service they provide to consumers (see Danesi 2011; Bugheşiu 2012; Mihali 2012). At the beginning of the nineteenth century, along with the changes brought about by the industrial revolution, *brand* received the meaning as it is widely known today: “a particular make of goods; the product made by a certain company, under a certain name” (Rivkin and Sutherland 2009: 22). It takes time to establish a brand name, but once established, they are extremely powerful assets for those who own them. It is therefore not surprising that agencies or consultancies have come into being to assist whoever is looking for an appropriate name, notably also in an economic context. A company that specialises in creating brand names and that calls itself a *Naming and Branding Consultancy*, i.e. Nomen, markets itself in this way:

Do you need a name that will adapt culturally to the many markets you serve? Is it important for your brands to support your company’s identity? Do you want an identity that can evolve as your company grows? At Nomen, we create names and identities that are perfectly adapted to your particular needs – in every market (<http://www.nomen.com>).

A similar company calls itself: *Strategic Name Development – A Brand Naming Company* (see

namedevelopment.com/index.html). On their website, they claim that more than 1 900 companies change their names annually in response to a change in their business environment. Just as consumers adapt to new technology and a changing economy, companies must transform themselves to capitalise on new growth opportunities and markets. The mere fact that such naming agencies exist is testimony to the importance of naming in an economic context.

The work by Charmasson (1988; 1991) dealing essentially with an American context, and Muhlberg (2005) within a South African context, is also relevant, although both focus primarily on the pitfalls from a legal perspective when choosing a brand or company name. Companies have to take great care in not selecting brand names that may confuse the prospective client should a similar sounding name already exist for a competing product.

To advertise the brand names, whether a product or a service, companies seriously consider the appropriate ways of achieving the best results. Many companies budget accordingly, and have to decide which media form should be used. It could be in written form (hard copy or electronically), radio, or television. Television commercials might be the most expensive, but also the best suited way of attracting consumers. It could be a two-way success story: television channels need advertisers to stay on the air, and advertisers need exposure to publicise their products and services through their brand names.

The duration of a television commercial to publicise the relevant brand name is relatively short in order to cut costs, hence the effect of the commercial is likely to be maximised through using appropriate images and language use to drive home the message regarding the effectiveness of the service or product. A fairly common practice is the way in which companies end the commercial by stressing the brand name of the product or service (through language), coupled with a representation of the logo which is finally followed by a supportive slogan (audible and/or visible), emphasising the true nature or possibilities of the product.

The purpose of this contribution is to analyse a number of these commercials, trying to assess how companies use effective brand names and their logos. It seems clear that the brand name incorporates an appropriate supportive slogan.

### **Collected data**

The data comes from various South African television channels. Commercials are regularly shown between programmes, as well as during breaks during any one programme. Most of the commercials are intended for South African viewers, because the product or service is well known and available. The types of commercials following one another have no connection with each other. This is understandable and is probably negotiated between the television channel and the companies. The same type of product or service is often entailed in advertisements, and the aim of this contribution is precisely to compare those, and to argue why one might be more profitable or appealing than another. Commercials that do not have an appropriate supportive slogan are not included. At times, such a slogan is heard, but not seen on the screen. These are also not used.

It is true that television viewers often become bored with advertisements, having seen one more than once. Viewers then often get up to attend to other matters before they return. Another practice is to tape a programme when it is broadcast. Two things are achieved: the programme can be watched at another more convenient time, and at the same time the programme can be fast-forwarded whenever the commercials appear in order to skip them.

It is also clear to see that companies often change the commercial, particularly the background used, although they stick with the advertised brand name of the product or service, the logo, and

finally the supportive slogan. They realise that viewers may actually get bored when subjected to the same commercial over and over for a considerable time.

