

Bachelor's Thesis

**Degree Programme in Languages, Chinese Language**

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**“Cooperation”, “True Power” & “Maintaining Virtue”: Translation Methods and Brand Personality in Finnish–Chinese Brand Name Translation**

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### **Abstract**

This Bachelor's thesis examines the translation methods and brand personality characteristics of Finnish–Chinese brand name translations. The aim of this thesis is to find out what kind of brand personality traits are seen in Chinese translations of Finnish brand names, and how the chosen translation method affects brand personality. This thesis examines sixteen translated brand names that are collected from the internet and the general acceptance of which on the Chinese market is checked with the Xiaohongshu search engine. The brand name translations are categorized into four different translation methods: phonetic, semantic, phonosemantic, and complete recreation. A Chinese brand personality framework is used for studying the brand personality aspect in the brand names.

The study shows that the most prominent brand personality trait in the examined brand name translations is the Western trait, which is conveyed in nine out of sixteen names. The chosen translation method is shown to affect the brand personality of the translated brand names. Phonetically translated brand names mostly convey the Western trait, while phonosemantic translations and complete recreations convey more diverse and more specific traits such as Reliable, Luxuriant, Beautiful, and Responsible. The findings also show that product category affects translation method choice and brand personality, and that the chosen translation method reflects brand positioning strategy. Most phonetic translations represent design and lifestyle brands, whose main selling point on the Chinese market is their foreignness. Whereas more functional brands that require special trust from consumers, such as heavy machinery and food products, prefer phonosemantic translation and complete recreation, because with these translation methods it's possible to embed positive meanings into the names to reassure consumers of the product's safety and trustworthiness. For Finnish companies, the findings of this study indicate that when translating a brand name into Chinese, it is important to choose a translation method that best fits the brand's product category, desired brand personality, and the brand's goals on the Chinese market.

**Key words:** brand name translation, translation method, brand personality, Finnish brands, Chinese brand names