### **Slogans: sociolinguistic structures**

The nature of the sociolinguistic structures differs. From a language perspective, English is by far the most productive and popular, followed by other languages like German and Afrikaans. On the popular television channels, the languages of the Bantu language family are seldom if ever used when it comes to advertisements. The length of the slogan also differs, ranging from two words to longer phrases, and eventually even full sentences. At times the sentences are in the form of a question, presumably “requesting” or “suggesting” a response from the viewer(s). Many advertisers also realise the value in proposing a joint venture with their possible clients, i.e. “let’s”, or addressing the client with a personal pronoun “you” (singular or plural in English), as well as the possessive pronoun “your” (again singular or plural in English). This is an effective way of communicating with a single client or with more.

The slogans by themselves are clearly not onomastic in nature. That is essentially carried by the brand name of the product or service. This contribution is therefore about a combination of onomastic elements, i.e. brand names, with sociolinguistic expressions in the form of a slogan, supporting the brand name and becoming part of it.

### **Commercial choices**

Over a period of roughly three months in 2016, as well as occasionally in 2017, 180 commercials were collected. Many advertised products compete with one another, often performing the same kind of function, for example, driving (and buying) a car, investing money, buying health products, insurance, choosing a cell phone company, beverages (alcoholic and non-alcoholic), and eateries or restaurants. There are many more. The products that belong together were classified into categories to enable comparisons to be made.

Some services and products were so few that they are not accommodated in categories. It is not easy to explain this. A good example is the undertaker AVBOB. It is a well-known company and not shy to advertise its service, and it was the only commercial undertaker advertising its service. Maybe other undertakers (and there are many) rely on their established networks and do not feel the need to advertise, or are not financially able to do so. Perhaps the emotions caused by this commercial are judged to be detrimental to the human psyche. The supportive slogan of AVBOB is *We are here for you*, suggesting that in this trying time of losing a family member because of death, they can support the bereaved family. It appears to be successful, but they do not have companies to compare themselves with. The AVBOB commercial is also characterised by representing various group scenes representing all the ethnic groups in South Africa. That is possibly an advantage AVBOB has over other possible competitors. Few South Africans nowadays realise that the acronym was developed from an old Afrikaans company named *Afrikaanse Verbond Begrafnis Onderneming Bpk*.

Another interesting case is that of safety. Only Trelidor, with its slogan *the ultimate crime barrier*, currently advertises, although this may come and go over a period of time. In a country like South Africa, plagued with crime like burglary and often accompanied by even worse crimes, this is somewhat strange. There are many products on the market concerning themselves with anti-crime devices and systems, and yet they currently do not advertise much on television channels. One can only guess the reasons for this. Is crime so prominent that it is totally unnecessary to advertise products or systems to combat crime? This may be so, since newspapers comment on crime on a daily basis.

Another one is RAM, a well-known courier. They are extremely prominent as couriers, and their

slogan is impressive, i.e. *we are where you are* suggesting that they are always available to render a service, no matter where the possible clients find themselves. There are, however, other couriers who are seemingly not advertising currently.

South Africans are fond of meat, and Karan Beef reached the screen only recently. It has an “onomastic” slogan: *Now quality has a name!*. No other meats are advertised.

A number of products or services were selected to form part of this analysis. It was impossible to include them all. The selection was determined by products and services well known among South Africans. Some of them also occur in other parts of the world.

### Categories

Many products or services are intended for both genders, i.e. are gender neutral, or one may argue, gender sensitive to include such products or services. Gender specific products, e.g. male shavers, are not advertised strongly and are omitted. Female specific products, i.e. perfume, etc., are also not advertised profusely (see Sisermann 2012). It is unavoidable that the personal choices of the speaker will apply. It is, of course, possible that any other researcher may have a different opinion. A total of 180 commercial advertisements were identified, and from them 21 categories emerged.

Regarding the language used, it is predominantly English and occasionally Afrikaans, notably on the Afrikaans channels. The reason is obvious: the likely consumer understands English which is also supported by the accompanying images of the product on the television screen. One may then also argue that television commercials are, in a secondary position, acting as language instructors. Children are at times fascinated by the dramatic actions performed on the television screen, while the language utterances gradually “invade” their linguistic perceptions.

The 12 categories chosen for analysis are the following (in random order):

- Cars
- Car-related products/services
- Insurance
- Investment
- Household cleanliness
- Food/restaurants
- Supermarkets
- Beverages/drinks (alcoholic and non-alcoholic)
- Real estate
- Hardware
- Media/communication
- Banks

A total of 93 advertisements were used and follow below.

### Analysis

The services and goods obviously differ in looks, functionality and nature, and hence it serves little purpose to compare the categories with one another. The best way forward then is to compare the service or products within the same category. Although in the same category, they are also often different. Some categories, like cars, are again very similar. Those advertisements highlighted in bold in every category are the ones that were most impressive, also by way of the images on the screen. The selections are therefore rather subjective and personal. This, however, is how advertising works: individuals are not equally impressed by the same advertisement.

**Category 1: cars**Volkswagen – *Das Auto/Not only a car*Audi – *Vorsprung durch Technik*Kia – *The power to surprise*Mazda – *The impossible made possible*Peugeot – *Motion and emotion*Ford – *Go further*Honda – *The power of dreams*Renault – *Passion for life*Toyota – *Lead the way*Jaguar – *The art of performance*Hyundai – *New thinking, new possibilities*Nissan – *Innovation that excites*

**Volkswagen** and **Audi** are German cars. Although the manufacturers certainly do know that not all South Africans speak or understand German, they use German terms. The simple term *Das Auto* (the car) is impressive. The slogan seemingly says there is but one car, and that is Volkswagen. The slogan was launched in 2007 and had the advantage of celebrating “simplicity”. The newer Volkswagen generation is taking a new position. Volkswagen seemingly needs humility and *Das Auto* apparently signifies arrogance. In mid-2017 a new slogan appeared, featuring two adolescents, a boy and a girl moving around in two Volkswagens, incidentally it seems, sharing the same itinerary and ending with this slogan: *Not only a car*. Clearly the old slogan gave way to the new one. How a possible new client will be impressed by the new slogan is unknown.

**Audi** takes a different approach: *Vorsprung durch Technik* [Advantage/Progress through Technology]. It underlines the fact the technology found in an Audi surpasses those of other cars. Sir John Hegarty spotted the line at an Audi factory, and the car manufacturer has won a long legal battle to take full control of it as a trademark (see [www.phrases.eng.uk/meanings](http://www.phrases.eng.uk/meanings)).

*The power to surprise* from **Kia** sounds promising, and a prospective owner would like to be surprised. Kia is a relatively new car company in South Africa, with their headquarters in Seoul, South Korea, and had to think carefully about a short but strong slogan. On their website this surprising power is outlined as follows: “Kia will show you the power to surprise with dynamic and exciting experiences that go beyond your expectations” ([www.facebook.com/KiaThePowerToSurprise\\_official.page](http://www.facebook.com/KiaThePowerToSurprise_official.page)).

**Mazda**, a well-known model in South Africa, makes use of a fairly well-known saying in various contexts, i.e. *The impossible made possible*, suggesting that the manufacturers went beyond what car enthusiasts expect: “We are driven forward by the desire to defy convention and we believe that if you can imagine it, we can make it happen” ([www.mazda.co.za/assets/models](http://www.mazda.co.za/assets/models)).

To appreciate the slogan used by **Peugeot**, i.e. *Motion and emotion*, one should actually see the whole advertisement. The two similar sounding words represent different reactions, that of movement and passion, which are well represented on screen. Two key words are linked to the slogan, i.e. Discover: the motion, and Feel: the emotion ([www.peugeot.com](http://www.peugeot.com)).

**Category 2: car-related products/services**Engen – *With us you are Number One*Bridgestone – *your journey, our passion*Bidvest car rental – *Because every minute counts*

**Castrol – *Listen to your engine/It's more than just oil. It's liquid engineering***  
**autozone – *right part, right price***

BP – *Go your way*

McCarthy Call-a car – *We deliver, always*

Motorhappy.co – *Compare prices and buy*

Glassfit – *We fit the best, best*

Cartrack – *Putting you in control*

Cars.co.za – *The simple way to buy and sell cars*

*Mobil* was a household name and to change it was a huge challenge. It was, however, seen as a great opportunity to create a completely new identity. By 1993, the conversion from *Mobil* to **Engen** became the most successful re-branding exercise ever undertaken in South Africa. Engen is positioned as South African owned but with a broad African outlook ([www.engen.co.za/about/history](http://www.engen.co.za/about/history)). *With us you are Number One* has become a favourite slogan, putting the client up front.

**Bridgestone**, a tyre company, uses the same tactics, i.e. a team concept with reliable participation from their side: *your journey, our passion*.

**Bidvest**, as a car rental company, knows that clients need to get on their way as soon as possible, hence *Because every minute counts*. On their website they claim that "Bidvest Car Rental strives to provide exceptional service before, during and after a rental and our reputation clearly indicates that we manage these processes extremely well" (<https://www.bidvestcarrental.co.za>).

**Castrol**, taking care of mechanical problems, urges the client to "Listen to your engine", suggesting that the car owner should consult Castrol when taking care of his problems. With more than 100 years of expertise and an international reputation for innovation and high performance engine oils, Castrol is recognised as the world's leading provider of lubricant solutions. Its new slogan is: "It's more than just oil. It's liquid engineering" ([www.castrol.com](http://www.castrol.com)).

The only advertisement playing on the financial side, is **autozone** (not spelled with a capital "a") with its striking slogan *right part, right price*. The repetition and alliteration is appropriate and effective. Not only will the producer provide the client with the correct part for the car, but also at an acceptable price.

### **Category 3: insurance**

Dial Direct – *Insurance made easy*

OUTsurance – *You always get something out*

Prime Meridian Direct – *Not all insurance is the same*

Hollard – *Ensure your family loves you forever*

Santam – *Insurance good and proper*

Momentum – *It's the way forward*

Budget Insurance – *The easy way to save*

Virseker – *Jou mense, jou versekering, jou taal* [Your people, your insurance, your language]

Rena – *Your best friend in insurance*

If one can afford insurance, it is probably a good investment looking into the unknown future. It is true that it is not always easy to understand the conditions under which insurance applies. **Dial Direct**, with their easy slogan *Insurance made easy*, could attract clients with that simplifying mechanism. This is also strengthened by using child actors in the commercial.

**OUTsurance** has become very popular with their eye-catching slogan *where you always get something out* as if one cannot be a losing client. The images in their advertisement vary regularly.

**Prime Meridian Direct** uses a slogan which will make many clients think: *Not all insurance is the same*. There is obviously truth in that.

Finally, **Hollard** uses a sympathetic approach, even towards death, with the slogan *Ensure your family loves you forever*. It suggests that the bereaved family will benefit financially if their insurance has been with Hollard. The commercial is somewhat bizarre although striking, with the angry widow of the husband who had passed away (one is not told how) visiting a psychic and hopefully wishing she could see him, to inform him of the financial difficulties she now experiences.

#### **Category 4: investment**

**Prudential** – *Consistency is the only currency that matters*

**Allan Gray** – *Long-term investing*

**Liberty** – *The advantage of knowing*

**Coronation** – *Trust is earned*

**Stanlib** – *Focussed investing*

**Old Mutual** – *Do great things*

Investment is probably only available to people who still have some money left when all their necessary expenses have been covered. The options are manifold, and successes and scams feature regularly in the news.

**Prudential** is the company whose advertisements feature a fisherman who is initially unsuccessful, but never gives up until the birds indicate that the fish have arrived. One has to be consistent: *Consistency is the only currency that matters*.

**Allan Gray** portrays a scene set in Germany in 1989, when a husband and his wife are reunited after the fall of the Berlin Wall. The slogan suggests that one has to be patient to get the perfect outcome: *Long-term investing*. On their website, the slogan is also expressed in the following manner: "We pursue long-term returns without taking undue risks".

In the **Liberty** advertisement, the viewer is shown a shoe factory scene, with all the employees dressed in exactly the same grey uniform packing new shoes in boxes in an accelerated manner, until it stops where one employee packs a pair of shoes carefully in a box. Then the scene moves to a colourful shop background where a daughter with her mother tries on the shoes and they fit perfectly. It plays with the concept that their employees know best when advising how and where to invest: "The advantage of knowing".

#### **Category 5: household cleanliness**

**Sunlight (liquid washing soap)** – *A little goes a long way*

**HandyAndy** – *Always a beautiful ending. Hygienically*

**Skip** – *Keeps clothes beautiful*

One advertisement stands out: **Sunlight** (washing soap) uses the image of a young black child who has to walk a long way with a teaspoon full of Sunlight liquid that another family has requested and borrowed to wash their cutlery and plates with. The slogan *A little goes a long way* not only suggests that a small child has to go a long way to "deliver" the teaspoon full of liquid washing soap, but that the small quantity can take care of a large number of plates and utensils. On their website, one now

also finds the following: "To prove that every bottle of Sunlight liquid can clean over 30 000 plates, we set ourselves a challenge: send a mobile kitchen to Polokwane, Port Elizabeth and feed 30 000 people and wash every single plate, with just one bottle of Sunlight. And, of course, it has happened" ([www.sunlight.co.za](http://www.sunlight.co.za)).

### **Category 6: food/restaurants**

**Spur** – *Spur people, people with a taste for life*

**Wimpy** – *Enjoy every moment*

**Snowflake** – *Too fresh to flop*

**Domino's Pizza** – *Simply better pizza*

**Ferrero Rocher** – *A golden gift for your golden moments*

**Koo** – *Only the best will do*

**Mugg & Bean** – *Giving you more and more*

**Roman's Pizza** – *best pizza, best value*

This category is fairly popular. It includes various products, i.e. food sorts, as well as takeaway restaurants and popular family-type restaurants.

**Spur** and **Wimpy** are family restaurants all across the country. Spur uses the brand name in the slogan: *Spur people, people with a taste for life*, as if what is featured on the menu is very popular. Their recipe for success is the following: "a warm, relaxed, family-friendly environment; generous portions of great-tasting food; and a hearty helping of quality!" ([www.spur.co.za](http://www.spur.co.za)).

**Wimpy** uses *Enjoy every moment* as if it is indeed a special occasion having something to eat or drink there. Their motto deals with using time particularly well: "We just have to make time. So make time for a shared moment. Make time to share a meal" ([www.wimpy.co.za](http://www.wimpy.co.za)).

**Snowflake** is a flour product with a very apt slogan using alliteration: *Too fresh to flop*.

Pizzas are also popular. **Domino's Pizza** uses this slogan: "Simply better pizza". It is a very basic slogan that at face level puts space between them and other pizza concerns.

### **Category 7: supermarkets**

**Checkers** – *Don't change your lifestyle, change your supermarket*

**Woolworths** – *the difference*

**SPAR** – *We're better together*

On a daily basis, many South Africans move in and out of supermarkets to get basic foodstuffs. The closeness of a supermarket may determine which one to visit, but many supermarkets are represented in the malls, hence one may have preferences. Only two examples will feature.

**Checkers** comes up with *Don't change your lifestyle, change your supermarket*. The supermarket guarantees that regardless of the lifestyle the client prefers, they will be able to deliver a service that suits that lifestyle. The second person form of address is also effective.

**Woolworths** is at times recognised as a step ahead of the other supermarkets and more focused on upmarket clientele. The slogan supports this: *the difference*. Woolworths, a South African chain of retail stores and one of the largest in the country, is modelled on Marks & Spencer of the United Kingdom (see [https://en.wikipedia.org/wiki/woolworths\\_\(south\\_africa\)](https://en.wikipedia.org/wiki/woolworths_(south_africa))). In 2015, Woolworths was acclaimed the best store for customer care according to the South African Customer Index.

**Category 8: a) beverages/drinks (alcoholic)**

Richelieu – *Rich rewarding Richelieu*

Klipdrift – *There is gold in every drop*

Castle Lager – *It all comes together, with a Castle/Share a Castle – Make a friend*

Miller – *a fresh take on beer*

KWV – *Finish great*

Chivas – *Live with chivalry*

Ballantine's – *Stay true*

The Glenlivet – *It all comes back to the original*

Hansa Pilsener – *Refreshment only a pilsener can bring*

Windhoek Lager – *Made of the right stuff*

Heineken – *Open your world*

Everybody needs or enjoys something to drink. In the alcoholic category there are many types and the competition is tough.

**Richelieu** has a striking slogan including the brand name, and playing with alliteration: *Rich rewarding Richelieu*. The commercial usually depicts a charming female with a male trying to catch up with her to share some of the brandy. In the advertisement, Richelieu is referred to as a "rich, full-bodied brandy with a mellow, smooth taste".

**Klipdrift** utilises the colour aspect of the brandy: *There is gold in every drop*.

The beer industry is also competitive. **Castle Lager** has been popular for a long time. Its visual presentation showing Castle as bringing various types of people together is always striking: *It all comes together, with a Castle*. A new one, portraying a similar image, has *Share a Castle – Make a friend*, again depicting various South Africans.

**Miller**, not as well-known as Castle, stresses its uniqueness: *a fresh take on beer*.

**Category 8: b) beverages/drinks (non-alcoholic)**

Appletiser – *Crown the moment*

Nespresso – *What else?* (George Clooney)

Jacobs Krönung – *Brings people together*

Red Bull – *gives you wi-i-ings*

Nescafe – *Coffee is not just black*

Lavazza – *There's more to taste* (Italian)

Coke (Coca-Cola) – *Taste the feeling*

Non-alcoholic drinks are also popular, depending on the time of day (see Nuessel 2010).

**Appletizer** uses the slogan *Crown the moment* as if a drink from the Appletizer bottle is something special.

Coffee features strongly. **Nespresso** features the slogan *What else?* as if there is not anything that can compare with it. The television and movie star George Clooney often appears in this advertisement, and as a popular and attractive star, he probably contributes to the popularity of **Nespresso**. Another coffee, **Jacobs Krönung**, has the slogan *Brings people together*. Coffee is indeed a drink that is often enjoyed by a number of people either standing together or sitting at a table.

**Coke** (or **Coca-Cola**) had 56 slogans in the USA, Canada, United Kingdom and Ireland from 1886 till 2016. The current one, i.e. "Taste the feeling" is probably not the wisest one.

**Category 9: real estate****Seeff – *The smartest move you can make***Redefine Properties – *We're not landlords, we are people*Property24 – *Find your perfect home*

There are only a few advertisements in this category. Buying (or selling) a home is not that common. One looked good: The real estate company **Seeff** has the slogan *The smartest move you can make*, suggesting to the possible client, buyer or seller that it might be a good idea. It was started by Geoffrey Seeff in 1964. The website remarks: "a respected reputation as a formidable player in South African residential property sales" and "a flair for innovation and a commitment to excellence" ([www.seeff.com](http://www.seeff.com)). It is clearly anthroponymical commemoration. The last slogan appearing has become longer: *Expertise built through generations of trust*.

**Category 10: hardware****Buco Hardware – *Let's build together*****Tileafrica – *Your home is our home***Builder's – *Get it to Builder's, get it done*Coastal Hire – *Go coastal*Dulux – *Let's colour*Plascon – *It's the paint that lasts, not the dirt*CTM – *A gift to you*

If one has bought or sold a house, some changes or additions to the property might be useful, and hardware stores are there to assist.

**Buco Hardware** uses the slogan *Let's build together*, suggesting that they not only have the material needed, but are also there to assist with advice, and will be quite happy to work as a team with the prospective buyer. On their website, you can read: "Defined by entrepreneurship, authenticity, expertise and collaboration" (<https://www.buco.co.za>).

**Tileafrica**, although focusing on a different part of a home, is equally keen to assist: "Your home is our home". Their website promises: "We are committed to our people and we recognise our people as our most important asset" ([www.tileafrica.co.za](http://www.tileafrica.co.za)).

**Category 11: media/communication****Telkom – *Tomorrow starts today*****Cell C – *The power is in your hands*****Mr Video – *Every reason to stay home tonight***Vodacom – *Power to you*Netwerk24 – *Die toekomst van die nuus* [The future of the news]Multichoice – *Enriching lives*DSTV – *Feel every moment*

**Telkom** is not necessarily popular with everybody, but they do have an apt slogan: *Tomorrow starts today*. It suggests that they are ahead in technological matters. On their website, this telecommunication company claims: "By talking and listening to you so that we understand your needs, we meet them with products and solutions that keep you connected to what matters, both today and tomorrow" ([www.telkom.co.za](http://www.telkom.co.za)).

As a cell phone company, **Cell C** uses *The power is in your hands*. Not only does it suggest that the instrument to be used is in one's own hands, but that with their help the prowess in using the phone properly will improve. They claim: "The momentum and success of Cell C's pricing strategy over the past two years, with its core consumer values of honesty, simplicity and transparency, has resulted in a positive customer response" ([www.cellc.co.za](http://www.cellc.co.za)).

A video outlet called **Mr Video** has the following slogan: "Every reason to stay home tonight". It is self-explanatory and quite effective.

### **Category 12: banks**

**FNB** – *How can we help you?*

**Standard Bank** – *Moving forward*

**Nedbank** – *Laat dinge gebeur* [Let things happen]

**Capitech Bank** – *Be in control/Simplicity is the ultimate sophistication*

**ABSA** – *Save for change. Prosper*

Banks are necessary financial institutions and the competition is fierce.

**FNB** has a simple but very effective slogan: If a potential customer is addressed personally in the form of a question, *How can we help you?*, it might be considered appealing and convincing.

**Standard Bank**, on the other hand, suggests that they focus on moving ahead in terms of new developments in the banking industry: *Moving forward*.

### **Conclusion**

Commercials advertising brand names are extremely popular, especially on television. The brand name is exposed to a fairly large audience. Television services are dependent on brand advertising, hence it is a two-way cooperation. It is not easy to determine the success of the advertising. The company owning the brand is likely to keep statistics regarding their sales figures. If the sales are good, then the advertising would appear to be successful.

The consumers are attracted by what they see and hear. Some television advertisements are more popular than others, but it is not clear whether this is reflected in the sales. The language used is also important. If the language overpowers the view, it might not be popular. The opposite is also true: should the language be limited, particularly the closing slogan which may linger in one's mind, it may not help to cement the brand in one's mind. Companies may regularly change the advertisement and the slogan when they realise that viewers may have tired of a specific one, although the brand name and the slogan remain the same. The brand name obviously remains the important element in any advertisement. The support of a slogan may assist in making the advertisement stronger and more impressive.

To assign the more successful ones to a category from those not as successful depends on a number of aspects. Individuals may prefer certain ones because of the images and action reflected in the advertisement. Others may simply select the favourite ones because of their knowledge and use of a specific product and its brand name. The outcome of an assessment remains a rather subjective one. Advertisements (as well as brand names) come and go, and the success of a product or a service, economically speaking, determines its future. Should a similar project be attempted in future, using the same television channels, the results may be different.

This contribution is therefore a combination of pure onomastic categories, i.e. brand names or commercial names, but also supported by sociolinguistic structures in the form of slogans that become part of the brand name. The slogan attains an onomastic character.

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